

Ramón Reichert (Universität Wien)

Die Vermessung des Selbst.

Self-Tracking in der digitalen Kontrollgesellschaft

# YOU ARE JUST A NUMBER

Can you make yourself healthier and happier by logging every snore, step and mood swing? As a Californian trend for obsessional data-tracking makes its way over here, **Tim Chester** covers his body in gadgets to find out if self-knowledge is power. Photograph by Paul Stuart

**T**oday I have climbed the equivalent of a tall giraffe. Coffee is my most frequent food. On average, I walk 11,726 steps a day, burning 3,089 calories, over 2.4 hours of activity. I sleep for 6 hours and 9 minutes a night. This week, my sleep efficiency is 72% and my food is 77% healthy. My BMI of 23.5 is 14 percentage points below the median for men my age, and my average daily Met score is 1.71, although I have no idea what a Met score is.

I am, it seems, nothing more than a bundle of numbers and milestones, spurred on by LEDs and chided by pop-up messages. A wireless accessory for the iPhone; perhaps its most sophisticated yet.

My arms are covered in bands, my pockets augmented with accelerometers, my eyes numb from all the charts, my heart pumping to the beat of a heart-rate monitor and forcing its ventricles to keep up with the national average. My head is about to implode from all the positive affirmation and gentle nudging, but it's OK because my memories are being saved to my hard drive and my mood swings are earning me "hugs" from strangers.

I am producing, analysing and socially sharing personal data. I am becoming fitter, happier, and more productive. I am staying motivated by earning badges. I have become a Quantified Self (QS).

 **369 MINS**  
Sleep per night

 **73**  
bpm heart rate

 **3,324**  
Nike FuelBand score

 **582**  
photos logged

 **11,726**  
steps walked

 **3,089**  
Calories burnt



Was machst du gerade?

OK

Abmelden

Home

Profil

Strecken

Events

Community



Übersicht

Aktivitäten

Detailansicht

Neue Aktivität hinzufügen

Details

Statistik

Abschnitte

Übersicht

Sporttagebuch

Postfach

Meine Freunde

Meine Events

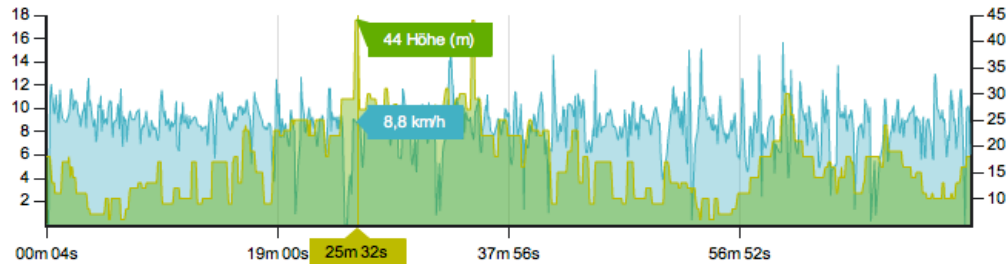
Meine Fotos

follow us

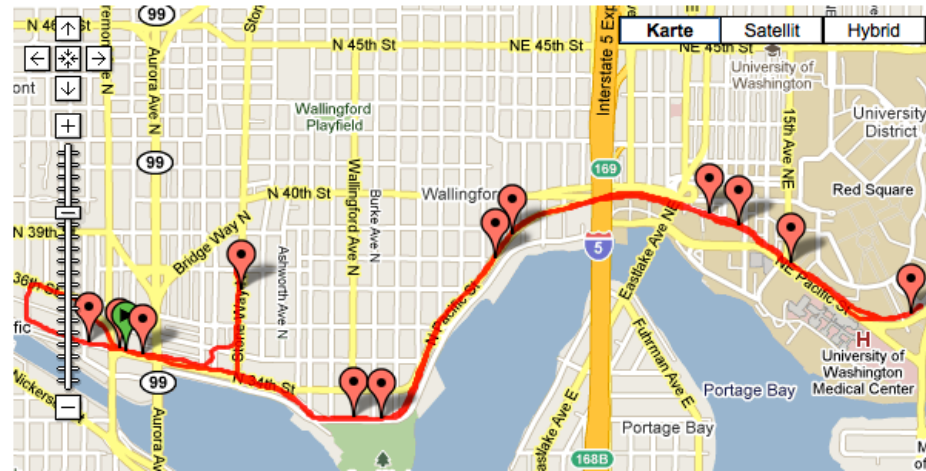
become a fan

Statistiken über die sportliche Aktivität

chart by amCharts.com



Geschwindigkeit 8,8  Höhenmeter 44



iPhone App



**FOR FREE**

Available on the App Store



App Store > Health & Fitness > MyFitnessPal.com



Free

★★★★★ (187)  
 Rated 4+  
[LICENSE AGREEMENT >](#)  
[PRIVACY POLICY >](#)  
[DEVELOPER WEBSITE >](#)  
 © 2009-2011 MyFitnessPal, LLC

