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# EDDA: EATING DISORDERS IN THE DIGITAL AGE

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# The Wider Vision

- EDs affect 725,000 in UK
- Majority of those affected will not be underweight
- 80% of 10 yo's on a diet to change body shape
- Social media pressures to conform to 'healthy' lifestyles
- Mobile phone apps freely available (calorie control, fitness tracking, social media uploads around health and fitness)
- Limited understanding of the safety measures, if any, they have in place for possible misuse



# The Wider Vision

- Wider project aims to
  - *Understand mobile behaviors of those at risk*
  - *Explore current safety measures*
  - *Develop responsibility guidelines*
  - *Develop set of context aware tools to support identification of (and intervention to) negative behavior*



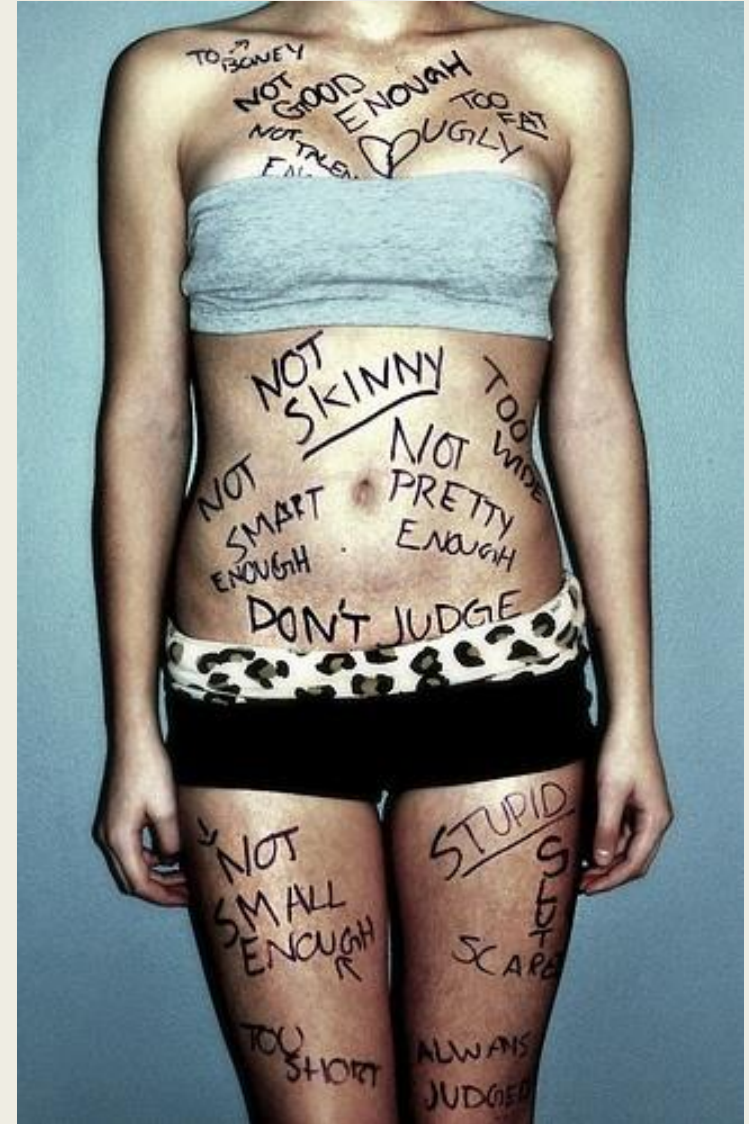
# Wider EPS challenges

- Human Centric Systems (HCS); Data Analytics (DA); Sensing Systems (SS)
- People at the heart of technology design [HCS]
- Inferring behaviour using sensed interactions [DA]
- Interaction design [HCS]
- Feedback to influence mental state [HCS]
- Technical infrastructure [SS]



# Stage 1 activities

- Will address EPS challenge "people at the heart of technology design"
- Relationship building [Months 1-6]
- Scoping workshops [Months 3-8]
- Analysis [Months 8-9] of the top 100 healthy eating and fitness applications
- Design workshops [Months 9-12]





# Stage 1 deliverables

**D1:** Identification of negative application usage behaviours

**D2:** A review of the top 100 “Health and Fitness” applications

**D3:** A set of guidelines for responsible application design

**D4:** A set of implementable countermeasures that have the potential to address or mitigate negative behaviours.

Further funding for countermeasure solutions



# Initial scoping workshops (January-February 2018)

## North East England

- Body positive campaigners in York
- Young app users in York

## North West England

- Lancaster Girl Guiding Group in Preston
- Child and Adolescent Psychiatrists in Manchester

## Expected outcome

- develop a set of warning signs, or trigger points which indicate negative behaviours



# Safeguards against development of negative behaviours (March-April 2018)

Review of top 100 apps on Google Play including

- healthy eating apps
- fitness apps

# Design workshops (May-June 2018)

- With the same groups
- Explore the design of a set of responsibility guidelines
- Identify potential countermeasures to mitigate negative app use



Any questions?