

MASTERS THESIS

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

From inspiration to #whynotchallengemyselfevenmore



May 2023

October 2024

New challenges require new tools?

Individual activity shared collectively...

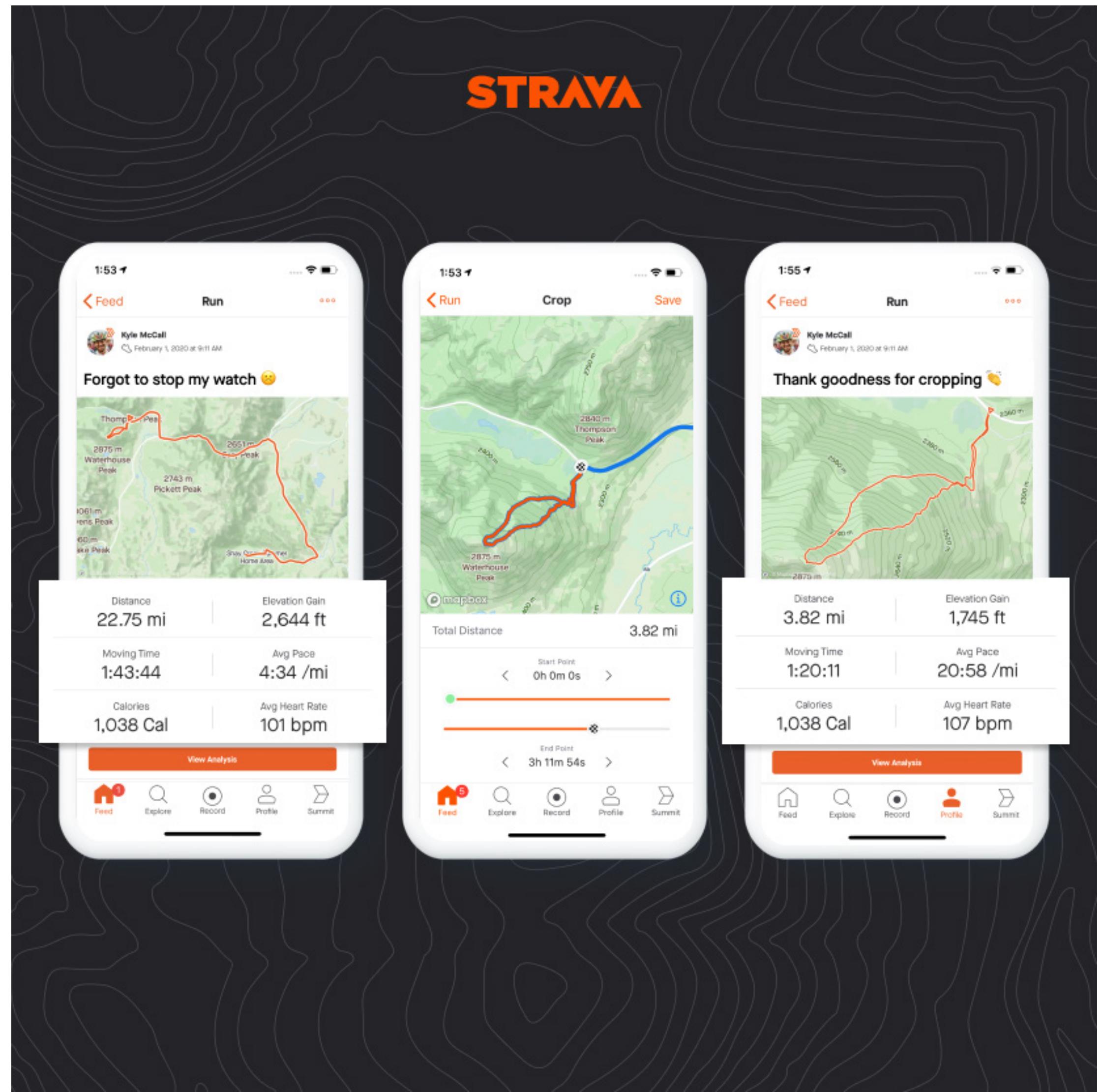


... IRL



... and online

Instrument that turned into a social network



How?

