

PERSUASIVE DESIGN



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THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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ABSTRACT

As social media becomes more and more relevant for brands, it is important to find ways of increasing valuable exposure for brands on social media. Valuable exposure is generated when brands create social capital for individuals. Social capital can be defined as the resources available for individuals throughout interaction with coherent groups (Valenzuela, Park, & Kee, 2009). The problem that this thesis answers is in what ways persuasive design can help brands increase the social capital of individuals.

As there are several theories described by Cialdini (2006), Shavitt and Brock (1994), Fogg (2003) and Kaptein (2012) that substantiate psychological persuasion and influencing behaviour by computing products, the combination of these theories to increase social capital for individuals in the digital era is relatively new. This thesis describes in what ways these theories can be used to the relevance for brand exposure on social media.

The theories gained from a literature study are enhanced by an interview and a case study. The case study describes the period in which Nike+ redesigned its platform and implemented persuasively designed elements. The case study also contains a comprehensive data analysis, by analysing all the tweets gained from people who are using the Nike+ platform. With this information it is possible to see the difference in exposure, before and after the implementation of persuasive design. Because Nike+ redesigned its platform at 21 June 2012, the difference in exposure is measured between the period of July 2010 and June 2013.

This research found that persuasive design can contribute to increasing social capital for individuals. Increasing social capital for individuals leads to more relevant information for individuals, which increases the likeliness of people to share the branded content. This leads to an increase of exposure for a brand in highly relevant contexts.

PREFACE

You are about to read my thesis that I wrote for DDB & Tribal Amsterdam and the University of Applied Sciences Utrecht. As I always had an intense interest in the “creative” aspect of advertising, the combination of strategy and creativity is a combination that interests me the most. User Experience Design is the department within DDB & Tribal Amsterdam that combines both aspects in order to create the most opportune experiences. User Experience Design (UX) creates experiences for computing products that are able to engage users in multiple ways.

During my graduation internship at DDB & Tribal Amsterdam I was fortunate to experience the strategic and the UX side of the agency and work intensively with one of the most interesting and talented people in the industry. Working intensively with these people has formed me in ways that I could only have wished for when I started this internship.

I want to thank the following people in a random order:

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INTRODUCTION

With the rising possibilities of branded communication on social media, it is essential that branded campaigns, products or content are well designed and structured to efficiently achieve the communication goals of a campaign. At this moment in time, social media is taken very serious by brands and gives a lot of possibilities to generate exposure for brands. However, it is still quite unclear and vague in what ways exposure can be amplified.

To increase the potential of branded exposure on social media it is important for DDB & Tribal Amsterdam to know what a target audience finds worthy to share. Individuals on social media must be able and willing to spread and contribute to the exposure of a brand.

Persuasive design is closely connected with the profession called User Experience Design. Persuasive design combines elements of user experience with elements of persuasive psychology. Persuasive design is focused around creating products that are engaging, efficient and in line with the users.

Fogg (2003) named the phenomena of persuasive design “Captology”. He defines Captology as a combination of persuasive technologies that make it possible to digitally engage customers and influence people’s attitudes and even change behaviour. Fogg (2009) explains that at this moment in time, when computers, digital technology and social media play enormous parts in our everyday lives, computers are starting to play different roles of effective persuaders and influencers.

Valenzuela, Park and Kee (2009) explain social capital as the resources available for people throughout social interaction. Virtual communities give a lot of possibilities to enable social interaction. Can persuasive elements contribute to increasing the valuable resources available for individuals within virtual communities? When knowing how to increase the social capital of individuals, branded content created by DDB & Tribal Amsterdam could become more valuable to share for individuals.

THE PROBLEM

The field of persuasive design within virtual communities is relatively new. There is consensus about effective persuasive elements but it is unclear in what ways persuasive elements can be effective for increasing an individual’s social capital within virtual communities.

CENTRAL QUESTION

In what ways can persuasive design help brands to improve social capital for individuals within virtual communities?

SUB QUESTIONS

- What is persuasive design?
- What are virtual communities?
- What is social capital?
- What drives people in sharing?
- In what way will social capital lead to an increase of exposure?
- Why is exposure important for brands?
- Why is it important for brands to increase the social capital of individuals?

RESEARCH METHODOLOGY

The best way of finding out if persuasive design is effective is by doing a-b tests. Those tests run two similar tests within a similar environment. Persuasively designed elements will be implemented in one test, which makes it possible to measure the difference between the test with and without persuasively designed elements. However, tests like these need products to be as alike as possible. Within an advertising agency, creating two computing products to test effectiveness of persuasive design takes a lot of time and costs a lot of money. The resources that would make a test like this sufficient were not available. This lead to a research that consists out of data collection and desk research in the form of a literatures study for relevant theories, successful cases and the elucidation of these theories and cases. The theories will be enhanced by an interview with Niels Bellaar, strategist at DDB and Tribal Amsterdam and data research. The obtained data is gained from analysing all tweets generated through a virtual community that is linked to a unique hashtag between July 2010 and June 2013. Analysing all tweets that are sent by people who are a part of the virtual community or by people who talked about the virtual community, makes it possible to see the difference in social value by looking at the amount of people sending tweets with the unique hashtag. This research will connect persuasive design to increasing social capital in order to achieve more exposure. If a significant rise in exposure is visible, the perceived value of talking about the virtual community has increased.

TERMINOLOGY

Below is a list of terms to aid the clarity of the main research question.

SOCIAL MEDIA

Social media is defined as internet-based applications that allow users to create and exchange user-generated content (Kaplan & Haenlein, 2010).

VIRTUAL COMMUNITIES

Virtual communities are platforms whereby content and data are created and continuously modified by participants in a collaborative manner (Kaplan & Haenlein, 2010).

PERSUASIVE DESIGN

A discipline closely connected with the brand experiences of users and the effectiveness of digital campaigns is Persuasive Architecture. Persuasive Architecture is closely connected with User Experience Design and focused around creating products (campaigns) that are engaging, efficient and in line with the users. When having more insights into User Experience Design and persuasion, the overall digital journey towards a positive user experience will be more successful (Garnett, 2011).

Persuasive design can be described as a combination of the persuasive elements described by B.J Fogg (2003), persuasive principles described by Cialdini (2006), and human behavioural theories described by Aral, Sundarajan & Muchnik (2009).

PERSUASION

Persuasion is an attempt to change attitudes and behaviours in ways that are not compulsory. Force and manipulation are in no way persuasion tactics. Persuasive architecture design is focussed around combining digital communication with the planned effects of persuasion, human behaviour and technology (Danielson, Fogg, & Cuellar, 2007).

EXPOSURE

Exposure is a definition that describes to what extent people have been exposed to branded campaigns, content, products or communities (Bellaar, 2013). Exposure can be measured by looking at the potential impressions and activity generated by a target group via social media regarding a brand.

CHAPTER 1: WHAT IS PERSUASIVE DESIGN?

Chapter one will describe the interpretation of persuasive design by literature study. Persuasive design is a construct that is closely related to captology and influencing via mental shortcuts. Captology is a theory that is described by Fogg (2003). Other theories about influencing are described by Kaptein (2012), Cialdini (2006), Shleifer (2012), Kahneman (2011) and Cialdini, Petty and Cacioppo (1981). The combination of captology and influencing with theories about human behaviour is called persuasive design.

1.0 CAPTOLOGY

Within the theory of captology, persuasive technology tools are defined by Fogg (2003) as: “an interactive product designed to change attitudes or behaviours or both by making a desired outcome easier to achieve, p32. ”. Fogg (2003) has described reduction, tunnelling, tailoring, suggestion, self-monitoring, surveillance and conditioning as the seven types of persuasive technology tools that are effective in influencing behaviour. As every tool uses a different way of changing behaviour, persuasive computing products do usually obtain multiple persuasive tools (Fogg, 2003).

A more specific description of the tools for making design able to influence behaviour is described below.

1.0.1 REDUCTION

The persuasive technology tool of reduction describes computing products that make a targeted behaviour easier to perform by eliminating overflowing elements that can cause distraction that leads the user away from the targeted behaviour (Fogg, 2003).

Fogg (2003) states: “If you purchase products on Amazon.com, you can sign up for “one-click” shopping. With one click of a mouse, the items you purchase are billed automatically to your credit card, packed up, and shipped off. The reduction strategy behind “one-click” shopping is effective in motivating users to buy things”, p. 33.

1.0.2 TUNNELLING

Tunnel is described as “guided persuasion”. Tunnelling can be considered a way of persuading because it leads users through steps that are pre-set to influence. According to Fogg (2003): “When you enter a tunnel, you give up a certain level of self-determination. By entering the tunnel, you are exposed to information and activities you may not have seen or engaged in otherwise. Both of these provide opportunities for persuasion”, p. 34.

Tunnelling is also very effective because people value consistency (Cialdini, 2006). When users are committing to a process they are more likely to finalize the process. When users find evidence that is contradictory to the previously committed process, users are still more likely to stick to the tunnel that they have voluntarily committed to (Fogg, 2003).

An example of tunnelling can be found on multiple websites whereby people need to register for an account. When people click to “register”, they will be lead through smaller steps that will eventually lead to a registration. This way of tunnelling increases the motivation by making the steps to register easier to take.

1.0.3 TAILORING

Tailoring is a technological tool that gives computing products the possibility to tailor the transmitted information to an individual user. Because computing products are now able to process enormous amounts of data, targeted information becomes more relevant to the individual user.

Fogg (2003) describes tailoring as: “Tailoring technologies make life simpler for computer users who don't want to wade through volumes of generic information to find what's relevant to them”, p37. Showing relevant information targeted to individuals can give possibilities to influence. The possibility to influence occurs when computing products show information that is most relevant for the individual.

An example of a computing product that tailors information to the relevance of the user is Gmail. This product and service targets their users with relevant advertising that is based on the behaviour of the user. Google uses all the information that is connected to a users' Google account to target advertising in more relevant ways (Google, 2013).

1.0.4 SUGGESTION

Suggestion is defined by Fogg (2003) as an “interactive computing product that suggests a behaviour at the most opportune moment”, p.41. For the tool of suggestion to be effective, the computing technology must first provoke the user to think about a certain subject (Fogg, 2003).

Bol.com, one of the largest Dutch digital department stores, uses the element of suggestion to show products to their customers in different ways. An example of this is: “others who bought this, also bought...” This is a form of suggesting information with the purchase data that is available. The information is relevant for the consumer because bol.com compares the purchase behaviour of like-wise consumers. The products that like-wise consumers have bought could be relevant for individuals with the same interest.

1.0.5 SURVEILLANCE

The technological persuasive tool of surveillance influences people by enabling the user to learn from others (Fogg, 2003). Fogg (2003) described surveillance as "any computing technology that allows one party to monitor the behaviour of another to modify behaviour in a specific way", p.46. When people know that their behaviour is being tracked in a way, people will also act differently (Fogg, Cuellar, & Danielson, 2007).

1.0.6 CONDITIONING

Conditioning is defined by Fogg (2003) as: "a conditioning technology is a computerized system that uses principles of operant conditioning to change behaviours", p.49. Operant condition to change behaviour is aimed to give people rewards and punishments for performing certain behaviour. Computer games give users rewards for, in the opinion of the game designers, good behaviour (e.g. coins, kudo's, points) and punishment for bad behaviour (game over). The persuasive tool of conditioning is related to the theory of operant conditioning that is described by Skinner (1957). Skinner (1957) states that rewarded behaviour is more likely to be repeated.

"Computer games may be the purest example of technology using operant conditioning. They are effective platforms for administering reinforcements and punishments, with a bit of narrative and plot layered over the top", p.51 (Fogg, 2003).

1.0.7 SELF-MONITORING TECHNOLOGY

Self-monitoring technology is a persuasive technology tool that gives user the possibility to monitor own behaviour. According to Fogg (2003) the most effective ways of persuasion by self-monitoring technologies is by tracking real-time behaviour like physical activities. These self-monitoring computing products can give the user real-time feedback on the data that is received and implement goals and tasks to keep the user motivated.

Self-monitoring tools often contain several or multiple elements. So it is possible that a self-monitoring tools uses tunnelling, suggestion and surveillance or other persuasive elements to persuade users.

"Self-monitoring technologies work in real time, giving users ongoing data about their physical state (or inferences about their mental state, based on physical feedback), their location, or their progress on a task. The goal is to eliminate the tedium of measuring and tracking performance or status.", p.44 (Fogg, 2003).

1.1 A BEHAVIOUR MODEL FOR PERSUASIVE DESIGN

The behaviour model describes behaviour as the product of three elements. These elements are:

- Motivation
- Ability
- Triggers.

Which means that a persons needs to have the right motivation, the ability to perform certain behaviour and the person needs to be triggered to perform target behaviour. In order to influence behaviour with persuasive tools, it is important that these three elements occur at the same time (Fogg, 2009).

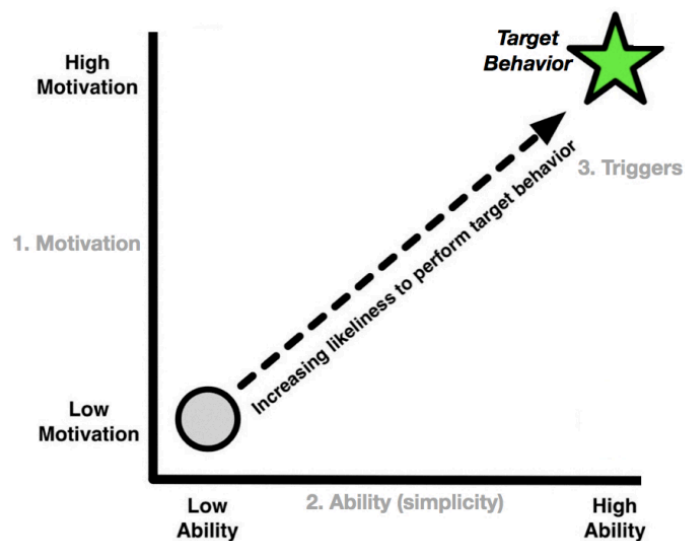


Figure 1. Behavioural Model by Fogg (2009)

Figure 1 displays the behaviour model for persuasive design. The vertical axis indicates the motivation of a person to perform certain behaviour. If a person is highly motivated and highly able to perform the target behaviour, the likelihood that the person performs the targeted behaviour when a trigger is received, is very high. This model indicates that it is important to align the motivation and ability from a person to perform targeted behaviour.

1.2 HEURISTICS & PERSUASIVE DESIGN

For being able to motivate individuals and keep the ability as high as possible, it is important that the computing product addresses the right system. Kahneman (2011) describes two systems that process information. These systems are called system 1 and system 2.

System 1 is the system that activates: “thinking fast”. This system is based on intuitive ways of processing information and does not rely on rational thinking. System 1 thinking costs the least effort for individuals to perform. This system addresses automatic patterns of the brain to reduce effort. The second system, system 2, is based on rational thinking and takes a lot of effort for individual’s to perform. This way of processing information is a slow way of processing information because it triggers the “rational mind”. A lot of important choices that individuals make are based on system 1. This system is based around heuristics. Heuristics are mental shortcuts in the brain that make decision-making easier. A good example that explains system 1, is explained by Shleifer (2012) in his review of Kahneman’s Thinking Fast and Thinking Slow. He describes the following question that respondents needed to answer to:

“Linda is thirty-one years old, single, outspoken, and very bright. She majored in philosophy. As a student, she was deeply concerned with issues of discrimination and social justice, and also participated in anti-nuclear demonstrations.”, p.5.

