

INFORMATION AVOIDANCE:
THE EFFECT THAT INFORMATION AVOIDANCE PLAYS ON ACTIVITY TRACKER USAGE

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ABSTRACT

Information Avoidance is the act of purposefully avoiding information that could be deemed as unwanted by a person despite the information being good for them. People tend to avoid information they think will make them feel unwanted emotions, force an undesirable change to their lifestyle, or diminish their self-worth. This study tested whether people who wear activity trackers ever avoid information their tracker provides them.

This study concluded that information avoidance is not a frequent occurrence among the respondents in the included sample. However, a few correlations that were found were: the more a person felt bad about negative results the more likely they were to avoid checking their tracker. People enjoy seeing good results better than negative results, so they are more inclined to not look at their tracker when they know the results will not be good. Lastly, many people felt satisfied or proud when they reached their goal, while people felt it not to be emotionally upsetting when they did not reach their goal.

According to this study, people appear to be not be emotionally affected by negative information their activity tracker provides, so there is no reason for them to avoid the information. In the few cases where negative emotions were expressed toward negative tracker data, it was more likely the person would partake in information avoidance.

STATEMENT OF PURPOSE

Activity trackers are used by people to track their daily exercise; most trackers will track steps, distance, and calories burned; additionally, some trackers will include more details such as heart rate, exercise tracking, stairs climbed, sleep tracking, etc. More and more people are beginning to use activity trackers as a way to reach their physical fitness goals; however, there may be some limitations in the effectiveness of tracking daily activity. In order for the activity tracker to help people reach their goals, they must check the tracker regularly and make the appropriate adjustments to their daily lives.

The purpose of this study is to examine the possibility that people are purposely avoiding the information provided to them by their activity tracker, and to identify the reasons they may be participating in this sort of counterproductive behavior. This is important to study because people sometimes purposefully avoid information that could help them. This is a phenomenon that affects many industries, especially those that deal with health-related issues. Activity trackers are relatively new; there is quite a bit of research on the accuracy of the trackers, but there is not much research done on the effectiveness of the trackers in helping people reach their goals. This study will help provide more research on any shortcomings activity trackers have, particularly by identifying if the users partake in information avoidance and why they might do this.

This is a topic that affects a large number of people who wear activity trackers or are considering purchasing one. It is important to identify areas of improvement in ourselves, and activity trackers are designed to help users do this. However, if users are in fact avoiding some of the important information the tracker provides, it defeats the purpose of tracking activity all together.

STATEMENT OF RELEVANCE

Activity trackers, such as Fitbit, Jawbone, Garmin, and Apple watches, are a growing industry in America right now. “The global wearables market is expected to reach a value of 19 billion U.S. dollars in 2018, more than ten times its value five years prior,” (“Facts and Statistics on Wearable Technology,” 2016). Since wearable activity trackers are becoming more and more common to wear on a daily basis, it is important to study the reasons why people wear them, how they utilize the capabilities of them, and if there are any gaps in how in how people use them and their reasons for using them.

The objective of these wearable devices is to track daily exercise and help people reach their physical fitness goals, both small and big. Some reasons that people have chosen to pay the somewhat high cost for an activity tracker (ranging from about \$50 – over \$300 depending on feature capabilities) are that they help set goals, monitor progress, create habits, act as motivation, provide real time feedback, and much more.

There are many features that can be used on activity trackers depending on the brand and the amount of money someone wants to spend. Some of the most common features are: step tracking, calorie counting, distance walked, stairs climbed, sleep monitoring, heart rate, workout tracking, and more. These features are intended to help give the user an in-depth overview of their health habits and trends. Furthermore, the goal of activity trackers is to help promote a healthy lifestyle, motivate people to have better health habits, monitor progress toward a goal, and try to alert people when they need to make adjustments to their daily life. Fitbit’s mission statement is, “To empower and inspire you to live a healthier, more active life. We design products and experiences that fit seamlessly into your life so you can achieve your health and fitness goals, whatever they may be,” (Fitbit.com).

