

The Curse of Quantified-Self: An Endless Quest for Answers

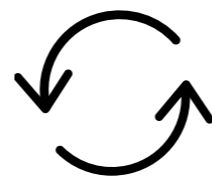
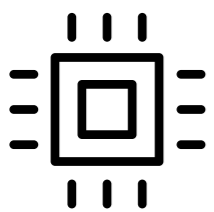
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7 September 2015

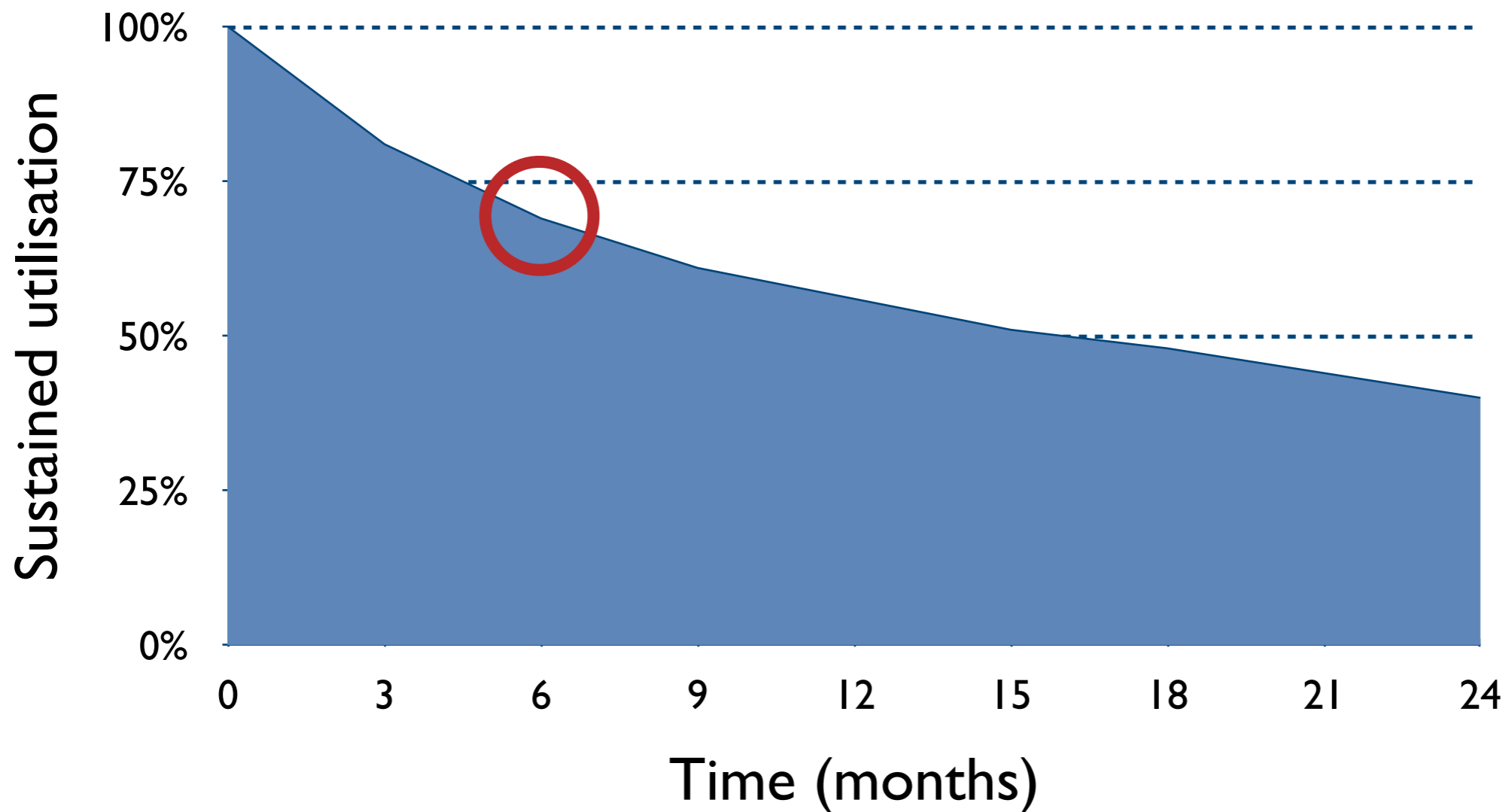


Quantified Self

An individual **proactively** engaged in self-tracking of information about oneself.

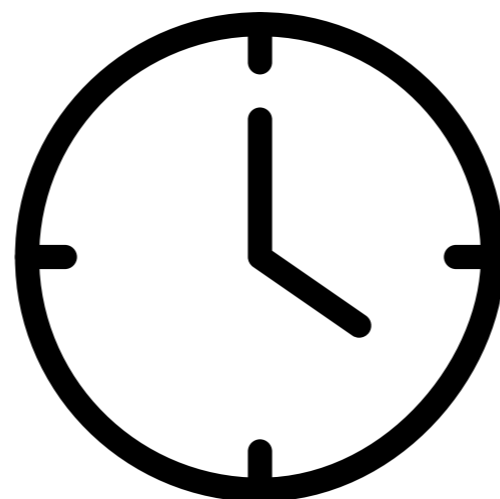


“Wearables dirty secret”

