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The effectiveness of personalized active learning movie (P.A.L.M.) on the level of motivation and cigarette dependence of adult smokers

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Multi-media videos have been used in multiple studies as a means to modify health behaviors such as smoking because of its advantage of being standardized which would decrease the inconsistencies on the information delivered. However, studies conducted relating to this type of intervention had varied results, with video interventions not being able to change the behavior relating to addictions when it was not tailored appropriately. Literature on individualized video interventions is also limited and remains to be unexplored which is why the study focused on assessing the effectiveness of a personalized video intervention to increase the motivation for smoking cessation. A quasi-experimental study among 63 purposively-selected smokers who have previously attempted to quit smoking was conducted in Metro Manila. The tools utilized were Cigarette Dependence Scale (CDS-12) and Motivation to Stop Scale (MTSS). The gathered data was analyzed using paired t-test and 2-way ANOVA. There was no significant difference between the Post-test scores of the control and experimental group. However, the Pre-test score of the experimental group when compared to its Post-test score shows that there was a significant difference. In conclusion, the use of Personalized Active Learning Movie (PALM) is effective in increasing the motivation of the smokers to stop smoking and in decreasing their dependence to cigarettes.

Biography

The authors are current undergraduates in the University of Santo Tomas College of Nursing and is in their last semester for their baccalaureate degree. Their adviser Maria Corazon Olayres, RN, MAN, is an expert in the field of qualitative research in the Philippine setting.

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