Though the many benefits of tracking fitness are apparent, it is only as helpful as the user allows it to be. The wearable can track everything for someone, provide the information, and give notifications, but it cannot make someone look at the information and change their habits. This is a problem that faces many industries, especially the health industry. People have been found to avoid information even when it is important and valuable, particularly when they think that it will be negative.

Results of recent studies on information avoidance have shown that people tend to actively (by consciously trying to avoid the information, asking someone not to share, etc.) and passively (not asking for the information, not seeking it out, etc.) avoid information that they deem could be unwanted (Sweeny, 2010). Sweeny also suggests that the three main reasons why people may be motivated to avoid information are:

- (1) The information might threaten cherished beliefs about the self, others, or the world
- (2) The information might demand undesired change or action
- (3) The information or the decision to learn information might lead to unpleasant emotions. (Sweeny, 344)

The current study will take the topic of information avoidance and determine if people who use activity trackers engage in this sort of behavior. This thesis will examine if people who wear activity tracking devices engage in some sort of information avoidance, when that behavior is more likely, and why people might try to avoid information from their activity tracker. Many of Sweeny's reasons can be applied to why people might want to avoid the information that the activity tracker provides—the information might be unpleasant to see, it might make people feel

like they need to change their habits when they do not want to, or it might threaten their self-worth.

LITERARY REVIEW

Information Avoidance

For the purpose of this study, it is important to understand what information avoidance is and what research has already been conducted on the topic. Sweeny defines information avoidance as, “Any behavior intended to prevent or delay the acquisition of available but potentially unwanted information,” (Sweeny, 341). This means that when someone purposefully does not seek out information because they think that it might turn out to be unwanted, they are partaking in information avoidance. For example, when someone says, “I would rather just not know,” they are partaking in information avoidance.

There are many reasons why someone might want to avoid information. They may be trying to avoid an unpleasant feeling, they may feel that if they know the information they will have to make an unwanted change to their life, they might be protecting their self-worth—after all no one wants to be told negative information about themselves.

According to Gross (1998) in a study on Emotion Regulation, “In order to feel proud, or to avoid feeling shame, individuals may introduce obstacles or withdraw effort,” (Gross, 279). People who avoid information in attempt to guard their feelings do this because they feel that they would rather be oblivious to the information than have negative feelings. For example, a mother might think her teenage child is drinking alcohol but she has no proof; she could choose to ask her child to tell the truth, or she might avoid finding out to circumvent feelings of disappointment and fear for their safety. In regards to activity trackers, someone who knows they

have not reached their daily step goal might choose to not look at their tracker so they can avoid feelings of displeasure and failure.

Another reason people partake in information avoidance is so they do not have to make a change in their life. Sometimes we know that certain information will lead to making a change that might be unwanted. For example, someone who is overweight and is experiencing health issues might avoid going to the doctor because they know that as soon as they are told about potential health issues, they will have to make a lifestyle change. Even though this lifestyle change would benefit the person in the long run, it can be frightening to have to change your whole life around. Some people will avoid the information as long as possible so they do not have to make the change. In a study about breast cancer, Ajekigbe found that 44.7% of women avoided going to the hospital sooner when they found a lump on their breasts because they feared needing to have a mastectomy (Ajekigbe, 1991). These examples prove that people avoid information because they fear it will lead to an undesirable change or action.

Additionally, people might avoid information that may diminish their self-worth. A study conducted about “the ostrich effect” and goal monitoring suggest that “People have a tendency to “bury their head in the sand” and intentionally avoid or reject information that would help them to monitor their goal progress,” (Webb, 794). People may set goals, for example to save more money, but will avoid checking their bank account after a night out because it will make them feel bad about themselves and their lack of goal progress. Webb says, “The desire to accurately assess progress may conflict with the desire to protect or enhance the self,” (Webb, 794). This can be applied to activity trackers and users’ motivation to potentially avoid looking at the data when they know they have not reached their goal—in order to help protect their self-worth and avoid knowing they are not on track to reach their goals.

