

Talk on Tuesday, 16. Apr 2024

in HS 424

Start: 10:15 (till 11.30)

The talk will be presented in English

Measurement reactivity: Do we change health behaviour by simply measuring it?

Prof. Dr. Laura M. König

Universität Wien



In order to understand why people show (un-)healthy behaviours and how we can best support them in engaging in healthier behaviours, researchers typically measure behaviour using questionnaires or digital tools such as activity trackers. However, it is unclear to what extent these measurements accurately reflect behavior outside of studies. Indeed, research indicates that the mere measurement in the context of a study can lead to study participants changing their behavior. This phenomenon is referred to as "measurement reactivity". In this presentation,

Prof. König will shed light on whether and under what conditions reactivity occurs when health behaviours and their antecedents are assessed in research. Based on these findings, Prof. König will also discuss how measurement reactivity effects can be reduced in order to generate reliable data for health behavior research.

[Homepage von Laura M König an der Universität Wien – Fakultät für Psychologie](https://www.plus.ac.at/psychologie/fachbereich/sqp/vortragsreihe/)

Invited by: Matthias Aulbach/Jens Blechert