

Self tracking trends, self management potential

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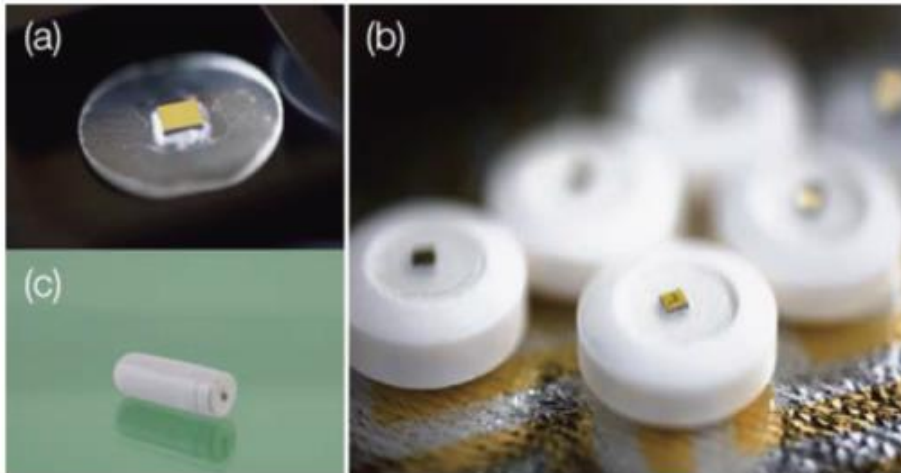
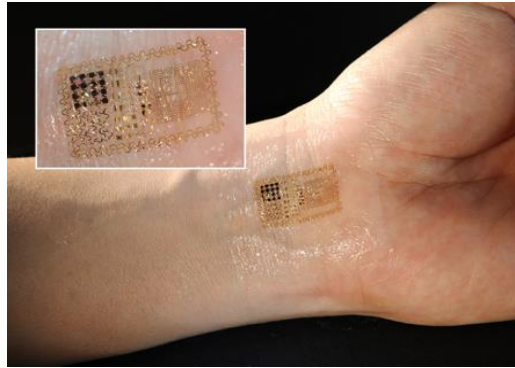
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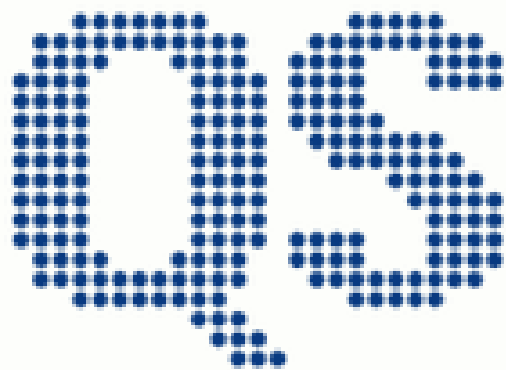
Goals for today

- Selftracking in health and lifestyle
- Applications
- The role of citizens
- Impact of data

