

Breaking up with NikeFuel: how I ended a 2-years long relationship
with my quantified self

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The term '**engagement**', in a business sense, indicates the connection between a consumer and a product or service. Unsurprisingly, the term is also used to name **the period in a romantic couple's relationship during which they are preparing and planning to spend the rest of their lives together**. Engagement is the period of time at which we have a great deal of connection with a person, place, thing or idea. (Zichermann and Cunningham 2011: xvi)



engagement definition



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engagement

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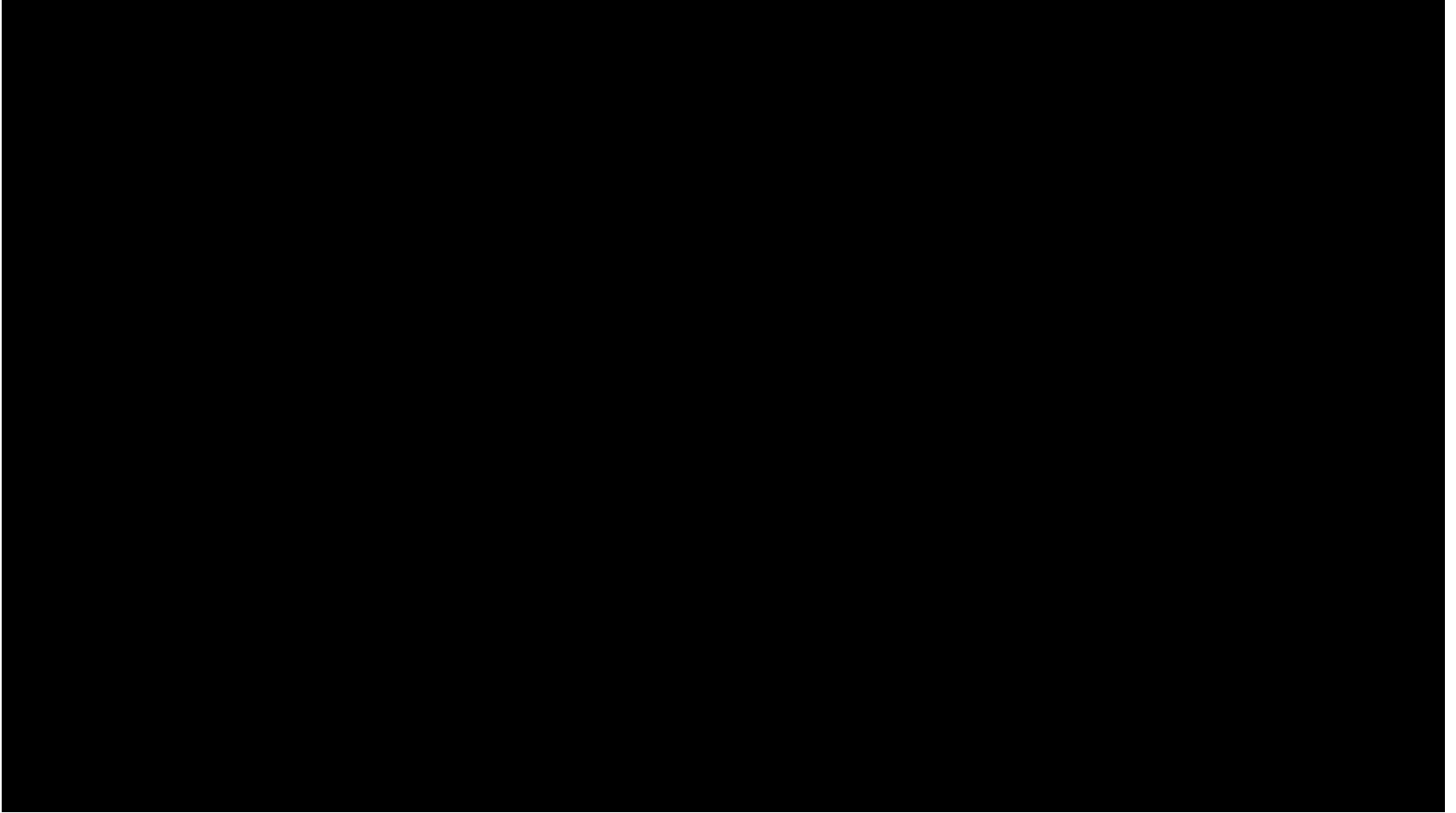
noun

1. a formal agreement to get married.
"she'd broken off her engagement to Paul"
synonyms: [betrothal](#), betrothment, marriage contract; [More](#)
2. an arrangement to do something or go somewhere at a fixed time.
"a dinner engagement"
synonyms: [appointment](#), arrangement, commitment, meeting, tweetup, interview, consultation, session; [More](#)



Translations, word origin, and more definitions

Engagement as **movement**



Our minds, our bodies and our experience all tell us that **movement is life** and that the more we move the more we live. It's something athletes have understood from the beginning. The kind of movement it takes to improve your game is the kind of movement it takes to improve your life. But unlike sport, life doesn't come with convenient ways of measuring movement. So we developed one. *NikeFuel*: a single universal unit uniquely designed to measure the movement of the entire human body for the entire human race, whatever your weight, whatever your gender, whatever your activity. It's that simple and that revolutionary. So get out there, find what fuels you and get moving. (Nike 2013)

Nike (2013) VS Henri Bergson (1889): “Movement is Life”

Zeno of Elea (5th century B.C.): “ Motion is impossible”

See Bergson’s solution of Zeno’s paradox: *Achilles and the tortoise*



‘Why does Achilles outstrip the tortoise? Because each of Achilles’ steps and each of the tortoise’s steps are indivisible acts in so far as they are movements, and are different magnitudes in so far as they are space [...]. This is what Zeno leaves out of account when he reconstructs the movement of Achilles [...], **forgetting that space alone can be divided and put together again in any way we like, and thus confusing space with motion**’ (Bergson 1889, 113-114)



B I L L M U R R A Y

GROUNDHOG DAY



"A romantic comedy fantasy
that is Bill Murray's best
screen performance."

— Gene Shalit, *NBC Today Show*



This relationship is not going anywhere!

- Engagement in Gamification and Quantified Self is ultimately static
- But we could have an engagement *of a different kind*
- Introduce irreversible, catastrophic events in our gamified lives