# Calorie Counter & Diet Tracker by MyFitnessPal

MyFitnessPal.com >

Details | Ratings and Reviews | Related

## iPhone Screenshots

Summary | Daily | Weekly

FRIDAY / Oct 5, 2012

Your Daily Summary

**2374** CALORIES REMAINING Add to Diary

Goal	Food	Exercise	Net
2210	+0	-164	-164

News feed

- mike completed his food and exercise diary for 10/04/2012 and was under his calorie goal 2 days ago
- heyjenni1 has logged in for 25 days in a row! 3 hours ago

Diary

Goal	Food	Exercise	Net	Remaining
1890	747	369	378	1512

FRIDAY / Oct 5, 2012

Breakfast 340 cal

- Homestyle Breakfast Potatoes -... 85
- Breakfast Sausage Links - Original Johnsonville (An), 2 skillet-cooked link... 167
- No Pulp Orange Juice Tropicana No Pulp 10oz, 6.2 oz 88

Lunch 360 cal

- Homemade Turkey Sandwich(3 Sli... 250
- Garden Veggie Crisps - All Natural... Sensible Portions, 1 oz (28 g): 18 crisps 110

Snacks 47 cal

- Lowfat 1% Milkfat Lactaid, 0.2 Cup 28
- Sugar 1 tsp level 15
- Coffee - Brewed from grounds

Friends

- agnes419 Last login: Today **11.8 lb lost**
- heyjenni1 Last login: 11 days ago **4.4 lb lost**
- mike Last login: Today **25 lb lost**
- wendy22x Last login: Yesterday **33 lb lost**

Add a Friend View My Profile

Progress

Measurement Weight

Record Today's Weight

1m 2m 3m

172  
171  
169  
168

09/12 09/18 09/24 09/30 10/06

168.4

App Gal

Connect these Apps and Devices to your account to help you achieve your goals.

- endomondo
- Interactive Stationary
- SWIMSENSE

## Description

Lose weight with MyFitnessPal, the fastest and easiest to use calorie counter. With the largest food database of any calorie counter (over 2 million foods), and amazingly fast food and exercise entry, we'll help you take those extra pounds off! There is no faster or easier diet tracking app than MyFitnessPal. Period.



Orange CH 17:02 72%

20.04.14 - 06:38

- Durchschnittl. Pace: 31:07 min/km
- Ø Geschw.: 1.9 km/h
- Max. Geschw.: 11.0 km/h
- Aufwärts: 1'434 m
- Abwärts: 144 m
- Max. Höhenmeter: 2'954 m
- Durchschnittl. Herzfrequenz: 117 bpm
- Max. Herzfrequenz: 188 bpm
- Flüssigkeitsbedarf: 1'581 ml

Orange CH 17:02 72%

20.04.14 - 06:38

In keiner Zone

**1:20:55**

Dauer

Ø 117 bpm | MAX 188 bpm

31%	14%	27%	16%	10%	2%
0-130	131-141	142-152	153-163	164-174	175+

Orange CH 17:04 71%

112 bpm | Herzfrequenz | 182 bpm

Orange CH 17:04 71%

18.04.14 - 07:11

28:58 Ø Pace | 1'166 Höhenm. aufwä... | 147 Ø HF (bpm)

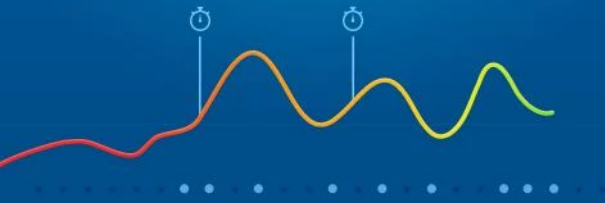
km	Pace	Aufwärts	Abwärts	HF
5.0	36:49	254 m	12 m	155 bpm
6.0	35:43	137 m	19 m	140 bpm
7.0	24:08	182 m	12 m	167 bpm
7.5	36:03	99 m	8 m	165 bpm



