

ARE YOU HIDING IT?

Usage Habits of Lifelogging Camera Wearers

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How do lifelogging camera users prefer to wear their devices? **Openly** or in a **concealed**, less obtrusive manner? **Do they hide their devices? Why (not) and how?** What is the **social impact** of these **usage habits**?

Best point of view, but less social acceptance: at eye level (6%)


Most popular locations:
• by the lapels (58%)
• attached to the pocket of shirts/blouses (33%)

Less obtrusive locations are not equally popular:
• attached to the pocket of trousers (4%)
• at the waistband (3%)

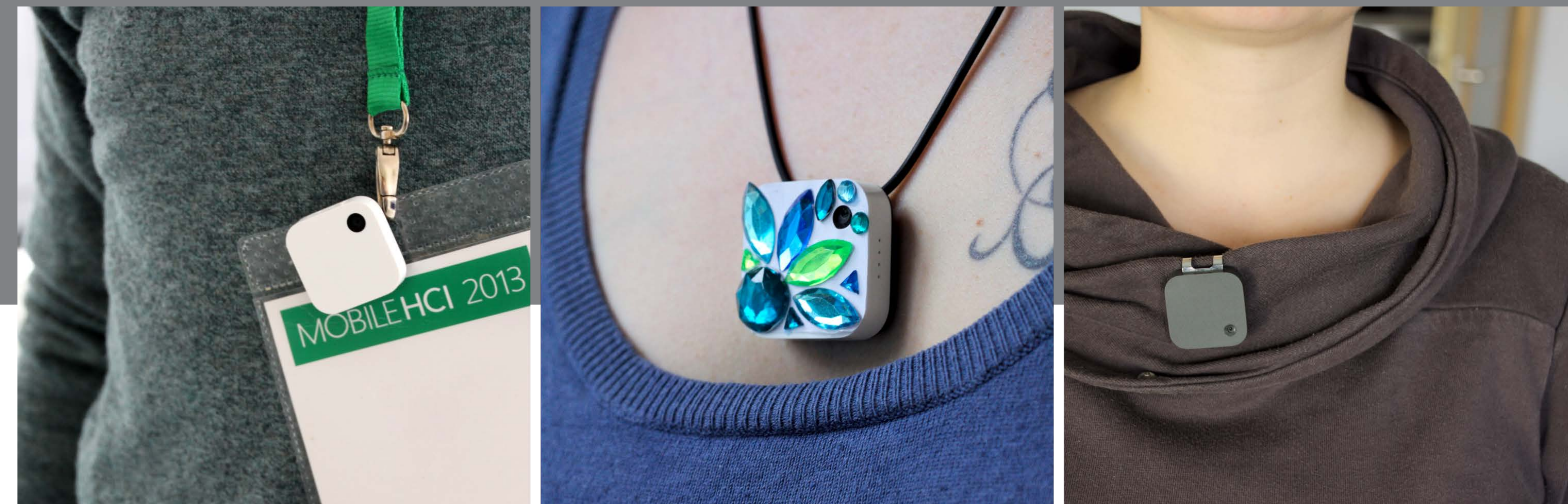
Recruitment & Demography

Purposive Sampling

via Facebook's Narrative Clip Lounge³, ~2.5k members, ~5% return rate

 **117** lifeloggers (96 ♂, 18 ♀, 3 ○), aged 19 to 84, from Europe (42%), the US/Canada (30%), Asia (21%), Oceania (5%), Middle East/North Africa, South/Central America and Africa (1% each)

³Narrative Lounge, <https://goo.gl/CtEqeH>, accessed 10.04.2017



It is a lifelogging camera

- **small and unobtrusive**, thus often overlooked
- **often not identified** as such or **mistaken as jewellery** or **fitness trackers** by bystanders.
- **easily camouflaged**: attached to an event badge, disguised as jewellery, and matched with clothes in the same color (see Figure).

“ I am surprised how few people ask about it. Maybe once a week [...] ”

(P58, 34 (m), administrator in health care from North America)

Hide it, highlight it, or just blend in?

55%

never hide their lifelogging camera, e.g., for **ethical concerns**.

“ I actually try to make it stand out, not be accused of 'secretly filming' others. ”

(P113, 29 (m), Ph.D. student from Asia)

45% are **HIDING** their lifelogging cameras

- to avoid **negative reactions** and **undesired attention**,
- for increased **authenticity** of his/her snapshots, and
- to **outsmart no-photography rules** (e.g., at airports or in museums).

Lifeloggers employ **SELF-CENSORSHIP**:

“ When meeting people (e.g. at work, for a beer) [...] I usually take off the camera without being asked. ”

(P90, 48 (m), programmer from Europe)

Outlook



Our future research question:

Which form factors balance unobtrusiveness and noticeability in the most beneficial way?

Contact



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