

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Thursday, 4th February 2016 at 1 p.m.** in room **P-109** at the
Faculty of Economics, University of Ljubljana

Author: **Matthias Bode, Associate Professor, Department of Marketing & Management, University of Southern Denmark**

will present the article:

"Self-knowledge through numbers: How consumers engage in self-optimization by digitally tracking their lives"

“In Western consumer culture the idea of “making the most” of life, on a physical, economic, social, mental and spiritual level becomes ubiquitous. In this context, a worldwide movement called “Quantified Self” emerged, whose members track with smartphones or specialized sensors diverse parts of their everyday life, like physiological elements (like, body temperature, heart rate, weight etc), individual mental states (emotions, alertness, anxiety, creativity, spirituality, happiness etc), active behavioural elements (sleeping, moving, running, eating, writing etc) and situational, social, environmental aspects (time, weather, location, relationships, dating etc). Meanwhile, self-tracking has become a mainstream practice in the USA, and companies like Apple (with HealthKit) or Google (Google Fit) invest heavily in apps, sensors and data analytics for that market.

This research presentation is based on an ongoing long-term study of a group of self-trackers, organized in Denmark. In an ethnographic research project, these self-trackers were followed; the researchers participated in group meetings and engaged in out of the group phenomenological interviews. In the presentation, I will focus on how consumers actively engage in technologies and datafication and how these processes require a new conceptualization of the consumer self.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si by Wednesday, 3rd February 2016.

We look forward to seeing you!