The respondents needed to answer this question on the likeliness of which of the professions was the one that Linda was performing. According to Shelfier (2012) the respondents could choose out of the following professions:

“Linda is (1) an elementary school teacher, (2) active in the feminist movement, (3) a bank teller, (4) an insurance salesperson, or (5) a bank teller also active in the feminist movement.”,p.6. Most of the respondents choose 5 and even after contradictory evidence that is was the wrong choice, they were objecting to the evidence. This is due to the fact that system 1 could easier create a narrative story to validate choice number 5. This story is explained by Shelfier (2012) as: “System 1 rather easily tells a story for scenario (5), in which Linda is true to her beliefs by being active in the feminist movement, yet must work as a bank teller to pay the rent”,p.6.

If system 2 had processed this question, people would have chosen the profession of a bank teller instead of the feminist bank teller. This is because of the fact that every feminist bank teller could also be considered a bank teller. The chances to have the right answer increases in this case. However, system 1 could create a better narrative story for the feminist bank teller.

Shleifer states (2012) that “telling such a story for (3) that puts all the facts together is more strenuous because a stereotypical bank teller is not a college radical.”,p.6. This is an example of how people do not always use the “rational mind” to process information.

It is very important when trying to persuade that the persuasion addresses system 1 (Shleifer, 2012). If the computing product does not address system 1, the chances are that the consumer will ignore the computing product. If the computing product addresses system 1, the ability stays high because the targeted behaviour is aligned with the user’s brain patterns.

1.3 MOTIVATORS

Increasing motivation increases the possibility of a person to perform the targeted behaviour. The ability of a person to perform certain behaviour can be very high, but without the right motivation the targeted behaviour will not be performed (Fogg, 2009). Fogg (2009) has described several types of motivational factors that influence people’s motivation to perform behaviour.

1.3.1 MOTIVATIONS OF PLEASURE AND PAIN

Fogg (2009) describes that an important motivation for people to perform certain behaviour is the balance between pleasure and pain. Fogg (2009) states that pleasure and pain are primitive responses to the activities related to self-regulation.

1.3.2 MOTIVATIONS OF HOPE AND FEAR

Hope and fear is described as people’s anticipation of an outcome. Fear can be considered the expectation when something bad happens. While hope gives people expectations of good things to happen (Fogg, 2009).

Fogg (2009) states *“hope and fear have long been powerful motivators in persuasive technology. For example, people are motivated by hope when they join a dating web site. They are motivated by fear when they update settings in virus software”, p.4.*

1.3.3. MOTIVATIONS OF SOCIAL ACCEPTANCE AND REJECTION

The last element that Fogg (2009) describes as a motivator is social acceptance versus rejection. This element of motivation is very relevant in this era of time whereby social media households virtual communities that are driven around social interaction (Ridings & Gefen , 2004). According to Fogg (2009), social acceptance and rejection are elements that control much of people’s social behaviour.

As Fogg (2009) states:

"Today, with social technologies a reality, the methods for motivating people through social acceptance or social rejection have blossomed. In fact, Facebook gains its power to motivate and ultimately influence users mostly because of this motivator. From posting profile pictures to writing on The Wall, people on Facebook are driven significantly by their desire to be socially accepted", p.4.

Social acceptance and rejection as described above are closely linked to peoples "need to belong". Baumeister and Leary (1995) describe the need to belong as the following: "A need to belong, that is need to form and maintain at least a minimum quantity of interpersonal relationships, is innately prepared (and hence nearly universal) among human beings.", p. 499. Their research indicates that "a need to belong" relates to important positive and negative emotions of individuals. Individuals associate social acceptance, or being welcome with positive emotions like happiness and contentment. Rejection of certain social relationships can lead to negative emotions like jealousy. (Baumeister & Leary, 1995). Baumeister and Leary (1995) state that: "human beings are fundamentally and pervasively motivated by a need to belong, that is, by a strong desire to form and maintain enduring interpersonal attachments", p. 522.

1.4 ABILITY/SIMPLICITY

Ability describes the ability of people to perform behaviour. Fogg (2009) divided the elements of ability in seven different types. The types that he has found relevant for the ability and most of all, the simplicity to perform target behaviour, are: time, money, physical effort, brain cycles, social deviance and non-routine.

The ability to perform behaviour is also described in the Field Theory. The Field Theory describes that behaviour is a conjunction of a person and the environment. The behaviour that is planned by an individual, relates to the individual's anticipation of the value of the outcome and the ability in which the individual thinks he is able to fulfil the behaviour (Lewin, 1951).

1.4.1 SIMPLICITY BY TIME

Time is the period in which an individual is able to fulfil the targeted behaviour. When a person is busy and needs to fill in multiple forms to achieve the targeted behaviour, he is most likely to give other, more relevant tasks, the preference of execution. Time means that the targeted behaviour needs to fit in the time-span of the individual who needs to perform the targeted behaviour. Computing products can be time-efficient products (Fogg, 2009).

1.4.2 SIMPLICITY BY MONEY

Money is also a very important element of ability, thus simplicity. When targeted behaviour requires people to spend money, people must also be able and willing to spend money on the required behaviour. And because not every individual has unlimited resources, the money link in the chain of simplicity is a very important link. People who are wealthy can make things easier by hiring, for example, a gardener. Recourses like time and money are very important elements to look at when simplifying products to increase ability (Fogg, 2009).

1.4.3 SIMPLICITY BY PHYSICAL EFFORT

The ability of physical effort states that physical effort effects behaviour. When physical effort is minimized, the targeted behaviour is more likely to be showed (Fogg, 2009). A remote control is for example a product that makes switching channels easier by decreasing the physical effort. People do not have to walk to the TV anymore.

1.4.4 SIMPLICITY BY BRAIN CYCLES

Brain cycles are cycles that people go through when making decisions. People like patterns and like to think in patterns. Thinking outside patterns is not simple and takes effort. Most people overestimate the effort individuals want to put in thinking outside their brain cycles (Fogg, 2009).

When target behaviour causes people to think intensively, it is not simple and it decreases the ability of an individual. When people are forced to think outside their patterns, it is possible that system 1 is not activated. This decreases the ability and simplicity of performing the behaviour. Addressing current brain cycles increases the chance of the information being processed by system 1.

1.4.5 SIMPLICITY OF SOCIAL DEVIANCE

Social deviance describes in what way ability and the easiness to perform tasks are related to social pressure and social norms.

Target behaviour can be easy to perform, but target behaviour that is not in line with social norms can cause social pressure, which takes effort to perform for individuals (Fogg, 2009). Social pressure increases the resistance towards the targeted behaviour (Bellaar, 2013).

1.4.6 SIMPLICITY OF NON-ROUTINE

People like sticking to routines and individuals are more likely to find behaviour easier to execute when routinely performed. When the target behaviour is not in line with the routine of individuals, the ability to perform task will decrease.

Ability and simplicity are defined by Fogg (2009) as “a function of a person’s scarcest resource at the moment a behaviour is triggered”, p.6.

To find the most useful resource, it is important to find the most valuable, thus scarce, resource of the target audience. This can be: time, money, routine or other resources (Fogg, 2009).

1.5 TRIGGER

A trigger is a call of action that is aligned with the ability of an individual and the motivation of that individual. When motivation and ability are aligned in high levels, a trigger can be enough for the target behaviour to happen. Previously it was only possible to submit triggers in static forms of newspapers and other traditional media that lacked the possibility of direct interaction and context. Technology now gives the opportunity to directly implement triggers and interact with a target audience in the right place, and in the right time.

Because technology gives the possibility to target an audience much more effective, the possibility of persuasion also increases (Fogg, 2009). Fogg (2009) has described three different sorts of triggers that influence behaviour when aligned with the ability and motivation of a person.

1. SPARK AS A TRIGGER

A spark is a trigger that is aligned with one, or multiple, motivators that are previously described.

2. FACILITATOR AS TRIGGER

When a facilitator is used to trigger certain target behaviour, it is important that the motivation of the target audience is high and the ability is low. A facilitator makes target behaviour easier to perform

3. SIGNAL AS TRIGGER

A signal is a trigger that works when people's ability and motivation are high. A signal simply occurs to the target behaviour as a reminder to perform certain behaviour.

1.6 THE PSYCHOLOGICAL PRINCIPLES OF PERSUASION

Computing products can be designed to influence and persuade (Fogg, 2003). Results from research done by Kaptein, Markopoulos, de Ruyter and Aarts (2009) shows that using persuasive psychological principles described by Cialdini (2006) increases the eventual accomplishment of the targeted behaviour by individuals. Computing products and social media give a lot of possibilities to use persuasive principles. Cialdini (2006) has described six principles that influence people's motivation. The principles of persuasion contribute to motivating people in performing certain behaviour. The elements that are described by Cialdini (2006) can be found below.

1.6.1 SOCIAL PROOF

People are receptive for social validation (Cialdini, 2006). The theory of social proofs states that people are more likely to change behaviour when other people (like-minded and out of the same social and cultural background) show that particular change of behaviour.

1.6.2 CONSISTENCY/COMMITMENT

Cialdini (2006) has found that people are more likely to follow up on an action when they, in advance, publicly are saying that will perform certain behaviour.

Kaptein (2012) describes a research where energy-usage needed to be decreased. The respondents were given tips about how to reduce their energy usage and were asked to be a part of the group whereby the energy usage will be measured. The names of one group of the respondents got published in a local newspaper, with the message that they are contributing to a research to decrease energy-usage. The other group did not get mentioned in the local newspaper. The energy-usage of both groups was measured. The people mentioned in the local newspaper had a higher decrease in energy-usage than the group that was not mentioned in the local newspaper. This an example of how people value consistency of their own statements when publicly noticed.

1.6.3 SYMPATHY (LIKING)

People are more likely to do things for people who they like. A psychological mechanism called similarity supports this theory. Similarity describes the proven fact that people have a preference for people who are alike to them. Not only the personality of one influences sympathy, but also a common hobby, music taste, similar jobs or other similarities can contribute to sympathy. This principle also supports that targeting coherent groups can be valuable (Cialdini, 2006).

1.6.4 SCARCITY

People add value to products and things that are unusual, limited, scarce or unique (Cialdini, 2006).

1.6.5 AUTHORITY

People are more likely to accept and assume statements that are being presented by people who are looked upon as authorities. Doctors and governments are seen as high authorities (Cialdini, 2006).

1.6.6 RECIPROCATION

Reciprocation describes the happening that people are more likely to give something when they received something. Reciprocation is about returning favours to others (Cialdini, 2006).

Improving motivation is very important when trying to influence the sharing behaviour of a target group. The next chapter will describe theories that give more insights into the sharing behaviour of individuals.

CHAPTER 2: WHAT DRIVES PEOPLE IN SHARING?

As persuasive design is described, this chapter will elucidate the theories and research that describe sharing behaviour of people who are active on social media. Social media is described by theories of Ridings & Gefen (2004), Kaplan & Haenlein (2010), Baumeister & Leary (1995), Bakshy, Rosenn, Marlow and Adamic (2012), and other theories. This literature study examines why people join and are active within virtual communities and social media.

2.0 SOCIAL MEDIA

In this era, content sharing behaviour is common behaviour within social media and virtual communities. People post globally around 400 million tweets per day (Farber, 2012) and Facebook has 1 billion active users (Fowler, 2012). Social media is defined by Kaplan and Haelein (2010) as “a group of internet-based applications that is build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content”, p.61.

Web 2.0 is defined by Kaplan and Haelein (2010) as “a new way in which software developers and end-users started to utilize the World Wide Web; that is, as a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion”, p. 60-61. Social media is a platform that enables participation and collaboration from out of every angle of users via computing products. Which makes social media and virtual communities very relevant and interesting for brands to increase exposure.

2.1 VIRTUAL COMMUNITES

Ridings & Gefen (2004) state that within virtual communities, people are looking for “emotional support, sense of belonging, and encouragement, in addition to instrumental aid” p.3. Virtual communities are also places where individuals meet with interests or goals that are similar (Ridings & Gefen, 2004). People are active within virtual communities that are built around social and cultural interaction.

2.1.1 SHARING BEHAVIOUR

Within those virtual communities, people seem to share information that is relevant for their self-evaluation and presentation (Ridings & Gefen 2004). Baumeister & Leary (1995) describe that people share information because they have a need to belong. The need to belong states that people have a need to be accepted and loved by people within a social and cultural environment.

An additional motivation for people to share content is that it embodies a way of their personal identity, or “self”, in a good way. According to Gangadharbatla (2008) social media offers a perfect space for addressing needs to belong, enabling conversations and searching for information that aligns with the “self-concepts” of people. Social media also enables people to express opinions and influence each other, which contributes to content sharing behaviour of people within coherent groups (Gangadharbatla, 2008).

2.1.2 SELF-ESTEEM

The concept of “self” explains how individuals see themselves or their perception of how others see them. According to Taylor, Strutton & Thompson (2012) content is mostly shared and forwarded to “to initiate personal growth, display altruism or demonstrate superior knowledge or opinion leadership”, p.14.. Reasons for sharing content are mostly to increase individuals’ image of “self” and their perception of how others view them. Consumers are more likely to share information that is in line with their “self-concepts” (Taylor, Strutton, & Thompson, 2012). The study done by Taylor, et al., (2012) describes that self-concepts are built throughout interactions within virtual communities.

Facebook enables feedback and peer acceptance. Because Facebook enables feedback and peer acceptance, Facebook is able to affect people’s satisfaction of life and self-esteem (Valenzuela, Park, & Kee, 2009). According to Valenzuela, Park and Kee (2009), Facebook is also able to “fulfill the informational needs of users, a key ingredient for strengthening weak ties and promoting collective action”, p. 881. The most obvious reason for people to join social networking sites is the need for integration and social interaction (Valenzuela, Park, & Kee, 2009).

2.1.3 WEAK TIES & STRONG TIES

Social media is based on social interactions between users. The strong ties within virtual communities are people that are the closest to the user. The people that the users trust the most and users from the same cultural and social surroundings can be considered strong ties (Gilbert & Karahalios, 2009).

The weak ties are the connections that provide information that is not spread by the strong ties and the people very close to the user. The weak ties do however use only a few media for spreading content. The stronger ties use many channels for spreading information (Gilbert & Karahalios, 2009).

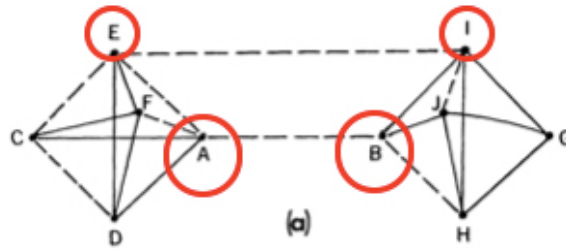


Figure 2. Weak ties connecting strong ties by Granovetter (1973)

2.1.4 SOCIAL NETWORKS IN INFORMATION DIFFUSION

People can share information to any number of people by using social networks. Bakshy, Rosenn, Marlow and Adamic (2012) examined the role of social networks in the diffusion of information. According to them, individuals are more likely to engage in activities that are similar to the activities that are being performed by their friends (Bakshy, Rosenn, Marlow, & Adamic, 2012).

