



universität
wien

Faculty of Psychology

Colloquium lecture by Dr. Danielle Arigo

A Paradigm Shift in Health Behavior Change: Understanding When and How Social Comparison Supports Healthy Behavior

Prompts to evaluate ourselves relative to others (i.e., social comparison) are increasingly engineered into our daily lives to promote specific behaviors, including in digital health technologies and health behavior change interventions. Despite its ubiquity, however, we do not yet understand how social comparison affects health behavior – particularly its demonstrated negative effects. Our poor understanding of the mechanistic pathway linking social comparison to health behavior limits the efficacy of many of our chronic disease prevention and intervention efforts. In her presentation, Dr. Arigo will describe innovative methods to address the critical and overlooked opportunity to understand how social comparison affects health behavior, by introducing a new paradigm for research in this area. She will describe its application to a range of health behaviors, including physical activity, eating, and chronic illness self-management.

Dr. Danielle Arigo
Rowan University



**This lecture takes place at Liebiggasse 5, 1010 Vienna,
Lecture Hall G 2nd floor and will be streamed.**

Thursday, June 20, 2024; 3pm