



Healthy
Futures

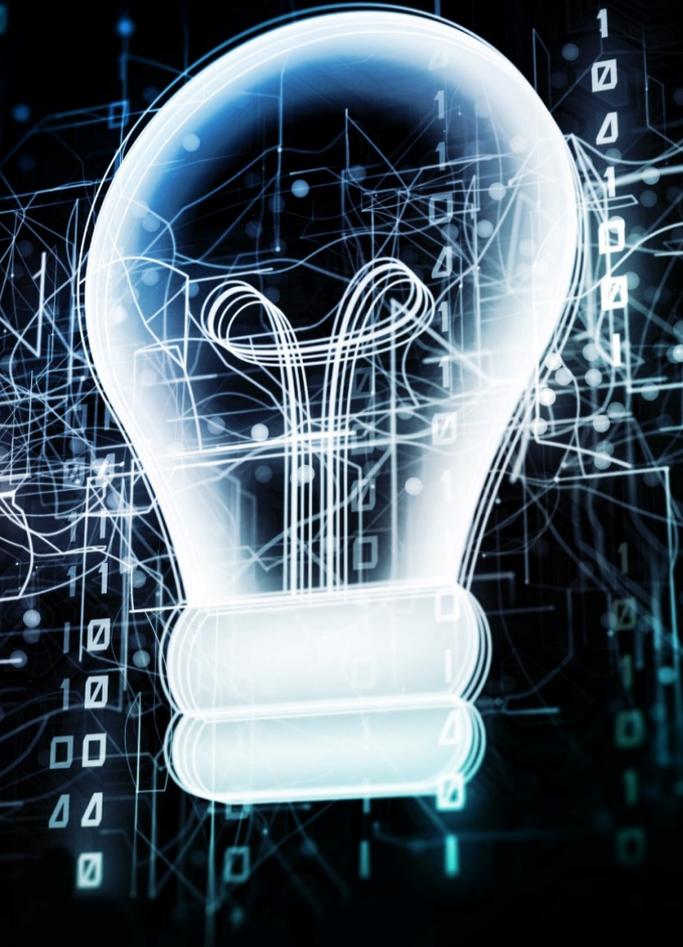
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Providing Individuals with Forecasts About Their Future

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INTRODUCTION

Research Overview



- It is now possible to predict a person's future more accurately than ever before. This led us to wonder:
 - What do people want to know about their future?
 - What happens when you tell them?
- In a pilot study (n = 250), we asked participants what they wanted to know about their future. The top two answers were **health** and **life expectancy**.
- In a follow-up study with Vitality (n = 1,000), we found that people would be very interested in learning the specific metrics Vitality can provide (e.g., life expectancy, healthspan, Vitality Age).
- In collaboration with Vitality, we conducted a study (n = 5,000) to examine **what happens when you provide people with forecasts about their future health and longevity**.

Current
Self

Future
Self

RESEARCH QUESTION #1

Do People Want to Receive Predictions About Their Future?

INSIGHTS

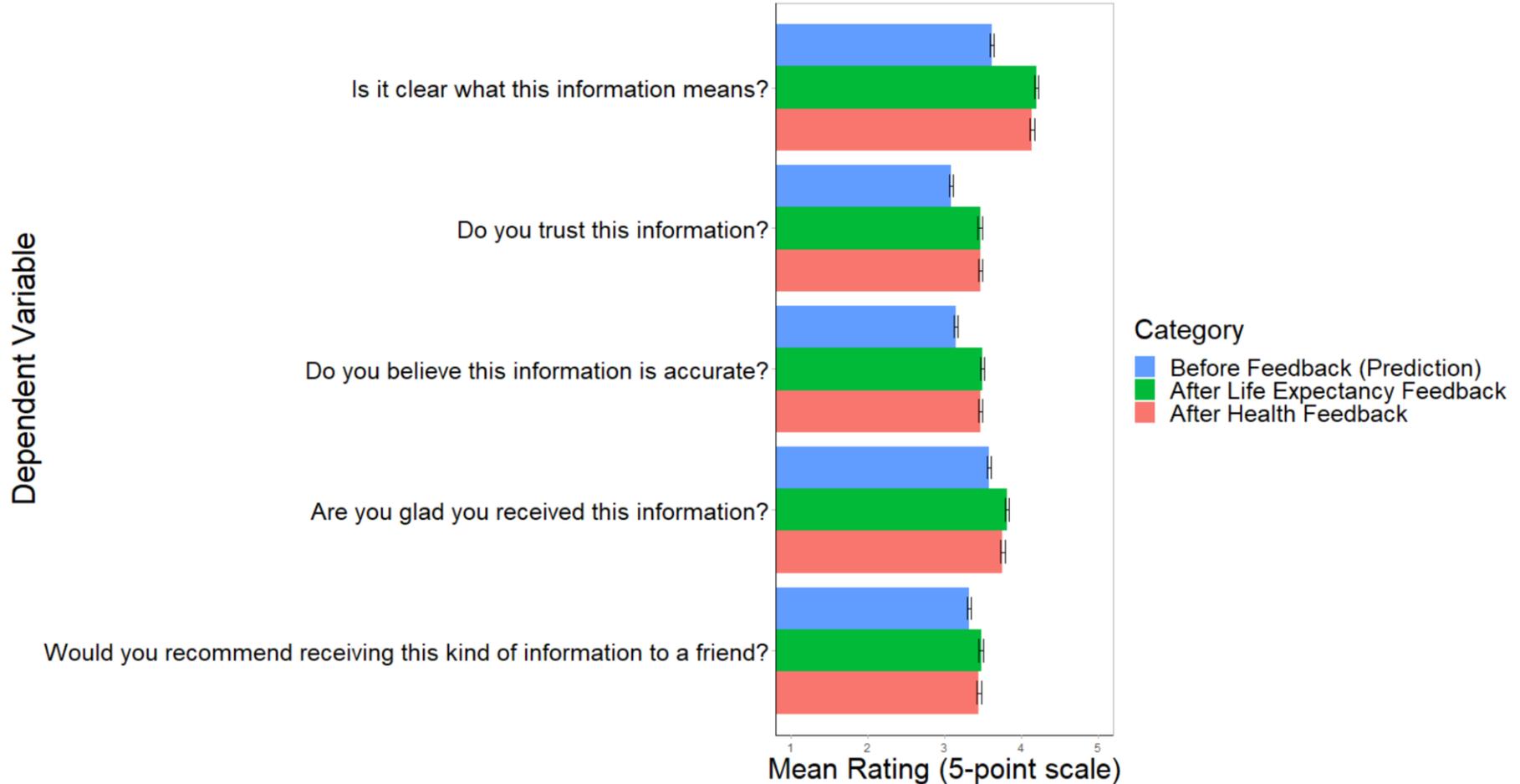
- Each metric attracted the interest of at least 56% of respondents, but people expressed the **greatest interest in actionable insights** i.e. the lifestyle changes they can make to improve healthspan and lifespan.

