

MASTERS THESIS

How social network applications like Strava affect modern practice of running?

From inspiration to #whynotchallenge myself even more



May 2023

October 2024

New challenges require new tools?

Individual activity shared collectively...



... IRL



... and online

How? Where?

Interviews with users (Strava, Instagram, running clubs):

- video calls
- IRL (running with people one-to-one, running with clubs, cafes)

Observations of runners in Geneva parks and by the quay for finding interesting gestures / habits

My own experience (diary)

Who?

- different ages
- men and women
- locals and foreigners
- different time of usage of the app
- different running experience

What?

- General info
- Changes in running practice after starting using Strava
- Social aspect of the app
- Original / odd interactions, habits or situations
- Negative side

**IF IT'S NOT
ON STRAVA
IT DIDN'T
HAPPEN**

**IF I COLLAPSE
CAN SOMEONE
PAUSE MY
STRAVA?**

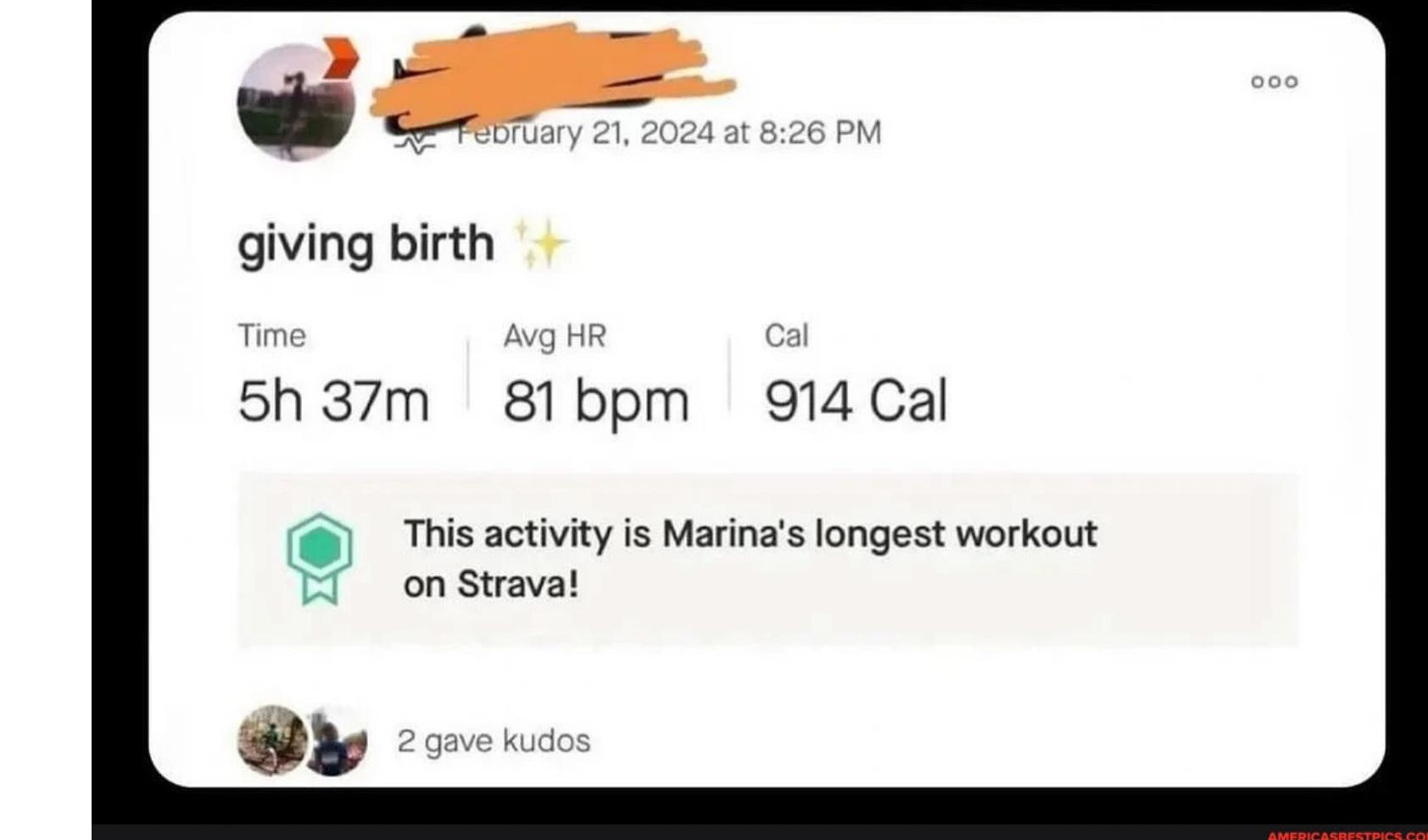
Getting likes
on Instagram

Getting
upvotes
on Reddit

Getting kudos
on Strava



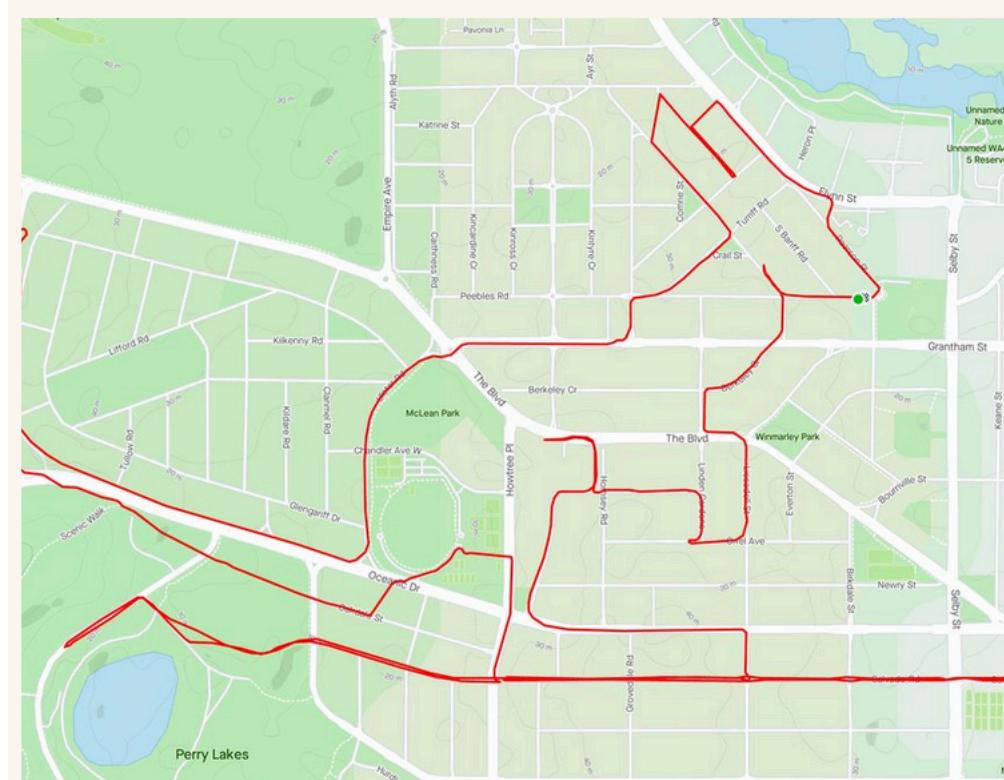
thinking about this woman who
recorded this as a workout on strava



Behavioural changes:

- prioritising data tracking
- chasing for kudos

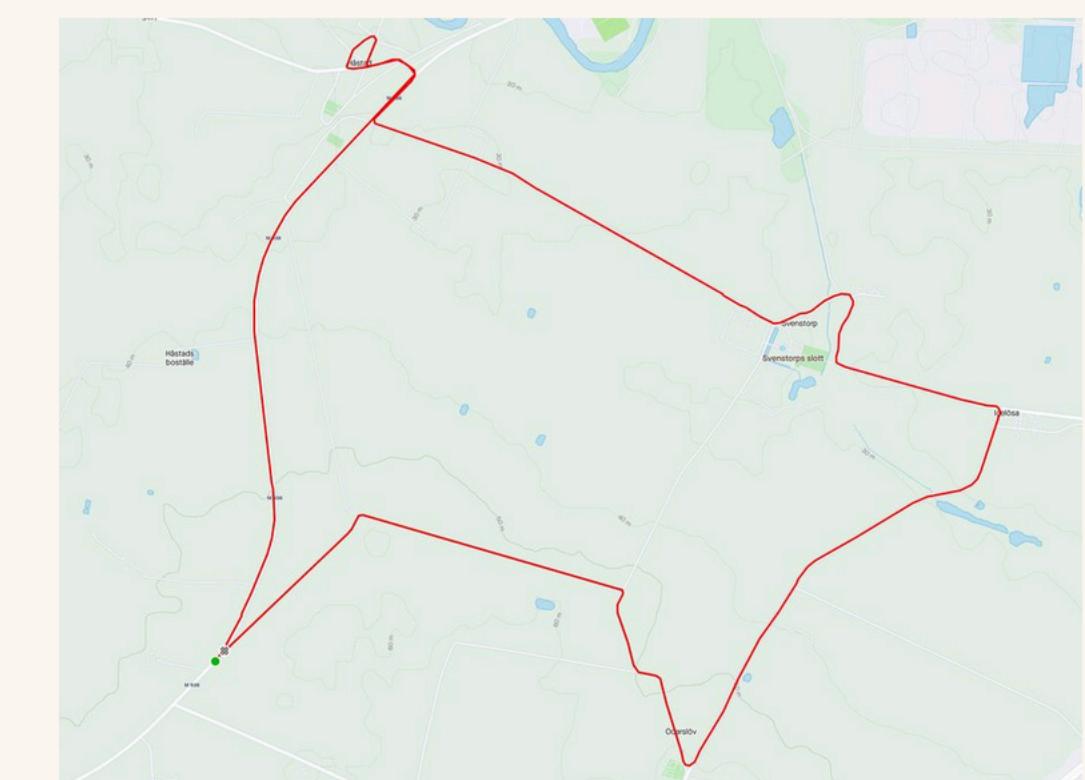
Stravart



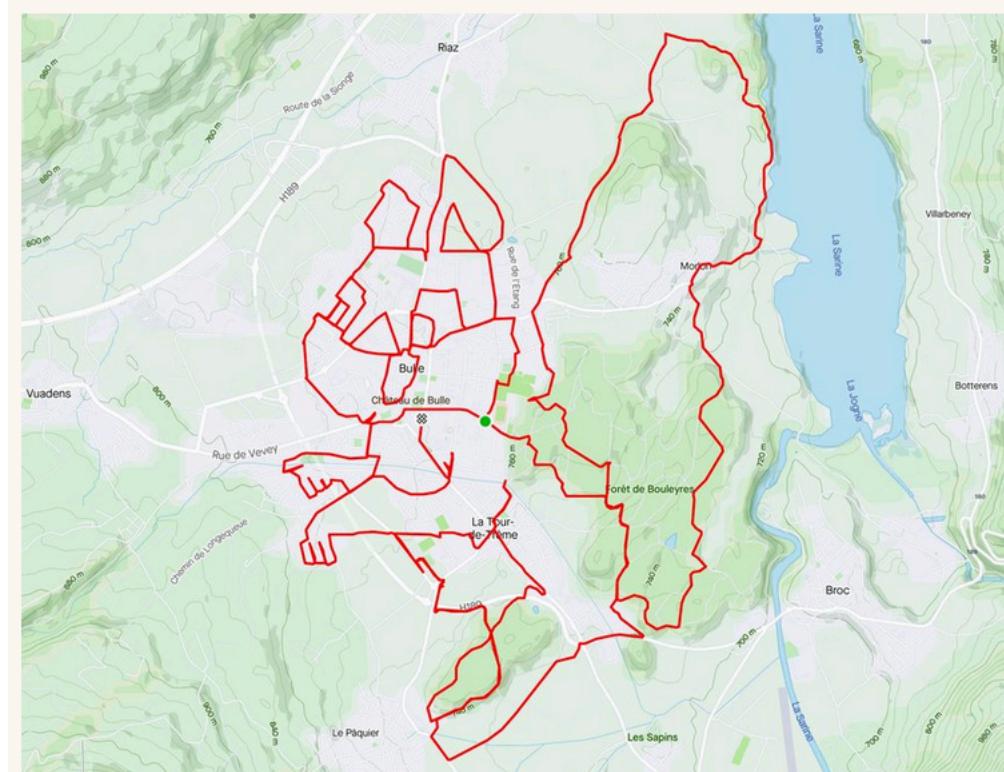
PROJECT K - CHAPTER 1 - KUINTESSENTIAL



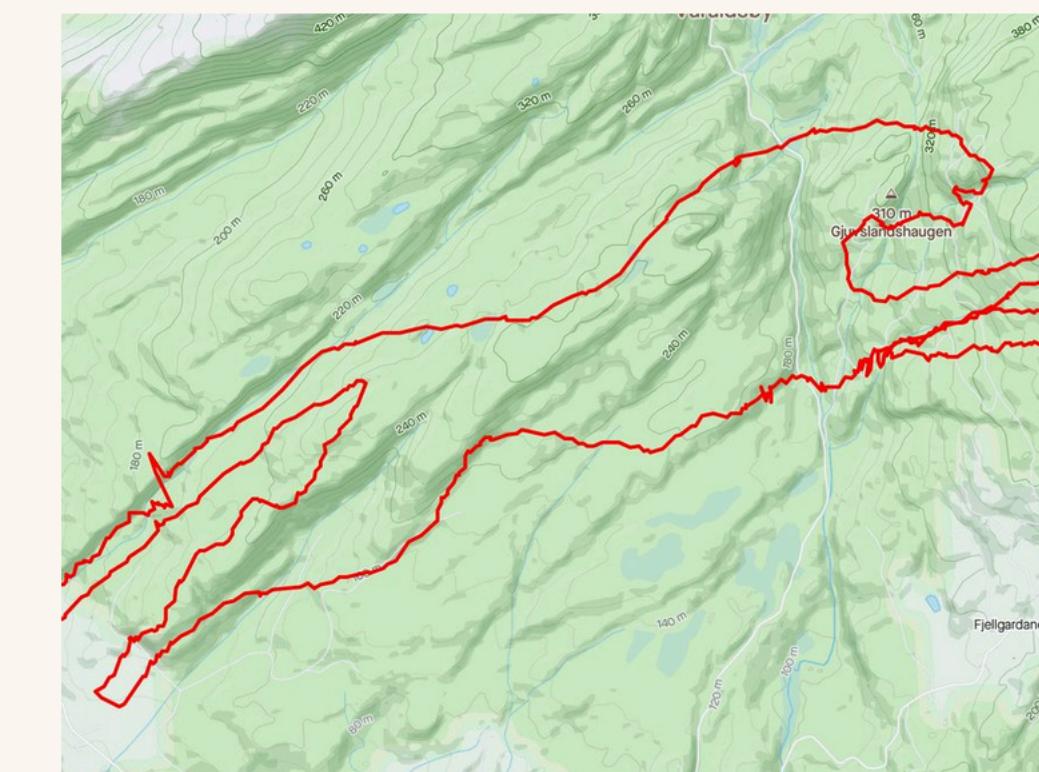
