

Quantified Self

Quantified Self is a collaboration of users and tool makers who share an interest in self knowledge through self-tracking. They exchange information.

*About the Quantified Self
http://quantifiedself.com/about, November 2012.

Personal Data

Personal data is defined as data (and metadata) created by and about people, encompassing volunteered and observed data.

*Personal Data: The Emergence of a New Asset Class
World Economic Forum, January 2011.

Big Data

Big data refers to datasets that exceed the ability of typical database software tools to capture, store, manage, and analyze.

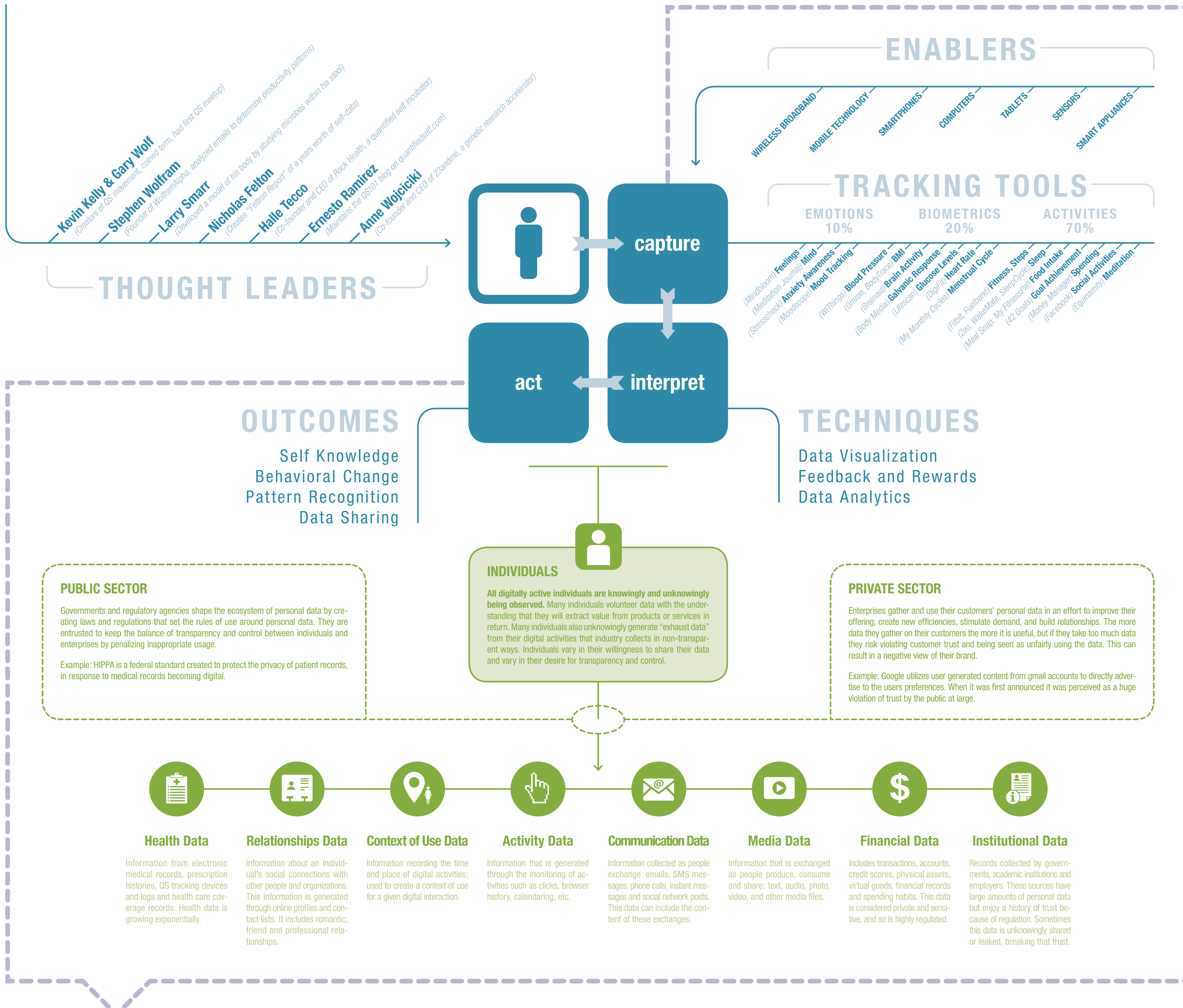
*Big data: The next frontier for innovation, competition, and productivity
McKinsey Global Institute, June 2011.

QUANTIFIED SELF VOLUNTEERED DATA (created and explicitly shared by individuals)

PERSONAL DATA VOLUNTEERED DATA (created and explicitly shared by individuals)

BIG DATA EXHAUST DATA

Data that's generated about us but not by us. The data we leave behind us, rather than carry with us (data trail)



HURDLES & VALUES

REGAINING CONTROL

BALANCE OF CONTROL

Today, organizations with access to personal data have more control over that data than the individuals who generated it. One area of opportunity is to tip the balance in favor of the individual.

PRIVACY	TRANSPARENCY	OWNERSHIP
Who has access to our data? GHOSTERY is a plug-in for web browsers that gives users the ability to block companies attempting to track web searches and online activity.	How is our data being used? QNARY keeps users informed as to information posted about them online. It helps users reshape that personal information to optimize their digital presence.	Who owns our data? MYDEX.ORG creates a more secure form of private data storage, allowing the user total control over managing and sharing data with people and organizations.

CREATING VALUE

BALANCE OF VALUE

Today, organizations with access to personal data derive value from using that data. However, in many cases, individuals giving up their data don't perceive the value exchange as balanced. Balancing this equation is an opportunity area for marketplace development.

VALUE

In the personal information marketplace, personal data is the primary raw material being exchanged. When meaning is derived from the data and converted into something actionable, the outcome is value.

DESIGN PRINCIPLES

- DEVICES**
 - Enhance perceptions of accuracy & reliability to ensure use
 - Make tools non-intrusive: fit lifestyles, routines, schedules
 - Make tools easy to learn and use
 - Create a great out-of-the-box experience
 - Minimize user involvement in tracking (automate)
- CONTENT**
 - Make visualization tools customizable
 - Make data collection customizable
 - Provide the right amount of instruction
 - Establish relevance of tracking to outcome
 - Present data in a clear & easy to use way
- MOTIVATION**
 - Provide motivation for users to track and keep tracking
 - Improve reward system
 - Provide user with relevant feedback
- TRUST**
 - Keep data secure/private
 - Improve data integration capacity
 - Educate users about security, privacy
 - Give users access to their data
 - Give users control over sharing

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