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Understanding Social Needs and Motivations to Share Data in Online Sports Communities

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ABSTRACT
Web services that support exercising have grown more and more popular in the last couple of years. This paper describes an user interview study that included 20 users of three different online sporting communities that allow users to add their training data from their personal tracking devices. Interviews gathered users' experiences and opinions of the social needs and motivations to share data in online sports communities. The answers from the interviews were categorized into three main classes: social needs in sports communities, motivations for sharing data, and motivations for adding personal data to the services. Even though the primary need of most of the users was a personal training diary, they saw great advantages in sharing their data with other members of the community. As a result, this study gives design ideas for social features in web services and online communities that are related to doing sport.

Categories and Subject Descriptors
H.5.2 [Information Interfaces and Presentation]: User Interfaces—User-centered design

General Terms
Design, Human Factors, Theory

Keywords
Online communities, social features, social interaction, exercise, health, online communities, social media, design

1. INTRODUCTION
Devices and technology to monitor and record exercise data have taken giant leaps in recent years. The development of heart rate monitors and GPS devices has created new possibilities for recording more and more detailed data on one's training. Automatic monitoring and online coaching can motivate users to exercise more, and also help professional trainers in their exercising.

The needs to store, utilize, share, analyze, and understand these data has also become an issue. This utilization process was done before by transferring the data to one's personal computer, but the development of online sports communities has given athletes opportunities to share their training diaries online and added a social aspect to it. The old concept of a handwritten training diary has changed.

Users benefit from online sports communities in multiple ways. They can be motivated to exercise more and be in better condition, and communities can produce essential information and knowledge of sports. The number of online communities that are related to doing sport and sharing training information has also increased rapidly.

The main motivation in this study was to evaluate sociability and the role of the community in three sports services. At the start of the research process, two main research questions were formulated:

1. What are the social needs and motivations in the use of social internet services for persons who exercise on a regular basis, and how do current social features support the user needs?

2. What motivates users to create exercise data and to share it in the community?

2. RELATED WORK
Some research about motivational factors in using exercising software has been published earlier. However, the social aspects of online sports communities are still quite a new area of study. This paper offers design ideas to develop social features in online sports services.

Previous research describes how technology can motivate users to exercise more. Exercising services and devices can help athletes in their goal-setting [5, 6] and guide them by monitoring their development towards their goal.

2.1 Social activity in exercising
In many cases exercising includes social activity. Athletes who exercise regularly have training buddies, team-mates or coaches and that adds social activity to exercising. The social presence of others can increase enjoyment, socializing, and even make them perform better when exercising, including when it is done through communication devices [14, 19]. Social interaction can also motivate and support people to exercise more [2].

Results of previous research suggest that social connections and the presence of other exercisers through a technical platform provide motivation for physical activities [1, 2, 19]. For more competitive athletes it can even give better results in training [2, 19]. The Wu et al. [19] study shows that when the presence of exercising partners was created through a technical system, the

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social connection encouraged people to exercise harder and increased the enjoyment of exercising as a whole. Different social roles and relationships to other users can also be highly motivating: the service can allow a user to be, for example, a coach, exercise buddy, or sparring partner [9].

2.2 Communities and sports

An online community is built on the basis of weak and strong ties between its members and, above all, shared interest [7]. On the net, active participation and strong emotional ties between members are needed so that the community can evolve and create content that is interesting and helpful [12]. An online community can be seen as a platform that creates latent ties [10], which are interpersonal connections that are technically possible but not yet activated socially. In a previous study by Leitner [11], people in an online community wanted to gather information and communicate about interesting topics, learn from other people, and maintain and strengthen relationships.

In the previous research, motivation has been divided into *extrinsic and intrinsic* [3]. Intrinsic motivation is the individual's internal desire to perform a task for its own sake, for the pleasure of completing it. Extrinsic motivation includes external rewards or even sanctions that motivate an individual to perform tasks [3, 13]. The beneficial effects of exercising, such as better condition, can be motivational, but active participation in the community can also motivate in intrinsic and extrinsic ways [3].