SELF TRACKING

26-6-2013





Quantified Self

self knowledge through numbers

DE RODE KATER





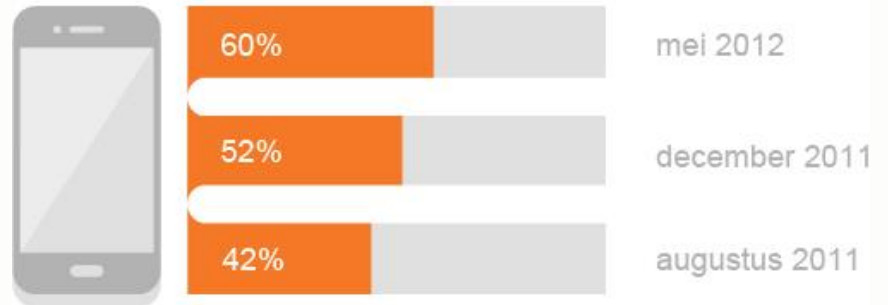






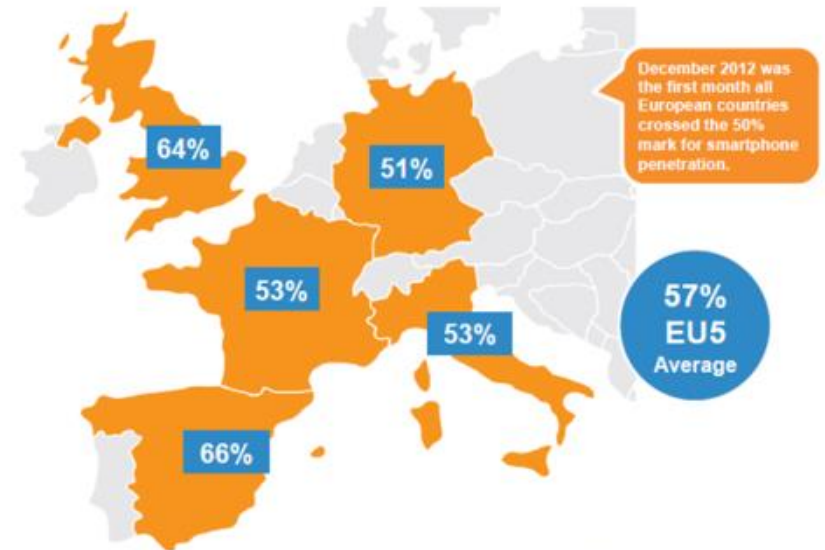


% smartphones in Nederland



Smartphone Penetration in EU5 at 57%

Spain's Mobile Audience Shows Highest Adoption of Smartphones



Source: comScore MobileLens, 3 month average ending December 2012, EU5, 13+ © comScore, Inc. Proprietary



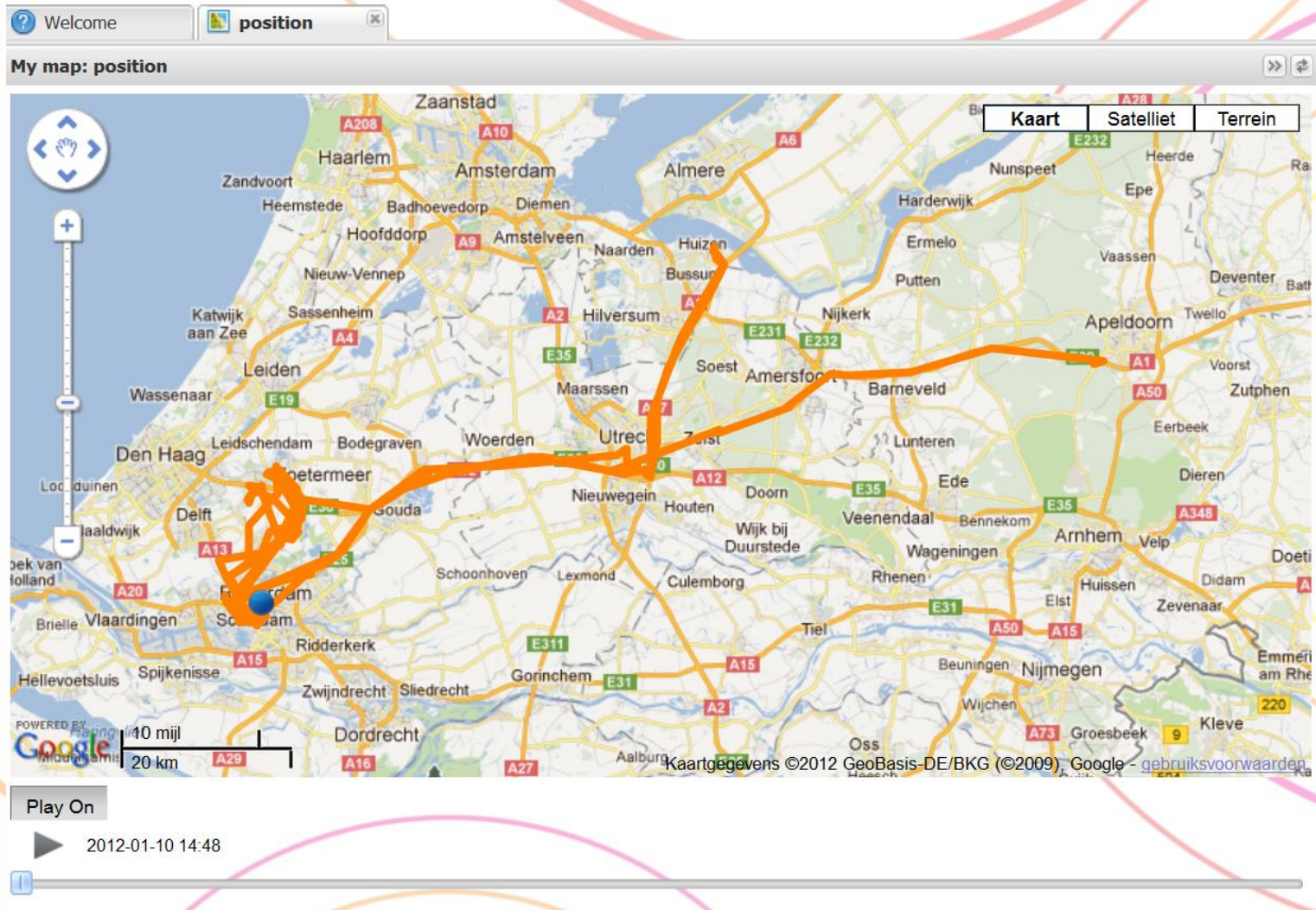
Communication (call state)

