

PERSUASIVE MOBILE APPLICATIONS FOR PSYCHOLOGICAL WELL BEING OF CAREER WOMEN IN UGANDA

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Psychological well-being

A purple flower in bloom, possibly a crocus, is the central focus of the image. It is set against a warm, golden sunset background with a bright sun low on the horizon. The foreground shows some dry, brownish vegetation, and the overall scene is softly lit, creating a serene and contemplative atmosphere.

- Well-being is "a state of complete physical, mental and social
- Social, emotional and physical states of ill-being and well-being.
- Ill-being is anxiety and depression, stress, low-self esteem and/or somatic illness symptoms (e.g., pain, headache), (Hardie, Kashima, & Pridmore, 2005)

Mental health

- One of top ten contributors to the GHB



Globally

- Mental ill-health among women is on the rise .
- **20% women** experience a Common Mental Disorder (such as anxiety or depression), compared with one in eight (**12% men**).
- Abuse is one the contributors to mental disorders (53%)
- Poverty increases chances of mental disorders, more women than men living in extreme poverty

Uganda's situation

- Mental, neurological and substance use disorders are a major public health burden
- 14 million Ugandans (35%) suffer from some form of with mental ,
- Ranked among the top six countries in Africa in rates of depressive and anxiety
- 1% health care budget goes into mental healthcare
- Stigma associated with seeking help
- **5.1% of females** and **3.6% of males** are affected



Mental health of women in Uganda

Women in Uganda faces many situations that affect their mental health

- Poverty
- Female poverty highest in sub-Saharan Africa (41%)
- Lower wages 24% less than men
- Lack of decent work-75% women in developing countries informal sector
- Unpaid care work –2 to 10 times as much as men
- Career

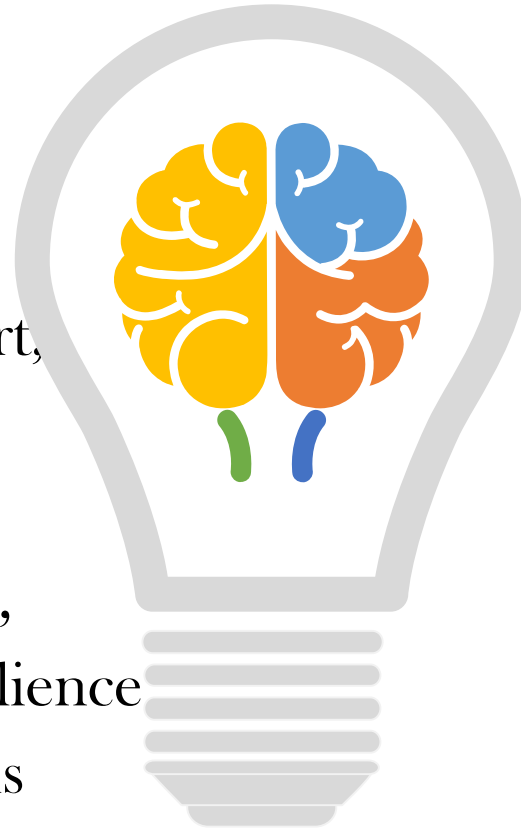
Abuse-
Domestic violence
War in the North



Interventions for psychological well being

Usual interventions

- Exercise, sleep
- cognitive-behavioral, relaxation,
- social skills training, social support,
- mindfulness, meditation, psycho-educational,
- acceptance commitment therapy,
- interpersonal psychotherapy, resilience training, and forgiveness programs