Humans do participate in all three of these forms of information avoidance on a regular basis, from small acts of information avoidance to larger more impactful acts. It is important to be aware of the fact that we may be harming ourselves in the long run by trying to protect our feelings, our desire to maintain our current lifestyle, our self-worth, or whatever it may be that drives us to avoid information.

In addition to identifying why people might avoid information, there is research on when people may be more likely to avoid information. Sweeny identifies four moderators that affect when people tend to avoid information:

1. Perceived control over of the consequences of information
2. Resources to cope with the information
3. Ease of obtaining or interpreting the information
4. Expectations about the content of information (Sweeny, 345)

When people have less control over a situation, when they feel they cannot cope with the information at the time, when the information requires more effort to obtain, and when people expect negative content they will be more likely to avoid the information (Sweeny, 2010). These findings are further explored in Howell's studies on threat management resources and information avoidance. These studies concluded, "The consistent finding is that people who lack personal and interpersonal resources to manage threat are more likely to avoid learning potentially-threatening information," (Howell, 2014). When comparing these findings to Sweeny's suggested moderators it proves that if a person lacks these personal and interpersonal threat management resources they tend to avoid information because they will feel they have less control over the situation and like they cannot handle knowing it. In a situation like this, people tend to just avoid the information all together.

Activity Trackers

It is important to also assess what research has been done on the use of activity trackers and goal setting. There have been a few studies done on people who wear activity trackers and they actually had the opposite effect on reaching weight loss goals.

One study showed that during a six-week period, 75% of participants stopped using the tracker features even though they were still wearing it (Shih, 2015). This shows that the people may be more willing to check the information prior to the excitement of the device being new wears off, and that people may begin to partake in information avoidance more often, the longer they own the device.

Another study split participant up into two groups, one that wore an activity tracker and another that logged their activity manually. At the end of the study, those participants who logged their exercise on their own lost more weight than those that wore the activity tracker. The researcher suggests that this was due to the fact that when those wearing the device realized they would not reach their daily goal, they would simply give up (Reynolds, 2016).

In a study on monitoring goal progress and goal attainment, “Moderation tests revealed that progress monitoring had larger effects on goal attainment when the outcomes were reported or made public, and when the information was physically recorded,” (Harkin, 2016). This study focused on the two aspects: goal progress made public, and physically recording information. Fitbit and other activity trackers do try to help goal progress by creating networks between users and showing weekly results to everyone in the user’s Fitbit friend group. They utilize this idea that goal monitoring (tracking exercise) is more effective at attaining goals when the information is made public. This goes to the idea that people like to appear to be good or even better than

their friends. However, this might impact information avoidance if someone fears they will rank lower than their friends, and thus diminishing their self-worth.

On the other hand, activity trackers take away the aspect of physically recording data. As shown in the previously stated study, people who physically logged their activity performed better than those who had the activity tracker do it for them. This study attempts to explain why this might occur, it says that physically recording goal progress “may increase the likelihood that the information is remembered,” in addition it decreases the likelihood of information avoidance. This is because the information might “reflect badly on the self or demand undesired action, people may ignore or reject such information. [...] Information may be more difficult to ignore or reject when it has been recorded, thereby reducing the scope for self-deception,” (Harkin 34-35). This study reveals why activity tracker users may engage in information avoidance—because activity trackers take out the physical logging of goal progress which increases incentive and ability to avoid negative information.

Furthermore, additional research has been done on what increases engagement with activity trackers. Harrison suggests that the social functionality and support aspects of activity tracking is important to keep engagement up (Harrison, 2015). Many activity tracker companies have tried to utilize this in their strategy. For example, Fitbit creates a community where users can add each other as friends. Once you become friends, you can compete in challenges and view each other’s weekly progress compared to your own in the weekly email. Fitbit is trying to capitalize on the fact that people are motivated when the data is made public.