PROJECT K - CHAPTER 3 - LAZY KOALA RIDE



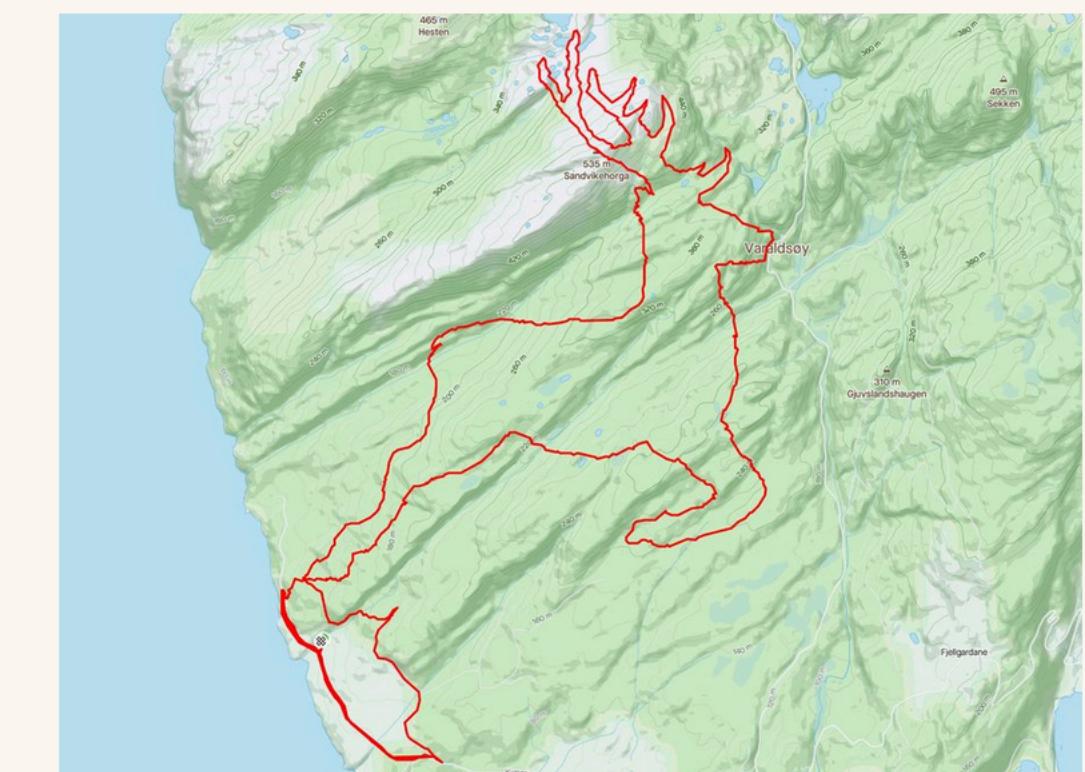
THE CHRISTMAS PIG



DE LA GRUYÈRE VTT ON ICE



JAGUAR



THIS WEEK'S PATIENCE TEST

Gary Cordery, collection of over 3000 pieces of art