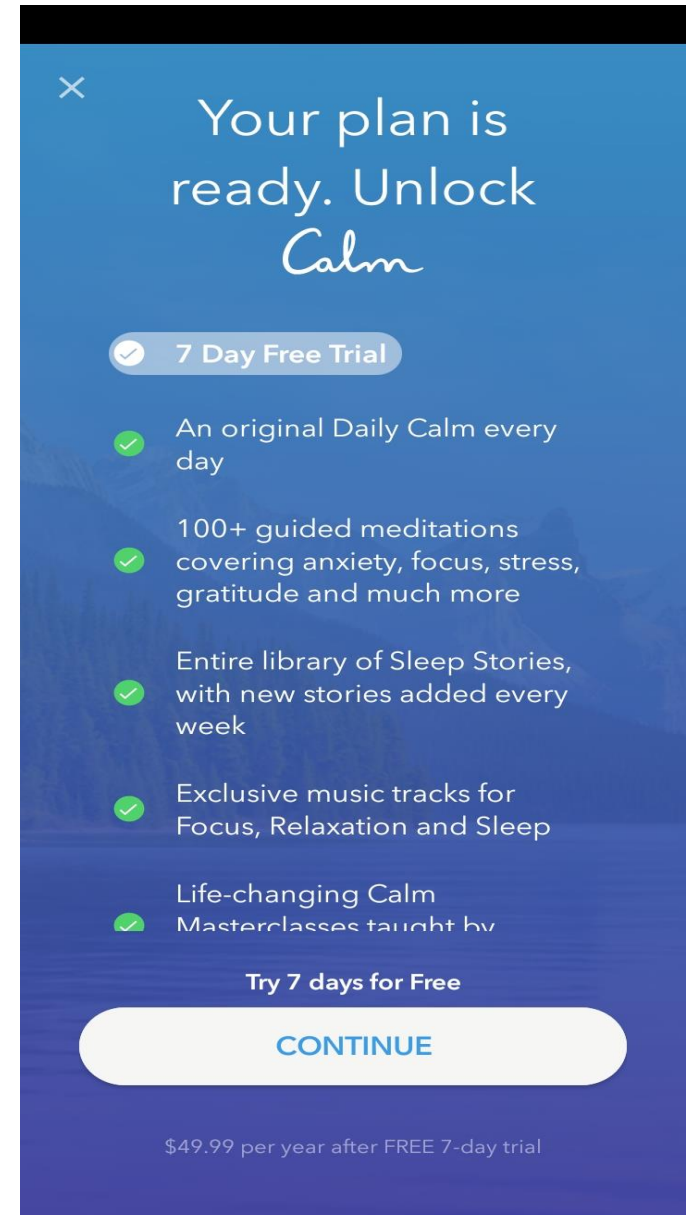
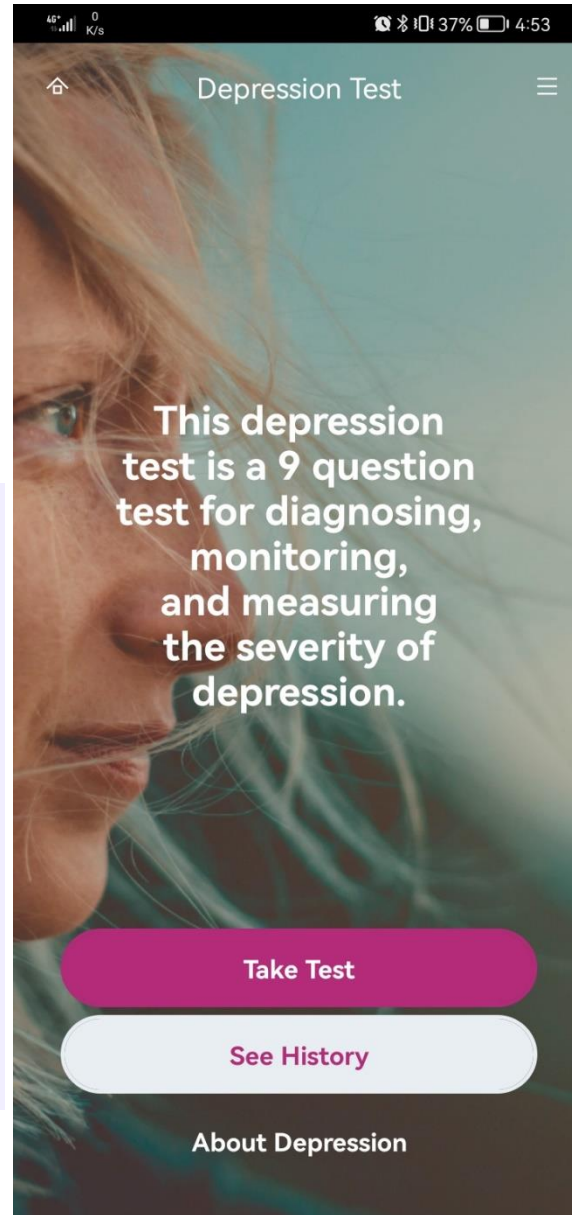
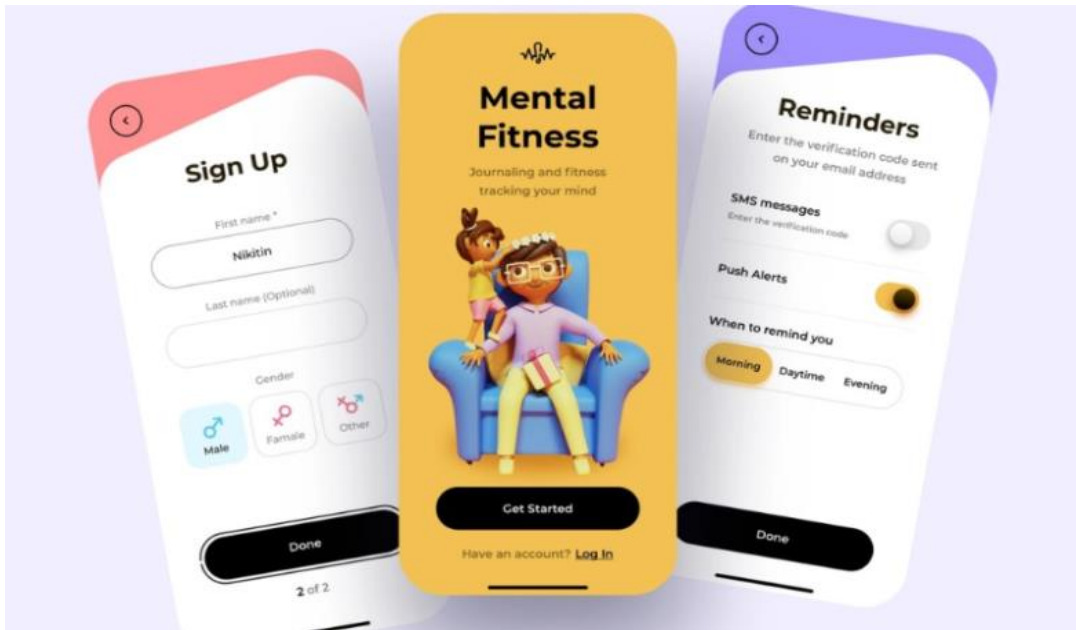
Persuasive technologies

