



Wearables, Self-Tracking und der neue Datendeal

Florian Schumacher | @igrowdigital

Daten-Enthusiast





(Self-) Knowledge through Numbers

„We are on a quest to collect as many personal tools ... that help us see and understand bodies and minds so that we can figure out what humans are here for.“

Kevin Kelly



Identified Self

Wearables und das Internet der gesunden Dinge

Messen

Jawbone, 2011



Lebensstil



Smarte Textilien



Internet of Healthy Things



Stoffliche Welt

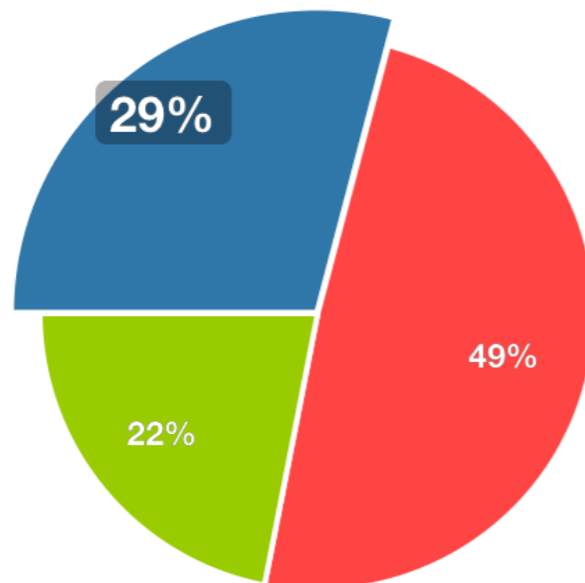


SCIO

