

Ethical analyses of the emerging commercial health-tech industry tend to neglect the particular relation between the technological artefact and the user. In order to respond to this shortcoming, the aim of this thesis is to provide the missing link between the artefact as such and the ethical analyses of consumer health tracking technologies. This thesis provides a framework for the way in which health trackers impact users' experience and actions by taking on a post-phenomenological approach to health tracking devices. It is concluded that these health trackers induce a scientific 'quantified' understanding of the self, and that this particular understanding is materialized in users' everyday habits. Consequently, health tracking is both recursive and reflexive; health trackers both represents and constitute the physiological and psychological phenomena they intend to measure.