

Beyond measurement: experiment with self-trackers

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Quantified Self or life-logging movement

VISIBLE

Wrist-bands

BLINDED

Clip-on trackers



Key question

What are the **intrinsic** benefits of using visible self-tracking devices?

Three key reasons

①

Physical
well-being

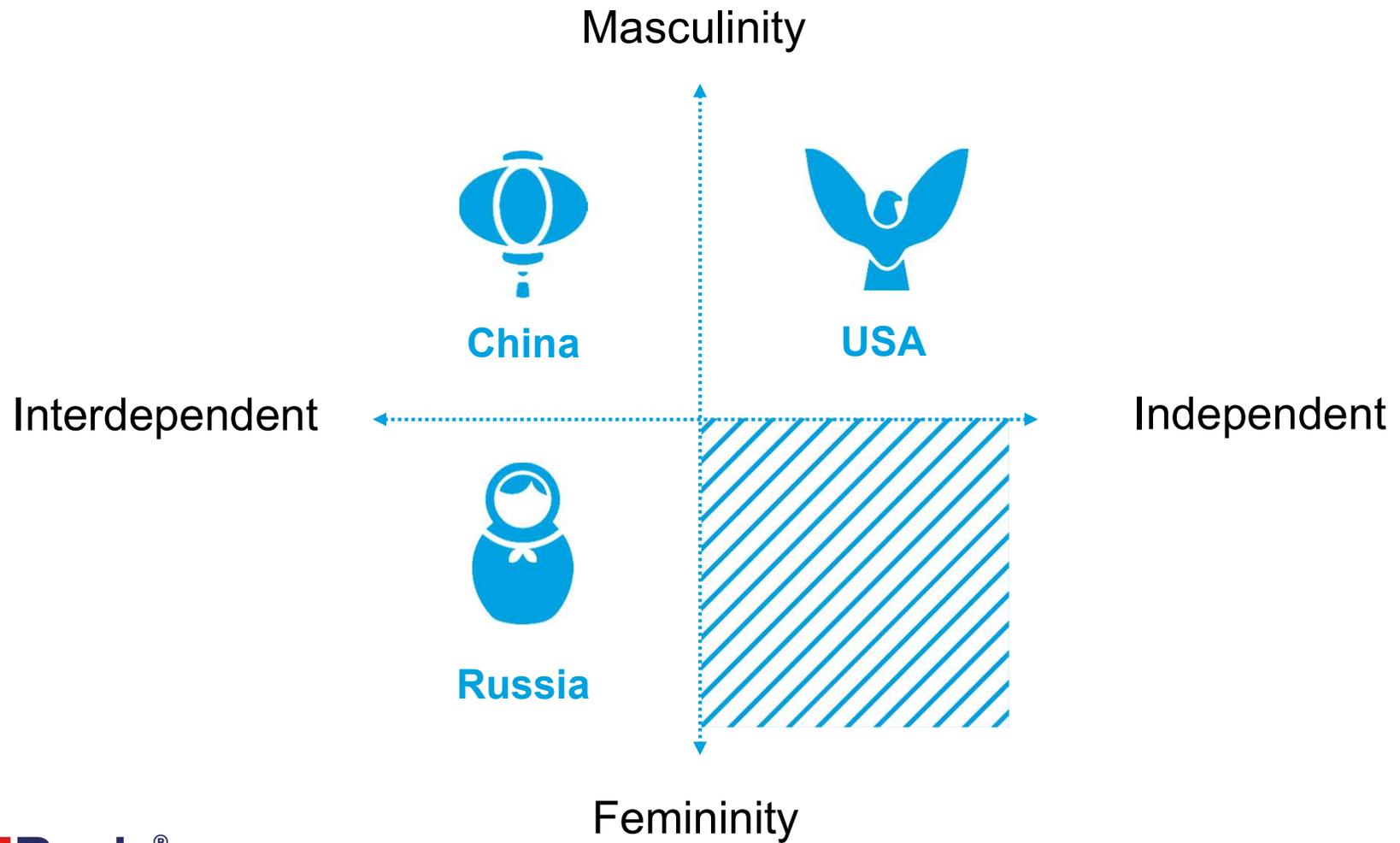
②

Healthy
image

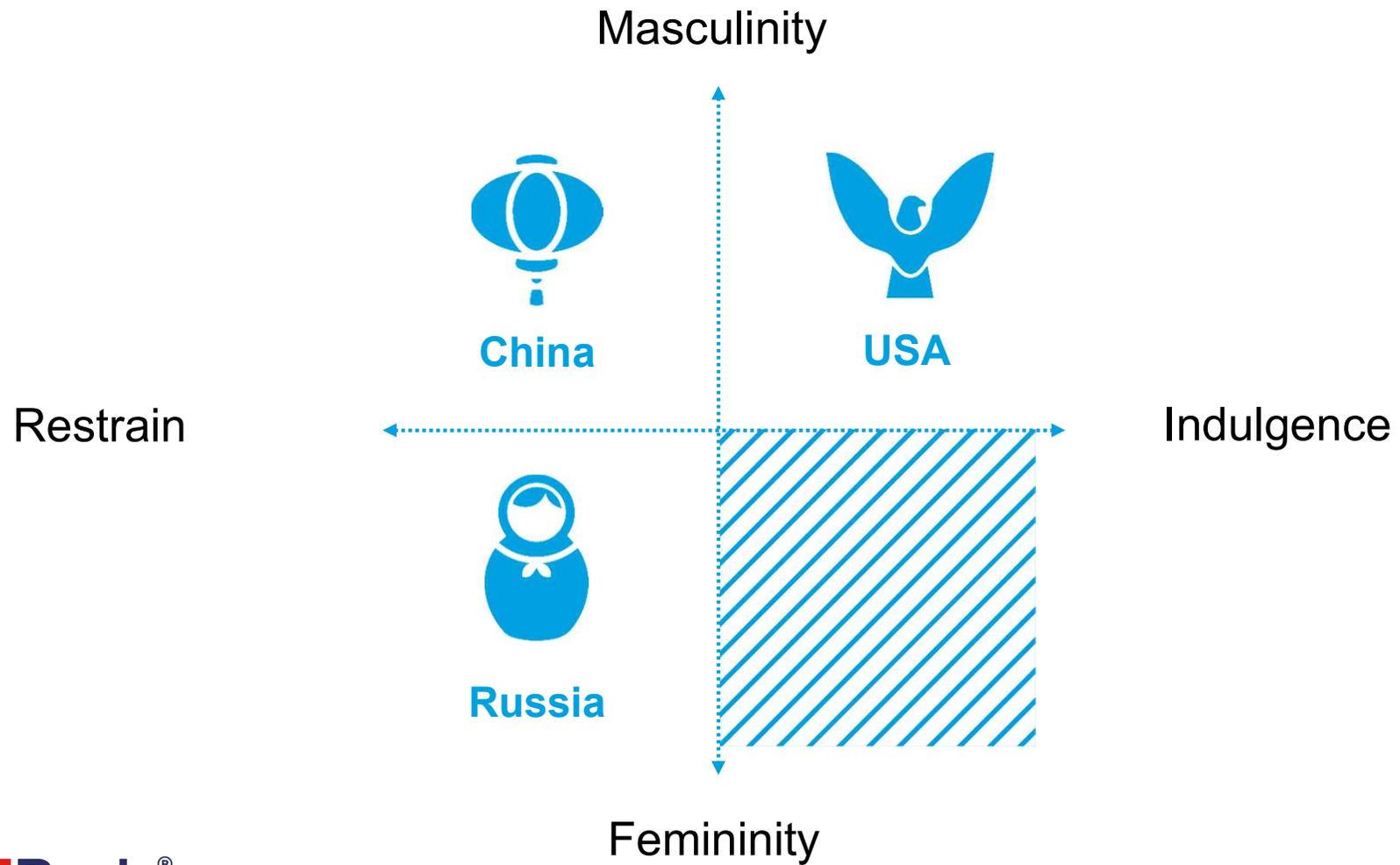
③

Competitive
realization

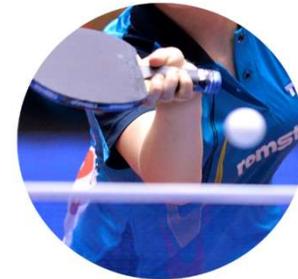
Why these countries?



Why these countries?