- Technologies designed to change attitudes and behaviour
- Can be mobile applications

Persuasive Mobile Applications for psychological well being

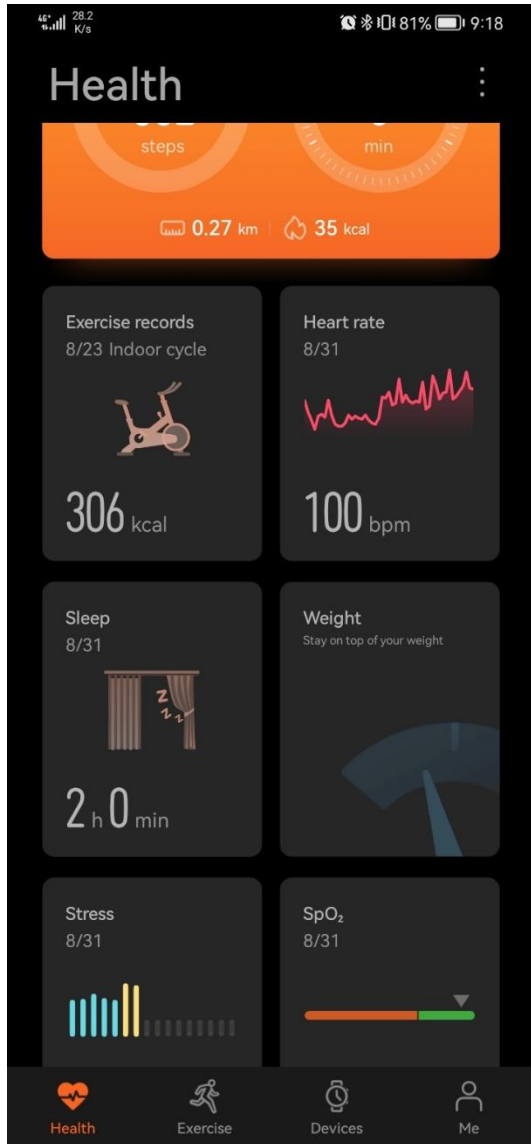
Interventions in Applications

- Journaling,
- mood tracking,
- meditation



Persuasive Technologies for psychological well being

Wearables



Virtual assistants



- Personalized conversational coaches proposed for stress management (Jean-Claude, 2018),
- virtual assistants are being used to provide social biofeedback for stress management (Schneeberger, et al, 2020)

2 | Persuasive mobile applications could help, however

- Little is known about the design of such applications in the wild (Milne-Ives. Et al, 2020).
- Performance evaluation of apps theoretical, more empirical studies are needed (AlSlaity, et al, 2022; Milne-Ives. Et al, 2020).
- Applications not gendered, persuasiveness depends on gender (Orji. Et al, 2014; Oyibo. Et al, 2017).
- Western developers (Oyibo. Et al, 2017; Almutari and Orji, 2021 little work in Africa).