„What gets measured gets managed“

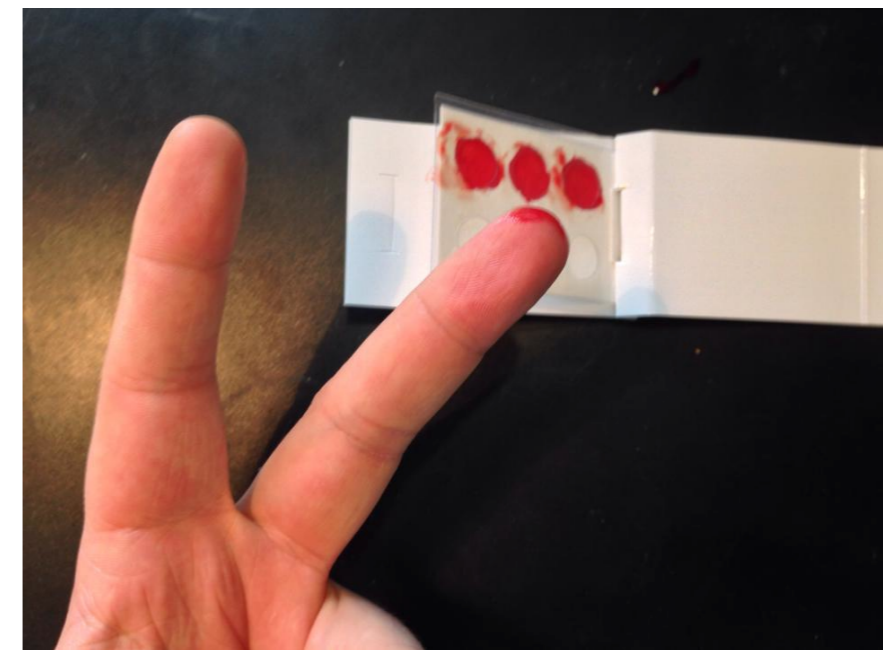
Verstehen

Selbstexperimente



	Gesamt	Ziel
■ Kohlenhydrate	29%	50%
■ Fette	49%	30%
■ Eiweiß	22%	20%

Täglich Wöchentlich Heute

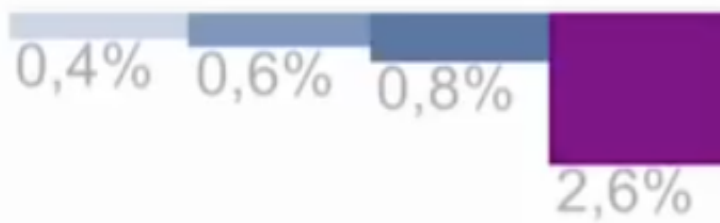


Bewusstsein

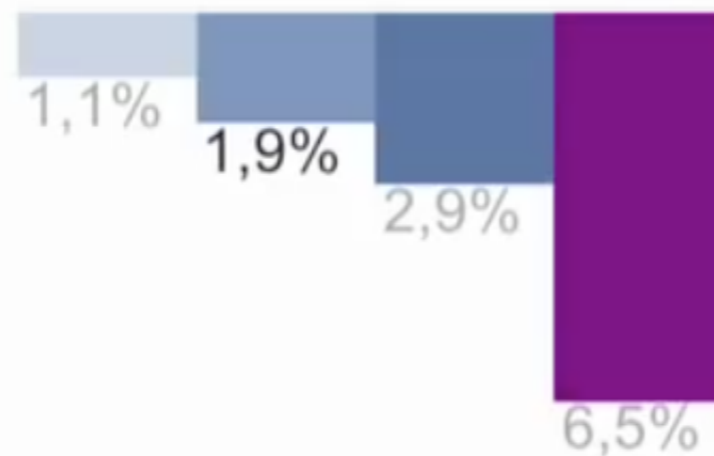


Evolution of Weight According to Weighing Frequency and BMI Class
(In % of total weight, French Users over 20, July 2013)

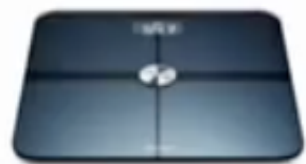
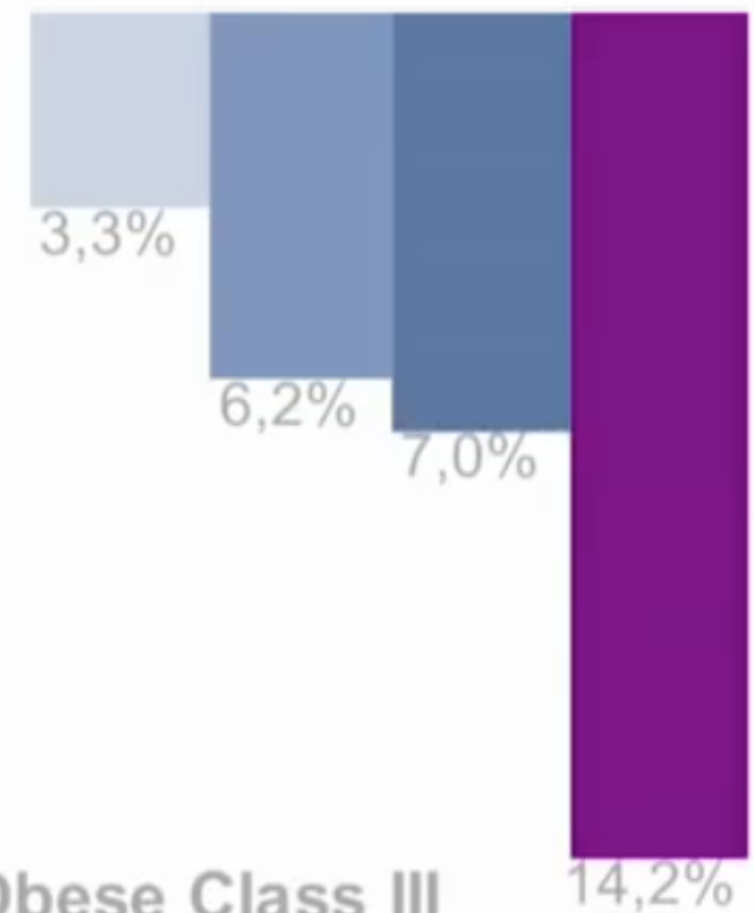
More than
once a month