Title	Creator	
► Social Comparison Predicts Well-Being in Non-Elite Young Adult Runners Who Use Strava	Chapman	
► Reflections from the ‘Strava-sphere’: Kudos, community, and (self-)surveillance on the online social network	Couture	
► Kudos make you run! How runners influence each other on the online social network	Franken et al.	
► Beyond ‘mobility’: A new understanding of moving with technology	Hafermalz et al.	
► How Are Sports-Trackers Used by Runners? Running-Related Data, Personal Goals, and Motivations	Karahanoğlu et al.	
► “If It’s not on Strava it Didn’t Happen”: Perceived Psychosocial Implications of Strava	Russell et al.	
► Competitive influences of running applications on training habits	Shei	
► Recreational athletes’ running motivations as predictors of their use of online fitness tracking	Stragier et al.	
► Sketch-a-Map (SAM): Creative Route Art Generation	Goeckner et al.	
► Changing emotional engagement with running through communal self-tracking: the case of Strava		
► Why we run. An exploration of what and who motivates us to run	Evans	
► This Way: Expressive Self-Tracking as Creative Practice	Grootens	
► Is IT What You Make out of IT? On Affordances, Goals, and Positive and Negative Consequences of Self-Tracking	Rockmann and Geiger	
► Broadcast Yourself: An Exploratory Study of Sharing Physical Activity on Social Networks	Stragier et al.	
► Strava-using parkrunners: a community study	Tulle et al.	
► Strava Route Art Sketch Image Classification	Xie and Cunningham	

