



University of Brighton

Fostering persuasion towards health and well-being through user-centered design

Skin Cancer Prevention In Young Males

This research programme is concerned with the creation of aesthetically designed prototypes for skin cancer prevention using interactive technology.

The study is focused on young adult males, who are least likely to be aware of skin cancer and have a 70% higher development rate than females.

The research aims to develop an understanding of the influences that effect behaviours of this group, and to develop technology enabled solutions that facilitate skin cancer reducing behaviours.

It is expected that this study will entail a number of quantitative and qualitative research methods.

The outcomes of this research are expected to show new findings in behavioural influences, applied particularly to this important area of healthcare.

The study follows a multi-disciplinary approach; which draws on knowledge from the arts, technology, humanities and science whilst ensuring that design has a prominent voice in all discussions.

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