More than
once a week

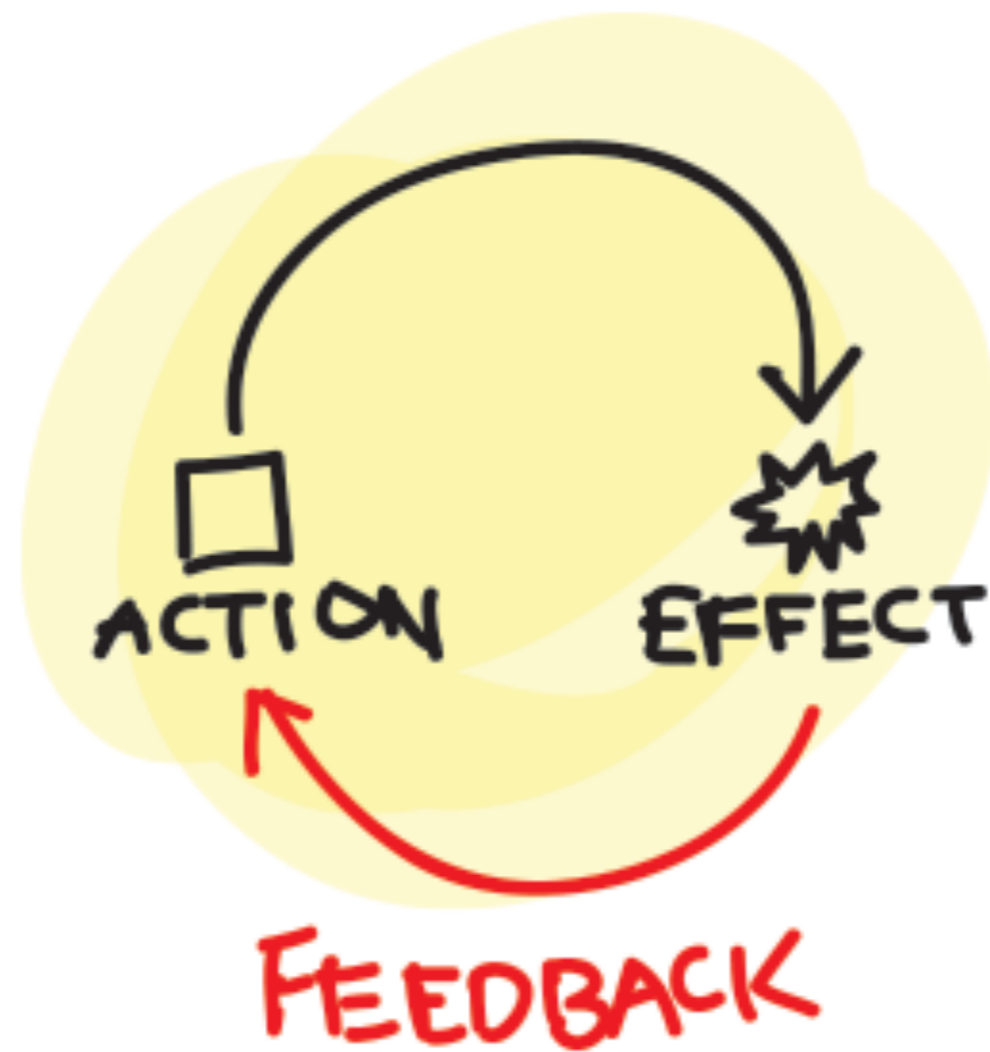


More than
once a day



Overweight Obese Class Obese Class Obese Class III

Feedback Loops



Smarte Umgebung

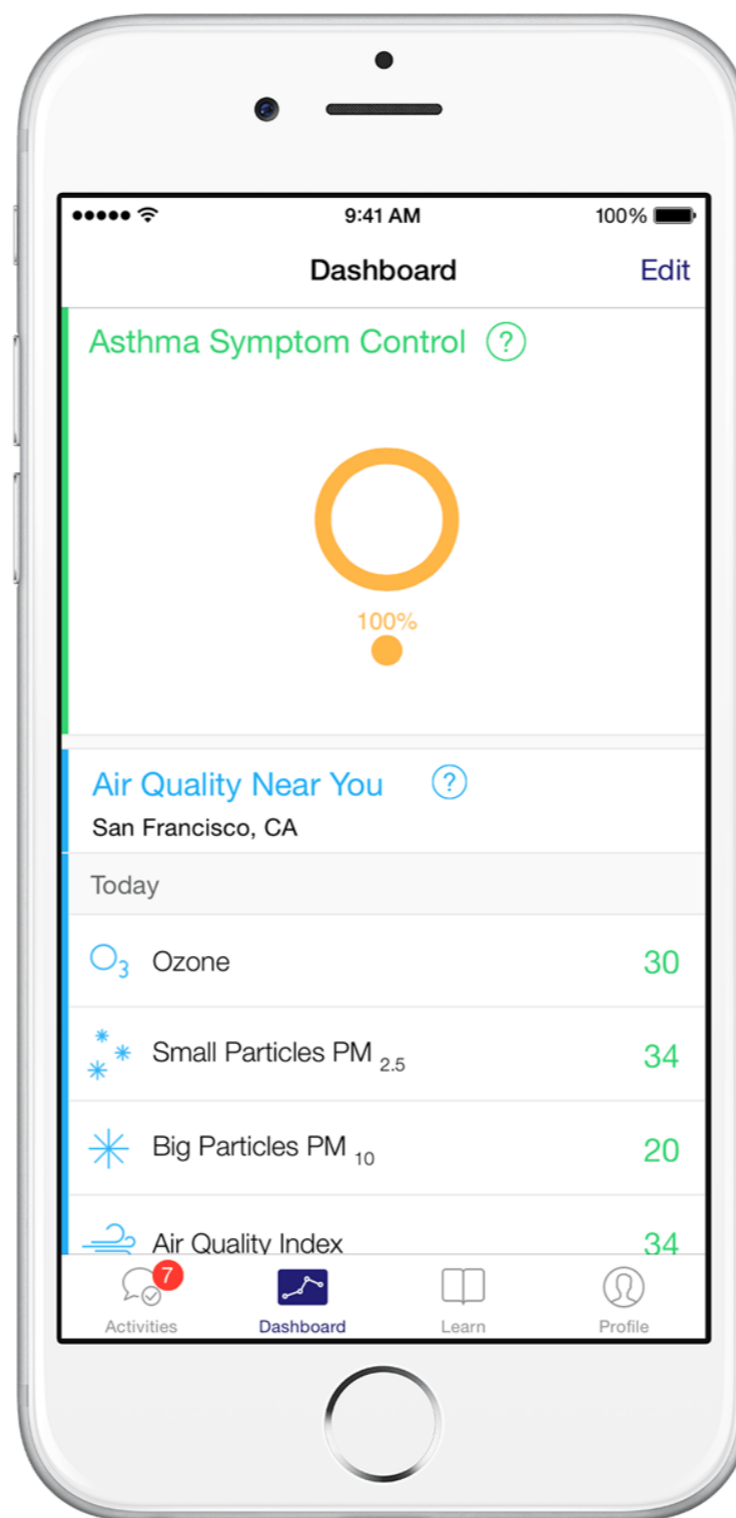


The Quantified Self



-> Big
~~Personal~~ Data?

Apple ResearchKit



Crowd-Knowledge



Der neue Datendeal

Leben

Systemrelevanz



Personalisierte Welt



Danke!



**Quantified Self Berlin
Show & Tell #10
Heute, 19 Uhr
SAP, Rosenthaler Straße 30**

Florian Schumacher | @igrowdigital
schumacher@igrowdigital.com