

# WearDuke



BASS CONNECTIONS

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Bass Connections in Information, Society & Culture



## Overview of Initiative

### What is wearDuke?

An initiative designed to promote healthy living through student engagement with wearables & novel learning opportunities

### How will it work?

Students will be given wearables to measure their rest and activity and answer weekly survey questions, in order to determine how rest & activity levels impact students' lives

### What was the purpose of this Bass Connections team?

To develop the infrastructure for the wearDuke program by researching wearables, surveys, and incentive systems and gaining feedback via student feedback in focus groups

### What are the future plans for wearDuke?

#### Pilot 1 (2019-2020)

- \*1 freshman residence hall invited to participate
- \*assess feasibility and acceptance of using a wearable with a companion app to record sleep habits

#### Pilot 2 (2020-2021)

- \*2 freshman residence halls invited to participate
- \*evaluate a range of educational interventions to improve sleep habits

#### Full Scale (2021-2022)

- \*all incoming freshmen will be invited to participate
- \*promote healthy living by engaging students with wearables and intervening to improve health habits

## Surveys

- ❖ Students will complete weekly surveys, via the initiative's app
- ❖ Topics include: sleep, general health, mental health, caffeine intake, and academics
- ❖ Students will have 48 hours to respond to each survey
- ❖ Topic will cycle on a weekly basis

## Wearables

- ❖ Students may choose an Apple Watch Series 3 or Fitbit Charge 3 to monitor their rest & activity
- ❖ 2 options are provided because Apple Watch is only compatible with iOS devices

## Incentive System

- ❖ Students who actively participate in the initiative will be able to keep their wearable for free
- ❖ Points system is being established
  - Students earn points by wearing their wearables & responding to surveys
  - Points can be cashed in for: food points, gift cards, and Duke merchandise

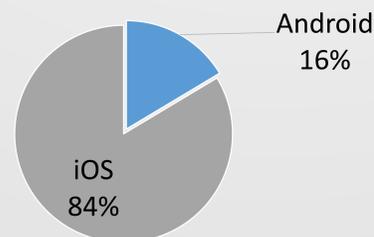
## Focus Group Results

### Why were focus groups conducted?

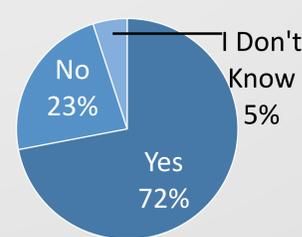
To determine whether current students would be interested in joining wearDuke and receive feedback on materials that had been developed (wearables, surveys, incentives, logo, website)

### What were the most significant findings?

#### Phone Operating System



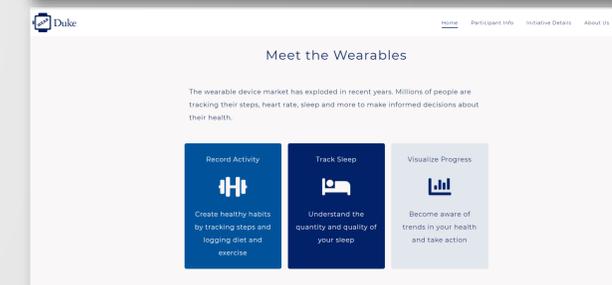
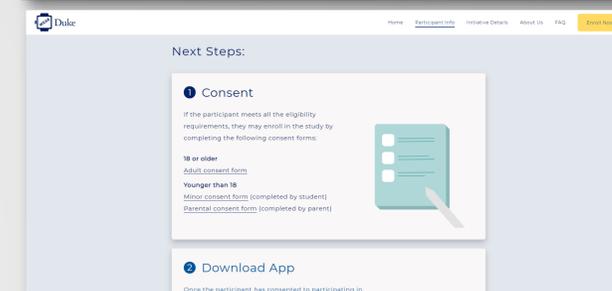
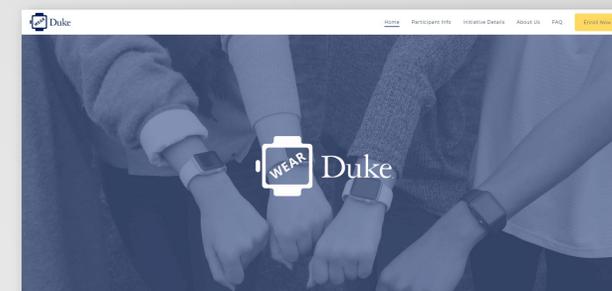
#### Wearable Ownership?



- ❖ Privacy is a major concern; therefore, we must emphasize that data will be secure and will only be available to faculty involved in the initiative
- ❖ Most students have iOS devices (see figure above), so Apple Watch is a viable option; other option must be provided for Android users to ensure equitable access to initiative

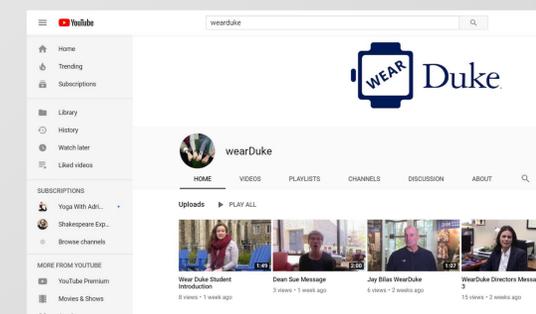
## Website

- ❖ Visit [wearduke.duke.edu](http://wearduke.duke.edu) for more information!



## Social Media

- ❖ Created videos to publicize wearDuke – watch them on our YouTube channel!



- ❖ Follow us on Instagram: @gowearduke
- ❖ Like us on Facebook: wearDuke

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