

Climbing Gotzilla with Fitbit: Apps, sensors and all these data



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RCUK Digital Economy NEMODE +, Tracking biodata: issues of ownership and sharing.

NEMODE

New Economic Models in the Digital Economy



Why sensors?

Dominant framings in the media and policy documents:

They enable **drastic life quality changes** via sleep and nutrition measurement.

So:

- How the interface addresses the individual
- How it encourages and **even trains** the user in certain behaviours which are **entrepreneurial, competitive and individualistic**.

Why Sensors?

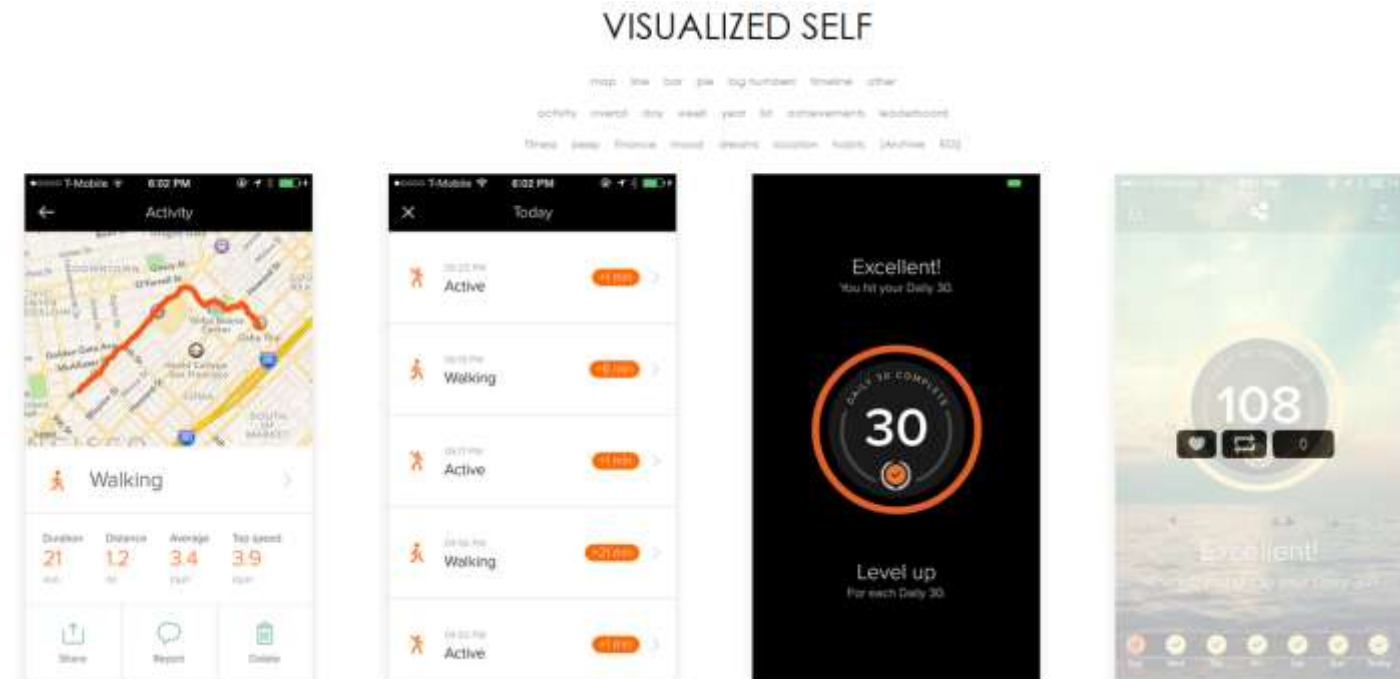
50 billion devices and objects will be online in 2020

- *embedded devices (ubiquitous computing)*
- *Internet of Things*
- smart cities - buildings, roads, household appliances

Visualised Self

<http://visualizedself.tumblr.com/>

Showcases and categorizes various data visualizations in various tracking apps.



Production

- How is biodata derived and encoded?

Text

- What does the interface look like?

Consumption

- What do people do with these objects and information? How do they understand them? What behaviours are encouraged?



Find your friends

Connect your other accounts with Fitbit to invite your Friends. We won't share your contacts or email anyone without your consent.

[Facebook](#)[Email](#)

Looks like you're not connected to Facebook.



Fitbit is more fun with friends



Share:

Friends will see your achievements and personal best stats.



Compete:

Friends are ranked on the leaderboard so you can challenge each other.



Motivate:

Encourage your friends to stay active.



Have a new device to set up? [Start here.](#)

Community

Community

[Notification settings](#)

Topics and Groups

Following

All

| Name | Topics | Posts | Last Post |
|---|--------|-------|---|
| General <i>Discuss the Fitbit and other general health and fitness-related topics</i> | 8145 | 75407 | 6 hours ago by Windy J. |
| Big Losers <i>Discussions for those who are trying to lose or have lost 75-plus pounds</i> | 1219 | 19080 | 6 hours ago by Jeff |
| Feature suggestions <i>Suggest features for the Fitbit Tracker and Fitbit.com</i> | 3660 | 19665 | 9 hours ago by erin |
| Food suggestions <i>Suggest new foods or changes to existing foods in our food database</i> | 658 | 4901 | 7 hours ago by Felicity C. |
| Help and Support <i>Post any problems you have with the hardware or software</i> | 5865 | 28722 | 7 hours ago by Irene S. |
| Announcements <i>Check here for information on updates!</i> | 63 | 1128 | 8 hours ago by John |

Groups

[Create a group](#)

You do not belong to any groups, yet.