Voorn (2013) and Bakshy et al., (2012) examined the behaviour of users on Facebook. The results of their research showed that social networking sites are able to influence people's behaviour. However, these social networks also mirror the interests and daily activities of users. This makes it difficult to state if a change in sharing behaviour is only caused by the social surroundings within social networking sites. Their research shows three possible elements that could explain an increase in sharing behaviour on social networking sites.

Bakshy, et al., (2012) state:

"In the context of our study, there are three possible mechanisms that may explain diffusion-like phenomena: (1) An individual shares a link on Facebook, and exposure to this information on the feed causes a friend to re-share that same link. (2) Friends visit the same web page and share a link to that web page on Facebook, independently of one another. (3) An individual shares a link within and external to Facebook, and exposure to the externally shared information causes a friend to share the link on Facebook", p.8.

As two out of three possibilities are focused around exposure, exposure seems to be important for creating triggers that increase sharing behaviour. Bakshy et al., (2012) describe that the weak ties in social networks are very influential ties for exposure as the most exposure results from weak ties.

The likelihood of people sharing content increases when more friends share content, however the relative impact of the shared content is the highest when only a couple friends are sharing the content. This is because weak ties are able to transmit information that a user is unlikely to be exposed to.

This makes the weak ties influential ties in sharing behaviour. As stated by Bakshy et al., (2012): “This suggests that weak ties consume and transmit information that one is unlikely to be exposed to otherwise, thereby increasing the diversity of information propagated within a portion of a social network”, p.7.

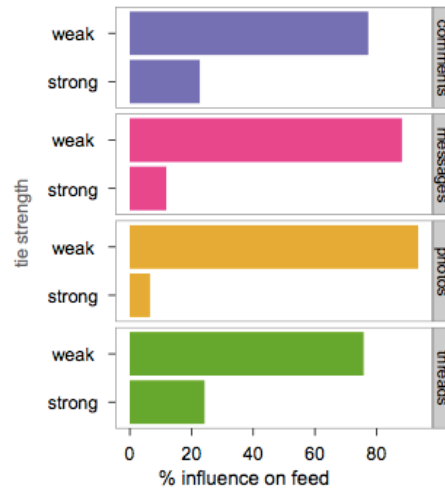


Figure 3. This figure by Bakshy, Rosenn, Marlow and Adamic (2012) shows how tie strengths influence people’s behaviour within Facebook.

2.1.5 ELECTRONIC WORD OF MOUTH

Social networking sites have amplified the power of word of mouth, which is considered to be a very influential way of exposure. (Taylor, Strutton, & Thompson, 2012). Electronic Word of Mouth, or eWOM, is defined as a positive or negative statement that does not need to be originated by the consumer but is forwarded or repeated by the consumer and is available on the internet (Taylor, Strutton, & Thompson, 2012). According to Taylor, Strutton and Thompson (2012), advertising that needs to increase word of mouth, thus exposure, must contain content with a proposition that enables consumers to express their identities by forwarding and sharing messages. It is important that the content that is being forwarded, created or repeated gives a favourable “self” image of the consumer that is targeted to share the content (Taylor, Strutton, & Thompson, 2012). The content needs to present the individual in ways that are contributing to the individual’s image of “self”. Taylor et al., (2012) state that when branded content enables people to express their “self-concepts”, the likeness of sharing increases. Voorn (2013) points out that the effects of eWOM are considerably higher than traditional marketing activities.

CHAPTER 3: WHAT IS SOCIAL CAPITAL?

As people join social media out of social and cultural reasons, it can be highly relevant to look at the social capital that is achieved by individual's entering virtual communities. This chapter elucidates reasons for people to enter virtual communities and social media. Social capital is a construct that explains what people gain from joining virtual communities and social media. This gives us deeper insights into persuasion by connecting the reasons for people to be active on social media with persuasive design.

3.1 THE CONSTRUCT OF SOCIAL CAPITAL

Social capital is a construct that explains the civic participation, political engagement, life satisfaction and social trust of a person (Valenzuela, Park, & Kee, 2009). Valenzuela et al., (2009) explain social capital as the resources available for people throughout social interaction. Social capital gives individuals the opportunity to access information that would not be available otherwise. The satisfaction of life can be improved by increasing the social capital, thus increasing the information that would not have been available otherwise (Valenzuela, Park, & Kee, 2009).

An individual's satisfaction of life is partly dependent of the social ties of the individual. According to Valenzuela, Park and Kee (2009):

"Ratings of happiness made by one's friends (Leary & Kowalski, 1990), a sociable and extraverted personality (Francis, 1999), frequent interpersonal communications that have positive affect (Diener, Sandvik & Payot, 1991), and happiness of one's family members (Clare, Wyer, Dienes, Gasper, & Isbell, 2001) all are correlated to high life satisfaction and happiness", p. 877.

New media related to virtual communities and social media are positive for an individual's social capital. In contrast to this, games and online movies are not associated with building social capital. It is not the technology that creates social capital but the ways in which the individuals make use of the technology (Valenzuela, Park, & Kee, 2009).

3.1.1 DEFINITION OF SOCIAL CAPITAL IN THIS THESIS

Social capital explains that social relationships provide resources to individuals that can make a significant contribution to achieving a personal goal of individuals within a group.

Social capital, within this thesis, is aligned with the assumption that social media and computing products can be auxiliary in achieving goals set by individuals whereby the network of one individual contributes to achieving certain goals set by the individual.

Social capital can be described as the group of people that are contributing to achieving goals of an individual, and therefore is relevant for the individual.

If a brand increases the social capital of an individual, the individual will be helped with achieving certain personal goals. Increasing confidence levels is an example of a personal goal that can be achieved through increasing social capital. These personal goals can also vary and be aligned, from getting motivated to perform certain behaviour to increasing a person's life satisfaction.

3.2 INCREASING SOCIAL CAPITAL BY PERSUASIVE DESIGN

Persuasive design can influence people to perform certain behaviour. The influences of persuasive design are connected with the motivation of people and the ability of people to perform the targeted behaviour. Computing products can influence by:

- Increasing the capability of an individual to perform behaviour
 - Acting as social actors
 - Influencing as a medium
- (Fogg, 2003).

It is important to address the right motivations within computing technologies when trying to influence the social capital of an individual. The motivations of an individual can be increased when using the psychological principles that are described by Cialdini (2006). When a person sees that multiple friends are using a computing product designed to motivate individual's to run more often, he is more likely to use that computing product. This principle is called social proof and increases, in this example, the motivation of an individual to use the computing product. Social capital will be increased because a computing product can provide the individual with motivating information that is gathered from other users.

When the individual has the right motivation and ability to use the computing product, the computing product can create social capital for the user by enabling target behaviour. Computing products can influence people by using tools that are described by Fogg (2003). The assumption is that these tools can lead to an increase of social capital when they are rightly designed to align a person's need to belong, personal goals and contributes to their perception of "self", which could make sharing information more relevant for individuals.

3.2.1 AN EXAMPLE OF HOW SOCIAL CAPITAL CAN INFLUENCE

Laskey is the owner of a company called Opwer.com. This company has partnered-up with utility clients to reduce the energy and carbon emissions (Opwer.com, 2013). Opower reduces the energy-usage of customers by focussing on the behavioural aspects of energy usage. Opower.com uses data to persuade users to use less energy. They do so by enabling customers to compare their energy usage with their neighbours via persuasively designed computing products and personalized energy bills. Because people are able to see their levels of energy usage and compare these levels with their neighbours (social capital), a form of social pressure via persuasive design has occurred that lead to a successful decrease in energy usage (TED talks, 2013).

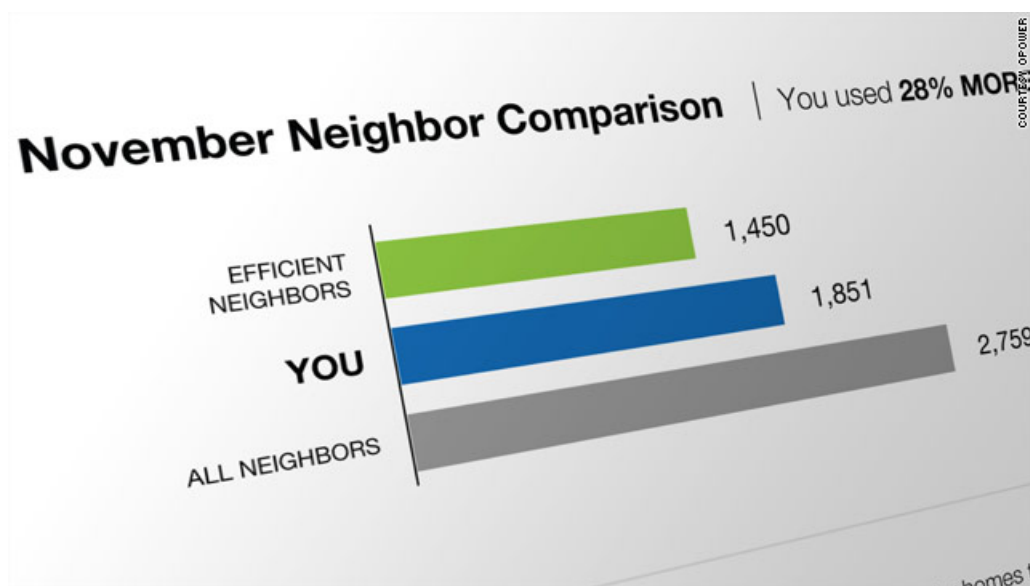


Figure 4: Example of an Opower energy bill that compares energy usage (CNN, 2010).

CHAPTER 4: WHY IS SOCIAL CAPITAL RELEVANT FOR BRANDS?

Chapter four describes the relevance for brands when creating social capital for individuals. With theories described by Haelein and Kaplan (2009), Fitzsimons, Chartrand and Fitzsimons (2008), Hoffman and Fodor (2010), these theories describe in what ways social capital can be relevant for brands.

4.1 EXPOSURE

Haelein and Kaplan (2009) show that consumers treat offline and online activities in like-wise ways. Both are considered to be ways of presenting “self” (Haelein & Kaplan, 2009). Which lead to the indication that traditional models of consumer behaviour are highly relevant in the digital era (Haelein & Kaplan, 2009).

Exposure of a brand is most effective when the brand has traits that trigger people’s perception of “self” (Fitzsimons, Chartrand, & Fitzsimons, 2008). Fitzsimons et al., (2008) use Nike as an example to explain how certain traits can lead people in achieving personal goals. According to their research, people associate Nike with traits like active and confident (Fitzsimons, Chartrand, & Fitzsimons, 2008). Fitzsimons et al., (2008) state:

“These characteristics are generally seen as positive in American culture, so Nike likely plays a motivational role for many people, symbolizing desirable future or alternative selves. In the case of Nike, then, we would expect that brand exposure could lead people to pursue goals to be confident and active”, p. 23.

Fitzsimons et al., (2008) examined the link between brand exposure and shaping behaviour. The experiments that were held supported the fact that brand exposure has an effect on individual’s behaviour.

Fitzsimons et al., (2008) also state that:

“Experiments supported the existence of brand priming effects on behavior, finding that participants responded to brands by behaving in line with the brand’s characteristics and did so with no conscious awareness of the influence. Participants exposed to the Apple brand outperformed IBM-primed and control participants on a standard measure of creativity”, p. 32.

Individuals that support traits that are set by brands were affected by brand exposure. This indicates that if a brand is considered to be relevant to the presentation of an individual’s “self” and relevant for achieving certain goals, the exposure of a brand can shape behaviour of individuals.

However, Fitzsimons, et al., (2008) also state: “only participants who reported a preexisting goal “to be creative” were affected by the Apple prime”, p.32. Which means that, in the example of Nike, only the people who are interested in being seen as confident and active will be affected by the exposure of Nike (Bellaar, 2013).

When a person uses a branded application within the social media environment, the brand gains exposure in relevant contexts (Hoffman & Fodor, 2010). Hoffman & Fodor (2010) explain this with an example from a Starbucks campaign. As a result of a campaign aired on television and social media, people started to tweet about Starbucks, which led to one tweet in every eight seconds related to this campaign. This kind of exposure is valuable for strengthening brand associations in the minds of the consumer (Hoffman & Fodor, 2010).

Another example that Hoffman & Fodor (2010) are describing is a case from a company called Target. This company used Facebook to stimulate their target group to join their virtual community. This virtual community, which was built as a Facebook application, is called “Circle Of Moms”. This community connected moms by giving them the possibility to help each other with arranging everyday activities like: setting up checklists for school and arranging carpools. Because the target group started to generate exposure by posting about this virtual community, others too were also motivated to join the network. More than 20,000 visitors have visited this community in the first six weeks (Hoffman & Fodor, 2010).

Exposure can positively affect brand loyalty of a target group and their possible commitment to the brand in the future (Hoffman & Fodor, 2010). This makes increasing social capital to increase exposure very relevant for brands because it enables agencies and brands to gain more exposure than just the amounts gained by paid media (Bellaar, 2013).

CHAPTER 5: EXPOSURE AND SOCIAL CAPITAL BY PERSUASIVE DESIGN

Chapter five uses the theories described in the previous chapters to explore the effectiveness of persuasive design. Measuring how people reacted to an implementation of persuasive design will test the theories that are previously described. The Nike+ platform has, according to NIKE INC (2012), introduced persuasive elements around the 21th of June 2012 (see appendix 10, pg 52). This makes it relevant to measure the exposure generated with help of persuasive elements and the effect of the persuasive elements by looking at the amounts of tweets that are placed, linked to the automatically generated hashtag by the platform. Looking at the difference in amount of activity and exposure between the period before the implementation of persuasive design and the period after the implementation of persuasive design gives us more insights in the effectiveness of persuasive design.

5.1 INTRODUCTION

Nike+ is a virtual community that is built around people's running activities. Nike+ is a website and application that tracks people's behaviour, influences behaviour and motivates people by using persuasively designed elements. Nike+ is a virtual community that helps people stay motivated when it comes to running (NIKE, n.d.). Nike+ uses information gathered by users to motivate and persuade individuals.

According to the Vice President of Nike Global Category Running, Nike+ is entering a new chapter. "We're introducing a new chapter that will take the running experience to a new level in terms of connectivity, community, social sharing and data-driven insights" (Nike INC, 2012).

Nike+ has over 7 million users and Nike updated its Nike+ platform at June the 21th in 2012. Nike+ updated its platform by implementing several elements that focus on motivating people by social elements (Nike INC, 2012). From that moment on, Nike+ actively guides users through several persuasive designed elements that are designed to increase the user's motivation to run and share their behaviour on social media.

By redesigning the app and the website to increase the motivation of people, motivational elements are implemented according to Nike INC (2012). Examples of these elements that were implemented after the redesign of Nike+ are:

- People are now able to compare activity levels with everyone in the Nike+ community. This increases the social capital of individuals.
- The possibilities to share activities also increased by tunnelling more effective towards these kinds of triggers and making sharing as easy as possible by only clicking once.
- The dashboard uses personalized information that is targeted to motivate users to run and the content is also personalized with suggestions generated with the users' data
(See appendix 10, pg 52).

