Studying the Future

Doing Ethnographic Research of Emerging Consumer Technologies for Health

Dr. Gina Neff
@ginasue #selftracking gneff@uw.edu
Venture Labor

Sites in flux require qualitative research

Work and the Burden of Risk in Innovative Industries

Gina Neff
Yes, and...
Method: Analogies & Associations
Method: Map intersections: tools, communities & practices
Analogies:

What Emile Durkheim, Ben Franklin & Emily Brontë knew about smartwatches
Analogies:

One in 10 own a fitness tracker

69% of Americans track

Half do so “In their heads”

Fox and Duggan, “Tracking for Health,” Pew Internet and American Life Project
At stake here are the very lenses we use to see ourselves and others.