Welcome | call state | battery state

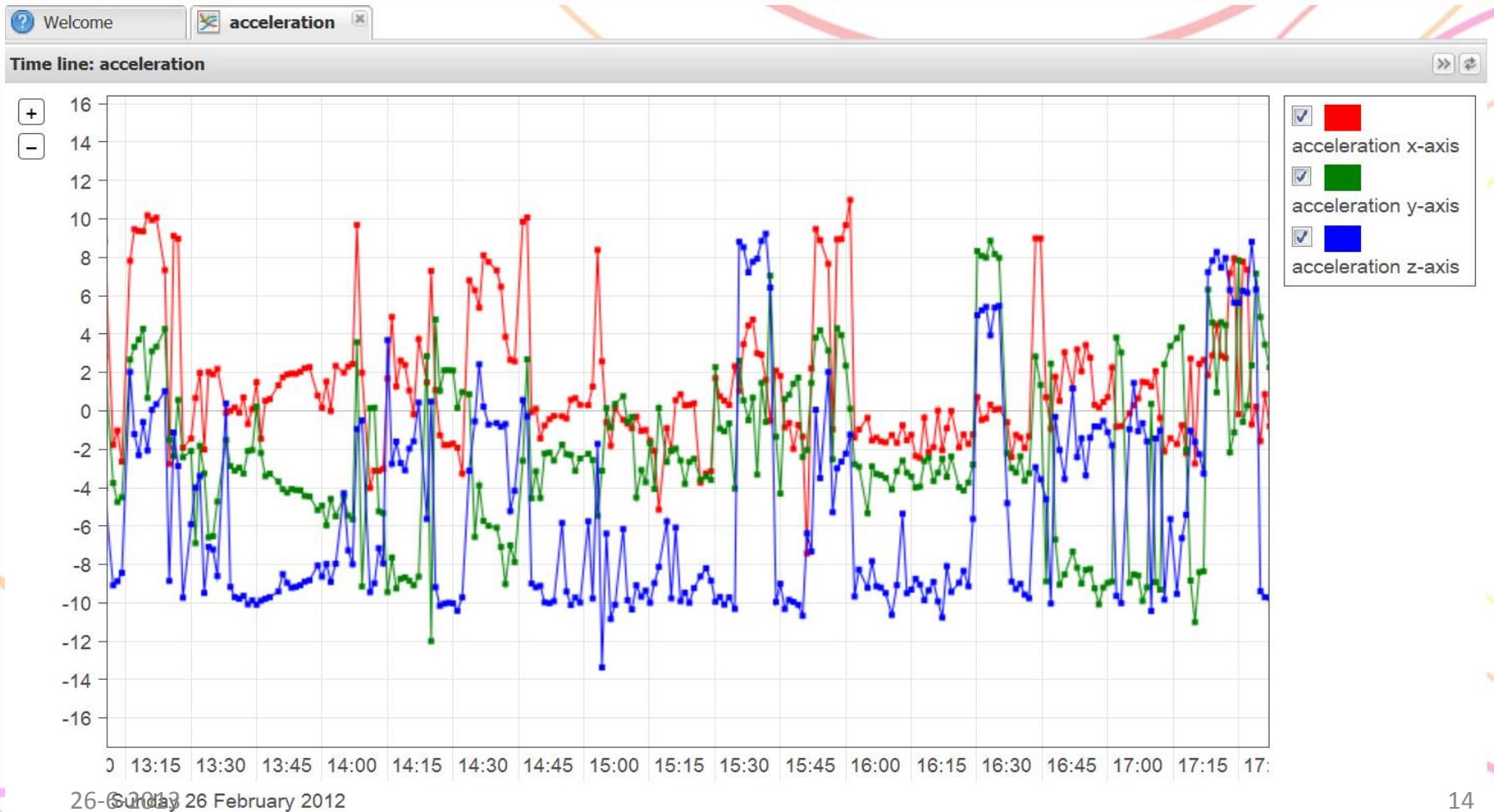
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row id	sensor id	value	date
2484...	call state	state: idle	2012 Feb 21 13:38:24
2484...	call state	state: calling	2012 Feb 21 13:34:25
2484...	call state	state: ringing incomingNumber: +31646147598	2012 Feb 21 13:34:16
2483...	call state	state: idle	2012 Feb 21 12:26:14
2483...	call state	state: calling	2012 Feb 21 12:25:39
2483...	call state	state: idle	2012 Feb 21 12:20:18
2483...	call state	state: calling	2012 Feb 21 12:19:25
2483...	call state	state: idle	2012 Feb 21 09:34:12
2483...	call state	state: calling	2012 Feb 21 09:16:58
2483...	call state	state: ringing incomingNumber: +31613791809	2012 Feb 21 09:16:52
2483...	call state	state: idle	2012 Feb 21 08:52:26
2483...	call state	state: calling	2012 Feb 21 08:49:15
2483...	call state	state: idle	2012 Feb 21 08:48:20
2483...	call state	state: calling	2012 Feb 21 08:40:12
2482...	call state	state: idle	2012 Feb 20 21:21:35
2482...	call state	state: calling	2012 Feb 20 21:20:46
2482...	call state	state: idle	2012 Feb 20 21:12:51
2482...	call state	state: ringing incomingNumber: +31613655120	2012 Feb 20 21:12:36
2482...	call state	state: idle	2012 Feb 20 18:31:19
2482...	call state	state: calling	2012 Feb 20 18:24:19