Blanchard has described factors that create a "sense of community" (SOC), and these factors are: identification, support, relationship, emotional attachment, and obligation [4]. The study states that good reputation, social status, and commitment and loyalty to the group motivate people to participate [4]. A sports community can motivate its users to participate by giving social rewards, which build up the user's credibility, status, or recognition in the community. These rewards can be goals or sub-goals or *achievements* [13] that are set for the user by the system or by the community. Users are able to meet these goals by completing certain tasks or doing certain amounts of exercising. Public commitment to certain long-range or short-range tasks can also be highly motivational [6, 13]

A community is based on the ongoing active participation of its members. In online communities peer support and empathy can be the elements that make people use the service and contribute to it [17]. Active and good-quality contributions create collective content [16, 17] and knowledge for the community, which is important to the users.

This study combines the area of social needs and how technological help and exercise data recording devices can motivate users to exercise more and share their training data via a community platform.

3. METHODOLOGY

The field study included 20 Finnish participants that used three different sporting web services: Suunto Movescount, Nokia Sports Tracker, and Polar Personal Trainer. All three services have various social elements in them and also community features that offer various ways to interact and share information with other users. All the services were related to multiple sports. During the research, Suunto Movescount was still in the development stage and not available to the public. Nokia Sports Tracker and Polar Personal Trainer, on the other hand, had both been in public use for several years.

The participants that used Suunto Movescount were all users of Suunto devices, and they were selected from the database of Suunto. The study was partly financed by Suunto. Users of Polar and Nokia services were collected through e-mail lists and they were mostly students.

Trial use of the Movescount service, which lasted three weeks, took place in November 2009. It was completed by 10 participants. The other participants were already users of the other two services at the start of the research.

The main idea of the study was to take a look into user needs of the online sporting communities. Comparative study between the services was not considered fruitful, because the services were at different stages of development.

3.1 Services studied

The services studied were Suunto Movescount, Nokia Sports Tracker, and Polar Personal Trainer. The main focus in all of these services is to keep track of one's own training, and to add training data to the service. Additionally, the services add means to share training data, and communal and social features, such as communication with other users. The services were selected, because all of them supported exercise recording device and offered online community for the users.

3.1.1 Suunto Movescount[1]

Suunto is a large Finnish manufacturer of precision sports instruments and also designs online services for athletes. Suunto has implemented the *Movescount* sports community service for athletes, and it is launched publicly in 2010, after the study. The main idea of the Movescount community is to offer a means to keep a training diary and to share it with other users of the service. Movescount offers support for automatically adding the data from Suunto heart rate monitors (HRM). As its main content Movescount offers *Moves*, which are the user's own training experiences. Users can upload the data recordings from Suunto devices and also add additional data about the weather, their feelings, and optional subjective descriptions of the exercise they take.

While Moves are the main content of the service, it offers a variety of social and communal features that enable its users to form groups and became fans or followers of certain users. During the research the beta version that the participants used was still lacking some social and community features. Connecting with other users and following their training is meant to motivate the users' own training. Users can share their Moves with others and commenting on them is also possible. Like-minded people can also form groups around a matter of interest, for example, a particular sport.

3.1.2 Nokia Sports Tracker [2]

Nokia Sports Tracker tracks the exercises and the routes by using GPS data. It also offers a platform to share exercise details and interact with other users of the service. The user's mobile phone and the Sports Tracker application record the data during the exercise sessions. Training data are recorded using a compatible mobile device or can, optionally, be added to the service manually. Users can also add informal content such as comments and pictures of workouts, which adds the possibility of self-expression [18]. Sports Tracker also offers tools for finding new friends and

[1] http://www.movescount.com

[2] http://sportstracker.nokia.com

training partners on the basis of one's location and for members to form groups.

3.1.3 Polar Personal Trainer [3]

The main purpose of the site is to store the user's training and strength training results and fitness data. Data can be uploaded using a compatible Polar training computer or input manually. In addition to basic information such as duration and calories used, the users can input additional notes about their training. The site provides statistics about the users' training that help follow their development. The site provides statistics about the user's training that help follow their development. Personal Trainer also includes training programs and strength training exercise instructions that users can utilize in their own training.

3.2 Data gathering

The research data were gathered using diaries, interviews, and a survey. Interesting topics and the research questions were developed into interview questions, a trial diary, and surveys that participants would fill in later on. The trial period consisted of a three-week period of using the system and writing a diary. After the diary weeks, user interviews took place.

The trial use of the Movescount service took place in November 2009. It was completed by 10 participants. The data on the usage of the service during the trial were collected using structured diaries that listed positive and negative comments on the use session. All the interviews were recorded and the diary findings were clarified in the interviews.