Experimental design



static



dynamic

Group 1	X		X	
Group 2		X		X

N=135

Basis[®]

Experimental design

pictures for males

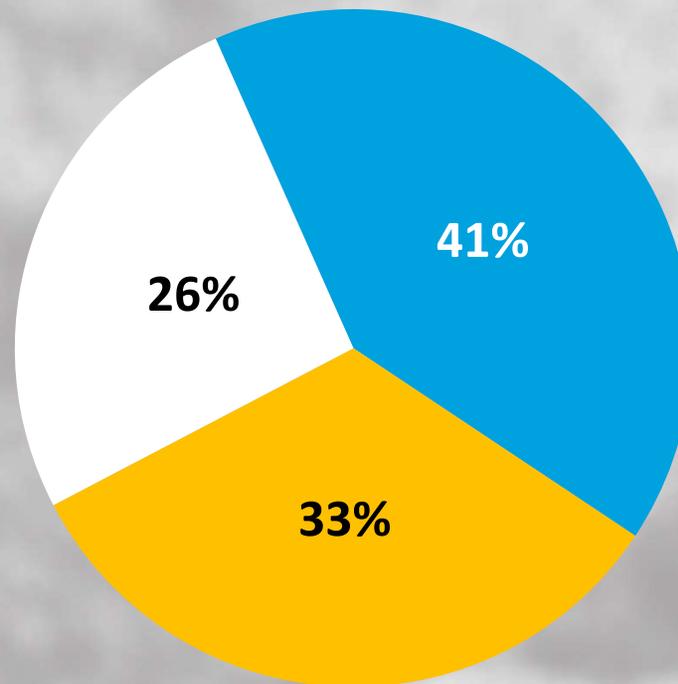


pictures for females

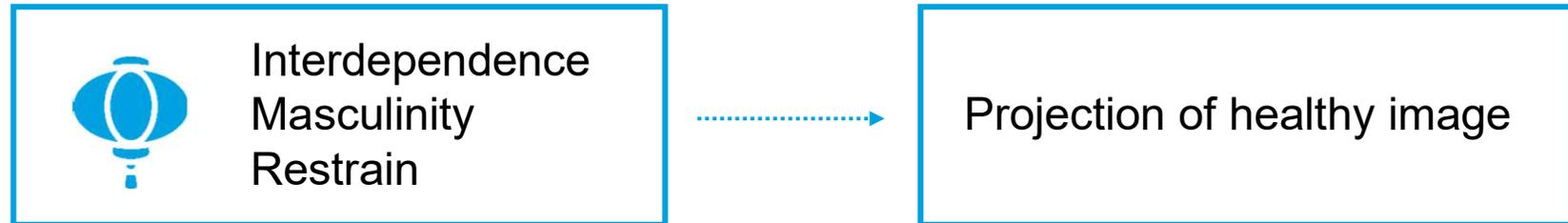


Intrinsic benefits of using visible self-tracking devices

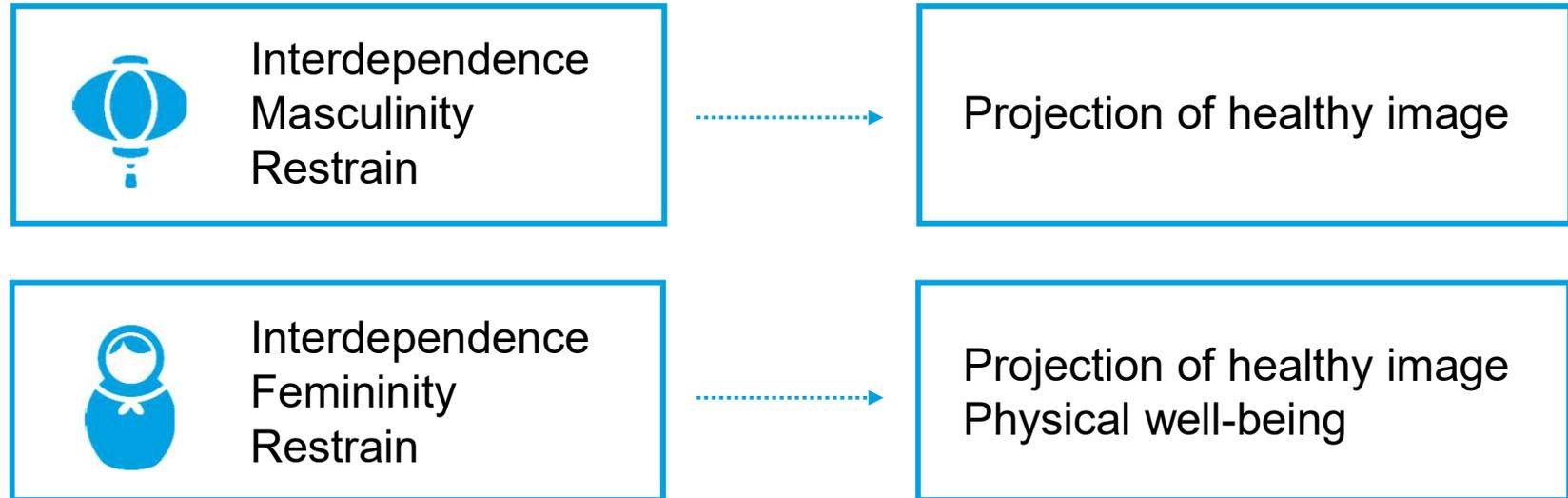
- Projection of healthy image
- Physical well-being
- Competitiveness realization