METHODOLOGY

Data Background

I, Catherine Krigbaum, collected the data for this study. I began by conducting in-depth interviews with seven different people who wear activity trackers. In these interviews, I was able to get a better understanding of why they each wore an activity tracker, their habits involving the tracker, and any reasons why they might avoid looking at their activity tracker. After conducting these interviews, I was able to construct a survey that would reach more activity tracker users and expand on my findings from my in-depth interviews. This survey was created on Qualtrics and was distributed online.

Data Analysis

I took detailed notes during my interviews so I could reference them at a later time. I made sure to capture direct quotes and write down information even if it did not agree with the theory that people who wear activity trackers engage in information avoidance.

I then collected surveys via Qualtrics for a two-week period. Most of my responses occurred within the first few hours of the survey being distributed, but by leaving it open for the full two weeks, I was able to talk to more people about taking the survey.

I used SPSS and Excel to analyze the data that was collected. Using these tools, I was able to find correlations and draw conclusions on the topic. I utilized descriptive statistics at first to determine if there was anything that stood out right away. Then I used correlations to determine any significant relationships between certain questions that were asked.

In-Depth Interviews

Interview Development and Procedure

I created an interview guide, which can be found in Appendix One, in order to help me conduct my interviews. It started off with basic questions about when and why they use their tracker and then went deeper into finding out about their goals and if they avoided looking at their tracker ever. Starting broad and narrowing down to what I was studying helped the participants warm up to the questions and really think about how they utilize their activity tracker.

After identifying people who wear activity trackers, I spoke with them about setting up a time that I could conduct an in-depth interview with them. I let each participant know my goals and objectives for the interview; that I would be asking them questions about their activity tracker, how they utilize their tracker, and why they use an activity tracker.

I did not let them know the overall focus of the study was to determine if people intentionally avoid negative information their activity tracker may provide them. The reason I did not tell them this, was because I did not want them to influence their answers to fit my research.

I met with each participant in a common but private space where they would feel comfortable sharing their experience with activity trackers. I used a moderator guide to help me shape the conversation. I took notes as they spoke to me, and asked the participants to expand on thoughts that I felt might help my research. Some participants shared a lot more information than others, but I tried to probe for more information where I could.

Interview Participants

I interviewed people of different genders, physical fitness levels, and ages in order to get a well-rounded view of how people use their activity trackers and the different habits they have. I also made sure that the participants had different reasons for wearing an activity tracker. This helped me determine if certain aspects (such as physical fitness goals, reasons for purchasing the device, etc) had an influence on if a user is more likely to engage in information avoidance.

The first person I met with was a female, age 18, and worked out 5-6 times a week. She primarily used the activity tracker as a way to help her track exercise and get in shape. The next person I interviewed was a male, age 22, who is in good shape, but does not participate in a regular daily fitness routine. He used his tracker primarily to reach a weekly step goal that he set for himself. I then interviewed a female, age 22, who used her tacker primarily out of curiosity, to track her sleep, and to help her reach a daily step goal. She enjoyed competing with friends to see who could walk more steps. Next was a 50-year-old woman who is trying to lose weight. She did not utilize all the features of the activity tracker, but enjoyed reaching her daily step goal. After her, I interviewed a 49-year-old male who is out of shape and is trying to track his daily activity. Next I interviewed a 25-year-old female, who is trying to get back in shape. She used the exercise mode and step tracking the most. Lastly, I interviewed a male, age 21, who was very health conscious and loved to exercise. He used his tracker more out of curiosity but thought it helped him set goals for himself.

Interview Findings

From my in-depth interviews, I learned a many things. First of all, avoiding information given by an activity tracker is not a consistent practice between users. While some users did

show signs of information avoidance, others did not. During my interviews, I tried to determine what lead people to avoid the information or what motivated them to look at it if they did not purposefully avoid it.