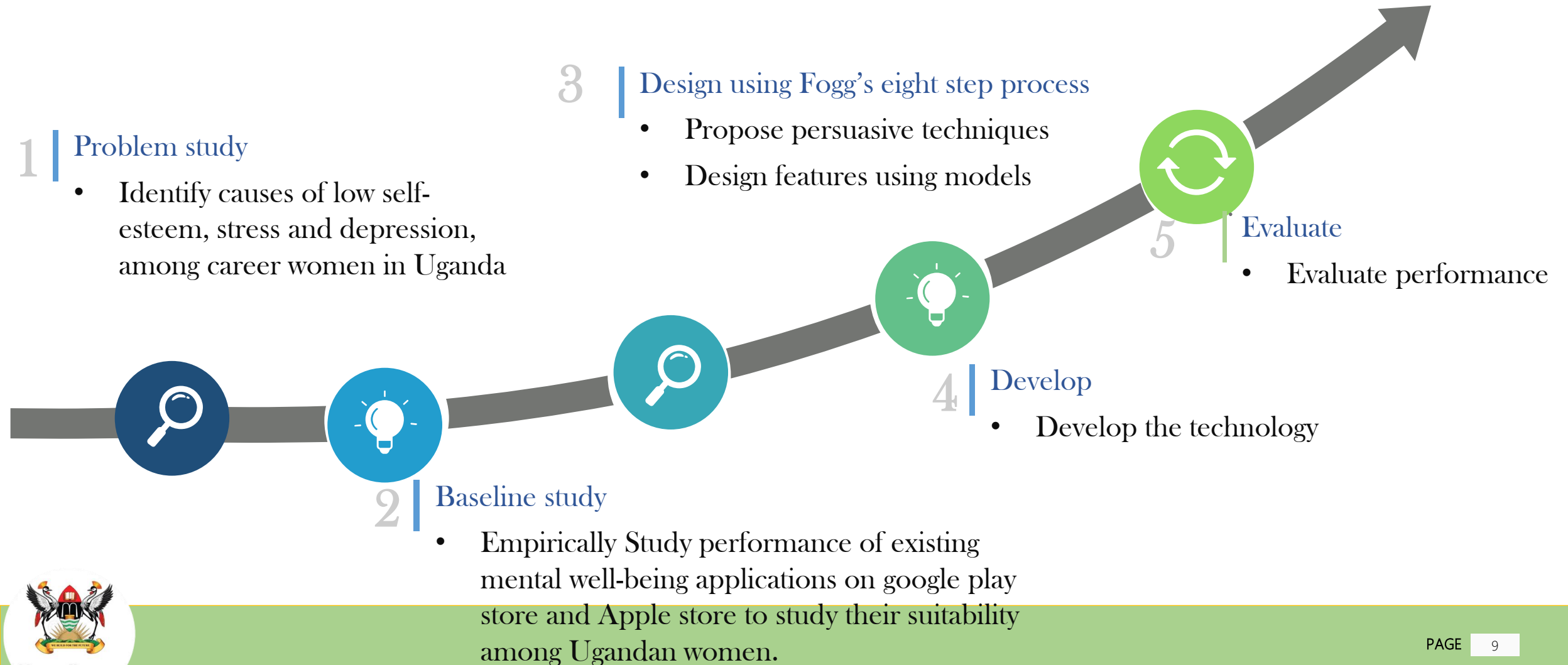
1 | Women susceptible to psychological ill-health



3 | The need

study the performance of existing applications Uganda and develop more appropriate technologies if needed.

Specific Objective



Scope: career women

A woman with dark hair, wearing a white t-shirt and blue overalls, is sitting at a wooden desk. She is looking at a laptop screen. A young child is sitting in a blue and floral patterned baby carrier on her back. The background is a blurred indoor setting with a window and some plants.

- **Work-life balance**
- Working mothers 18% more stressed than other people
- Working mother with 2 children 40% more stress than

• **Family-stress**

- **Childlessness:** Successful career women battle with childlessness or singlehood more than men

- **longer workdays.** Women work longer days than men when paid and unpaid work is counted together.

Expected Output



Paper on mental health of career women in Uganda

Recommendation on best applications to use for mental health

An appropriate mobile application developed and tested for the Ugandan/African setting

References

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