

## **Abstract**

The topic of the work is an impact of digital self-tracking technologies such as wearable fitness trackers and smartphone self-tracking applications on an individual. I used the methodology of semi-structured interviews, conducted with students engaged in self-tracking and comparative discourse analysis, when data received from the interviews were compared with healthy lifestyle discourse, partly manifested in the Czech internet media portals. The 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 the following way: the participants were categorized as ‘engaged’ and ‘sportspeople’ users, and their relation to discourse was not complete, although they were using the conceptualization of a healthy lifestyle proposed by media. In addition, the work proposes a theoretical overview of the issue of self-tracking and discusses the possibilities for future research.