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Persuasive Strategies facilitating the use mHealth Apps for Stress management among Namibian university students

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Introduction to question(s)

- Chronic stress has adverse effects on university students.
- Students use different stress coping mechanisms for stress.
- Free mHealth apps for stress management has limited use by students

Methodology

- Qualitative research which explored existing persuasive strategies in literatures.
- Semi structured interviews with Namibian students
- Semi structured interviews with experts (mental health professionals and apps developer).

Results and Conclusions

What persuasive strategies can facilitate the use mHealth apps by NUST students?

22 elements of persuasive strategies in literature

Combination of Foggs, Ciadini and PSD models.



24 Persuasive Strategies were validated and recommended for NUST students by the experts.

Some of the identified persuasive strategies are implemented outside of the mHealth apps.

Literature cited

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