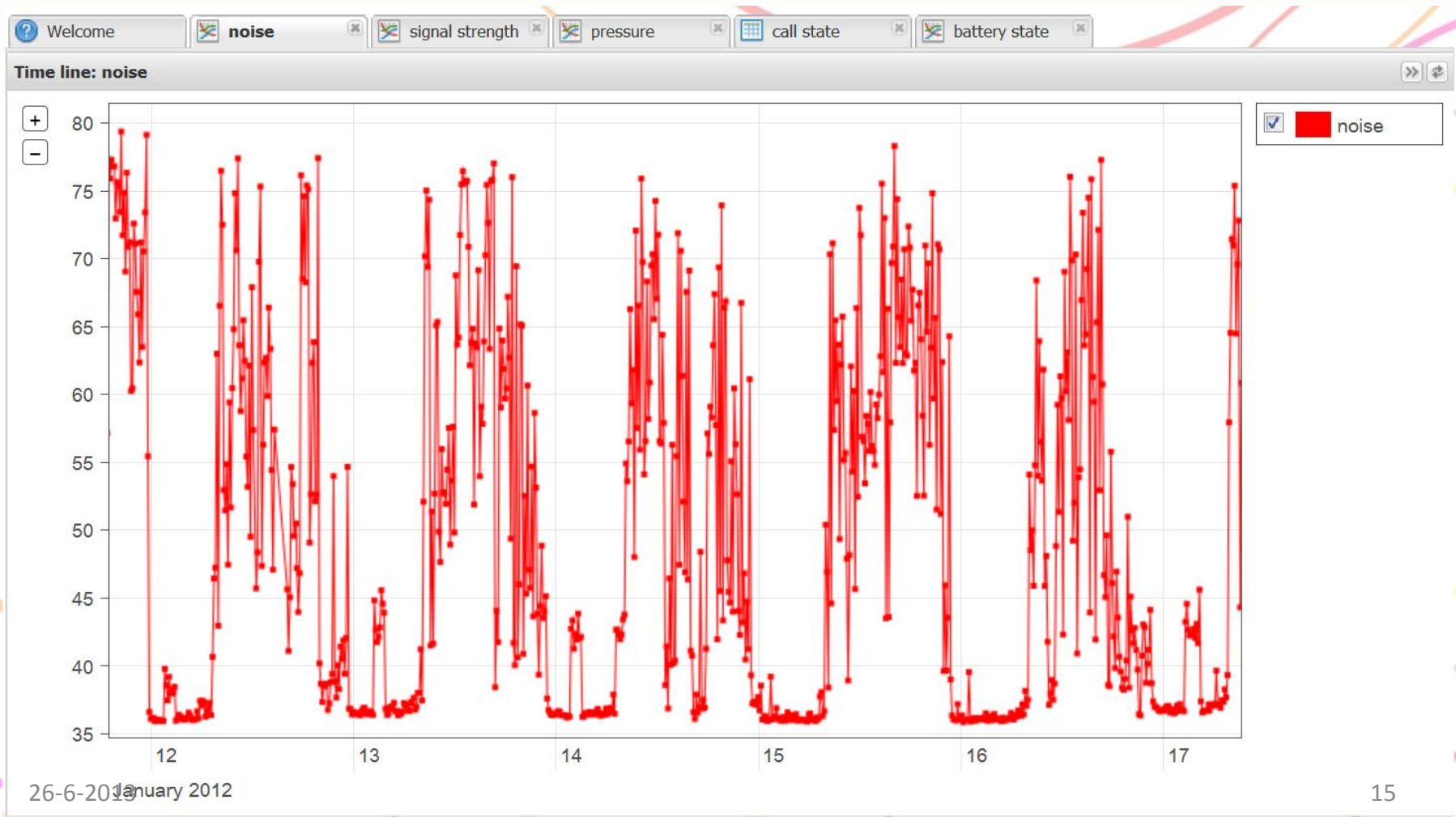
Movement (position)