As previously stated in this thesis and described by Fitzsimons et al., (2008), Nike is considered to be a brand that is associated with traits like “active” and “confident”. These traits are seen as valuable traits in the American culture (Fitzsimons, Chartrand, & Fitzsimons, 2008). The assumption that Nike+ is only effective because of its persuasively designed elements cannot be substantiated. However, it is plausible that the persuasive elements that are used and the social capital that is gained by users, contributes to an increase of exposure.

5.2 PERSUASIVE DESIGN

Nike+ households a virtual community that is able to help individuals achieve personal goals. This addresses people's “need to belong” and increases people's social capital. Nike+ is a computing product that revolves around persuasive design. Individual's social capital can be increased because Nike+ is able to give individual's information that is not available in other ways. The information that is available for individuals is conceived from virtual coherent communities and transformed into very relevant information that is able to contribute to achieving an individual's goal by using elements of persuasive design.

The possibility for individuals to achieve goals becomes easier because Nike+ visualises data that is conceived from the virtual community that aligns with people's need to belong and people's presentation of “self”. Nike has traits (active and confident) that are positively associated in American culture, which is very relevant for sharing information that needs to be aligned with the individual's “self”. The social capital gained from using Nike+ enables individual's to achieve personal goals like being confident or being active. Sharing automatic generated messages created by Nike+ can become relevant for individuals to share because it presents a good perception of the individual's idea of “self” that is gained out of the increase in social capital.

5.2.1 EXPOSURE FROM PERSUASIVE DESIGN

Nike+ guides users towards certain triggers that need to persuade users into sharing their achievements. These triggers must cause users to share their activities, which could lead to more exposure for the brand. For people to share information about their achievements and activity, the information needs to be a good presentation of the individuals' perception of "self" and it also needs to be valuable for people's "need to belong". It is plausible that people who are interested in being seen as "active" find the triggers visible in figure 5 and 6 relevant for their self-presentation.

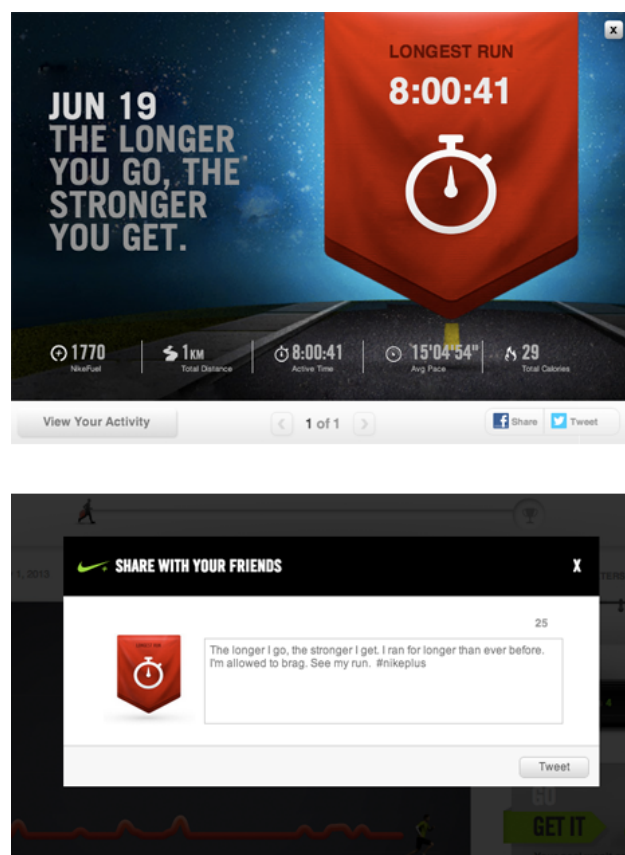


Figure 5: Screenshots of Nike+ user receiving award on mobile phone after workout. Achievement tunnels towards sharing behaviour.

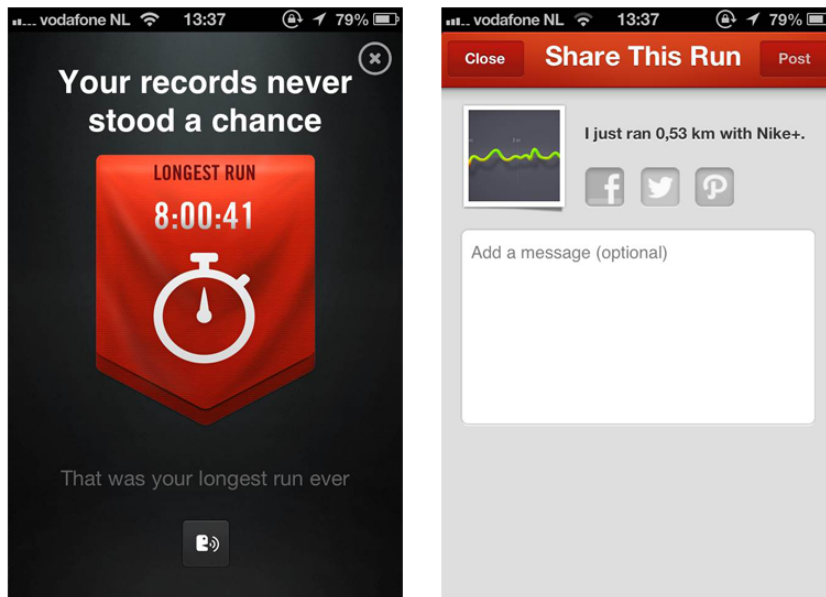


Figure 6: Screenshots of Nike+ user receiving award on website after workout. Achievement is tunnelling towards sharing behaviour.

The Nike+ community addresses people's need to belong by gathering information from all the users and by giving people the possibility to connect with friends. It is plausible that people who are interested in running find this combination of information that is created by Nike+ valuable to share.

5.3 ELEMENTS OF PERSUASIVE DESIGN IN NIKE+

Nike+ is a self-monitoring tool that gives people the possibility to track running activities. The smartphone application tracks data of every user. The data that is collected is visualized within the application and on the website. People can set goals, see their own progress and earn achievements along the way. The application stimulates runners by giving real-time feedback while running.

Nike+ can be considered a self-monitoring tool that is targeted to persuade people into being more active. However, this self-monitoring tool uses more elements of persuasive design to keep runners motivated. The elements of persuasive design will be described per page that the Nike+ platform uses.

5.3.1 NIKE+ LANDING PAGE

The landing page is the first page people see when entering the Nike+ website. The landing page focuses on the amount of people who are using Nike+ and how many friends of individuals are using Nike+. This persuasively designed component of the landing page is closely connected with the theory of social proof described by Cialdini (2006).

The landing page persuades people into joining Nike+ by showing the amounts of activity on Nike+ and how many Facebook friends of the individual use Nike+ (see appendix 2, pg 44).

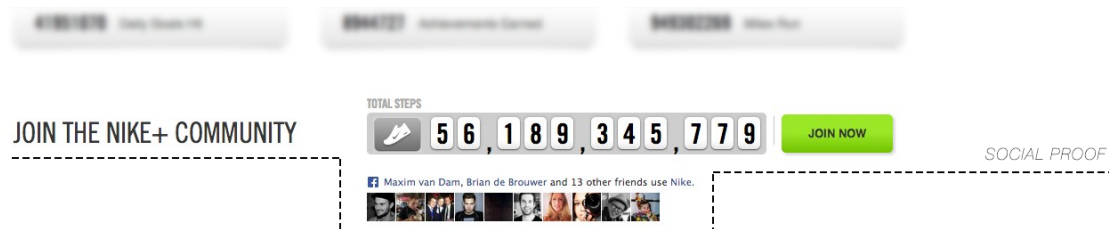


Figure 7: Screenshot of Nike+ landing page.

5.3.3 NIKE+ DASHBOARD PAGE

When users log into Nike+ they see a dashboard. The dashboard is the homepage of Nike+ and gives the user general information gathered from data. The dashboard contains several persuasive elements that will be described below.

The first persuasive element that is implemented within the dashboard is a trigger for commitment. Nike+ asks users to “set a goal”. By setting a goal, user can publicly state that they have set a certain goal (e.g. run 15 miles). Cialdini (2006) describes that commitment increases the motivation for individuals to actual perform this behaviour. By using this element of persuasive design, Nike+ tries to persuade users into running more often.

The second persuasively designed element that is visible on the dashboard is the tailored information that Nike+ gathered from the latest run by the user. Nike+ carefully shows the amount of calories burned and other achievements with the possibility for the user to share those achievements. The tailored information that Nike+ shows is very relevant for users who think this is valuable for presenting their “self” on virtual communities.

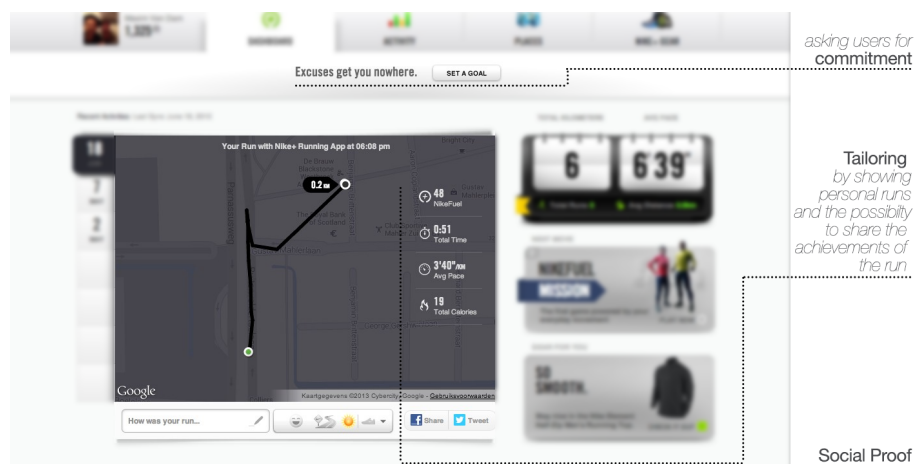


Figure 8: Screenshot of Nike+ dashboard.

The third persuasive element that is targeted to motivate users to run more often is the leaderboard. The leaderboard shows friends of the user and their achievements. This gives users the possibility to compare data with friends. Comparing results can be very influential because people who compare results see how closely connected people, from same coherent, social and cultural background perform. This element tailors very relevant information and is a form of social proof. This can motivate people to try to achieve the same goals or even higher goals as their friends have achieved. It also gives individuals a point of reference for the levels of activity of their social group.

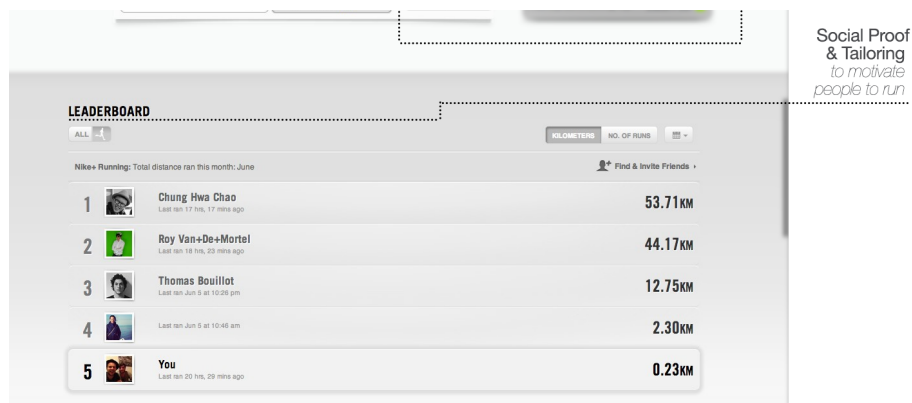


Figure 9: Screenshot of Nike+ dashboard with leaderboard.

The fourth element is located right after the leaderboard and it shows users how their achievements are related to the achievements of the Nike+ community. The information that is shown gives users an indication of what the “average” results within the Nike+ community are and how they can relate to the results.

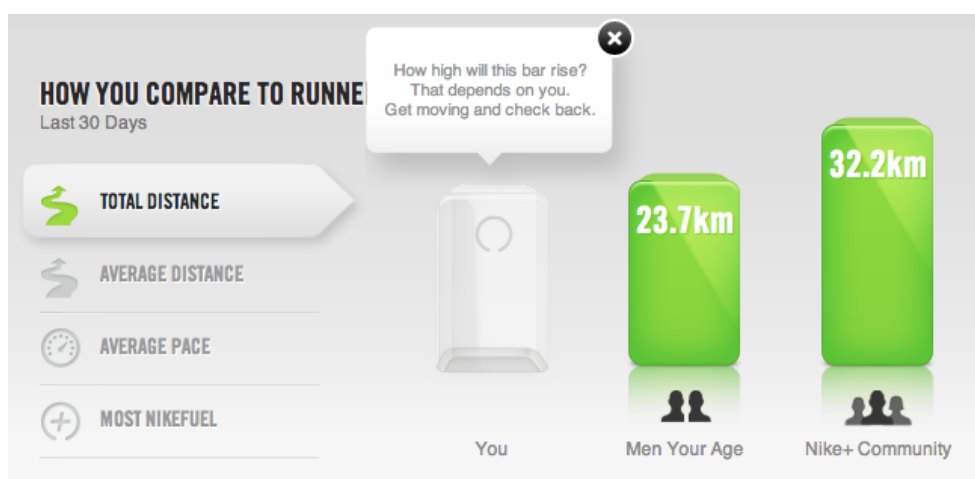


Figure 10: This figure shows the fourth element whereby Nike+ shows individuals how they relate to the entire Nike+ community.

The last element of persuasion that is visible on the dashboard page of Nike+ is an element that Fogg (2003) describes as conditioning. Nike+ shows the latest achievement that a user has achieved on the dashboard and gives users the possibility to share their achievements. Conditioning motivates people by rewarding people for good behaviour (Fogg, 2003) (see appendix 3, pg 45).



Figure 11. Screenshot of Nike+ platform achievement taken at June 19, 2013.

5.3.4 NIKE+ ACTIVITY PAGE

The “activity” page of the Nike+ platform shows several persuasively designed elements. These elements will be explained below.

The Nike+ “activity” page visualises the activity of the user in a graph and it is also possible to share the activities via social media. The activity page also shows a narrative story of the activities of the user. If someone runs mostly at night, he will be called a “night owl”. The activity page also uses conditioning to motivate people by rewarding users for achieving certain milestones by showing people “personal records”, which can be shared via social media (see appendix 4, pg 46).



Figure 12. Screenshot of Nike+ activity page that is focused around rewarding behaviour.

5.3.5 NIKE+ PLACES PAGE

Nike+ has partnered up with Google within the “Places” page on the Nike+ platform. This page provides runners with specified maps for running. This page is also using several persuasive elements.

When users enter the Nike+ platform and go to the “places” section, they see which routes are the most popular around their GPS location. This is a form of tailoring information to the relevance of the user. Which can be motivational because of the relevance and the timing.

