

Empowered Embodiment Theory and its Influence on Adherence

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Abstract

While eHealth solutions are becoming more and more popular, long term adherence rates are surprisingly low. Medical adherence models give some insight into important constructs such as empowerment. However, the technical component of eHealth solutions demands an explanatory construct to the human-technology interaction. Technology embodiment has been used to explain the unique interplay between humans and their devices. Recently, it has been developed into a measurement scale. This study proposes a direct relation between empowerment, embodiment and adherence by introducing and presenting a theory of embodied empowerment. We plan to validate this via an online survey by collecting responses from 300 individuals within the US & United Kingdom, who have used a wearable within the last year. To test the robustness of the hypothesized theoretical structure we employ constructs such as: affective/normative commitment, motivational readiness, and compulsive IT use, as possible moderators.

Keywords: eHealth, Postphenomenology, Compulsive Technology Use