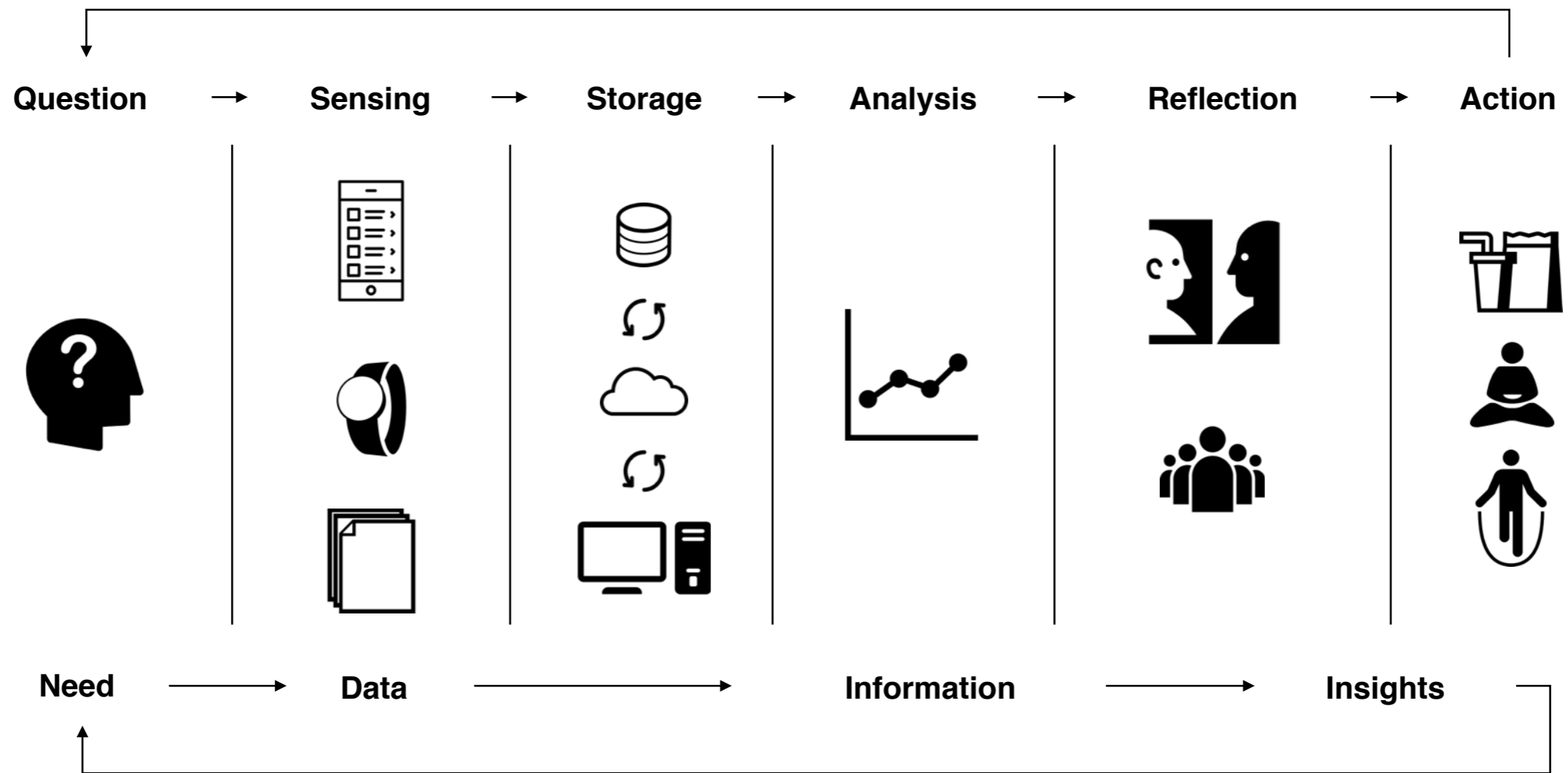


1. Ledger & McCaffrey. 2014. Inside Wearables - How the Science of Human Behavior Change Offers the Secret to Long-Term Engagement





Quantified-Self Cycle

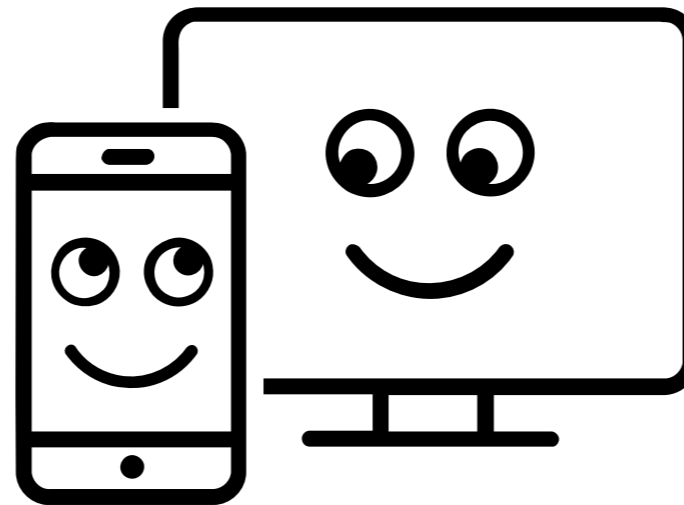


Data Cycle



Key challenge areas

I



Increase in devices



Key challenge areas

2



Human sensing



Key challenge areas

3



Answer questions of Quantified Selfers



Key challenge areas

- Increase in devices
- Human sensing
- Answer questions of Quantified Selfers



Thank you

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