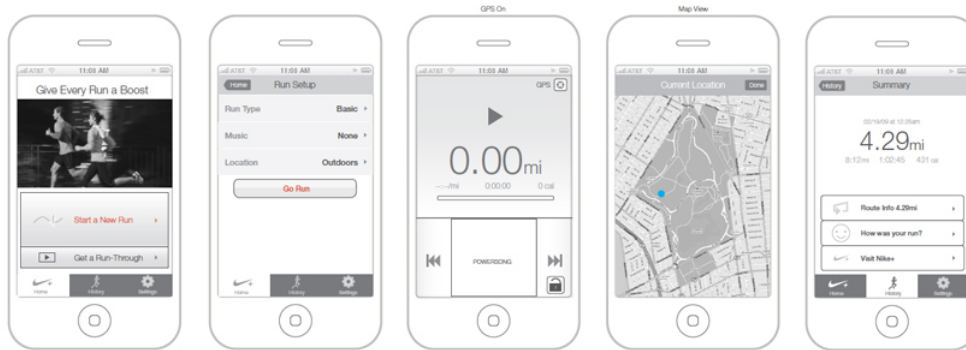
When users are looking for a route to run, they also see a leaderboard per route and how many people have run the route. These elements also align with social proof and must persuade users into running the route by showing how many other runners have run the route (see appendix 5, pg 47).

5.3.6 NIKE+ TUNNELLING TOWARDS SHARING BEHAVIOUR

Fogg (2003) describes tunnelling as “guided persuasion”. Tunnelling can be considered a way of persuasion because it leads users through steps that are pre-set to influence. The first tunnel that users can enter is the tunnel that starts when people set a goal at the dashboard page.

When people enter this tunnel, Nike+ guides the users to several steps, which all trigger commitment and consistency and lead to an end point in which Nike+ asks users to share their commitment on social media (see appendix 6, pg 47 and appendix 7, pg 49).

The Nike+ Running App *Before redesign*



The Nike+ Running App *After redesign*

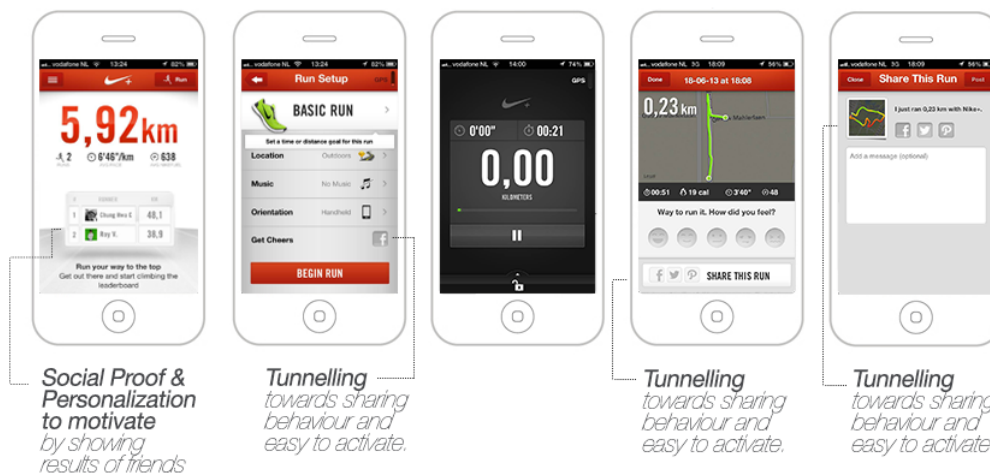


Figure 13: After the redesign, Nike+ guides users through pre-set steps to stimulate sharing behaviour.

CHAPTER 6: RESULTS

Within the Nike+ Platform, people are guided and tunnelled towards triggers that need to motivate sharing activities on social media like: “I just ran 6.23 km @ a 4'53"/km pace with Nike+. <http://go.nike.com/01l29na0> #nikeplus”. This is an example of an automatically generated message that people can share on social media. The hashtag that Nike+ adds to these tweets is “#nikeplus”. Looking at the amount of people tweeting with this hashtag gives an indication of how people value Nike+ and the social capital that people receive when using Nike+.

By looking at the exposure that is generated throughout the Nike+ platform it is possible to indicate if persuasive design contributes to an increase of the users' social capital, thus the likeliness of individual's to share a message on social media because of the relevant value of the message in people's presentation of “self” and people's “need to belong”.

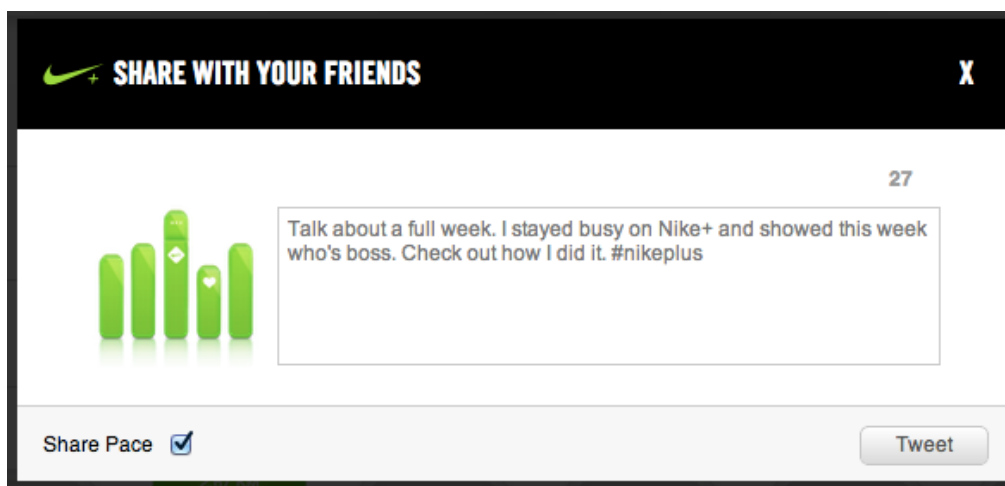


Figure 14. Screenshot of Nike+ platform automatic generated message taken at June 19, 2013.

6.1 MEASUREMENTS

Comparing Nike+ with other like-wise self-monitoring tools targeted at runners makes it easier to put the exposure generated by Nike+ in a perspective. Nike+, RunKeeper, FitBid and MapMyRun are self-monitoring platforms for tracking activities. Nike+ is the platform that generates the most exposure between January 2012 and June 2013. However, after the redesign that was launched in June 2012, the exposure of Nike+ significantly increased in comparison to the other self-monitoring tools and Nike+'s previous exposure. Appendix 11 visualises the differences in design between Nike+ and RunKeeper to exclude that RunKeeper uses the same amounts of persuasively designed elements to increasing exposure by addressing social capital (see appendix 11, pg 54).

6.1.1 DEFINITIONS

ACTIVITY: The parameter activity measures the amount of tweets mentioning “#Nikeplus”. This hashtag is automatically placed behind every tweet that is sent from the Nike+ platform. By looking at the activity we can see how many people find it valuable to share information gathered from Nike+.

POTENTIAL IMPRESSIONS: The potential impressions are a parameter for the times the message has been received on a device. If a person has 50 friends and he tweets one message, he will have a potential exposure of 50. When one person in his group retweets his message and he has 100 friends the potential exposure becomes: $50+100=150$. The impressions are potential because it cannot be defined if every one has actually seen the message.

6.2 FINDINGS

A notable finding is that in the period before Nike+ redesigned its platform, the potential impressions generated by RunKeeper was higher than the potential impressions generated by Nike+. Thus, RunKeeper gained the highest exposure before Nike+ implemented its redesign. This indicates that the perceived value of mentioning RunKeeper was higher at that time (see appendix 8, pg 50 and appendix 9, pg 51).

Before Redesign

Self-monitoring tool	Activity	Mention	Potential Impressions
RunKeeper	2,314,007 tweets	#runkeeper	787,818,520
Nike+	2,129,193 tweets	#Nikeplus	598,597,653
FitBid	226,626 tweets	#fitstats	94,800,350
MapMyRun	250,875 tweets	@Mapmyrun	66,931,302

Tabel 1. Topsy (2013) Exposure self-monitoring running tools between the 1st of January 2010 and the 31th of May 2012.

After Nike+ introduced its redesign of the Nike+ platform, the activity from people using Nike+ gained significantly. The potential exposure also has increased significantly in comparison to RunKeeper.

After Redesign

Self-monitoring tool	Activity	Mention	Potential Impressions
Nike+	6,507,622 tweets	#nikeplus	2,604,674,653
RunKeeper	4,576,045 tweets	#runkeeper	1,695,755,824
FitBid	658,538 tweets	#fitstats	401,397,579
MapMyRun	579,796 tweets	@Mapmyrun	117,571,840

Tabel 2: Topsy (2013) Exposure self-monitoring running tools between the 1st of January 2010 and the 1st of June 2013.

This indicates that the perceived value of mentioning Nike+ increased after the redesign. Which suggests that persuasive design contributes to an increase of social capital, which lead to an increase of exposure.

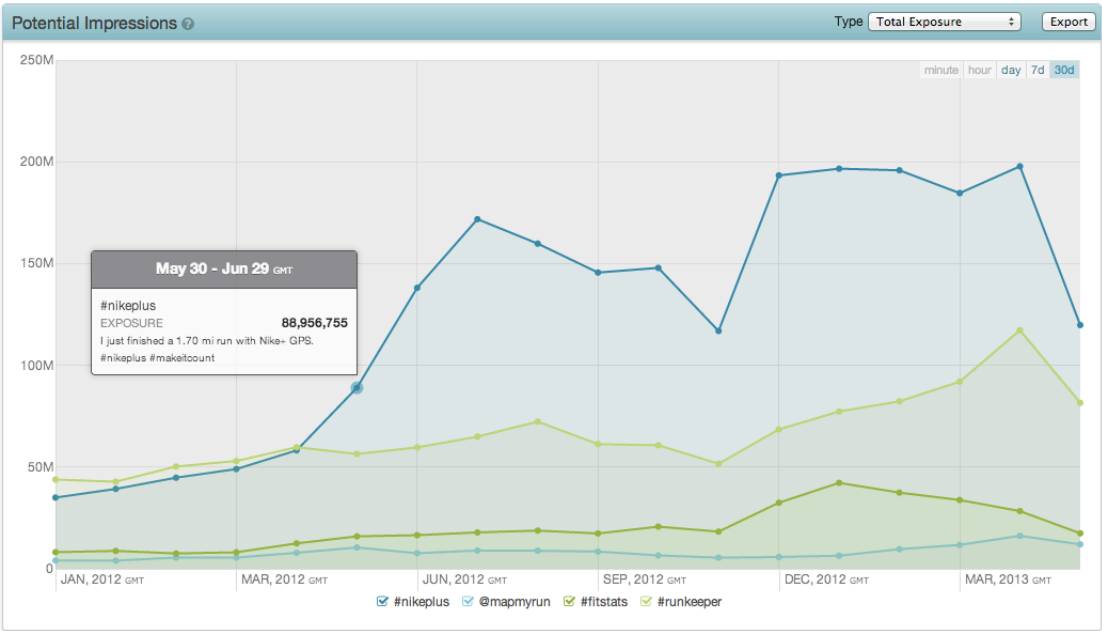


Figure 15. Topsy (2013) Potential impressions of self-monitoring running tools between the 1st of January 2012 and the 1st of June 2013.

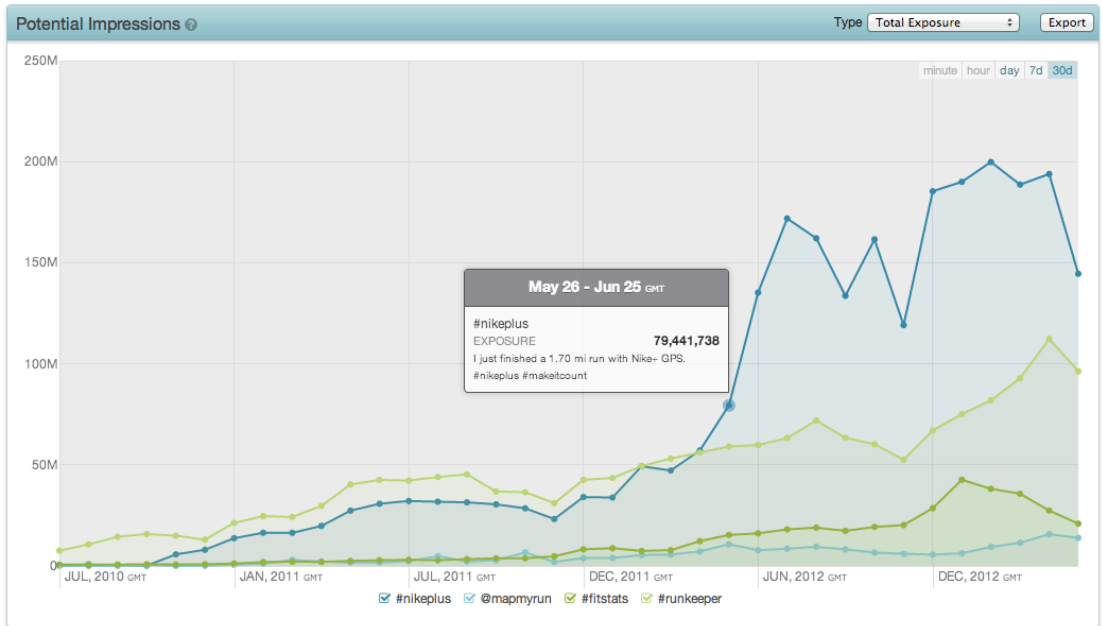


Figure 16. Topsy (2013) Potential impressions self-monitoring running tools between 2010 and 2013.

When looking at the potential exposure from the 1st of January 2012 until the first of June 2013, a notable increase in potential exposure is visible after the redesign by Nike+. The potential exposure gained by people talking about Nike+ increased around the period of the redesign and stayed in higher amounts after the launch of the redesign. The increase in activity indicates that people find the information gained by using Nike+ more relevant to share. The increase in potential exposure indicates that the tweets regarding “#nikeplus” are placed by people who had more followers or the tweets are retweeted more often.

6.3 CONCLUSION

6.3.1 WHAT IS PERSUASIVE DESIGN?

Literature study describes that persuasive design combines computing products with theories about influencing human behaviour. Persuasive design is focussed around creating computing products that align with brain patterns that could make the targeted behaviour easier to perform. Persuasive design optimizes the ability and motivation of users and implements triggers at the most opportune time.

6.3.2 WHAT ARE VIRTUAL COMMUNITIES?

Virtual communities are communities whereby people gather with same interests. Virtual communities give a lot of possibilities to address people's need to belong. According to literature study, virtual communities are platforms whereby content and data is created and continuously modified by participators in a collaborative matter.

6.3.3 WHAT IS SOCIAL CAPITAL?

Social capital can be defined as the group of people that are contributing to achieving goals of an individual, and therefore is relevant for the individual. If a brand increases the social capital of an individual, the individual will be helped with achieving certain personal goals. This is essential for increasing the likeliness of increasing brand exposure via persuasive design.

6.3.4 WHAT DRIVES PEOPLE IN SHARING?

Literature study and interview state that within those virtual communities, people seem to share information that is relevant for their self-evaluation and presentation (Ridings & Gefen 2004). Baumeister & Leary (1995) describe that people share information because they have a need to belong. The need to belong states that people have a need to be accepted and loved by people within a social and cultural environment.

The likelihood of people sharing content increases when more friends share this content, however the relative impact of the shared content is the highest when only a couple friends are sharing the content. This is because weak ties are able to transmit information that a user is unlikely to be exposed to.

