

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

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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...

|                             |                          |
|-----------------------------|--------------------------|
| <b>Ethische beoordeling</b> | Niet van toepassing      |
| <b>Status</b>               | Werving nog niet gestart |
| <b>Type aanpak</b>          | -                        |
| <b>Onderzoekstype</b>       | Interventie onderzoek    |

## Samenvatting

### ID

NL-OMON27222

### Bron

NTR

### Verkorte titel

TOCF

### Aandoening

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

### Ondersteuning

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

**Overige ondersteuning:** KWF / Dutch Cancer Society

### Onderzoeksproduct en/of interventie

## **Uitkomstmaten**

### **Primaire uitkomstmaten**

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

## **Toelichting onderzoek**

### **Achtergrond van het onderzoek**

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.

### **Doel van het onderzoek**

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.

### **Onderzoeksopzet**

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

### **Onderzoeksproduct en/of interventie**

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.

## **Contactpersonen**

## Publiek

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## Wetenschappelijk

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## Deelname eisen

### Belangrijkste voorwaarden om deel te mogen nemen (Inclusiecriteria)

Being a smoker and motivated to quit smoking

### Belangrijkste redenen om niet deel te kunnen nemen (Exclusiecriteria)

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

## Onderzoeksopzet

### Opzet

|                  |                       |
|------------------|-----------------------|
| Type:            | Interventie onderzoek |
| Onderzoeksmodel: | Factorieel            |

|             |                |
|-------------|----------------|
| Toewijzing: | Gerandomiseerd |
| Blinding:   | Enkelblind     |
| Controle:   | Geneesmiddel   |

## Deelname

|                         |                          |
|-------------------------|--------------------------|
| Nederland               |                          |
| Status:                 | Werving nog niet gestart |
| (Verwachte) startdatum: | 01-01-2017               |
| Aantal proefpersonen:   | 396                      |
| Type:                   | Verwachte startdatum     |

## Voornemen beschikbaar stellen Individuele Patiënten Data (IPD)

**Wordt de data na het onderzoek gedeeld:** Nog niet bepaald

## Ethische beoordeling

|                     |                     |
|---------------------|---------------------|
| Niet van toepassing |                     |
| Soort:              | Niet van toepassing |

## Registraties

### Opgevolgd door onderstaande (mogelijk meer actuele) registratie

Geen registraties gevonden.

### Andere (mogelijk minder actuele) registraties in dit register

Geen registraties gevonden.

### In overige registers

| Register       | ID                  |
|----------------|---------------------|
| NTR-new        | NL6512              |
| NTR-old        | NTR6700             |
| Ander register | KWF UvA : 2015-7913 |

# Resultaten

## **Samenvatting resultaten**

will be updated when available