There were three respondents who did display signs of partaking in information avoidance when it came to their activity tracker usage. When asked if there ever was a time you purposefully do not look at your tracker, one person said, “When I have a bad day because I don’t want to be disappointed in myself.” This shows that she avoided the information because she deemed it to be unwanted before she even viewed it. She was scared that looking at the data would lead to unpleasant feelings and self-doubt. Another respondent said, “Sometimes I don’t look because I know it will be bad and I just don’t want to know how bad.” He did not want to know the information because he knew that it would be unpleasant and would rather just not know. Lastly, a third respondent said, “I usually look every day, but if I have consistently missed my goal for a couple of days and I know I still have not reached it again, I probably will not look because I will feel guilty for missing the goal so many times.” These statements are in line with Sweeny’s reasons for avoiding information, mostly people are trying to avoid unpleasant emotions that the data might give them.

On the other hand, some respondents showed no signs of information avoidance. There were a couple of different reasons that I found might be the case of this. Depending on how the person sets their goals either on a daily or weekly basis, whether they are using the tracker more out of curiosity rather than motivation, or if they set up a way to not allow information avoidance to occur.

I found that some users cared more about their weekly goals than their daily goal. When this was the case, those users ensured they looked at their tracker, even when they knew they did

not reach their daily goal, so that they would know how many additional steps they would need to complete the rest of the week to meet their weekly goal. One person I interviewed said, “I look even when it is bad because I aim for 100,000 steps a week. I want the week count not the day count. I view it as motivational.” This respondent viewed looking at the bad days as motivational to try and succeed other days.

Another respondent ensured that he did not avoid the information by setting up a widget on his phone’s home screen so that anytime he opened his phone he would see his daily progress. This made it so he never intentionally avoided the information his tracker provided.

One respondent just did not care if she did not reach her goal. She was not emotionally involved with the data her tracker provided, so it did not affect her if she saw a bad day. She wore her tracker more for just knowing her daily steps instead of as a motivation to reach daily goals. Another person responded when asked why she looks even when she knows she had a bad day, “I still want to know how many steps I got just around the house.” This person was motivated by curiosity rather than reaching her goal as well.

Survey Research

Survey Development

After completing my interviews, I created a survey. I utilized the information I learned in the interviews to create questions that expanded on that information. The survey would allow me to get more data on the subject and determine if information avoidance occurred with the use of activity trackers and when it was more likely. The survey was administered through the survey administration software “Qualtrics.” A copy of the survey can be found in Appendix Two.

Survey Participants and Distribution

After deciding which questions to include on the survey and creating the flow and look of the survey, I began my distribution process. My goal was to reach as many different circles of people as I could in order to ensure I got responses from a variety of people. Furthermore, reaching many different people was important due to the fact that not everyone who encountered the survey used an activity tracker, thus limiting the number of respondents I would get per outreach.

My main platform of distribution was Facebook; I posted the survey as my status, as well as I posted in three different groups I am apart of on campus. These groups varied in the type of participants and had little to no overlap; this ensured my survey reached more people in different circles. Additionally, I reached out to my family members to help distribute it to their friends and co-workers who they knew had activity trackers; and some of them even posted it as their Facebook status to help me reach more people. This helped diversify my data to not just include college students, but also people outside of the University of Arizona. All in all, after two weeks of leaving the survey open, I collected 67 responses.

Survey Findings

My survey results indicate that most people will not purposefully avoid the information provided to them by their activity tracker. As seen in Appendix Three, the majority of people say they do not agree with the statement, “I sometimes do not check my tracker on purpose.” Only 12 people said that they would participate in that behavior, but another 10 said that they might or might not.