6.3.5 IN WHAT WAY WILL SOCIAL CAPITAL LEAD TO AN INCREASE OF EXPOSURE?

The data analysis has shown that when the individual has the right motivation and ability to use the computing product, the computing product can create social capital for the user. Social capital will be created when data is persuasively tailored and gathered from coherent groups. The information that is conceived will contribute to achieving goals of individuals when rightly targeted to the individual. When the data is rightly designed to align a person's need to belong, personal goals and contributes to their perception of "self", the increase in social capital makes sharing information more relevant for individuals, which leads to an increase of exposure for the brand.

6.3.6 WHY IS EXPOSURE IMPORTANT FOR BRANDS?

Fitzsimons et al., (2008) examined the link between brand exposure and shaping behaviour. The experiments that were held supported the fact that brand exposure has an effect on individual's behaviour. Individuals that support traits that are set by brands were affected by brand exposure. This indicates that if a brand is considered to be relevant to the presentation of an individual's "self" and relevant for achieving certain goals, the exposure of a brand can shape behaviour of individuals. Exposure of a brand is most effective when the brand has traits that trigger people's perception of "self".

6.3.7 WHY IS IT IMPORTANT FOR BRANDS TO INCREASE THE SOCIAL CAPITAL OF INDIVIDUALS?

The data analysis has shown that implementing persuasive design that is focused on increasing individual's social capital increases the perceived value of consumers that use the computing product. With computing products created by brands that are relevant for consumers, brand exposure can be created in highly relevant contexts. In the case study of Nike+, a significant increase in exposure is visible after the implementation of persuasive design that is targeted towards increasing social capital of individuals. This has led to brand exposure that is created by people who represent traits that are set by a brand, and are therefore very valuable representatives for the brand.

6.4 IN WHAT WAYS CAN PERSUASIVE DESIGN HELP BRANDS IMPROVE SOCIAL CAPITAL FOR INDIVIDUALS?

Persuasive design can help brands increasing social capital of individual's by enabling people to access highly relevant information. Persuasive design is able to motivate, simplify and trigger the targeted behaviour at the most opportune time. The highly relevant information that is gathered throughout interaction with coherent social groups can be tailored to the relevance of the individual's perception of "self" and their "need to belong". When brands address social capital by persuasive design, the proposition of the content enables individuals to express their identities in more relevant ways. This makes the information more relevant to share. Which, in the case of Nike+ increased the brand exposure significantly.

6.5 DISCUSSION

This thesis describes that brands can increase social capital of individual's and brand exposure by persuasively designing relevant information that addresses individual's perception of "self" and their "need to belong". However, this thesis only found proof that the exposure of Nike increased after implementing persuasive design that addresses individual's social capital. The traits that are connected to the brand Nike also contribute to people's perception of "self". It cannot be stated that persuasive design only contributed to the increase of exposure. It is also very valuable to specifically find out which persuasively designed elements are the most effective in motivating individuals. Knowing which elements are successful motivators increases the possibilities to create the most effective user journeys within computing products.

6.6 ADVICE

Exposure can be a very important metric for measuring success of digital campaigns. The combination of persuasive design with relevant data is a combination that increases the likeliness of brand exposure generated by individuals. Using persuasive design enables brands to create valuable social capital for their consumers. Creating truly valuable products that are able to increase individual's social capital is something most brands most consider doing in this digital era. Persuasive design that focuses on social capital can be a very powerful motivator. Further testing to see which persuasive designs are most effective within a particular campaign will increase the effectiveness of persuasive design. If DDB & Tribal Amsterdam implements elements of persuasive design to increase social capital for consumers, it is valuable to measure the effects of the separate elements to optimize the persuasive design of computing products. This makes it possible to optimize the likeliness of a target group performing the targeted behaviour.

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APPENDIX

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1. INTERVIEW NIELS BELLAAR STRATEGIST DDB & TRIBAL AMSTERDAM

Maxim: How is success being measured at DDB & Tribal Amsterdam? What are common KPI's that you use to calculate the success of a campaign?

Niels: That really depends what success is defined as and what the focus of the campaign is. If you for example have one Youtube video, the success of this video is mostly measured by looking at the amount of views. You know if a video is successful by comparing the number with the previous stated number for success. It is very difficult to state which amount of, in this example, views, can be called successful. Is it 1 million views? Or 10 views? A lot of this depends on the media budget, are you going to use banners? How many views can be bought with banners? If you have enough money to buy 1000000 views, 100050 cannot be seen as a success. But if you have no money to spend on views, then a 1.000.000 views is quite successful. But even then, you can wonder if 1.000.000 is a success. Mostly success is based on experience and comparing similar campaigns. The easiest thing is if an agency tracks all the data of previous campaigns. Than you can say: we have done a campaign who has scored 6. If this campaign also scores a 6 we call it successful.

Maxim: Tribal DDB has done campaigns for Philips, like obsessed with sound. How was success measured within that campaign?

Niels: Obsessed with sound had several videos, the success of these video's was being measured by looking at the views. We also had a website, the success of a website is mostly measured by looking at the visits, especially unique visitors to

so how many people have visited the website instead of how many times. The time that people spend on a website is also very important to track the success. A game can increase the time people spend on the website to see products of the brand. And also increases the share-ability. Looking at the shares of a campaign on Facebook can also be considered a form of success.

Maxim: Do you measure the amounts of tweets and or shares related to a campaign?

Niels: Not as much as we should. For some campaigns we do measure them, but we should really do it for every campaign. But most of the time this is an issue of money. The most amounts of money is spend on the production process and paid media. Not a lot of money is available to measure activities. Only the basic things are being measured by clients and agencies.

Maxim: The wake-up light is an example of a campaign that is specifically targeted at Facebook users and intergrated within facebook. Do you know how the measured success for these campaigns?

Niels: No, I was not the social planner of that campaign. But I can imagine that the KPI's were Likes, shares, contributors, comments the participators of the contest. It is hard to define before the start of the campaign what can be called success with a campaign like this. It is a bit guessing-like, a funnel is created, normally it works like this: Imagine that you have 100.000 eu, how many banner impressions can I buy? An approx. amount, an average percentage clicks on a banner and the percentage that goes through to the website goes to the site. In the end, you will have a number that gives an indication with the conversion rates. This formula can also be reversed. Mutiple funnels like this lead to the KPI.

Maxim: Is it also valuable to look at the anticipated people that should share the message in advance?

Niels: Yes, You know the media budget and what a good sharing percentage is. If you don't get the amount of participators out of paid media, you need shares. To gain the shares that correspond with the KPI's, you need UX and creatives to increase the share-ability and share-incentives at a point that is most relevant. And in ways like this, you can achieve KPI's.

Maxim: Imagine that a campaign focuses; is it possible to say that after a certain amount of shares a campaign can be considered successful?

Niels: Yes, you can look at the reach, you are already working on it for a year and on average your post reaches 100 people. If you want to reach awareness to 200 people you need to improve things to improve the shares. If you have extra shares you will have more reach. The percentage of total amount of fans versus the amounts of fans who have seen the message can be called success.

Maxim: Have you ever experienced something that people very much value social proof, or designs that refers to behaviour friends. Have you ever worked with elements like these?

Niels: Yes, we use these elements allot. The Facebook like for example, if we implement a feature that indicates that people should like, we also implement the image about how many friends have liked this page. Research, not done by us, shows that this should be effective. If people see that friends like something, you would are more likely to like it as well. So yes, we use elements like these.

Maxim: Okay, and do you see effects in the metrics?

Niels: It is always implemented from the start, that's why there is no a-b test that indicates or shows the results in metrics. We simply do not know what the effects are if we did not do this. We assumed that the research was correct and we implement. We assume that this is right.

Maxim: For example, Nike+, is designed to persuade people and uses elements like discussed before. Do you think that elements like these are effective? Do you think that people would find the value of sharing messages like this higher?

Niels: First, I think that it relies on the product, with sport activities like Nike+ and Runkeeper, can I imagine that in the beginning, when people just started to run, and are not fit, not a lot of people will share their bad activities, this is not something to be proud about. But, if they have a new record after a month, then you have value that people want to share. If you see that friends are working out, it can be a good motivational trigger to start running. You know that you need to work out but you are to lazy to do it, seeing your friends doing this could be a good trigger. So yes, it works for these kind of apps.

1.5 years ago, Heineken created a campaign that was called the Date. You could ask a girl via the webcam, to go out on a date. It was public so the world was able to look at a serenade that you sent to a girl, which ended with the question of the girl would want to go on a date. This campaign was not successful because the social risks were to high. In cases like this, being public was a disadvantage.

If it is socially accepted it could be a real good trigger to motivate people.

Maxim: If you look at Nike+ you see that a lot of people are tweeting about there activies. That they have run a couple of miles within a certain period of time.

Niels: Yes, that is something to indicate someone's status. It is more like: "look what I have done". This is valuable for people to share and certainly when people really feel good about this. These are things that people want to share. Maybe not on Facebook but certainly on Twitter because this is a slightly lighter medium. Yes achievements are very valuable to share and that's why Nike+ built these

apps. Because, when I am not a runner and I do not use the app, but you do use the app and you run a lot. And I am aware that I need to run more often, the messages received because you use Nike+ are very powerful to increase the changes for me wanting to use Nike+.

Maxim: This is probably the goal for Nike right?

Niels: Yes this is what Nike wants .

Maxim: So it is possible that the exposure generated by Nike increases people's motivation to use products by nike?

Niels: Yes, but it is, maybe not, looking at the dry numbers it is hard to define if people use products because they used the app. This could be found out by asking users. You could ask people, who use the app, if they want to answer some questions. This would clarify if people buy more products when using the app.

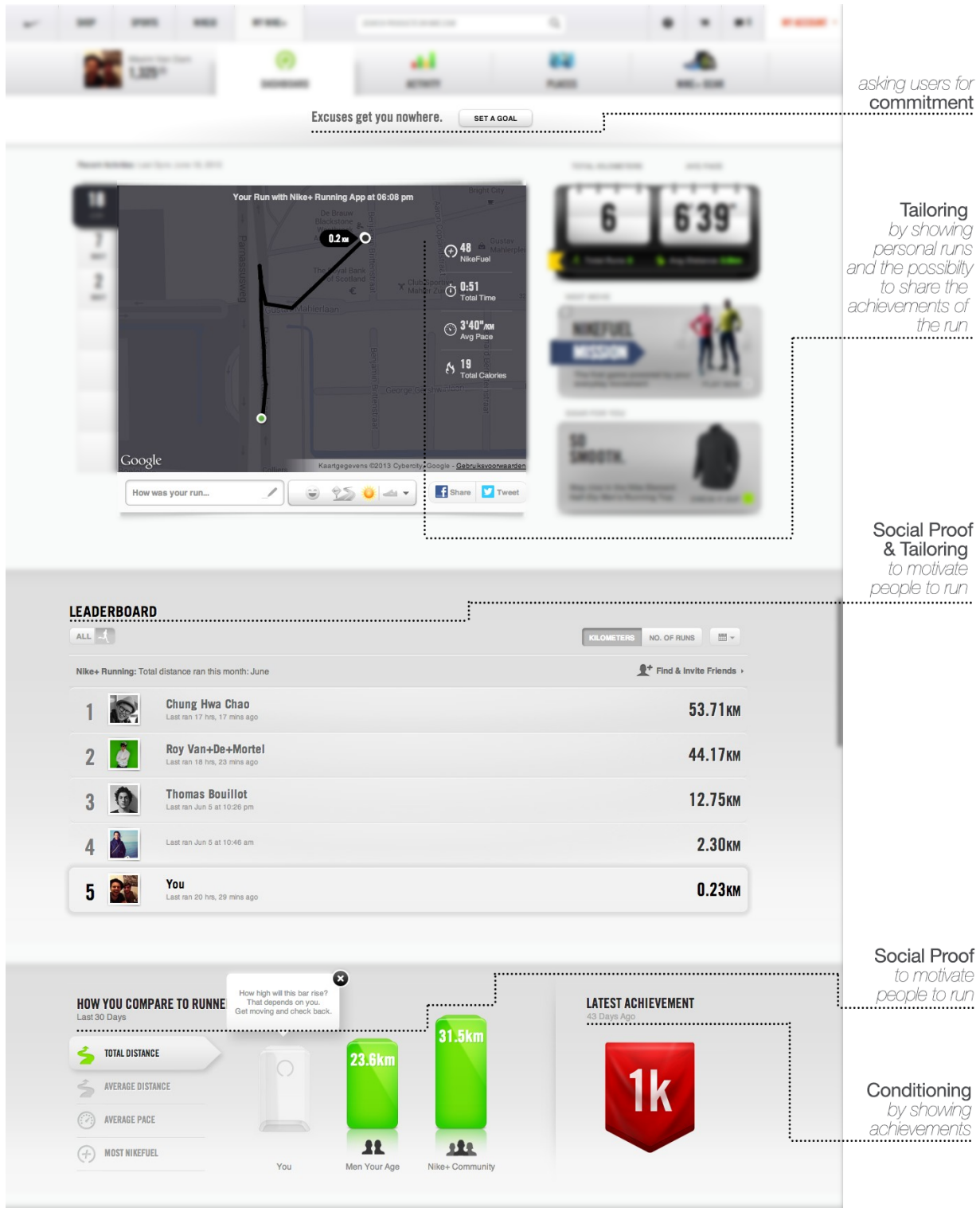
2. THE LANDING PAGE

Screenshot taken at 18 June 2013



3. THE NIKE+ DASHBOARD PAGE

Screenshot taken at 18 June 2013



4. THE NIKE+ PLATFORM “ACTIVITY” PAGE

Screenshot taken at 18 June 2013



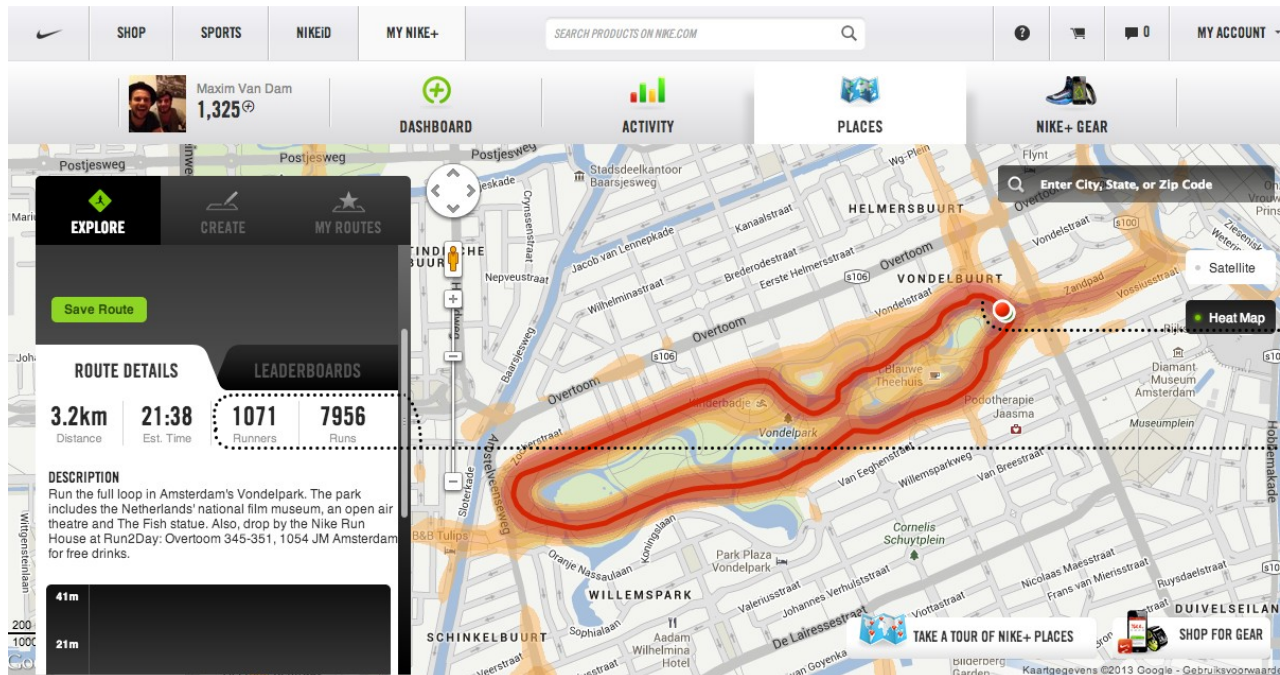
*Tailoring
by showing
personal runs
and the possibility
to share the
achievements of
the run*

