

Taking online computer-tailoring forward: The effectiveness of message frame tailoring in online smoking cessation communication

No registrations found.

Ethical review	Not applicable
Status	Pending
Health condition type	-
Study type	Interventional

Summary

ID

NL-OMON27222

Source

NTR

Brief title

TOCF

Health condition

Smoking cessation, Computer-tailoring, autonomy-support, message frame tailoring, E-health

Sponsors and support

Primary sponsor: Amsterdam School of Communication Research/ ASCoR, University of Amsterdam, The Netherlands

Source(s) of monetary or material Support: KWF / Dutch Cancer Society

Intervention

Outcome measures

Primary outcome

7 day-point prevalence abstinence from tobacco six months post-intervention;

Secondary outcome

intention to quit smoking six months post-intervention

Study description

Background summary

Individuals differ substantially in terms of information processing preferences as their need for autonomy. By applying message frame tailoring based on the need for autonomy - in addition to content tailoring - information can be presented in an even more personalised way, taking information processing preferences into account and yielding more positive effects on health behaviour. Therefore the goal of this project is to develop and test an online computer-tailored smoking cessation intervention including both content tailoring and message frame tailoring.

Study objective

Both offering choice and using non-controlling language have an independent positive influence on perceived autonomy-support. Not offering choice and using controlling language have an independent positive influence on reactance. Message frame tailoring is more effective in increasing smoking cessation rates than non-tailored and content tailored only interventions in a field study. In addition, message frame tailoring is more cost-effective than non-tailored and content tailoring only interventions in a field study.

Study design

baseline questionnaire and follow-up questionnaires at one month and six months

Intervention

An existing online computer-tailored smoking cessation intervention will be adapted and used to test the effects of message framing in an online experiment. The output of this experiment will guide the development of a new online computer-tailored smoking cessation intervention with both content and message frame tailoring, which will be tested for (cost-)effectiveness in a randomized controlled trial.

Contacts

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Eligibility criteria

Inclusion criteria

Being a smoker and motivated to quit smoking

Exclusion criteria

Being younger than 18 years old; not being able to read or write Dutch;

Study design

Design

Study type:	Interventional
Intervention model:	Factorial
Allocation:	Randomized controlled trial
Masking:	Single blinded (masking used)
Control:	Active

Recruitment

NL	
Recruitment status:	Pending
Start date (anticipated):	01-01-2017
Enrollment:	396
Type:	Anticipated

IPD sharing statement

Plan to share IPD: Undecided

Ethics review

Not applicable	
Application type:	Not applicable

Study registrations

Followed up by the following (possibly more current) registration

No registrations found.

Other (possibly less up-to-date) registrations in this register

No registrations found.

In other registers

Register	ID
NTR-new	NL6512
NTR-old	NTR6700
Other	KWF UvA : 2015-7913

Study results

Summary results

will be updated when available