POSTER

Health and Self-Esteem

B.V. KMETZ, E.R. HARRELL, W.R. BOOT. Is brain training worth it? Exploring predictors of individuals' willingness to engage in brain games. Gerontechnology 2018;17(Suppl):164s; https://doi.org/10.4017/gt.2018.17.s.159.00 **Purpose** In recent years there has been a rise in the popularity of brain training programs that claim to improve cognition and the performance of important everyday tasks. While no consensus has been reached with respect to the efficacy of these programs, equally important questions are whether older adults are willing to adopt these programs, and the extent to which individual difference factors might predict adoption of, and adherence to, these programs. Even effective interventions can fail if individuals are unwilling to adopt and adhere to them. Our aim was to assess how much time individuals would be willing to spend playing brain games to gain prolonged functional independence. **Method** Data from 337 adults (ages 20-73) were collected. Participants completed a survey asking them how much time they would be willing to invest in daily brain training to extend their functional independence by certain amounts of time (e.g., 1 month, 1 year). Participants also completed surveys assessing self-perceived health and cognitive functioning, personality, technology experience, and demographic variables. **Results & Discussion** Even for relatively small gains (extending functional independence 1 week), participants reported being willing to dedicate an average of 11.5 minutes (SD = 19) every day to brain training, with some participants reporting being willing to play for significantly longer. For larger gains (3 years), participants reported being willing to invest 43 minutes every day (SD = 30). Regression models revealed that, even though participants were asked to answer assuming that brain training was effective, perceived effectiveness of brain training was the best predictor of willingness to invest time into brain training, β = .36, $t(330) = 7.75$, $p < .001$. As age increased, so did the amount of time participants were willing to invest in brain training, β = .11, $t(330) = 2.13$, $p < .05$. Finally, there was a positive association between self-perceptions of cognitive deficits and willingness to engage in brain training, β = .10, $t(330) = 2.00$, $p < .05$. Results indicate that individuals are willing to invest a significant amount of time each day playing brain games to remain in their own homes and independent longer. However, intention to engage in daily brain training was influenced by the perceived amount of benefit, age, and self-perceived cognitive deficits. This has implications for predicting the adoption of, and adherence to, potentially effective treatments for cognitive decline.

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