

MASTERS THESIS

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



May 2023

October 2024

New challenges require new tools?

Individual activity shared collectively...

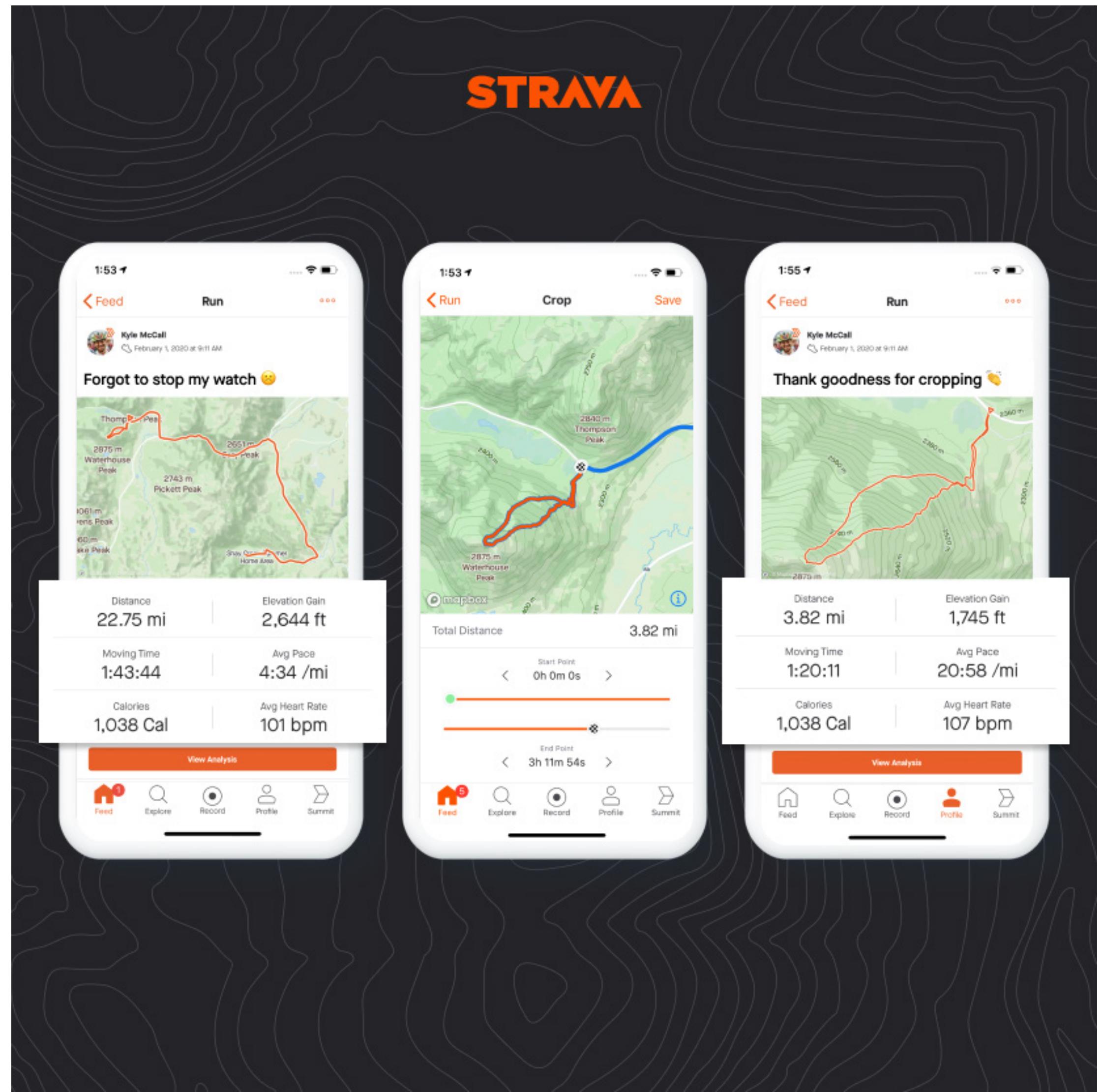


... IRL



... 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?**