One interesting correlation I found was that the more that are person felt bad about negative results, the more likely they were to avoid checking their tracker. There was a significant correlation between the two variables ($r = -0.24$, $p < 0.1$). This means that when a person is more emotionally affected in a negative way—they are disappointed in themselves, mad at themselves, feel hurt, etc.—the more likely they were to avoid looking at their tracker. Furthermore, there is a significance correlation ($r = 0.318$, $p < 0.05$) between the two variables, “I do not look at my tracker when I know I had a bad day” and “I enjoy checking my tracker more when I know I had a good day.” This shows that people enjoy seeing good results better than negative results, so they are more inclined to not look at their tracker when they know the results will not be good.

Lastly, the level of happiness people felt when they reached their goals compared to the level of disappointment they felt when they did not reach their goals were not equal in intensity. Many people felt satisfied or proud when they reached their goal, while people felt it not to be emotionally upsetting when they did not reach their goal. This misalignment in the level of emotion people show towards reaching their goal or not reaching their goal shows that people who wear activity trackers may not find the information provided to them to be emotionally hard. This could be the reason why there were not too many people who intentionally avoided the information their tracker provided. If there had been more negative feelings associated with not reaching their goal, there might have been more people who avoided the information.

CONCLUSION AND IMPLICATIONS

The conclusion of this study is that there is no clear pattern suggesting that the current sample of people activity tracker users engage in information avoidance. As gathered in the interviews and a few survey results, it is clear that some people do avoid potentially negative

information their tracker provides; however, the survey proved that this is not a significant amount of times to draw the connection between information avoidance and activity tracker usage.

As Sweeny explained, people tend to avoid information they deem to be unwanted due to its ability to cause unpleasant emotions, incite self-doubt, or force change. According to this study, people are not emotionally affected by negative information that their activity tracker might provide, so there is no reason for them to avoid the information. In the few cases where negative emotions were expressed toward negative tracker data, it was more likely the person would partake in information avoidance.

All in all, information avoidance is a topic of study that is important to uncover where it might occur. Although this study did not conclude activity trackers are one of these places, it did show that it is because it does not fit the characteristics of a topic that someone might avoid information in.

FURTHER RESEARCH

There is room for further research on this topic. A future study could look into the reasons why people are not emotionally effected by negative results from their activity trackers. This could be why tracking daily activity might not help people reach their fitness goals. Further research could look into a more focused group of people who are serious about a certain goal. In this study, most people wore their tracker just out of curiosity or to track their daily routine, but if they had a more intensive goal, then maybe they would be more emotionally affected by negative results which would lead them to potentially be more prone to information avoidance. There are many ways this research could be continued, it just depends on what direction the researcher wants to go in.

APPENDICES

Appendix One

Interview Guide

- 1) Activity Tracker likes/dislikes
 - a) Tell me about your activity tracker. What do you like about it? Dislike about it?
 - b) What features do you utilize the most? Is there any features you don't use?
 - i) Do you ever participate in Challenges with friends?
 - (1) Probe: why? How does it make you feel? Do you use your fitbit more when you do challenges?
 - ii) Do you read your weekly email progress report?
 - (1) Probe: Why? How do you feel after reading them? Do you ever just delete them?
If so why? Does seeing how you did compared to your friends affect you at all?
 - iii) Badges?
 - (1) Probe: Do you open the notification or just ignore it? How do you feel when you get a badge?
- 2) Activity trackers and goals
 - a) Has your tracker helped you reach your physical fitness goals?
 - i) How?
 - b) How often do you reach your step goal?
 - i) How do you feel when you do?
 - ii) How does it make you feel when you do not reach your goal?
 - c) Do you ever give up on your goal for the day?
 - i) When? Why?