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?**

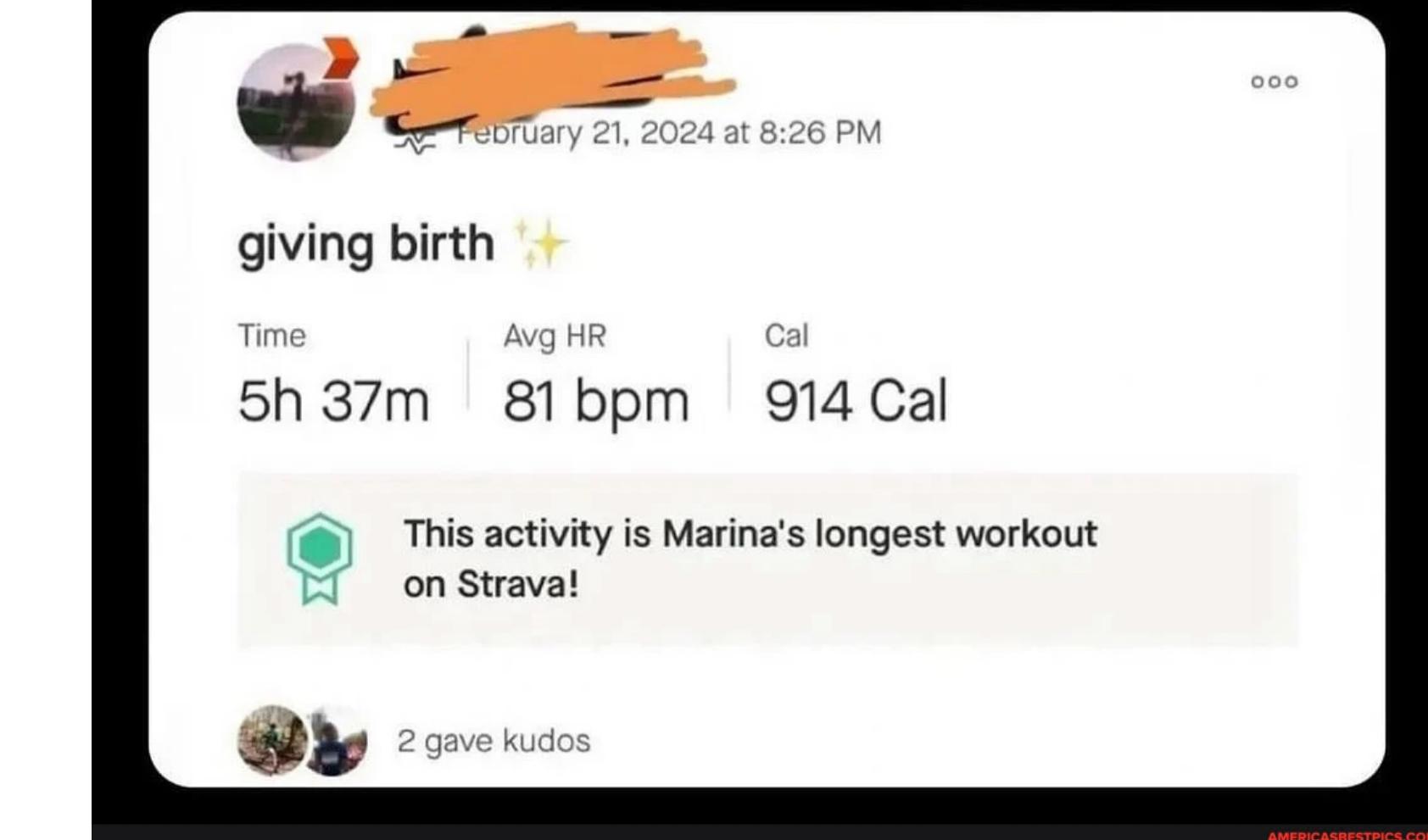
Getting likes
on Instagram

Getting
upvotes
on Reddit

Getting kudos
on Strava



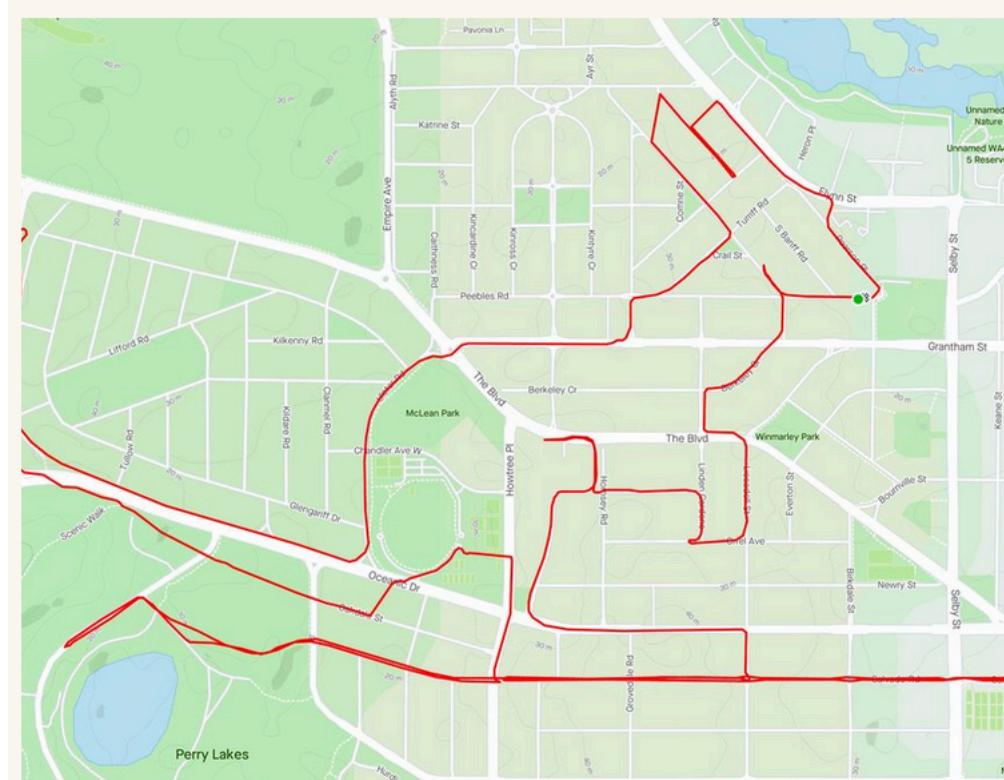
thinking about this woman who
recorded this as a workout on strava