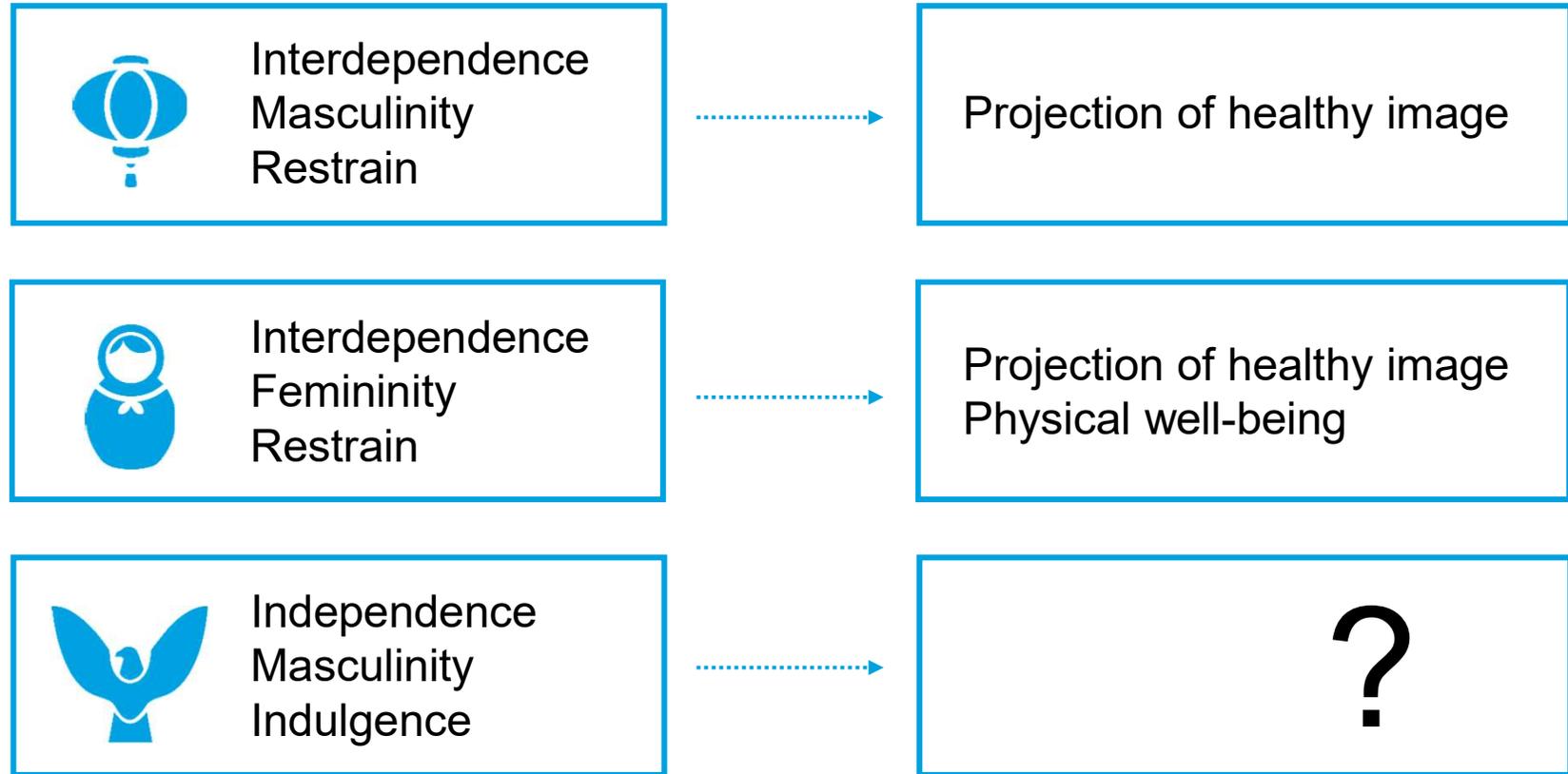
Cultural difference



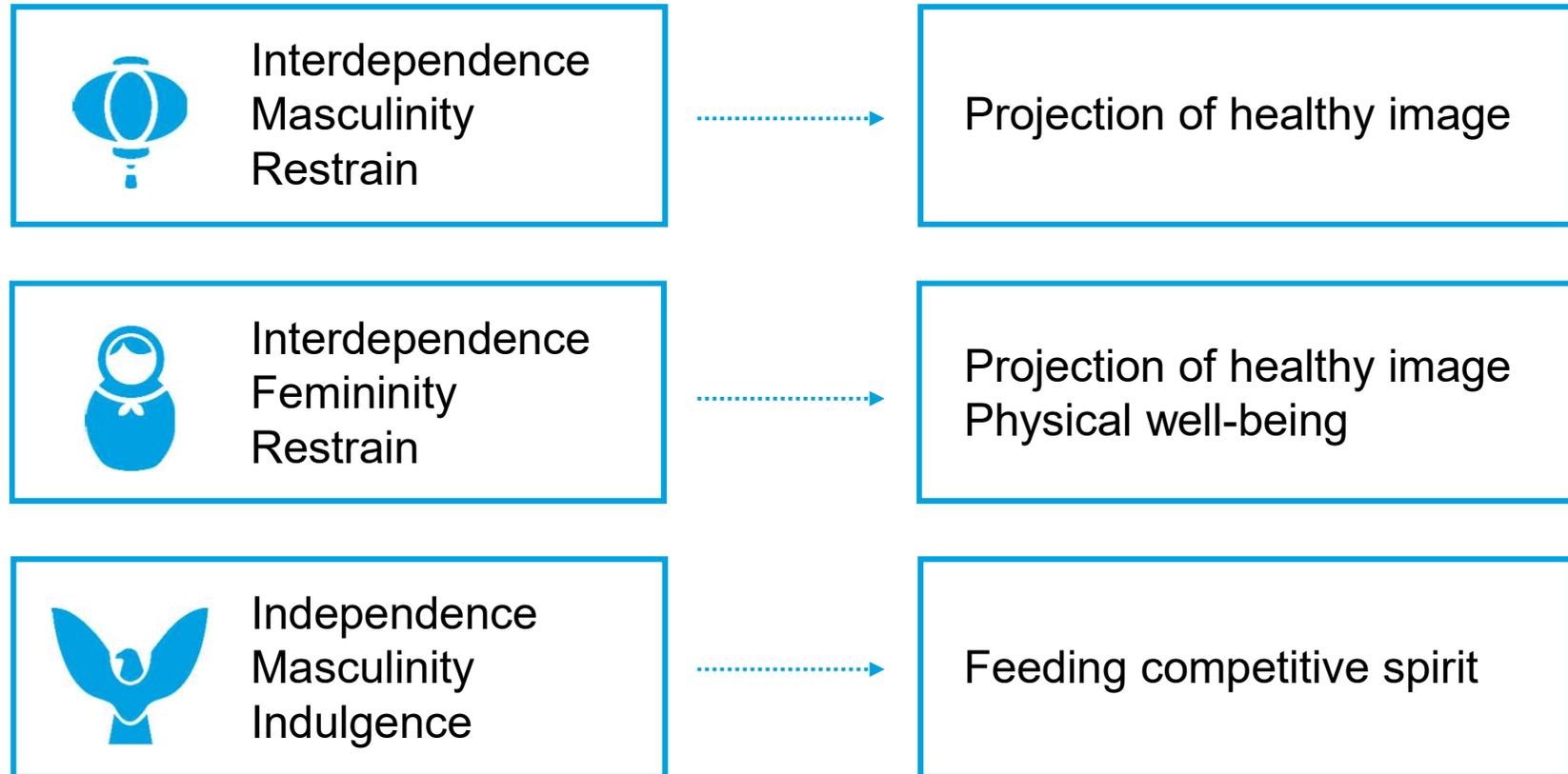
Cultural difference



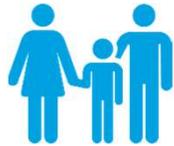
Cultural difference



Cultural difference



Step 2: Conjoint



social status

having a strong family