- 3) Activity Tracker use habits
 - a) How often do you wear your activity tracker?
 - i) Probe: if it is not daily, why?
 - b) How often do you check your tracker?
 - i) Do you check it on the tracker itself or the app more?
 - c) What drives you to check your tracker?
 - i) Probe after they give an answer: Notifications? Curiosity? Just did a workout?
 - d) Do you check your tracker everyday?
 - i) Is there a certain time? Before bed? At lunch?
 - ii) Are there days or times where you are more inclined to look at your tracker?
 - (1) Why?
 - e) Do you ever not look at your tracker on purpose?
 - i) Why?
 - ii) Maybe you know you had a bad day?
 - f) Do you ever realize you forgot to look the day before? What do you do if you did? Do you go back and check on the app? Why?

Appendix Two

Survey

Do you own an activity tracker?

- Yes
 No

How often do you wear your activity tracker? Please indicate on the scale the percentage of time you wear your tracker.

0 10 20 30 40 50 60 70 80 90 100
Percentage of time
you wear your
tracker.

How often do you use the following features? If your tracker does not have this feature, please select N/A.

| | never | Sometimes | About half the time | Most of the time | Always | N/A |
|--------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|-----------------------|
| Step counting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Goal setting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Weight Tracking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Heart rate | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Exercise mode | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sleep tracking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Distance (mileage) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Calories burned | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food log | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

To what extent to are you satisfied with your tracker?

- Very dissatisfied
- Somewhat dissatisfied
- Neutral
- Somewhat satisfied
- Very Satisfied

What is the main reason you use an activity tracker?

- Curiosity
- Loose weight
- Track daily routine
- Encourage me to meet a goal
- Because I have one
- Other, Please explain

Do you read your weekly progress report email? If you do not receive a weekly email, please select N/A.

- Definitely yes
- Usually
- Might or might not
- Usually not
- Definitely not
- N/A

Why do you check or not check your weekly progress report? If you do not receive a weekly email, please select N/A.

- I track my progress weekly instead of daily, so the email helps me do this
- I enjoy seeing which days I did well on
- If I know I had a bad day, I like to see if I made up for it on another day
- I like to see how I compared to my friends
- I usually do not check the email because I do not find it helpful
- When I know I had a bad week, I do not check the email
- Other
- N/A

How does it make you feel if you reach your step goal?

- Proud
- Satisfied
- "That's cool"
- Not affected
- Other

How does it make you feel if you did NOT reach your step goal?

- Mad at myself
- Dissappointed
- "Bummer"
- Not affected
- Other

How often do you check your daily progress?

- More than 10 times a day
- 7-9 times a day
- 4-6 times a day
- 1-3 times a day
- I never check

When do you check your daily progress

- When I wake up
- At lunch
- When I get a notification
- When I get a badge
- At dinner
- Before Bed
- After a workout
- Before a workout
- When I remember
- At another time, please explain

Is there ever a time you do NOT look at your tracker on purpose? Please pick the option that best describes what you do, and feel free to explain further

- Yes, if I know I did not reach my goal for the day
- Yes, if I am busy I do not care if I reached my goal
- Yes, if I gave up on my goal for the day
- No, I always check my progress
- No, but I might forget to check my progress some days (but never on purpose)
- Other, please explain

Are you more likely to purposely NOT check your tracker when you know you missed or exceeded your goal (0 = definitely when missed, to 10 = definitely when exceeded).

Definitely when missed Definitely when exceeded
0 1 2 3 4 5 6 7 8 9 10

Do you care more about meeting your daily goals or weekly goals?

- Daily for sure!
- Daily, but I like to meet my weekly goals too
- Both are equally important to me
- Weekly, but I like to meet my daily goals too
- Weekly for sure! If I do not meet my dally goals I can always make it up another day!

To what extent do you agree with the following statements

| | Definitely not | Probably not | Might or might not | Probably yes | Definitely yes |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I feel I utilize my tracker to its full potential | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel that my tracker has helped me reach my personal goals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I care that I reach my daily goal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I care that I reach my weekly goal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I always check my tracker | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I sometimes do not check my tracker on purpose | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I avoid checking my tracker when I know it will not be good results | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like checking my tracker more when I know I had a successful day | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What is your gender

- Male
- Female

How often do you work out?