Behavioural changes:

- prioritising data tracking
- chasing for kudos

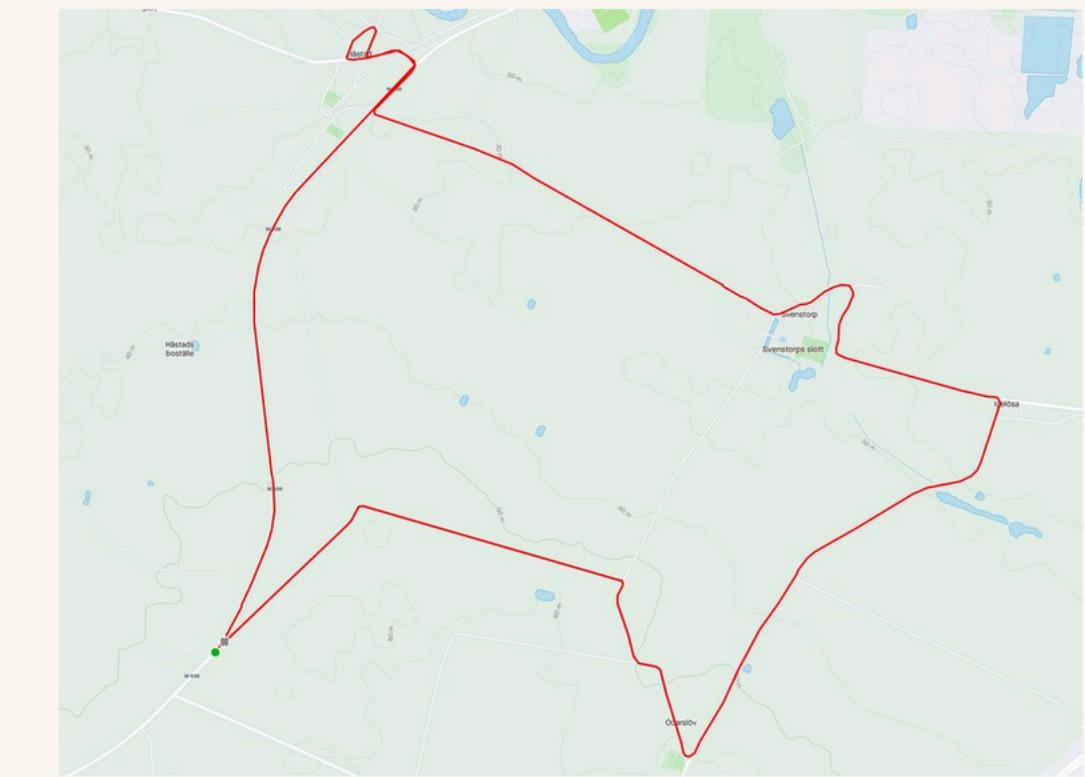
Stravart



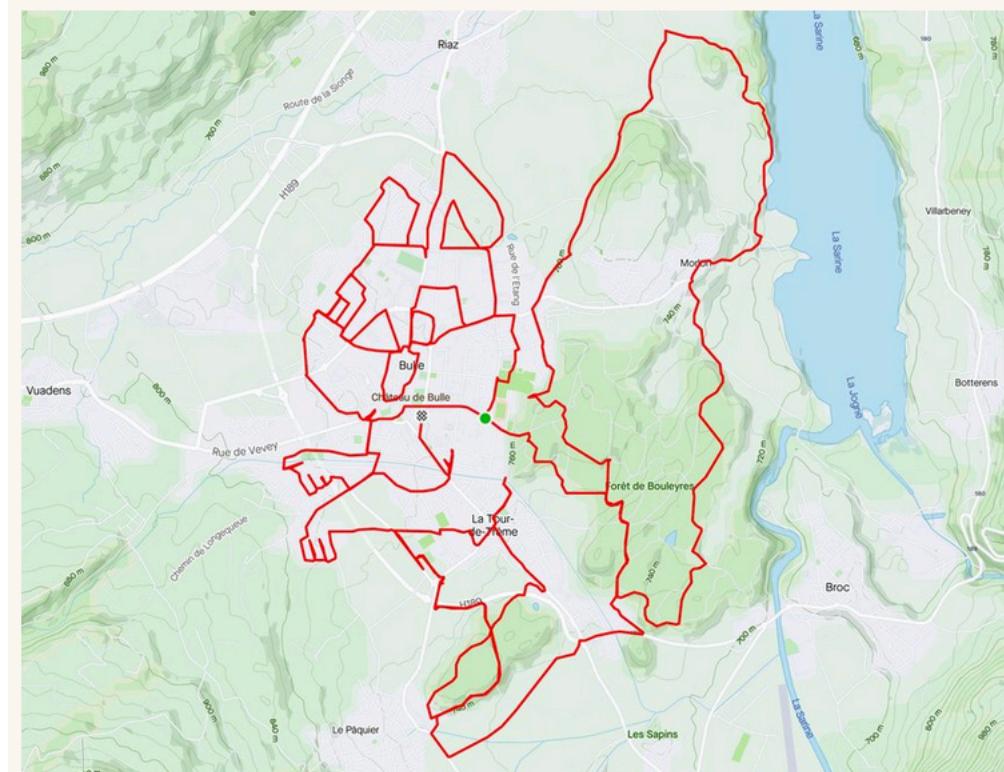
