Case: Creating a consumer data pipeline

One of the conclusions of previous projects applying new technologies and methodologies, such as smartwatches, health and nutrition apps was that it was difficult to come to good research questions in the consumer research domain in which different types of data are combined: data about food-related behaviour (consumption/ intake and purchase data) and health-related data (exercise).

Smartwatches offer lots of opportunities to (objectively) measure different types of behaviour. Think of heart beat, pedometer, GPS data, but also connectivity to internet and the use of apps. These smartwatch functionalities may result in direct information that can add to insights in consumer behaviour. For example, by continuously tracking a consumer's heart rate variability and linking it to his or her food intake, correlations can be investigated between eating behaviour and stress levels during the day. Next to this example, the question is which data from smartwatches is interesting for researchers and companies to include?

Verifying smartwatch data with classic self-reported measures like questionnaires may create opportunities to conduct consumer behaviour research in an innovative and new way.

This hackathon can help to increase insight in how the different features of smartwatches can contribute to improving our insight in (food-related, sustainable) consumer behaviour. Therefore, we pose the following research questions:

How can smartwatches be used to increase our insight in (food-related, sustainable) consumer behaviour? And what data from smartwatches is interesting, feasible and reliable to collect and can be combined with other types of consumer data?

More specifically, in the light of the main research themes that the WEcR consumer group focuses on, we hope that this hackathon can help to gain insight in how smart-watch data can be used in interventions that contribute to behavioural change (i.e., towards more healthy and sustainable diets).