

Connected Health Devices and Apps: Quantifying the “Quantified Self”

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Abstracts

This 360 View Update presents an overview of health and wellness device adoption and usage. It examines factors related to fitness activity tracking, frequency of device use, and rates of abandonment. A drilldown section analyzes consumer use of the most common fitness tracking apps, looking at factors such as fitness activity features and device usage during sports activities. The research pays special attention to daily app and device users and users of multiple fitness apps.

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