being popular with the opposite sex

being a leader



appearance

being in good physical shape

having a healthy look

having a natural look

being bright, standing out



lifestyle

being trendy

wearing big-brand clothes

looking rich



emotions

being positive

being full of energy



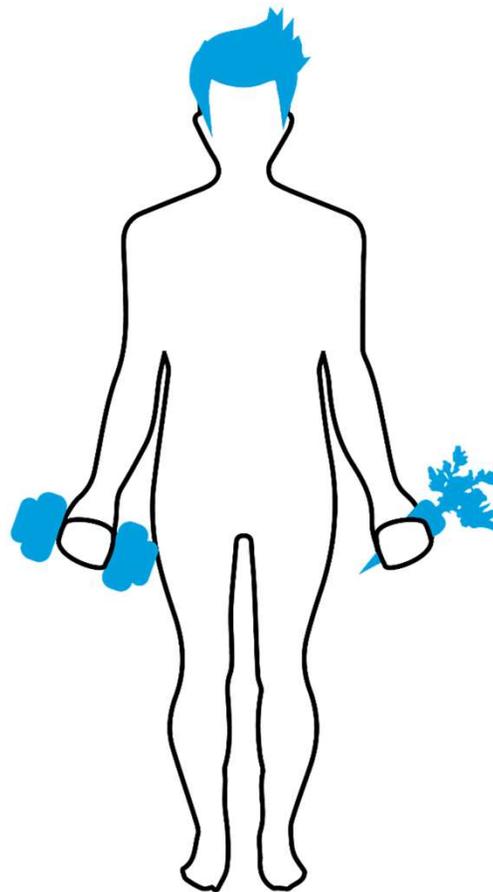
Insights for self-tracking communications

Appearance



Projection of healthy image

Focus on physical shape



Personal values



Focus on popularity with opposite sex



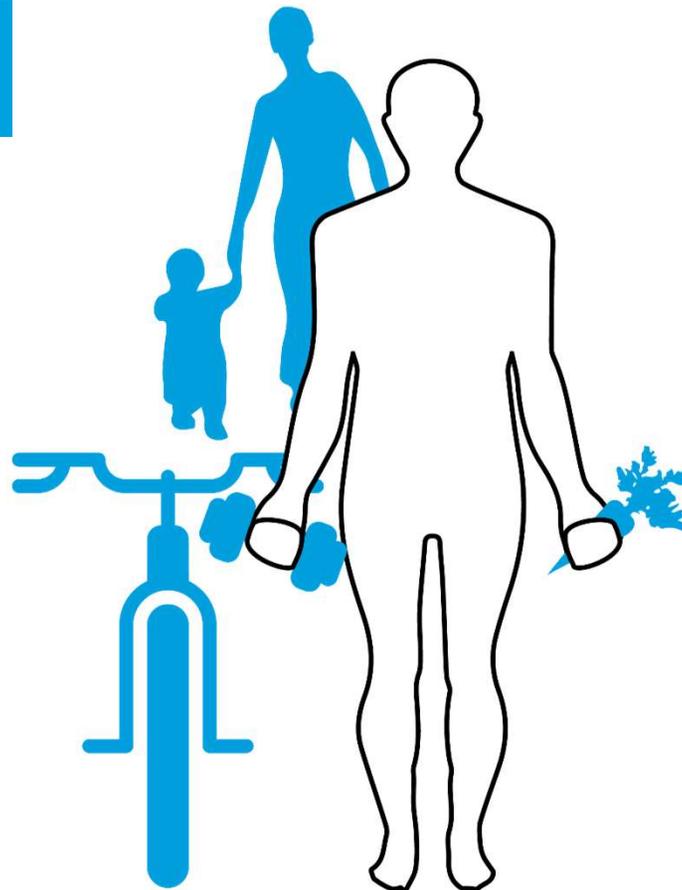
Insights for self-tracking communications