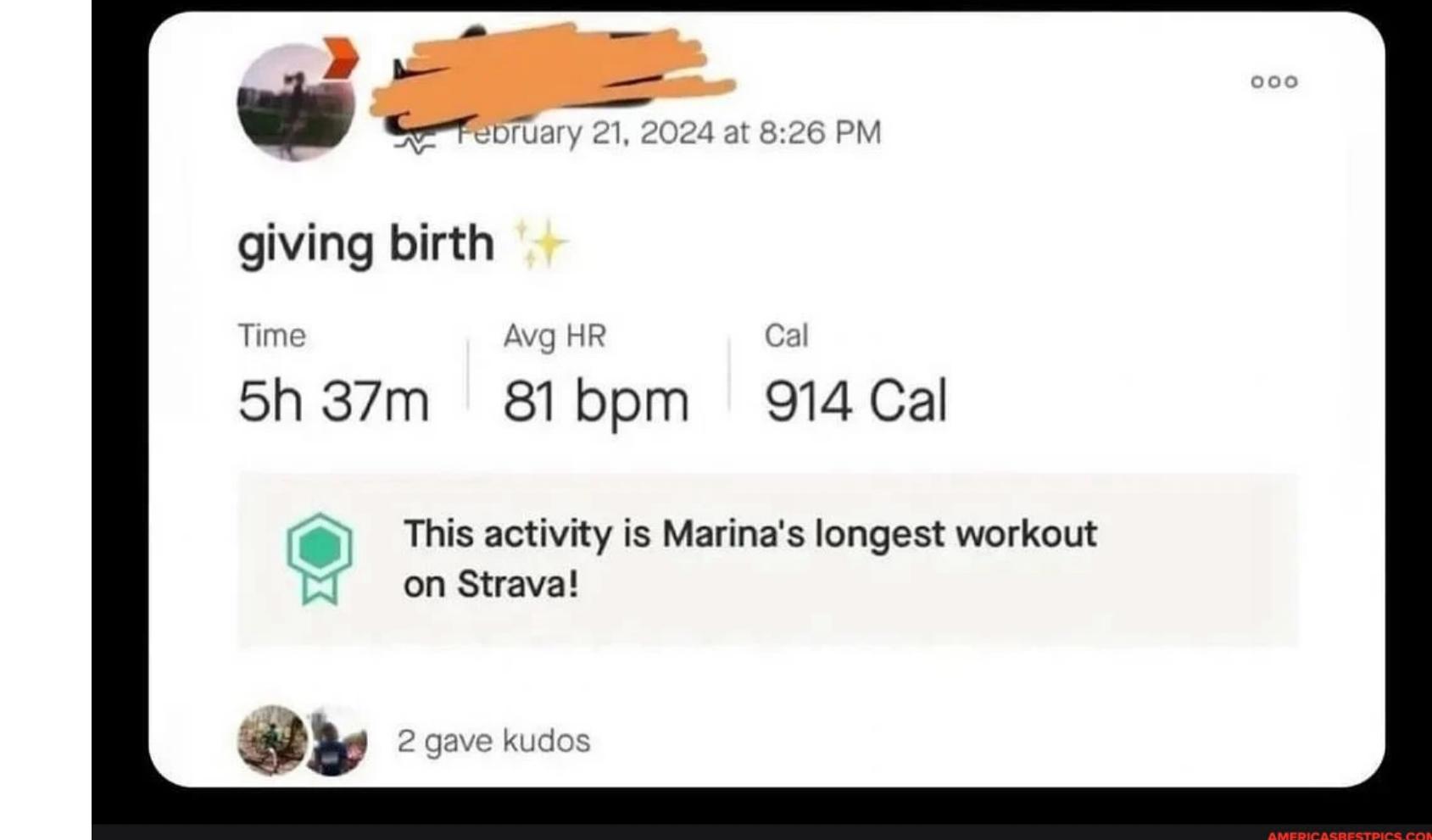
Getting likes
on Instagram

Getting
upvotes
on Reddit

Getting kudos
on Strava



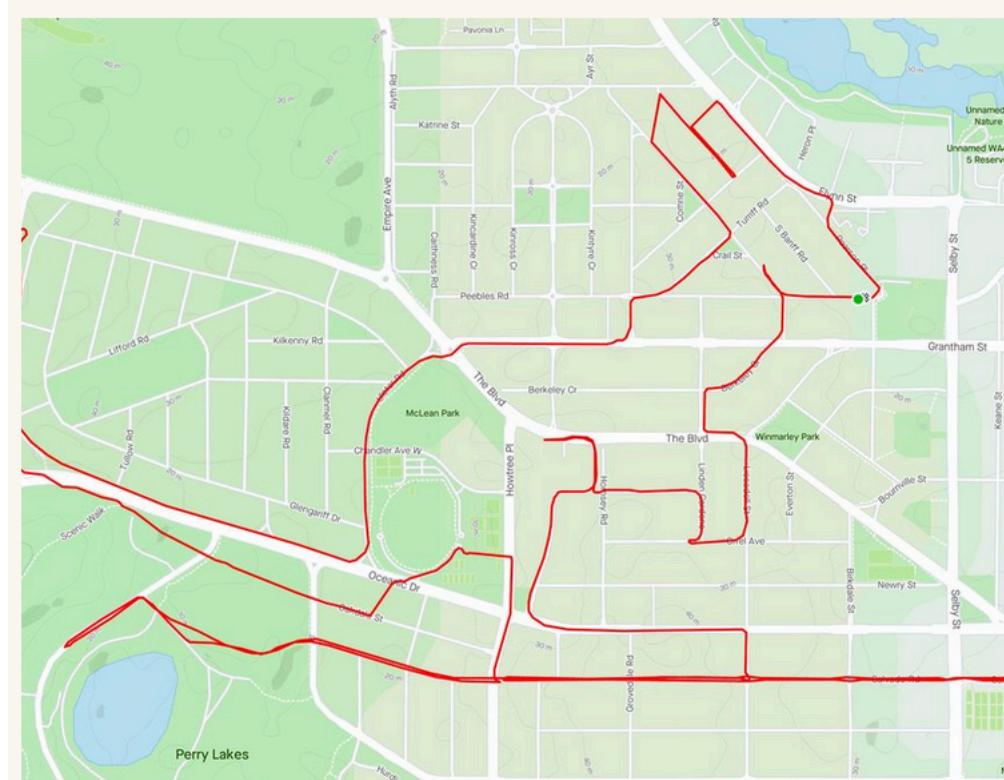
thinking about this woman who
recorded this as a workout on strava



Behavioural changes:

- prioritising data tracking
- chasing for kudos

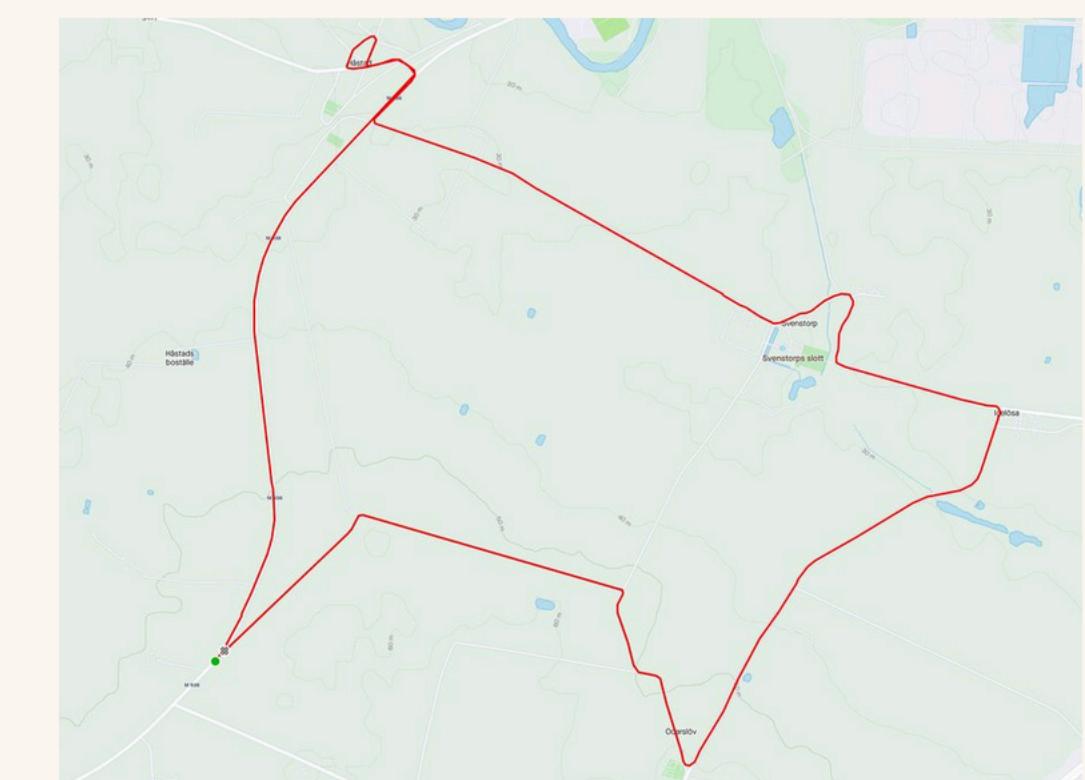
Stravart



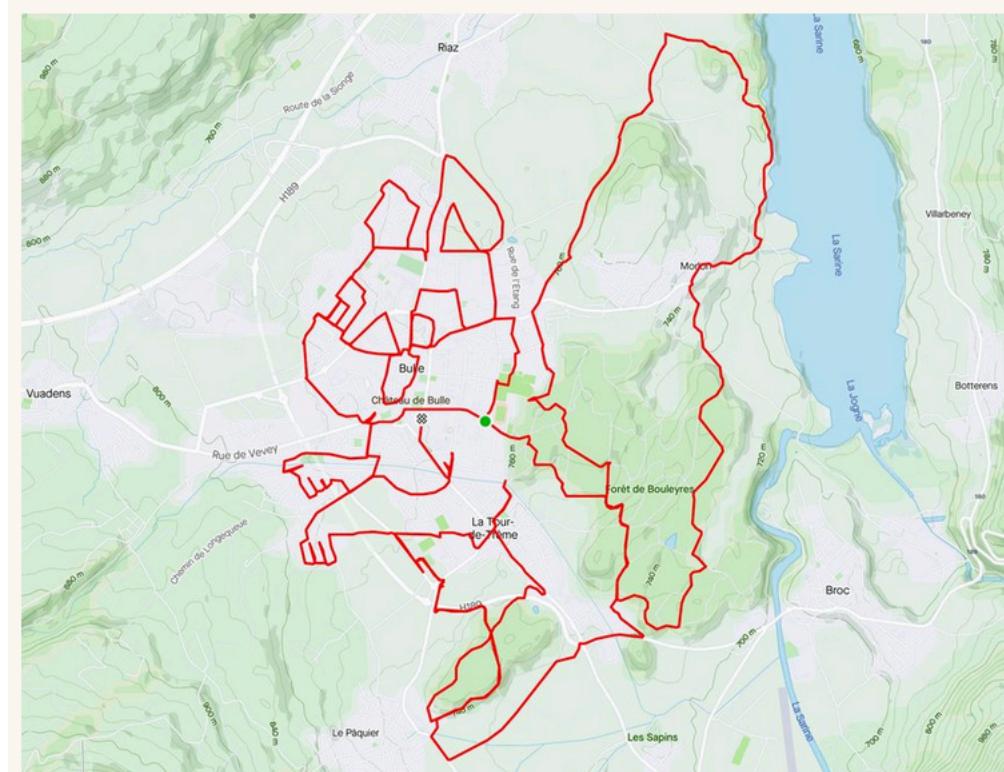