Before the trial period the users took part in a starting session, where they were given passwords and usernames for the beta version of Movescount. In the starting session, the first survey was also filled in. In the first survey users were asked which sporting and social media services they had used, and to give background information on their sporting activities. During the three weeks of the free-form trial period, Movescount users filled in structured diaries to describe their usage and user experience of the service.

The users of the Sports Tracker and Polar Personal Trainer did not have a similar field trial, because all of them were recruited to the study as experienced users of the services. All the users filled in similar survey forms in the interviews.

In order to conduct a content analysis, all of these interviews were transcribed and transferred to MS Excel. Transcriptions were divided into findings that included one single comment or thought from the user. Findings were organized into categories that this paper introduces later on.

4. PARTICIPANTS

All in all, 20 users of three different sporting communities were interviewed in the study. The most popular sport was running, which 16 interviewees stated as being part of their exercise regime. Gym training and cycling were also popular sports amongst the interviewees; both sports were mentioned by 9 people. Other sports mentioned by at least three interviewees were cross-country skiing, swimming, badminton, and combat sports.

Of the 20 interviewees, 13 were male and 7 female. All of the interviewees were very interested in exercising, but exercised with greatly varying frequency and for different purposes. The competitiveness of the interviewees varied from training professionally for the Olympic Games to general hobby jogging.

[3] http://www.polarpersonaltrainer.com

The interviewees were also asked about their use of other online community sites. The majority of them used Facebook or YouTube and half of the interviewees stated that they visit discussion forums. Several interviewees also used Twitter.

In terms of their habits of using social web services, there was considerable variation between the participants. Most of the participants used Facebook[4] (12 participants), YouTube[5] (11 participants), or different discussion forums (10 participants). Twitter[6] (5 participants) was also mentioned. Some used Facebook and similar social web sites very passionately and frequently, but some were not at all interested in interaction through these services.

Table 1: Interviewees' backgrounds

	Movescount	**Nokia Sports Tracker**	**Polar Personal Trainer**	**Total**
Participants	10	7	3	20
Male participants	5 (50%)	6 (86%)	2 (67%)	13 (65%)
Age range	23 - 45	24 - 31	25 - 36	23 - 45
Students	3 (33%)	1 (14%)	2 (67%)	6 (30%)
Technically oriented profession/industry	4 (40%)	7 (100%)	2 (67%)	13 (65%)

4.1.1 Movescount test users

10 people were recruited to test use the beta version of Suunto Movescount (5 female, 5 male), All of the Movescount participants lived in the Tampere region and their ages varied from 23 to 45 years, the average of which was 35.7 years. Some of the participants knew each other or were relatives.

Three of the participants were students and the rest reported being in managerial positions or working as experts. Eight of the participants reported using a heart rate monitor (HRM) almost every time they exercised, and two reported never using an HRM. Maintaining good physical condition was mentioned as the main motivation for exercising, but four of the participants also trained for sporting events and contests. These four participants also trained more seriously and thus wanted to monitor their exercising more precisely.

The participants were asked about how they recorded their exercise details and half of them had used or still use a paper exercise diary, and seven use technical devices to record their exercise history (Excel, Suunto or other software, Training-manager, Train Lite etc.). Four of the users transfer the data automatically to a PC and half of them use internet services for documenting their exercise details. 8 of the users used heart rate monitors in most of their training. 9/10 had searched for information relating to training from the internet. They mostly reported sharing experiences concerning, for example, nutrition, feelings, accessories, and results.

[4] http://www.facebook.com
[5] http://www.youtube.com
[6] http://www.twitter.com

4.1.2 Users of other services

Seven participants were users of Sports Tracker and three were users of Polar Personal Trainer. The interviewees' ages ranged from 24 to 45 years, the average being 32.2 years.

These ten interviewees had used either Nokia Sports Tracker or Polar Personal Trainer for at least six months. The most popular sports among these users were running (8/10), gym/weightlifting (5/10), and cycling (5/10). Six users stated that they mostly exercise by themselves, two with friends, and two said that they do both equally.

5. RESULTS

The amount of data gathered during the trial and the interviews was quite extensive. The data were divided into *findings*, one finding being a comment or opinion including a single thought concerning the social aspects of the services. A total of 447 findings that were related to community or social aspects arose from the material. The Movescount diaries included 61 pages, and a total of 29 categorized findings. From the interviews 418 findings were listed. These categories include only categorized findings that are related to social or community aspects of the service.

