

Biosensory experiences and media materiality

Aristea Fotopoulou and Kate O’Riordan,

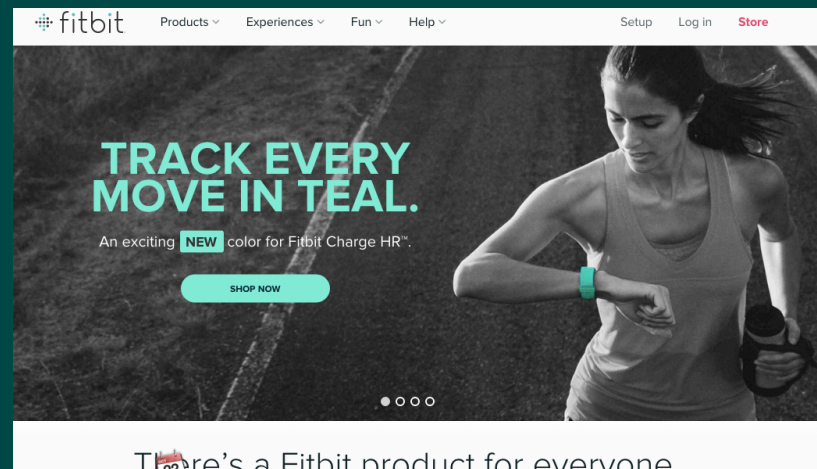
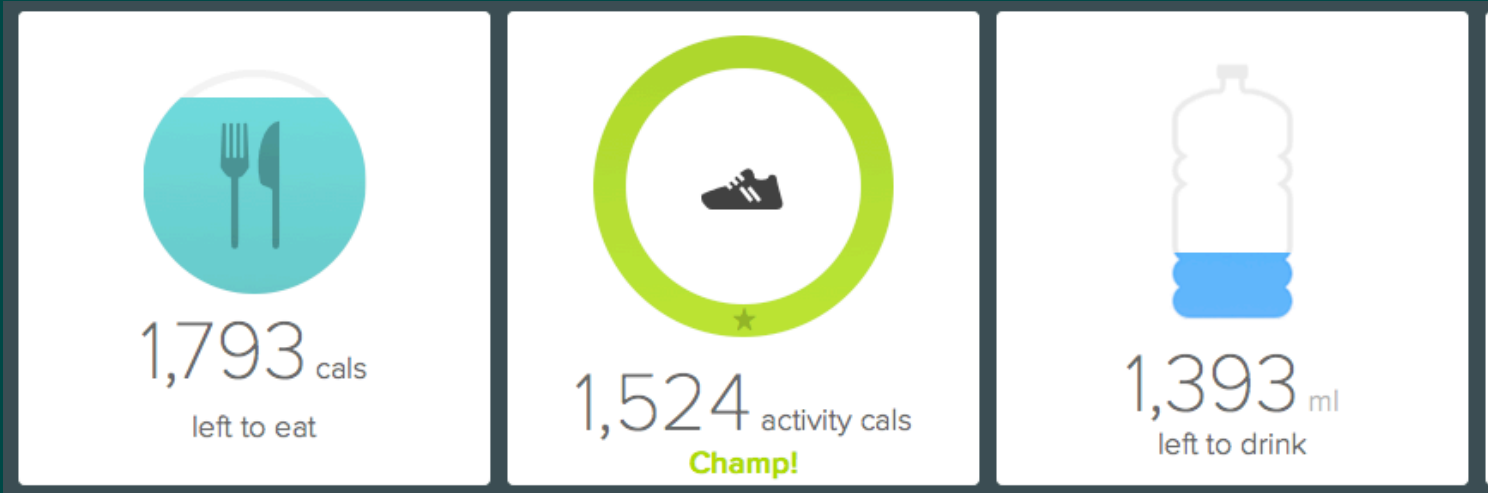
Fitbit and biosensors: imaginaries and material instantiations

- Utopian imaginary: joined up health care revolution
- Somewhere in the middle of utopia and dystopia: mundane, perky, health care promotional apps, 'If you're 'appy' and you know it use a Fitbit'.
- Dystopian imaginary: bodies generating data exhaust, broken systems, mortality

Promotional media, news coverage, trade press, life style and health orientated publications, Fitbit devices, website, interface, user forums.

We approached this as a personal ethnography: becoming a user; the interfaces (device, website); media coverage

Sites



- Fitbit as a communication technology: mediates user identities and medical expertise, offering subject positions, operating as a form of (bio)pedagogy, teaching the body, and offering training in data subjectivity.
- ‘data utopian discourse on the possibilities and potential of big data, metricisation and algorithmic calculation for healthcare’ (Lupton, 2013: 14)
- Fitbit mobilises these discourses offering a healthy body and data subjectivities, corresponding with the post-feminist subject

Bio-pedagogy, vulnerability and recursive materialisations

- Biopedagogy, training bodies, subjects and technologies
- Vulnerability: Evoking the spectre of the pathologised body and no health care, invoking a post-feminist subject responsible all the way down; managing anxiety, offering well being and sociality
- Recursion: *Fitbit* offers the hope that my body might signal to me in more intelligible ways, making all time and all of life productive, that I might know my data-body as myself.

- EPINET.no
- Aristeia Fotoopoulou <http://loopingthreads.com/>
- **‘Training to self-care: Fitness tracking, biopedagogy and the healthy consumer’** Fotopoulou & O’Riordan in *Health Sociology Review*
- *Unreal Objects (2017)* – book project O’Riordan