Fit Friends: The Importance of a Supportive Social Network for Persistent Fitness Sharing

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Social Sharing and User Engagement

- Fitness app users can share their status on external social media, which is called social sharing.

- Sharing private health statuses is known to be effective for retrieving positive effects to persistently engage in health activities [1]; On the other hand, it sometimes make sharers feel privacy concerns, preventing for future engagement [2]

What kinds of users are more likely to persistently share their health status?

MyFitnessPal

- #1 mobile app for managing health and fitness
- Users can automatically share health status on Twitter

Data Collection

1. Identifying users

2. Crawling historical tweets

4,794,071 tweets of 3,169 users

Definition of Persistent Fitness Sharing

Persistent users (N(>0))
- N = 2,598
- Retained to the app over an extended period of time

Dormant users (N(=0))
- N = 581
- Three labeled cases;
  1) abandoning the app
  2) temporarily inactive
  3) disabled auto-sharing

Can We Predict Persistent Sharing?

- Logistic regression with 19 features of three category:
  Twitter Profile, Fitness Activity, Fitness Network
- Persistent users tend to have Twitter friends who use the same fitness app (p<.05) or have interests in health (p<.05)

Owning a supportive social network is important for persistent social sharing

If you have more interests in this study, please check our CSCW paper!

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