Percentage of Individuals Who Expressed Interest in Various Vitality Healthy Future Metrics



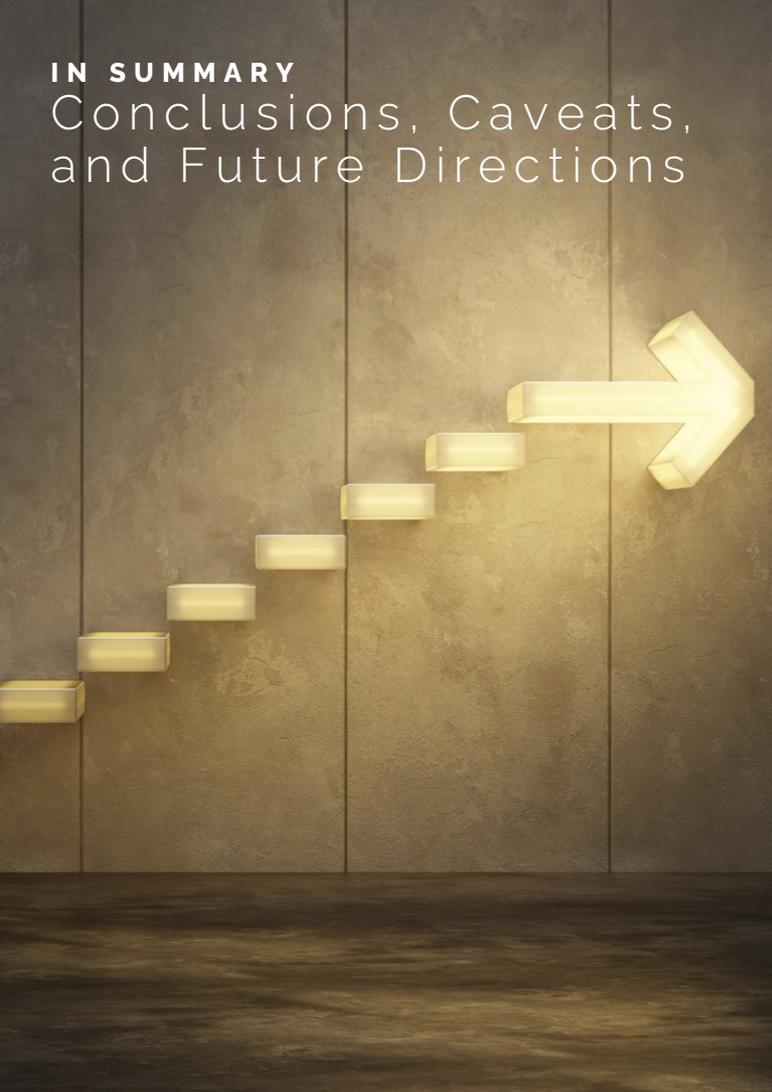
RESEARCH QUESTION #2

How Do People Respond To These Forecasts?



IN SUMMARY

Conclusions, Caveats, and Future Directions

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- People are **interested** in learning about their future health and longevity and **generally respond positively to this information**.
 - The forecasts were generally **more positive than participants had anticipated**, and when the information is better than people expected, they view it as more **accurate, trustworthy, useful, and clear**.
 - But when the information is worse than expected, rather than serving as a warning sign, people now feel *less* motivated to change their behaviors to be healthier.
 - How can we give people **negative feedback about their future without demotivating them?**
 - One possibility: **Counterfactual predictions** (e.g., If you start exercising [x] days a week, we forecast you will increase your lifespan by about [y] years.)

Thank You.