

Technical Disclosure Commons

Defensive Publications Series

December 03, 2018

Ads that encourage users to take health breaks

Tuna Toksoz

John Dukellis

Follow this and additional works at: https://www.tdcommons.org/dpubs_series

Recommended Citation

Toksoz, Tuna and Dukellis, John, "Ads that encourage users to take health breaks", Technical Disclosure Commons, (December 03, 2018)

https://www.tdcommons.org/dpubs_series/1740



This work is licensed under a [Creative Commons Attribution 4.0 License](https://creativecommons.org/licenses/by/4.0/).

This Article is brought to you for free and open access by Technical Disclosure Commons. It has been accepted for inclusion in Defensive Publications Series by an authorized administrator of Technical Disclosure Commons.

Ads that encourage users to take health breaks

ABSTRACT

The growing dependency of humans on electronic screens and portable smart devices has been met with concern in some quarters. Some of the cited disadvantages of the ubiquitous availability of mobile devices are information overload, repeated interruptions, a tendency to drive users to multi-tasking, etc. Among those who constantly use mobile devices, e.g., gamers, another disadvantage is sedentary lifestyle.

This disclosure uses in-app ads to encourage users to take a health break. The health break can be triggered based on, e.g., the expiration of a timer, a natural break in a game, etc. The health break ad, per techniques herein, can have a health-related theme, e.g., breathing exercises, the sound of waves on a beach, etc., and is kept simple, e.g., mostly plain, so that users are not drawn back to the screen.

KEYWORDS

Online ad; mobile ad; sedentary lifestyle; health break; screen time; addiction; dependency

BACKGROUND

The growing dependency of humans on electronic screens and portable smart devices has been met with concern in some quarters. Some of the cited disadvantages of the ubiquitous availability of mobile devices are information overload, repeated interruptions, a tendency to drive users to multi-tasking, etc. Among those who constantly use mobile devices, e.g., gamers, another disadvantage is sedentary lifestyle.

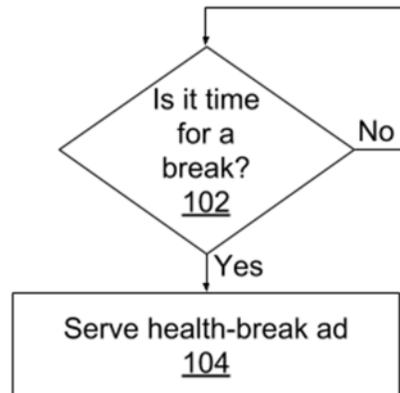
DESCRIPTION**Fig. 1: Serving a health-break ad**

Fig. 1 illustrates the serving of a health-break ad, per techniques of this disclosure. The ad unit on-board a device or app determines if it is time for a break (102). It makes this determination based on, e.g., the expiration of a timer; natural breaks in an app; the completion of an app or a level of a game; etc. The mobile operating system or developer tools provided therewith can typically identify screen breaks. Some screen breaks are indicative of natural breaks in the flow of a game or an app, and can serve as a health-break slot. If it is determined that the time for the break is not just yet, then the app continues its operation uninterrupted.

If it is determined that the time for a break has arrived, then a health-break ad is served (104). The ad can have a simple message telling the user to take a break. It can also have a countdown timer, e.g., similar to a rewarded video ad. On the screen is an ad, but the user is not expected to dwell on it. Thus the content of the ad is kept simple such that the user is not drawn towards it. The ad can have health-related theme, e.g., a breathing exercise, the sound of waves on the beach, a pleasant tune, etc.

The ad can be sponsored by industries with an interest in the user's health. For example, a message might be "This health break is brought to you by healthyFoodCo. Let's take a moment

to breathe and look up away from the phone, and think about the last time we shared a healthyFood with someone you love.”

Health ads, such as those described herein, can be stored on the phone such that they are ready to be served when health breaks occur.

CONCLUSION

This disclosure uses in-app ads to encourage users to take a health break. The health break can be triggered based on, e.g., the expiration of a timer, a natural break in a game, etc. The health break ad, per techniques herein, can have a health-related theme, e.g., breathing exercises, the sound of waves on a beach, etc., and is kept simple, e.g., mostly plain, so that users are not drawn back to the screen.