Appearance

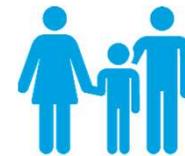


Physical well-being

Projection of healthy image



Personal values



Focus on family

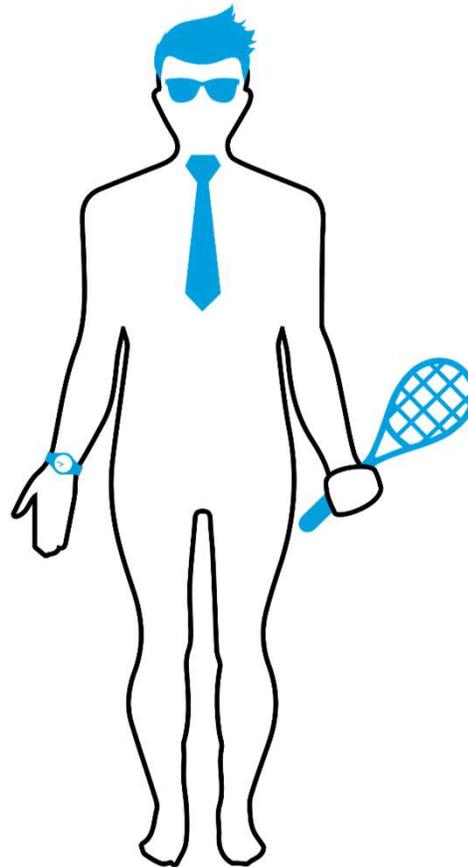


Insights for self-tracking communications

Appearance



Focus on physical shape



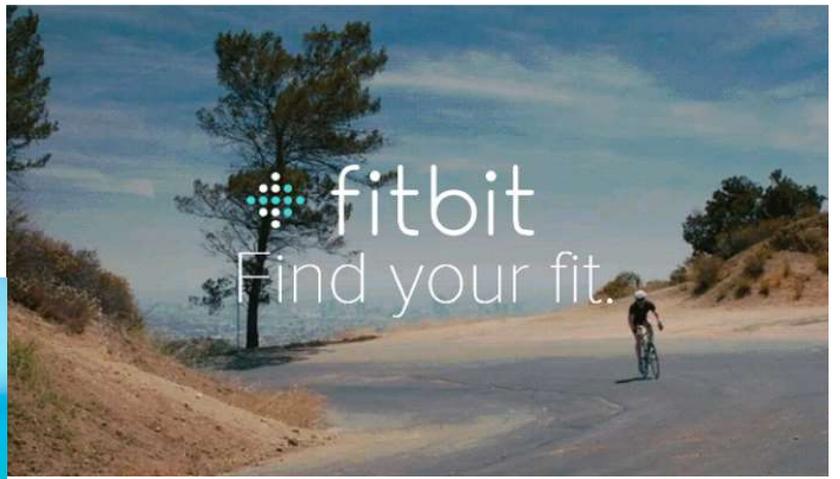
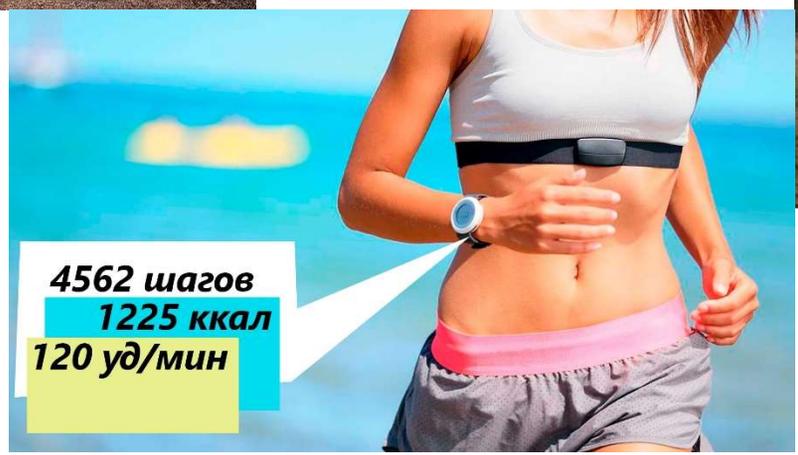
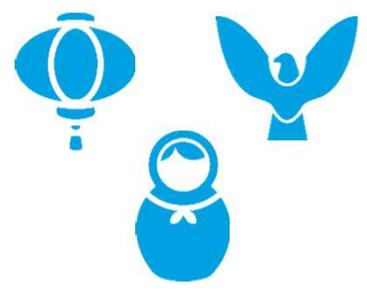
Personal values



Leader:
competitiveness

Focus on popularity with opposite sex

Current



Recommended re-focus



Summary

1. Methodological: Do not be afraid to use experimental design
2. Cultural values: Do not underestimate cultural differences
3. Communication approach: Try to search for insights about “hidden drivers”

Thank you!

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