*Tailoring
by showing
narratives from
the personal
data*

*Conditioning
by showing
achievements*

5. THE NIKE+ PLATFORM “PLACES” PAGE

Screenshot taken at 18 June 2013



Social Proof
& Tailoring
by showing
people nearby
routes and most
popular routes

6. THE NIKE+ RUNNING APP. BEFORE AND AFTER THE REDESIGN.

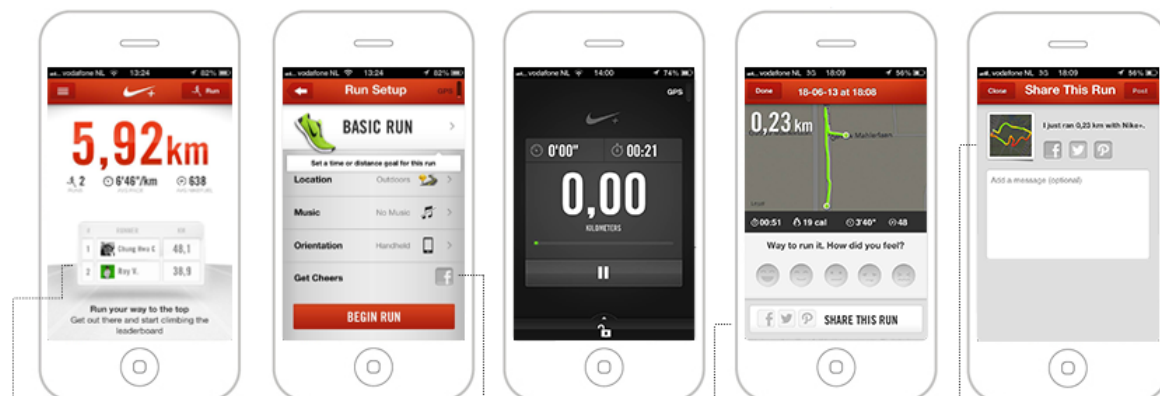
The Nike+ Running App

Before redesign



The Nike+ Running App

After redesign



Social Proof & Personalization
to motivate
by showing
results of friends

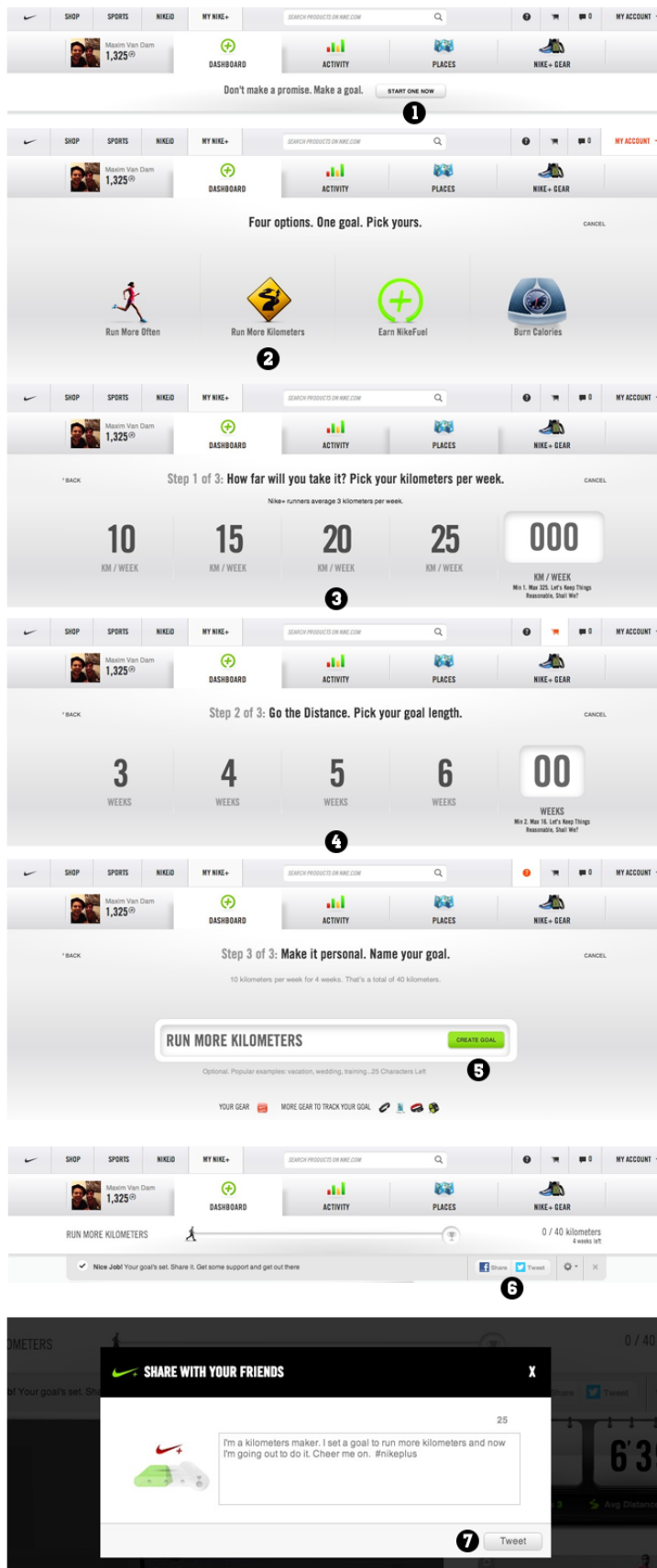
Tunnelling
towards sharing
behaviour and
easy to activate.

Tunnelling
towards sharing
behaviour and
easy to activate.

Tunnelling
towards sharing
behaviour and
easy to activate.

Wireframes received from Maria Ioveva, User Experience and interaction designer for Nike+ in the period of October 2009 – June 2010 (Ioveva, 2010).

7. NIKE+ PLATFORM EXAMPLE OF TUNNELLING TOWARDS SHARING BEHAVIOUR



Tunnelling towards sharing behaviour

1: Asking people to commit to the process by asking to start a goal.

2: When people have committed to set a goal they enter a tunnel whereby they are exposed to several options. See: 2, 3, 4.

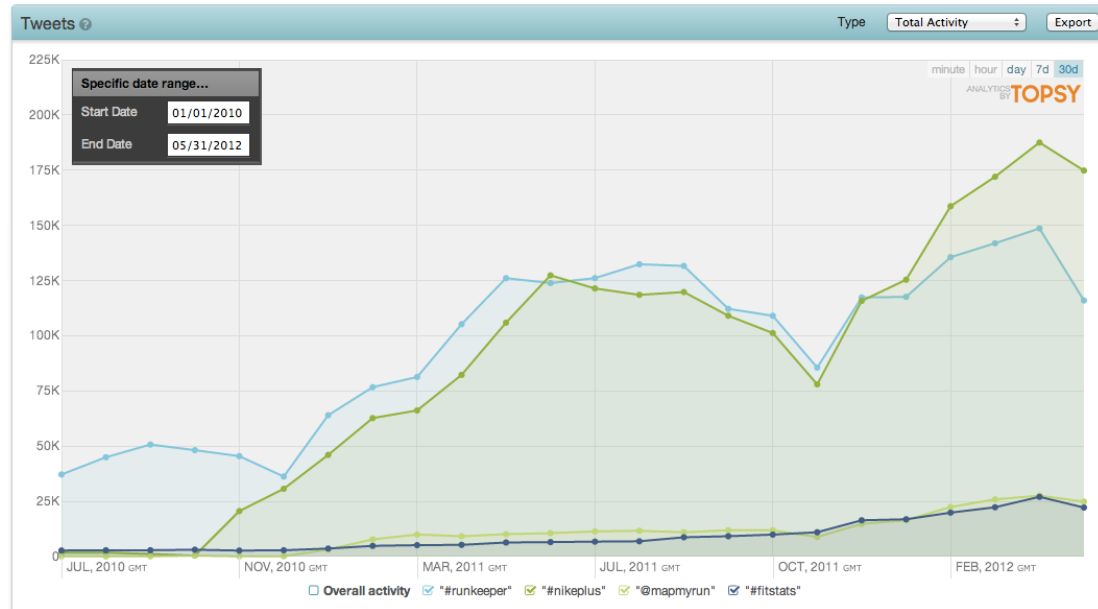
5: When almost at the end of the tunnel, users can personalize their goal.

6 & 7: Which leads to the end of the funnel and the possibility to share their commitment on social media.

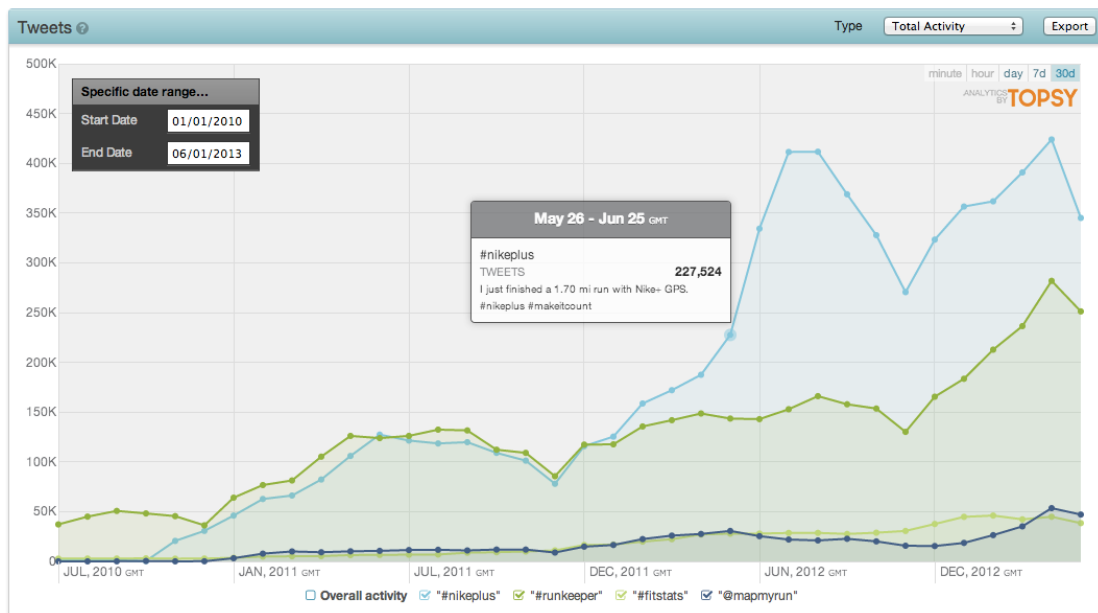
8. AMOUNT OF TWEETS MENTIONING #NIKEPLUS, #RUNKEEPER, #FITSTATS AND @MAPMYRUN

Note that colours of lining are differently linked to brands in each graph.

Before redesign

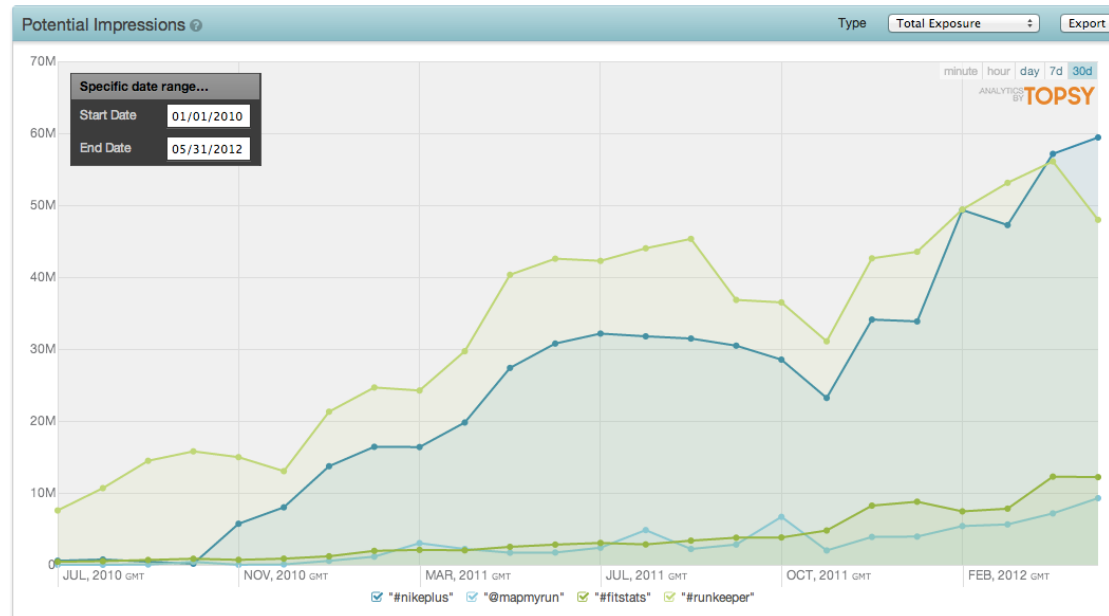


After redesign

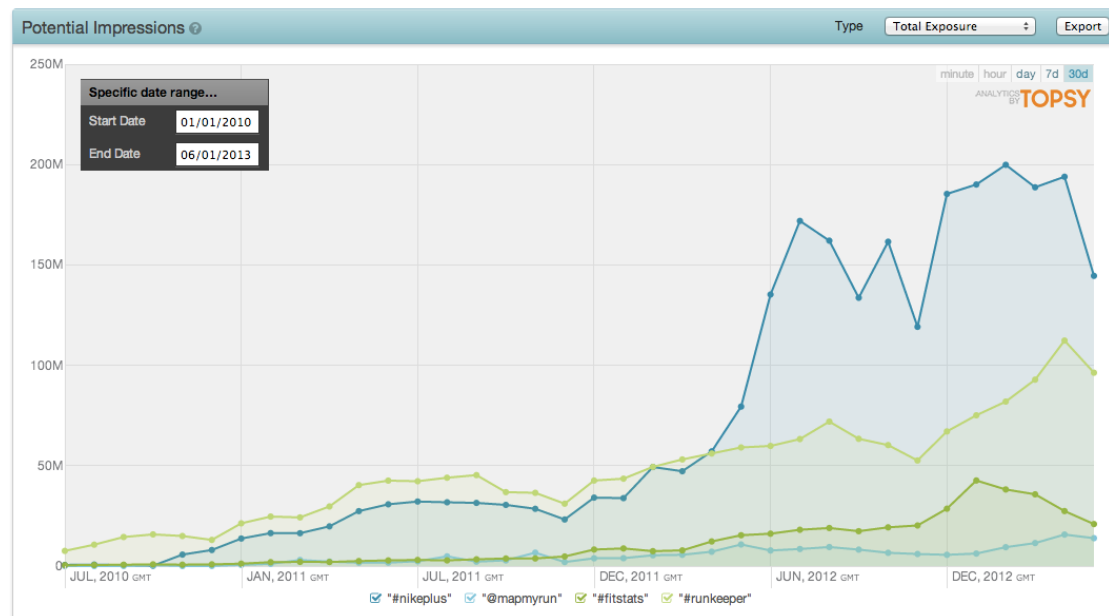


9. POTENTIAL EXPOSURE #NIKEPLUS, #RUNKEEPER, #FITSTATS AND @MAPMYRUN:

Before redesign




After redesign



10. THE REDESIGN EXPLAINED BY NIKE INC.

Webpage Screenshot

 NIKE, INC.



