

Friday, November 15, 2013
Posters on Display: 10:00 AM – 3:30 PM
Location: Exhibit Hall A

Population Based Intervention Studies

T-792-P

DietBet, Inc: Web-Based Social Gaming and Financial Incentives for Weight Loss

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Background: Web-based commercial weight loss programs are increasing in popularity. Despite their significant public health potential, there is limited research on the effectiveness of such programs. This study examined weight losses produced by DietBet.com and explored whether baseline variables and engagement parameters predicted weight outcomes. **Methods:** DietBet.com is a social gaming website that uses financial incentives and social influence to promote weight loss. Players bet money and join a game. Games consist of 2 or more players. All players have 4 weeks to lose 4% of initial body weight. At enrollment, players can choose to share their participation on Facebook. During the game, players interact and report weight losses on the DietBet platform. At game end, those who lose 4% are declared winners and split the pool of money bet at game start. Official weigh-in procedures are used to verify weights at game start and game end. **Results:** From December 2012 to April 2013, 25,808 players (83% Female; 89.1±22.3kg) competed in 1,356 games. Average amount bet was \$28±27. A total of 90% completed. Mean weight loss was 3.1±2.0%. Those who won their game (N=11,355) won \$60±42 and lost 4.9±1.0% of initial body weight, with 31% losing ≥5%. Betting more money, sharing on Facebook, completing more weigh-ins, and having more social interactions during the game predicted greater weight loss and greater likelihood of winning (p 's<.001). In addition, weight loss clustered within games (p <.001), suggesting that players influenced each others' weight outcomes. **Conclusions:** DietBet.com, a social gaming website, reached over 25,000 individuals in just 5 months and produced excellent 4-week weight losses. Given its potential public health impact, future research may consider examining whether a longer program further enhances weight outcomes.