The findings were categorized into three main classes: community and social needs, motivations for adding personal training data, and motivations for sharing data.

5.1 Community and social needs

Even though the majority valued social aspects and the sharing of information, not all the trial participants felt it was important. It seems that especially the older participants who did not use other social networking services in their everyday lives didn't see the importance of the social side in the system. *"It is just a training diary for myself, I'm not used to communicating through the net." (Movescount user 7)*

Seven main categories that users considered essential in supporting and guiding them in their exercising were identified: social interaction, group features, interesting content communication (keeping in touch with friends), peer and community support, information on other users, community/collective content, and communication. These categories are shown in the order of the number of findings.

Table 2. Community and social needs, the number of findings

Category	Movescount (diary)	Nokia	Polar	Total
Social interaction	53	6	5	64
Group features	30	6	1	37
Interesting content	24	9	3	36
Peer and community support	18	7	0	25
Information on other users	14	8	2	24
Community/collec-tive content	17	3	0	20
Communication	7	10	2	19
Total	163	49	13	225

Social interactionThe users wanted varying features for social interaction in the service. They wanted a means to communicate with other users through the service. Most of the participants wanted the opportunity to ask for help or guidance or features to keep in touch with their friends via the service.

"I want to contact my training buddies with it and to communicate with them!"(Movescount user 10)

For maintaining active social interaction, the users appreciated the possibility of adding friends or contacts. The participants also wanted features that make easy participation and commenting possible. They mentioned many features that would add ways to interact with others in fast and entertaining ways, such as online chat, ratings ("like" or "thumbs up"), polls, the direct sharing of content with certain users, linking, and live feeds of friends' activities. These fast and easy ways to interact would add ways to show interest with a minimal amount of work for busy users.

Keeping in touch with friends was seen as being highly motivating. The users wanted live tracking of their friends' exercise sessions to see when they are training. Sharing data with certain friends after exercising was also motivating.

Group features

The users stated that the inner groups that they create in the service are more interesting than the whole service as a community. These groups can be built around users' location or training surroundings or a certain sporting activity.

Some of the users wanted to say more about themselves, and also to know more about other users. However, they wanted to have privacy settings so that information can only be seen by their group members or friends. Users would make their feelings and experiences about the exercise sessions visible in their profile to selected groups and also give a more precise description of their activity and sporting history. Some interviewees also stated that their favorite routes should also be visible to selected groups only.

Interesting content

The users were interested in the training data of others, but most of them said that not just anyone's data are interesting. They stated that they want to see their friends' exercise details and comments, professionals' exercise information, and the data of people that are somehow related to them or their exercising. People in the same area or of the same age or same activity level felt interesting to the users, but the users were also interested in the content of the professional athletes.

Peer and community support

Seeing other people's activities and development also encourages one's own exercising, as the participants stated. Seeing that others have been exercising actively adds social pressure. Most of the interviewees stated that "positive pressure" is highly motivating. When they see others' inspirational workouts or successful programs, it gives them motivation to exercise more. Users wanted help and support from professionals and also athletes at the same level.

Profile data/ Information on other users

The users wanted flexible features to put their information online. They wanted to have the option to publish details about themselves, but only vital information should be mandatory in the profile. They wanted to know basic things about other users, so they could easily see whether the training data was comparable to their own. The users would also like to make their age, location, activity level, and training data publicly visible in their profile and see that of other users too.

Some of them said that they would like to have a public profile with little information, and a more detailed profile that would be shown to their friends or group members only.

The users liked the fact that they could see the training data of others and they wanted to get more information about others and the exercise they do through the system. The users also wanted flexible features for browsing, filtering, and searching for users and their data.

The users also wanted a forum in which to share thoughts and get ideas and information about training. They were especially interested in new routes and training programs and ways to arrange exercising in groups.

Community & collective content

One main need in the sporting community was general knowledge sharing. When the community contains a great number of sports hobbyists, from beginners to professionals, a great amount of information could be collected and shared in the service. The users also wanted the community to include a data repository, where all the collective knowledge and information should be available. Information that the users wanted from the community included: common knowledge about sports and accessories, shoes, clothes, nutrition, information on sports injuries and recovering from them, the exercise diaries of other users, both professionals and amateurs, guided training programs of professionals and their coaches, gym and weightlifting programs and tips, guidance, and help with training and resting and real stories of development by exercising.