Motion (acceleration)

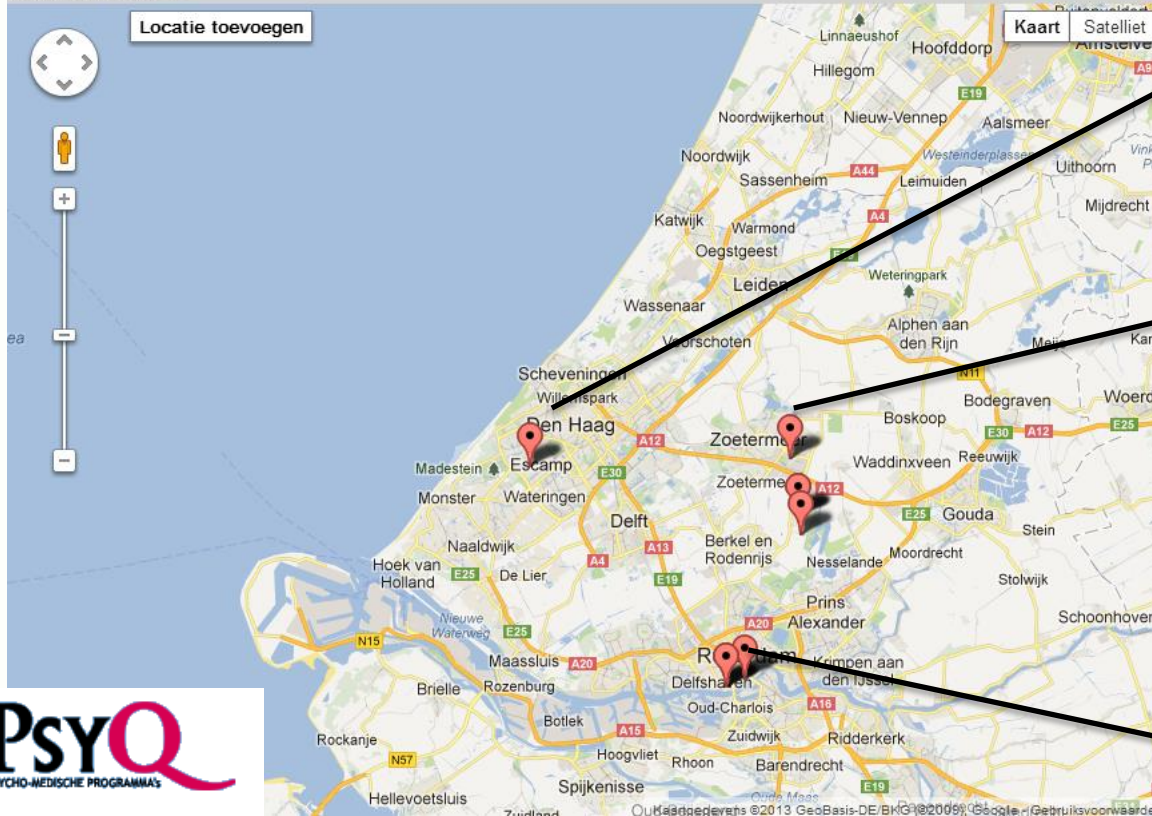


Environment (noise)





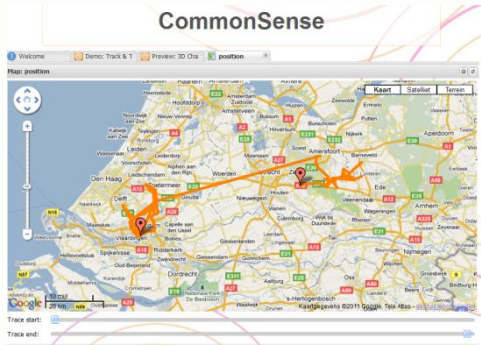
Locaties labelen



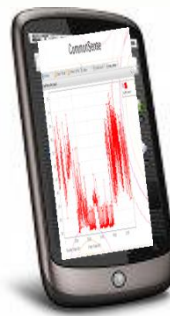
DATA

26-6-2013

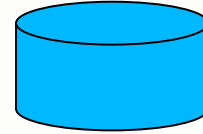
18



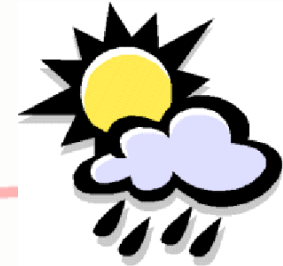
