

## **Abstract**

This bachelor thesis deals with self-tracking, that implies practice of collecting, recording and analyzing data about oneself through digital technologies. The aim of this thesis is to describe the user's experience of self-tracking and the impact of motivation to the physical activity and behavior. The theoretical part brings insight to the social-psychology part of this problem and feature of the specific self-tracking device Fitbit including its mobile application. The results of the qualitative research are presented in the practical part. This research was performed by structured interviews with a six-member group, who do self-tracking by Fitbit devices.