PROJECT K - CHAPTER 1 - KUINTESSENTIAL



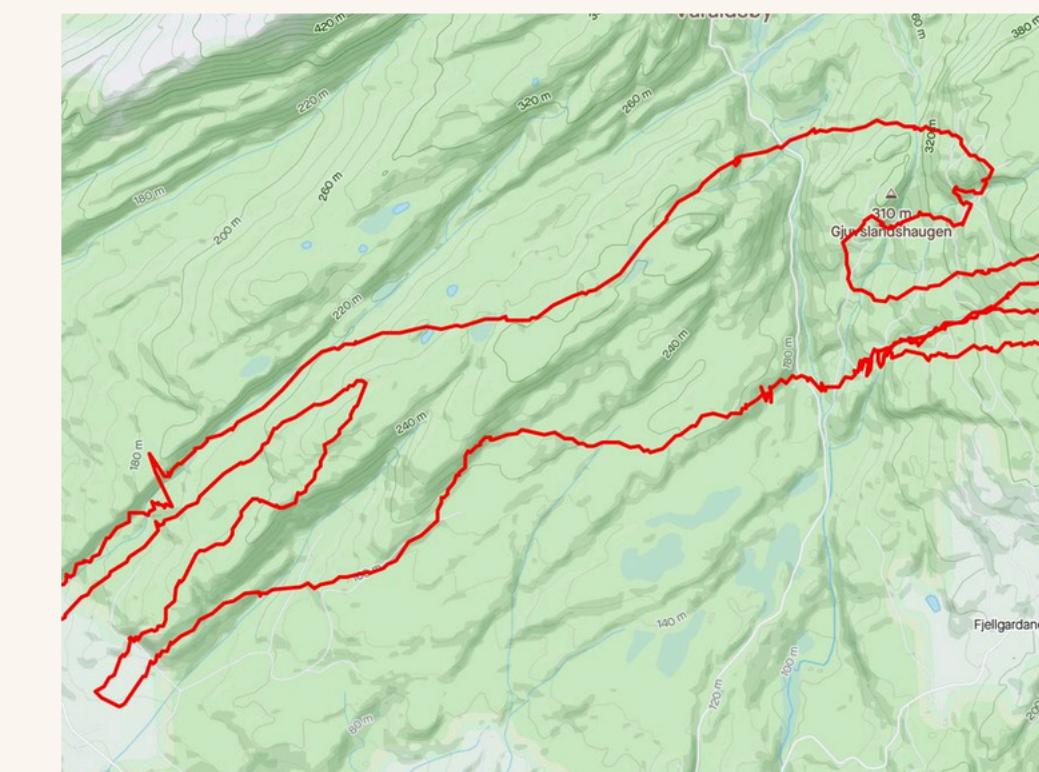
PROJECT K - CHAPTER 3 - LAZY KOALA RIDE



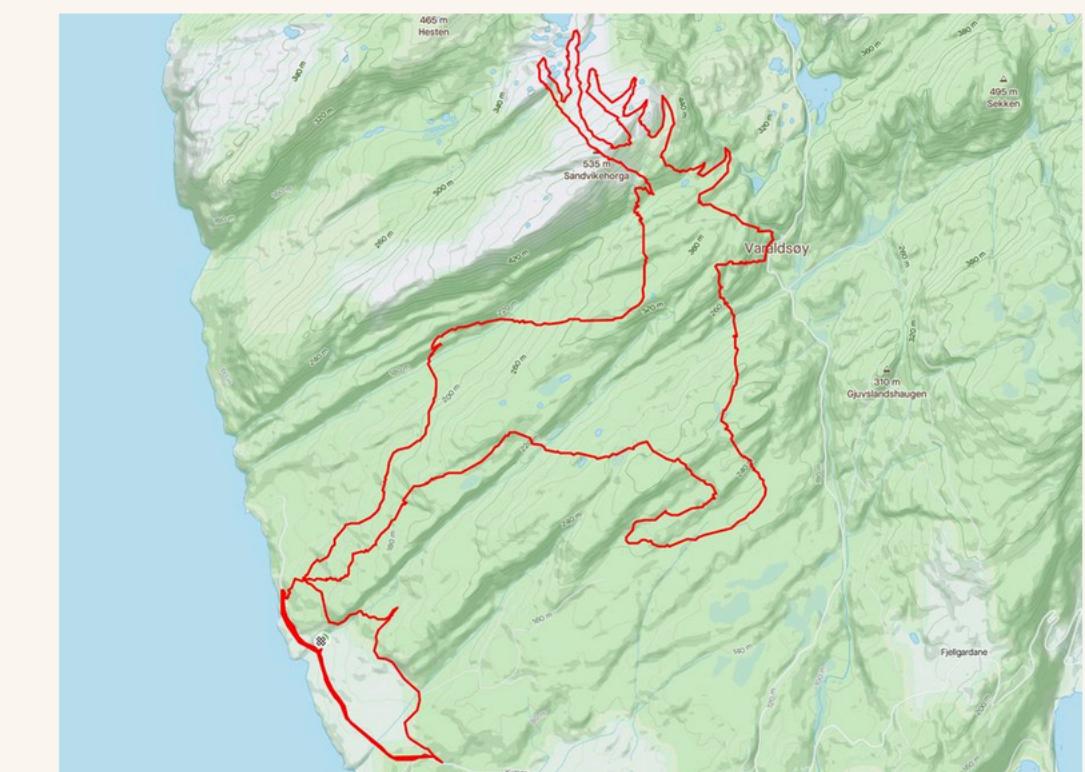
THE CHRISTMAS PIG



DE LA GRUYÈRE VTT ON ICE



JAGUAR



THIS WEEK'S PATIENCE TEST

Gary Cordery, collection of over 3000 pieces of art