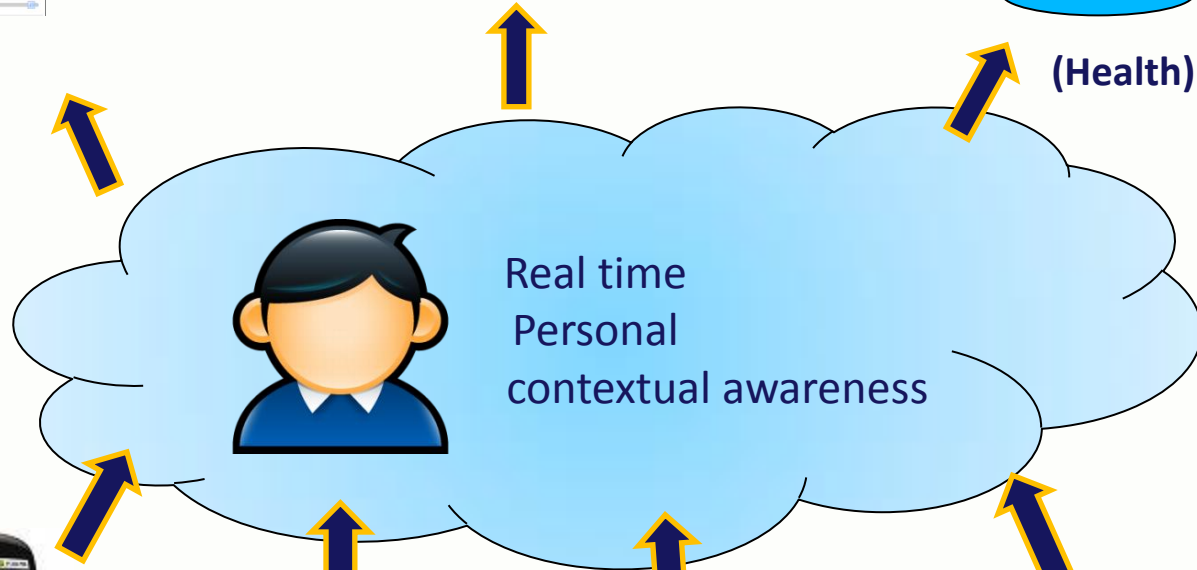
Web




Mobile



(Health) inf. systems



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Welkom!

iVitality is een digitaal platform dat gebruik maakt van moderne technologie voor het verrichten van onderzoek.

