

Abstract

Topic of work is an impact of digital self-tracking technologies such as wearable fitness trackers and smartphone self-tracking applications on individual. With using the methodology of semi-structured interviews, conducted with students who are engaged in self-tracking and comparative discourse analysis, when data received from interviews were compared with healthy lifestyle discourse, manifested in Czech internet media portals, research question of “How self-trackers perceive the impact of the technology of self-tracking on their physical activities and lifestyle, respectively differentiated among themselves in terms of impact and usage of self-tracking technology, and to what extent they perceive it similarly to the way self-tracking is presented in Czech internet media portals?” was answered in a following way: respondents were categorized as ‘engaged’ and ‘sportsmen’ users, and their relation to discourse was not complete, although they were using a proposed by media conceptualization of healthy lifestyle. In addition, paper proposes a theoretical overview over a problem of self-tracking and discusses the possibilities for future research.