Public Groups

[! New York FitBit !](#)

2350 members

From the Big Apple to the Adirondacks(and Jersey too!) If you reside within or around the empire state OR just want to compete with New York natives, then join up!

Fitbit – information that can be shared

Quantified accounts of:

Food consumption

Activities

Weight

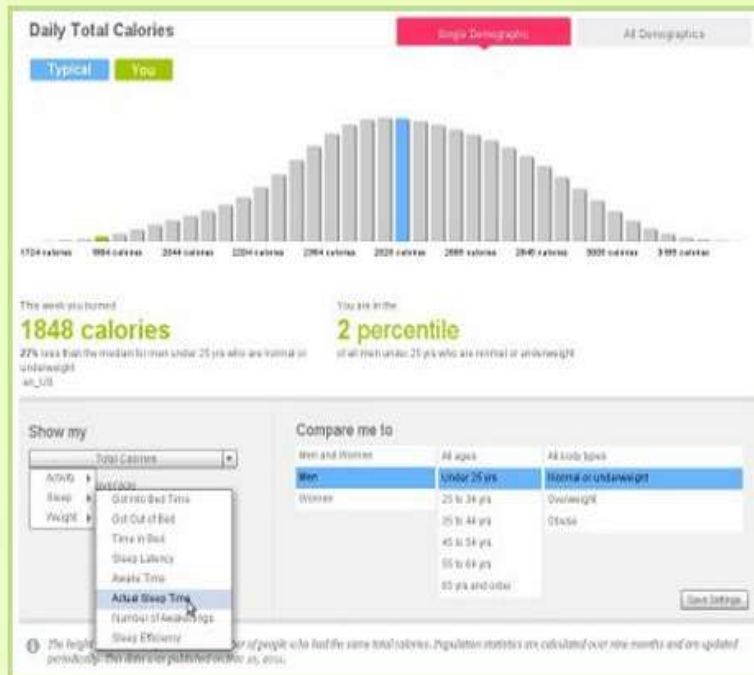
Sleep

Mood

Allergies



Have a new device to set up? [Start here.](#)

[Benchmark](#)
[Food Report](#)
[Activity Report](#)
[Sleep Report](#)
[Trainer](#)
[Export](#)


Rank yourself against your peers

Fitbit Benchmark is an interactive tool that lets you explore the entire Fitbit database to see how you stand up against your peers.

Increase your motivation and set new wellness goals by comparing

- Weight
- Activity
- Sleep

Benchmark comes with a Premium membership, but you are eligible for a free 7-day trial. Give Benchmark a try! There's no commitment.

START FREE TRIAL
No credit card required

BUY PREMIUM NOW
£39.99/yr

[Learn more about premium](#)

'Games for health' – walking games

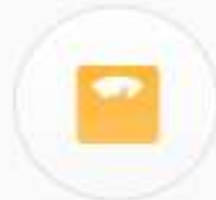
| Banked | Iterative | Real-Time |
|---|---|--|
| PokeWalker | GoldWalker | EA Active 2 Vitality Sensor |
|  A red and white handheld device with a screen displaying a Pikachu character and the number 367. |  A map showing a path with several points labeled with numbers (17, 15, 12) and names like 'Gold Walker' and 'Mokelumne Hill'. |  A black waist-worn sensor device with a white sensor unit, and a hand holding a white Wii Remote. |



LOG FOOD



LOG ACTIVITY



TRACK WEIGHT

Day



You just climbed
A Basketball Hoop
(1 floor)

updated 1 min ago

Tweet

Next milestone in 1 floor

4% of goal of 10,000



1 floor climbed today

10% of goal of 10 [Edit](#)

You have climbed: A Basketball Hoop ★



Whoa! You've climbed 50 floors today!

That's like taking the stairs to the top floor of a skyscraper! Can you make it to 75 for the next badge?



You earned the Helicopter badge!

You've climbed 500 floors, that's like reaching the altitude of a Helicopter. Halfway to the next badge!



[See all of your badges](#)

share this?



Excellent! You've walked 50 kilometers!

Congrats on earning your first lifetime distance badge! Keep it up to earn another.



[See all of your badges](#)

share this?



Fitbit marketing: success stories

<https://www.youtube.com/watch?v=r89sXAXQNuY>

The screenshot displays a YouTube video player for the video 'Fitbit Success Stories: Atlantic Packaging'. The video is from the 'Fitbit Official Site' channel, which has 13 videos and 1,581 subscribers. The video has 2,842 views and is published on 5 Sep 2013. The player shows a progress bar at 2:22 / 4:30. To the right of the video player is a list of related videos:

- I got my boyfriend jacked** by Six Pack Shortcuts (3,222,000 views, 4:45)
- Requested: Weight Loss & Exercise Update** by MakidjiMLC (4,963 views, 27:39)
- Fitbit Force Wristband Movement and Sleep Tracker Review** by gettlover40 (41,257 views, 16:05)
- FitBit Flex Fitness Band - First Look, Unboxing, Setup and Features** by DHTV - Dan (0,079 views, 4:22)
- FitBit Flex Review - Pros VS Cons and Features** by DHTV - Dan (80,588 views, 8:25)
- Fitbit Force review** by Before You Buy (36,802 views, 5:15)
- Fitbit Flex Wristband Movement and Sleep Tracker Review** by gettlover40 (104,526 views, 22:31)

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Loopingthreads.com