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# New Health Study Reveals Social Gamification + Competition Spurs Physical Activity Among Overweight and Obese Adults

*According to new study findings published by JAMA Internal Medicine (JAMANetwork.com), behavioral economics-based gamification led to “significantly” increased physical activity among overweight and obese Americans. Pairing a step tracking device with social incentives led to sustained, long-term, behavior change and led participants to take more steps than a step tracking device alone. While the report [...]*

By [Merilee Kern](#)



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