- I workout everyday
- I workout 1-3 times per week
- I workout 4-6 times per week
- I do not workout, just everyday activities
- I work out every once in a while

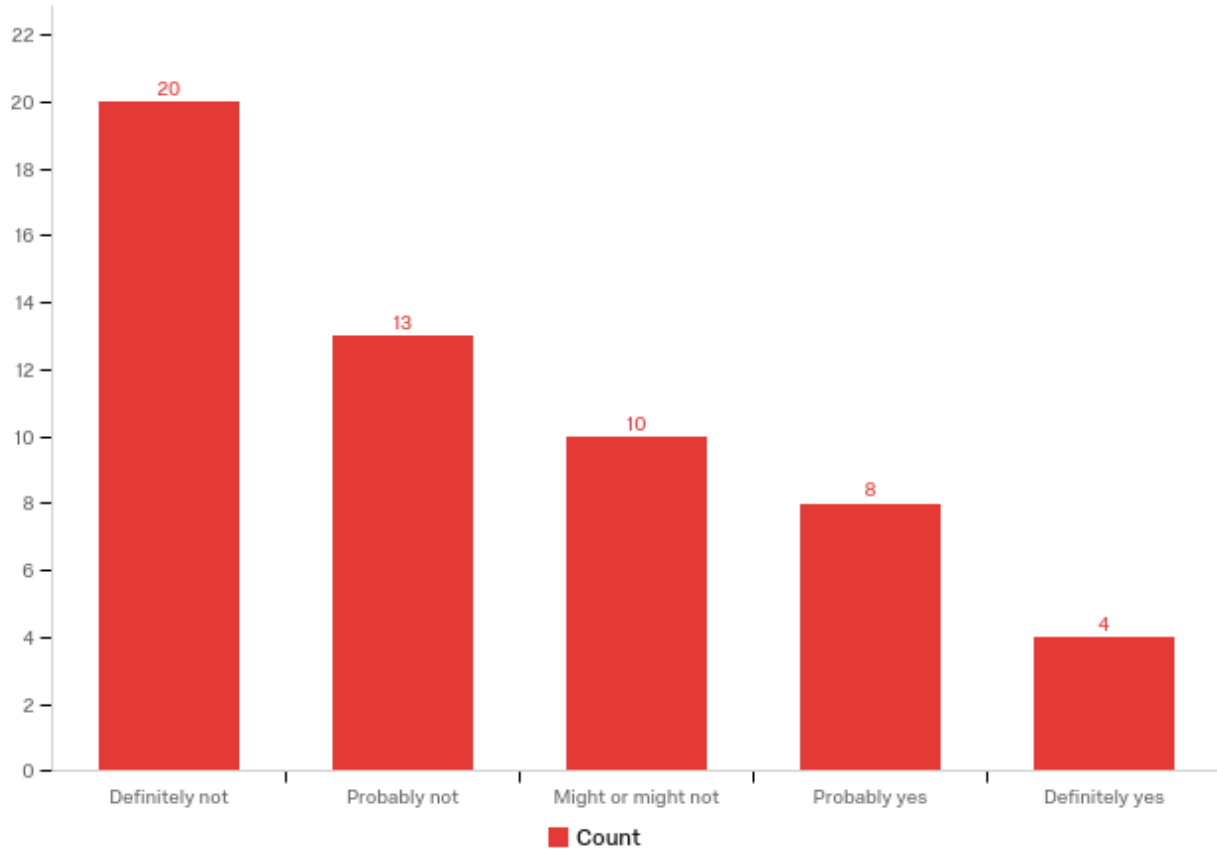
What explains your physical fitness level best?

Out of Shape Extremely fit

0 1 2 3 4 5 6 7 8 9 10

Appendix Three

Q17_6 - I sometimes do not check my tracker on purpose



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