PROJECT K - CHAPTER 1 - KUINTESSENTIAL



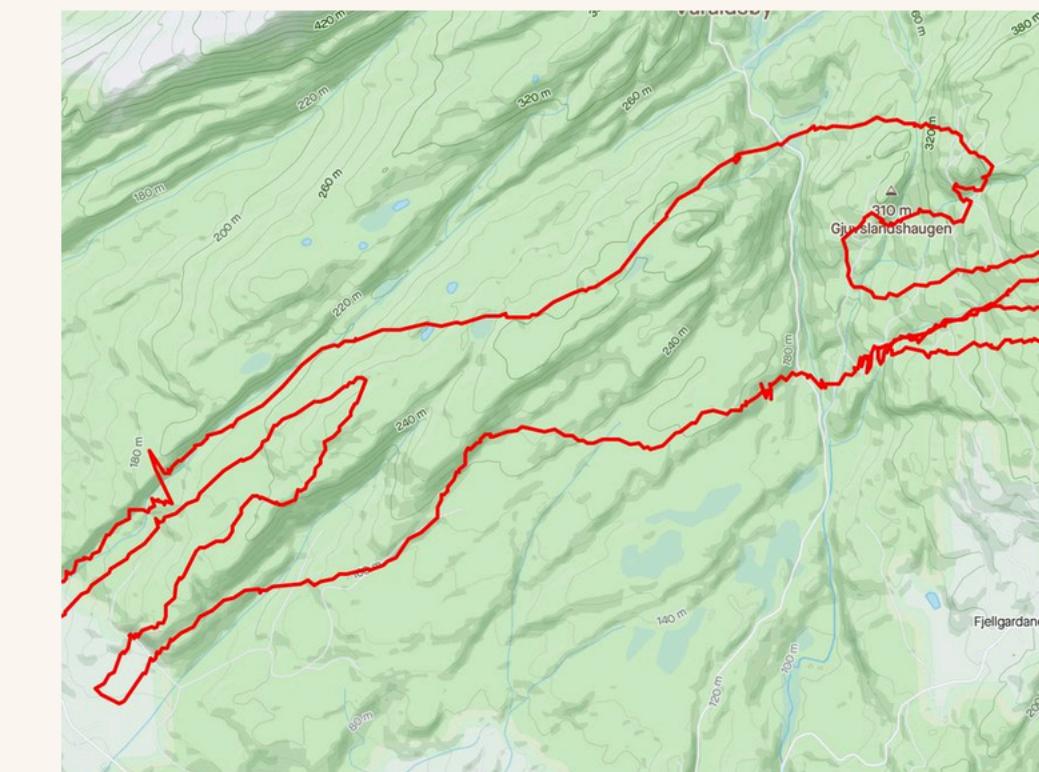
PROJECT K - CHAPTER 3 - LAZY KOALA RIDE



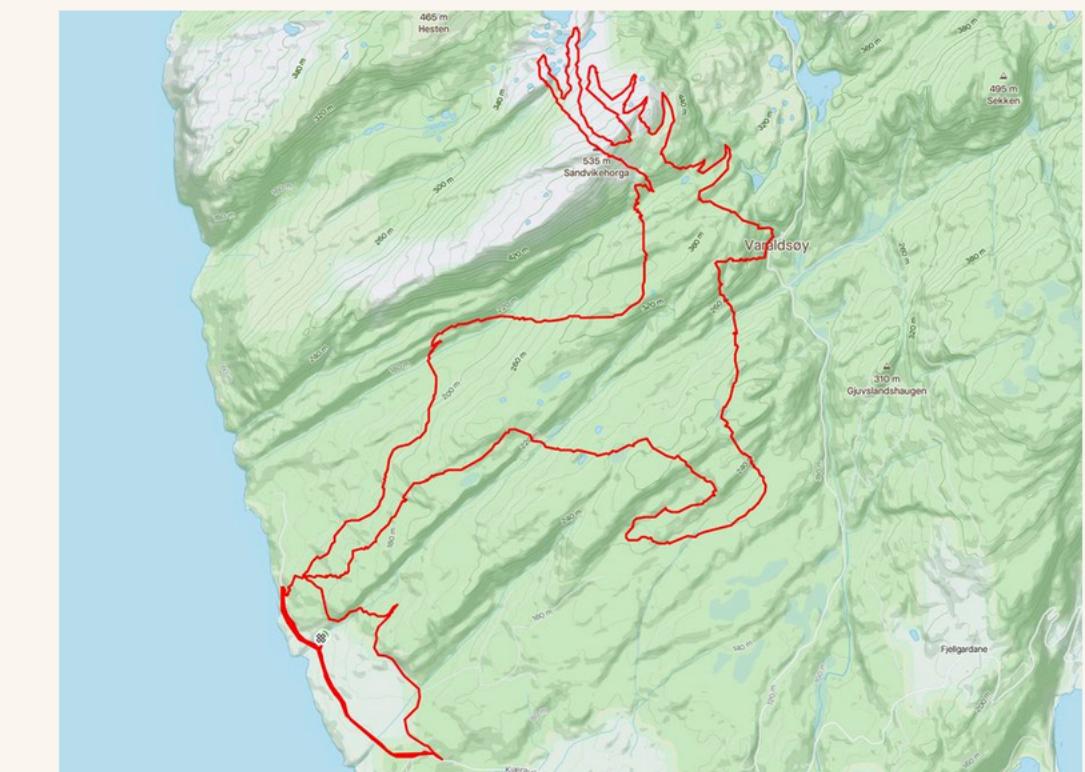
THE CHRISTMAS PIG



DE LA GRUYÈRE VTT ON ICE



JAGUAR



THIS WEEK'S PATIENCE TEST

Gary Cordery, collection of over 3000 pieces of art