Users also wanted information on their surroundings, and what kinds of activities are available if they want to take exercise in new surroundings. *"I just moved to Tampere, and I'd like to know about jogging routes here" (User 8)*

Communication through the service

The users also needed more advanced features to inform their groups and friends about certain contests or training events. Their communication needs were deeper than just adding a comment on another user's exercise or adding a "thumbs up"; they wanted features to give essential information on events, competitions etc. to other users and groups. Users wanted to identify other users or contact them.

5.2 MOTIVATIONS FOR ADDING PERSONAL TRAINING DATA

In the interviews most of the users stated that their primary use of the service is to write a personal sporting diary. Sharing training information and social aspects came second, but most of the users said that these are also essential features.

Table 3. Motivations for adding personal training data, the number of findings

Category	Movescount (diary)	Nokia	Polar	Total
Personal statistics	42	21	1	64
Ease of adding/ automatic transfer	23	6	0	29
Data storage	3	22	3	28
Online coaching/ monitoring	19	1	0	20
Additional training data	12	6	2	18
Total	86	43	4	133

Personal statistics and monitoring

Keeping a sports diary electronically in the services was seen as being highly motivating. In addition, the users wanted to have various features for monitoring their training and keeping track of their development.

"The exercises and adding feature were great. I would like it if the service guided me to exercise on the right intensity level and to recover." (User 6)

The users also wanted the service to monitor their development and give tips along the way, if they are aiming towards a certain goal.

"This should show if the exercising makes sense or is over the top." (User 1)

Ease of adding and automatic data transfer

In the interviews, the users stated that they add practically every exercise to the service, because they can do it automatically. More than the motivational factor, the automatic or easy adding was seen as the most important factor in the sports service. Adding exercise information to the service and analyzing it should be easy. The users wanted to use the service as a personal training diary and a place to store and share exercise data and experiences. *"There are many sporting services nowadays. I really want this to combine all the good features from all of the services in one single service!" (User 8)*

Most of the users stated that the most vital feature would be automatic data transfer from the recording device to the service. Adding data manually was seen as being time-consuming and tedious, and therefore easy and automatic data transfer was considered as one of the most essential features of the service. Most of them wanted the services to support automatic data transfer from their heart rate monitors or other recording device. *"I had automatic data transfer in the Suunto service I used before. Adding exercises manually is a huge step backwards." (User 7)*

As mentioned earlier, many users were used to the automatic transfer of their training data from their heart rate monitor and expected to be able to upload their heart rate, time, calories etc. data with the test service.

"I have used the Training Manager software from Suunto, but this Movescount did not have automatic data transfer, all the training data must be added manually." (User 7)

The users stated that they would not like to add their exercise data manually. Even the automatic exercise uploads may be forgotten if the exercising has no certain goals or frequency.

"I don't know how long I'd have the inspiration to feed the data to this kind of service manually. If I compare this to Facebook, this doesn't have the same social features and I don't even have the motivation to feed the data to Facebook manually." (User 6)

"I would not bother to add the exercise data manually any more. I really need the data transfer to use this actively. " (User 8)

Data storage
The users stated that they need a trustworthy place to store their training data. Two of the participants said that they were more comfortable knowing that their data are stored in a database in the service, because they could lose the data in their HRM or PC.

Online coaching
The more serious trainers also saw the need for online coaching. The system could motivate users by sending them training programs and notifications automatically if the program is not followed properly or if the training has been especially hard. But online coaching with their real coach through the service was also seen as a very important feature. Through the system their personal coach could see their training data and give more specific training tips, even when they are abroad.

Additional training data
In the interviews, the users stated that additional info on the training sessions motivates them to see the exercise data and also to add their own exercise data. In the trial, the users were able to manually add additional information about the weather, their feelings, a description of the intensity and route etc.

The users mentioned some informal and additional content that they would like to add to their exercise details: comments, training descriptions, and photographs, for example.

5.3 Motivations for sharing data

Seven categories for motivation were found: ease of adding and automatic data transfer, interesting content of others, data storage, reputation and status, personal statistics, online coaching, and connections to other services.