ABOUT
CAREERS
RESPONSIBILITY
INVESTORS

SEARCH 

JUNE 21, 2012

THE NEW NIKE+ RUNNING EXPERIENCE: SMARTER, MORE SOCIAL, MORE MOTIVATIONAL

The world's largest running club introduces the redesigned Nike+ Running App for iPhone, Nike+ Running App for Android, Facebook friend tagging and more.

GALLERY 

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Nike+ Running is evolving to empower more runners than ever before to track, measure, compare and share their runs across the globe. The new Nike+ Running experience motivates runners with insightful and inspirational new features, and broadened access to the NIKE+ community, which has grown to approximately 7 million members since its launch in 2006.

Runners globally now can enjoy access through the redesigned Nike+ Running App for iPhone, brand new Nike+ Running App for Android, faster performance and smarter motivational features through the reengineered [nikeplus.com](#), and enhanced social sharing through Facebook Friend tagging – all within the evolving ecosystem of Nike+ Running products.

“The Nike+ Running experience is one of the most personalized and motivational ways we serve the runner,” said Jayme Martin, Vice President, Global Category Running. “We’re introducing a new chapter that will take the running experience to a new level in terms of connectivity, community, social sharing and data-driven insights.”

Mobile Expansion

The New Nike+ Running App



0:00 / 1:23

The culmination of the Nike+ Running evolution is the launch of the redesigned Nike+ Running App (formerly called the Nike+ GPS App). In addition to major upgrades to the version for iPhone, Nike has released the Nike+ Running App for Android. Both apps are free and allow runners to track, share and compare their runs – all within a seamless, intuitive user experience.

“The expansion of NIKE+ onto multiple mobile platforms will allow us to serve more runners than ever before. This opportunity will give even more athletes the chance to experience NIKE+, which makes this an incredibly exciting time for the Running community,” said Stefan Olander, Vice President, [Digital Sport](#).

The Nike+ Running App features a smooth new user interface – tailored and optimized for each operating system – that hosts a number of new features for runners. The in-run navigation is seamless and simple, allowing runners to easily check key run stats, see their in-progress GPS map, change songs or get audio feedback without missing a stride.

The key focus in both apps’ designs is motivating runners. A new “Next Moves” feature on the home screen allows runners to easily flip through suggested challenges; for example, to run their fastest 5k or go their farthest distance. In the iOS version, the “Next Moves” feature shows how your last run stacked up against your average and other recommendations for your next run. In addition, a dynamic goal progress bar helps runners stay motivated and tracking on goals they’ve set up through their [nikeplus.com](#) profile.

The apps make social sharing more fun with added run summary features. Now runners can choose from a wider variety of terrains and emotions, as well as tag which shoe they ran in to track shoe total mileage. Runners no longer have to input weather if they want to record it – the app automatically knows the weather based on GPS location.

59

at www.itunes.com/appstore. The Nike+ Running App for Android is available for free beginning today on Google Play.

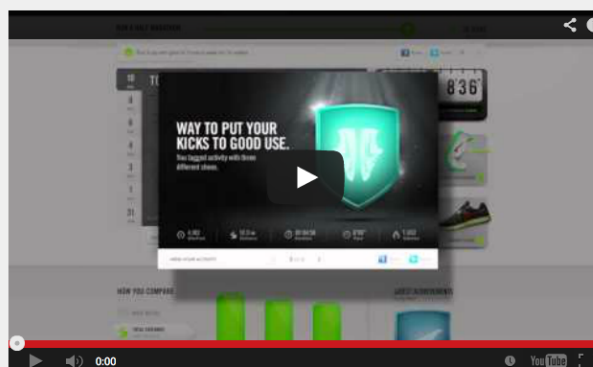
Enhanced Social Sharing

Nike and Facebook have partnered to make sharing runs to Facebook easier and more fun with a dynamic and social integration from the Nike+ Running App. By posting Nike+ Running App runs to Facebook, runners will see their total distance logged, which cities they've run in, and a map of their longest run. The app is one of the first to use friend tagging so runners can see their most frequent running buddies and who has cheered them on.

For the first time, runners can tag their Facebook Friends to runs via the Nike+ Running App. The route will then be shared to their Timeline – making it even easier to get the word out on a great run.

The new experience makes it easier and more fun to post runs to Twitter and, exclusively in the iOS version, to Path. With Path, runners now have the option to share running routes and duration with the app's easy to use "Share This Run" feature.

Nikeplus.com Reinvented



The Nike+ Running Apps link seamlessly into nikeplus.com. Nike rebuilt the site from the ground up in HTML5 for a better infrastructure, faster performance and smarter capabilities. The homepage features a new dashboard designed to give runners their key stats and activity summary at a glance. From there, runners can access any of the enhanced features including:

- **NikeFuel:** Runners now earn **NikeFuel** points for their runs, which means they're able to compare their activity level across the entire NIKE+ community.
- **Enhanced Social Sharing:** Runners can share their runs, goals, achievements and maps with a single click.
- **Goals:** Now front and center on the dashboard, easier and more personalized to keep runners on track and motivated.
- **Next Moves:** A personalized content engine that serves up training tips, helps with goal setting and suggests activities based on runners' data.
- **Nike+ Places:** The revamped Nike+ Maps now offers enhanced social sharing and easier ways to find runs in runners' cities – in addition to the heat maps, Nike+ Top Route leaderboards and ability to draw and create maps that runners have enjoyed.
- **Levels:** Added milestones within levels, and an elite level of Volt for 15,000+ kilometer runners.

Beyond just running, the new NIKE+ profile is an all-inclusive, permanent home for all NIKE+ records, recent activity, and milestones – for any NIKE+ sport or device.

NIKE+ Ecosystem

Initially launched for Running in 2006, NIKE+ has expanded into a multi-sport ecosystem that includes **Nike+ Basketball**, **Nike+ Training** and the recently launched **Nike+ Kinect Training**. Athletes of every level can find a variety of devices including a new range of colors in the **Nike+ SportWatch GPS Powered by TomTom**, and the Nike+ FuelBand, Nike+ Sportband, Nike+ Running Apps and iPod nano with NIKE+. Multi-sport users can visit the single-destination nikeplus.com to access all their data – including lifetime NikeFuel points accumulated from all NIKE+ devices – creating a globally connected community of sport.

NIKE CATEGORIES

NIKE ACTION SPORTS
NIKE ATHLETIC TRAINING
NIKE BASKETBALL
NIKE FOOTBALL
NIKE FOOTBALL (SOCCER)
NIKE RUNNING

NIKE SPORTSWEAR
NIKE TENNIS
NIKE WOMEN'S
DIGITAL SPORT

COMPANY

EXECUTIVES
NIKE FOUNDATION
PRESS RELEASES
RESPONSIBILITY
EARNINGS

AFFILIATE BRANDS

CONVERSE
HURLEY
JORDAN BRAND
NIKE GOLF

RELATED BRAND SITES



CONVERSE

Hurley



NIKE GOLF

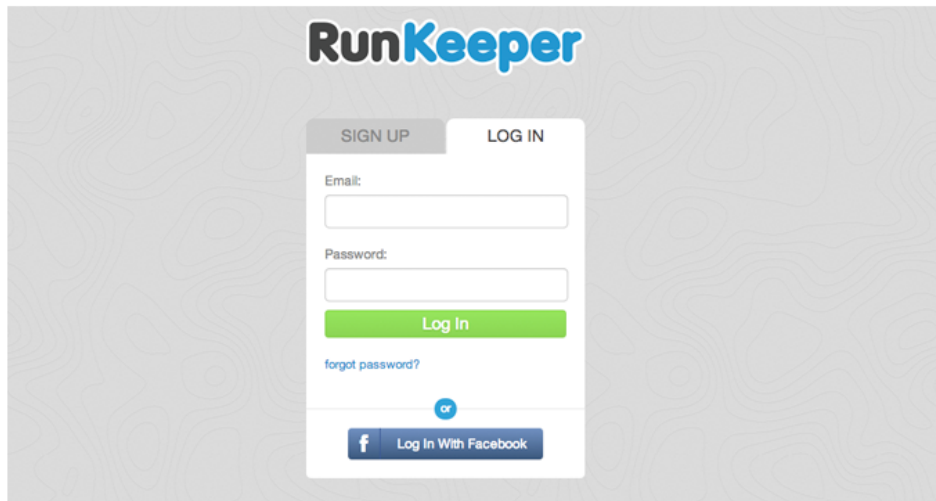
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11. COMPARING DESIGN NIKE+ WITH RUN KEEPER

Landing Page screenshots taken at 18 June 2013

RunKeeper Landing Page

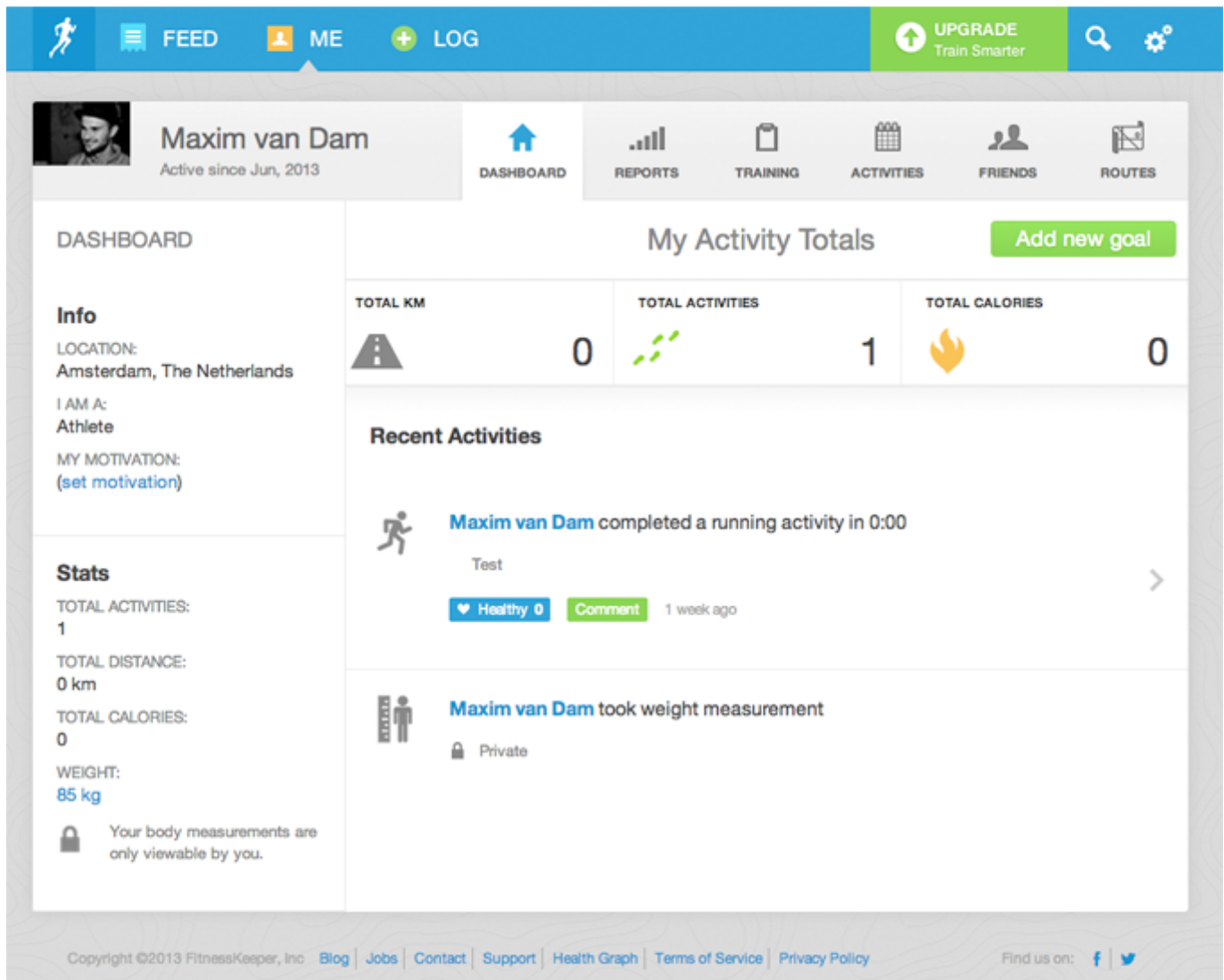


Nike+ Landing Page



Runkeeper Dashboard Screenshot taken at 18 June 2013

RunKeeper Dashboard



The screenshot shows the RunKeeper dashboard for user Maxim van Dam. The top navigation bar includes links for FEED, ME, LOG, and an UPGRADE button. The main header displays the user's profile, location (Amsterdam, The Netherlands), and a list of navigation tabs: DASHBOARD, REPORTS, TRAINING, ACTIVITIES, FRIENDS, and ROUTES. The dashboard is divided into three main sections: Info, Stats, and Recent Activities. The Info section shows the user's location and motivation. The Stats section displays total activities (1), distance (0 km), calories (0), and weight (85 kg). The Recent Activities section shows a running activity completed in 0:00 and a weight measurement.

RunKeeper Dashboard

Maxim van Dam
Active since Jun, 2013

Info
LOCATION:
Amsterdam, The Netherlands
I AM A:
Athlete
MY MOTIVATION:
(set motivation)

Stats
TOTAL ACTIVITIES:
1
TOTAL DISTANCE:
0 km
TOTAL CALORIES:
0
WEIGHT:
85 kg
Your body measurements are only viewable by you.

My Activity Totals [Add new goal](#)

TOTAL KM	TOTAL ACTIVITIES	TOTAL CALORIES
0	1	0

Recent Activities

- Maxim van Dam** completed a running activity in 0:00
Test
[Healthy 0](#) [Comment](#) 1 week ago
- Maxim van Dam** took weight measurement
Private

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Nike+ Dashboard Screenshot taken at 18 June 2013.

Nike+ Dashboard

