

FLORIDA STATE UNIVERSITY  
COLLEGE OF COMMUNICATION AND INFORMATION

SMARTWATCH ADOPTION WITHIN THE RUNNING COMMUNITY

By

NATHANIEL RAMOS JR

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The members of the supervisory committee were:

Lorri Mon

Professor Directing Dissertation

Vanessa Dennen

University Representative

Kathleen Burnett

Committee Member

Michelle Kazmer

Committee Member

The Graduate School has verified and approved the above-named committee members and certifies that the dissertation has been approved in accordance with university requirements.