**Background & Methods**

One key factor to successful health behavior change is self-efficacy (SE) [5], a person’s belief in his/her ability to accomplish a task [1]. While self-efficacy has been studied in the health context [5] and fitness app design [2], we have a limited understanding of how self-efficacy impacts mobile health app use.

**RQ: What is the relationship between users’ self-efficacy and their motivations for using mobile health apps?**

**Survey Design**
- Used and adapted measures from the Eating Habits Confidence Survey [3], the SE for Eating Behaviors Scale [4], and the SE for Exercise Behaviors Scale [4]
- Developed similar measures for weight-related self-efficacy; i.e. “I can achieve my weight-related goals.”
- Used 7-point Likert-like scale

**Participants & Recruitment**
- Used Amazon Mechanical Turk
- Recruited 303 participants; 181 used in analysis
- Criteria: U.S. residents; 18 years or older; had used mobile health app(s)

**Results – Positive Correlations (p < .05)**

**Discussion & Future Work**

**Take Away Points**
- We found positive correlations between numerous types of SE and use motivations, suggesting that the design and features of mobile health apps may influence users’ beliefs in their abilities.
- We can develop a more personalized app experience by focusing on aspects that best promote specific types of SE for certain types of users and their goals.
- Therefore, we may be able to help users make long-term lifestyle changes.

**Future work**
- Run experiment to test design elements and measure SE
- Link to actual behavior change and health outcomes
- Consider other concepts besides SE

**Conclusions**

Since SE is so important for users to persist in efforts to exercise, eat healthier, and lose weight, it is important to understand the link between SE and use motivations. This study is a good first step at understanding this relationship.

**Limitations**
- Cannot determine from this study if SE impacts use or use impacts SE
- Number of participants removed from analysis

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**References**