# ACTIVITY

## SAT, SEP 13

### FRIDAY, SEP 27



DAY WEEK MONTH

SEP 7-14  
41,524<sup>+</sup>  
Avg Week: 28,435<sup>+</sup>



🔥 964 Cal/Day    👣 19,237 Steps/Day    🎯 58% Goals Hit    ⌚ 9 Hrs Won/Day

**+ 5629<sup>+</sup>** Daily Avg    **+8%** Avg. Week

### NIKEFUEL BREAKDOWN



### TENNIS

1496<sup>+</sup>



🕒 1hr 8min Duration    ⌚ 22<sup>+</sup>/min Intensity

## EDIT SESSION





Jessica Winn



Total NikeFuel  
**31,195**<sup>+</sup>  
50K

AVERAGE DISTANCE **2.49 mi** AVERAGE PACE **12'49"**

**Orange Level** 114 mi >

**Farthest Run**  
May 2, 2013 6.37 mi >

**Longest Run**  
May 2, 2013 1:21:39 >

**Fastest 1K**  
May 18, 2013 05:56 >

**Fastest 1 Mile**  
April 18, 2013 09:45 >

**Fastest 5K**



# Trophies

3 Times a Week  
Won 7 times



Double Shot  
Won 4 times



Milestone  
25K NikeFuel



7 Times a Week  
Won 1 time



Celebrity



5 Times a Week  
Won 1 time



Milestone  
10K NikeFuel



3 Months in a Row  
Won 1 time



6 Weeks in a Row  
Won 1 time



5 Weeks in a Row  
Won 1 time



Milestone  
5K NikeFuel



4 Weeks in a Row  
Won 1 time







Thu, Oct 16

1 hr 8 min



32 min

35 min

8 min walking

3:36 PM

35 min running

13 min walking

Mountain View, California • 12:01 PM

6 min walking

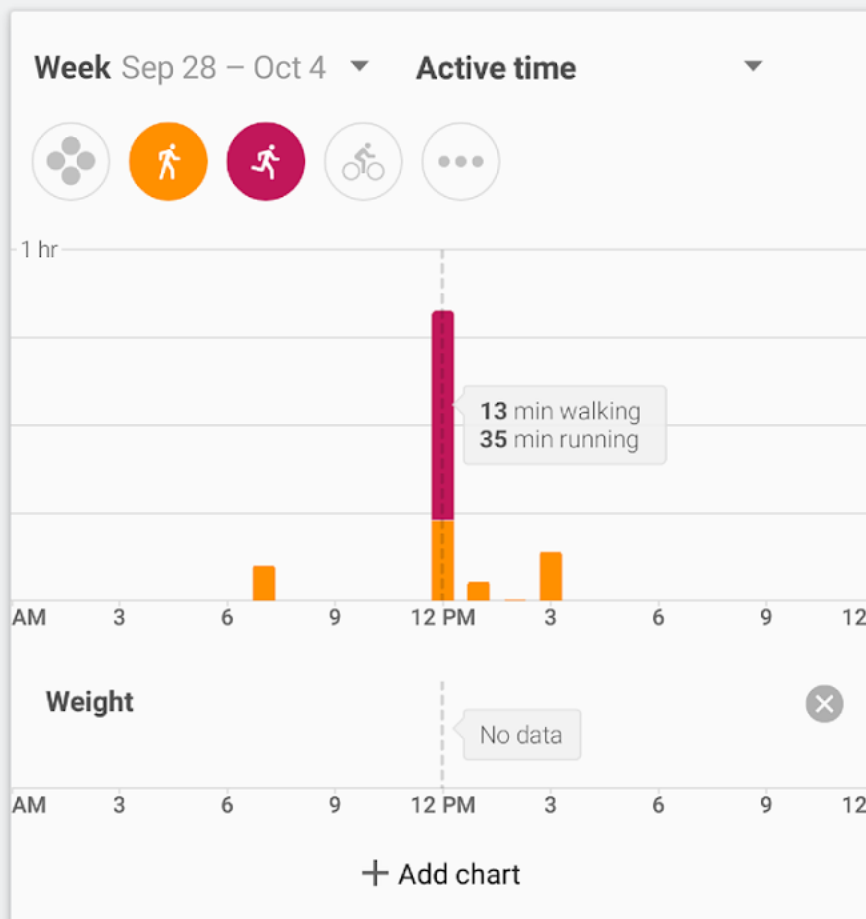
7:25 AM

Show short activities (3 min)

See graph details

Wed, Oct 15

30 min



**dacadoo** Me Coach Track Social Rewards

Zurich

Health Score 682

Lifestyle Body Feelings

### My Health Score

682

12-Jan 15-Jan 18-Jan 21-Jan 24-Jan 27-Jan 30-Jan

Expanded chart

### My Health Score Timeline

Day Weekly Monthly

682 +1

27 Feb 2015  
Your Health Score has increased by +1 due to your change in weight.

**WEIGHT**  
81 kg → 80 kg ● -1 kg = -1 HS

### My Lifestyle

240

12-Jan 15-Jan 18-Jan 21-Jan 24-Jan 27-Jan 30-Jan

Large chart & journal

### Health Score Comparison

681 +9

27 Feb 2015  
Your Health Score has increased by +1 due to your change in weight.

**ACTIVITY**  
901 kcal → 1210 kcal ● +100 kcal = +9 HS

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240

12-Jan 15-Jan 18-Jan 21-Jan 24-Jan 27-Jan 30-Jan

Large chart & journal

### My Feelings

240

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Large chart & journal

### STRESS

83% → 87% ● +10% = -5 HS

dacadoo Coach...

**X** Me Coach Track Social Rewards

Zurich

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dacadoo Coach...