Het aantal ouderen neemt in snel tempo toe. Toch wordt er juist bij ouderen relatief weinig onderzoek gedaan naar ziekte en gezondheid. Moderne technieken zoals internet en smartphones maken het veel eenvoudiger om onderzoek uit te voeren. Ouderen maken steeds vaker gebruik van deze moderne technieken. Daarnaast kunnen steeds meer kenmerken van gezondheid thuis gemeten worden, zoals bloeddruk, hartslag en lichamelijke inspanning. Op deze manier kunnen op een gemakkelijke manier veel gegevens verzameld worden, die kunnen worden gebruikt voor onderzoek. Hierdoor kan onze kennis over ouderdomsziekten en gezond ouder worden toenemen.


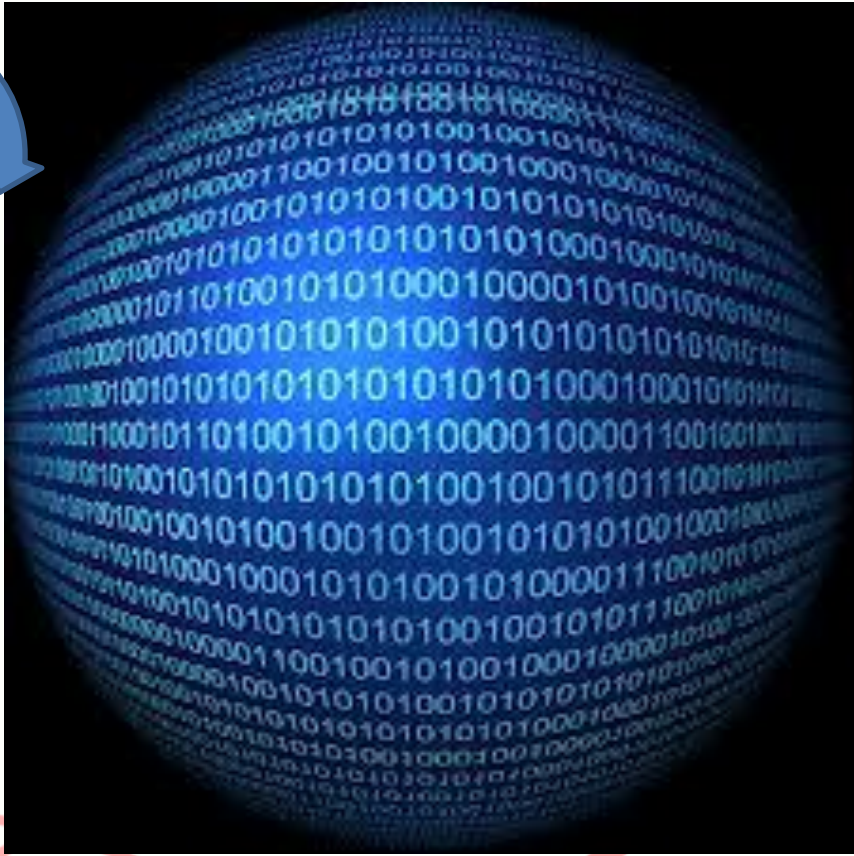
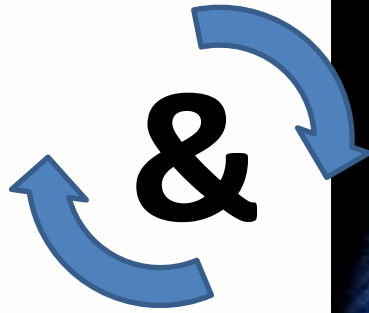


Foto: Marc de Haan

SMALL DATA



Concluding remarks

- The Quantified Self is near
- Build on the trends in consumer lifestyle
- Empower people
 - Insight
 - Control
- Big data from small data and vice versa

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