5.3.1 Table 4. Motivations for sharing data, the number of findings

Category	Movescount (diary)	Nokia	Polar	Total
Privacy settings	29	7	3	39
Interesting content of others	25	4	0	29
Getting feedback and guidance	8	3	1	12
Comparing and contesting	5	4	0	9
Reputation and status	8	1	0	9
Total	70	16	3	89

Privacy settings
When asked about privacy aspects, most of the participants wanted to have at least some privacy adjustment levels. Most of them wanted to be able to limit their visibility to their friends only.

One of the users stated that she would like to have private exercise sessions, for example just before important competitions, so that no one gets to see them. The users felt that privacy settings that are easy to use but can still be freely modified can also increase trust in the service and increase motivation to share content.

Some of the participants also felt that information regarding one's health is confidential and should remain private by default. The category "only my groups can see this" was the most popular option for sharing data. Most of the participants were more willing to share data with people they know and with friends of their friends than unknown athletes.

In the groups they wanted to share and discuss exercise sessions that took place in an offline context, for example places, dates, and results, and they did not want outsiders to see this information.

Getting feedback and guidance
The users were motivated to share their private exercising data in order to get feedback from other users, and also to get tips and guidance from the more experienced athletes.

Interesting content of others
Other users' content serves participants in two ways: meeting their information needs and for entertainment and motivation. The users were mostly interested in the content of their friends and people they know. Some stated that at the start they also wanted to see recommended content of unfamiliar people to get started when they have no contacts in the service. The content of others was seen as being inspiring and it was said to give new ideas for one's own exercising.

Reputation and status
The users stated that is very important to see their own training history and also to see the history of others. According to them, the training history affects the credibility of a certain user in the system. The more seriously they have trained, the more likely they are to know what they are doing. When the exercising was not competitive or the user did not have certain goals, the recording and sharing of exercise details were not seen as important.

Comparing results
Some of the users were highly interested in competition through the service. They mentioned that comparing their own performances and amount of exercise to those of others is highly motivational.

"This could include competition and benchmarking, so you could see how you have been training!" (User 1)

Other things mentioned
The participants also mentioned that connections to other services, such as another exercise data recording system or Facebook, YouTube, or Flickr, for example, motivate them to share more. The users wanted automatic options to add their exercise details or an application that shows a summary of their exercising as part of their profile.

6. CONCLUSIONS AND DISCUSSION

In general, sociability and the support of others in the same community were seen as being important in an online sporting service. Many stated that recording and analyzing the exercise data is the primary function and motivation for using these services, but that social interaction online adds a new dimension to their exercising. Most of the users showed a high level of interest in adding a social dimension to their training data recording.

Even though the three services studied had considerable variation in the social functionalities they provided, most of the

interviewees agreed strongly on what they would need in their ideal community. The most important social needs found in this study were related mostly to communication and interaction and sharing knowledge with other users, previously known or unknown. Through communication and sharing the users wanted to get social support, new ideas to develop their training, and simply to share experiences and performance data.

In the interviews most of the users stated that their primary use of the online sports service is to write a personal sporting diary. Sharing training information and social aspects come second, but most of the users said that these are also essential features. They also felt that they needed flexible features for interaction through the system, for example chatting or opportunities for more serious conversation. An online sports community can also offer essential information and guidance to training and add additional value by giving a platform for social interaction through the internet.

Most of the users were willing to share their exercise data with other members of the community in order to get feedback and guidance from other users, as previous studies also show [2]. Seeing other users' interesting exercise information and other content also motivates people to create and record their own exercise information and make it public. That motivates users in both a competitive but also in a supportive sense.

The major differences between the users' answers concerned those questions that related to sharing behaviors. Some would make all their information and exercise details public, while some would like to keep most of their data private. Privacy was seen as a very important issue when exercise data are published. Modified and adjustable privacy options can be a motivational factor when sharing exercising data. The users wanted flexible privacy settings in order to modify what they share and with whom.

This work was conducted to gain an insight into how an online community can motivate athletes in their training and which social features are most desired. This study suggests important factors of social features that athletes want to have in a sports community. This study also suggests that users have different types of motivations to add personal exercise data to the service and to share their data with other users. Even though most of the users' primary need was a personal training diary, they saw great advantages in sharing their data with other members of the community. The results of this paper can be used as a checklist when designing a sporting website that should facilitate social interaction.

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