



Quantified Self

28–29 May 2011
Computer History Museum
Mountain View California
quantifiedself.com
#qs2011

Program

Saturday May 28

- 8 am Registration
Coffee (Breakfast on your own)
- 9 am Hahn Auditorium
Gary Wolf: What is the Quantified Self?
Seth Roberts: Why personal science really matters
- 10 am Break
- 10:30 am Breakout Sessions 1 (page 3)
- 11:30 am Break, pick up lunch
- 12 pm Lunch, Ignite talks in Hahn Auditorium (page 9)
- 1:30 pm Breakout Sessions 2 (page 4)
- 2:30 pm Break
- 3 pm Breakout Sessions 3 (page 5)
- 4 pm Break
- 4:30–5:45 pm Hahn Auditorium
Gary Wolf, Paul Tarini, Marina Gorbis:
Announcing the QS Guide to Self-Tracking
Ben Rubin, Jason Jacobs, Brian Krejcarek in
conversation: From personal quest to QS
start-up
- 6 pm Dinner (no host—Castro St, Mountain View
has many options)
- 8 pm QS Hackathon at Hacker Dojo
140A S Whisman Rd, Mountain View

Sunday May 29

- 8 am Coffee (Breakfast on your own)
- 9 am Hahn Auditorium
Eric Boyd: Frontiers of QS technology
- 10 am Break
- 10:30 am Breakout Sessions 4 (page 6)
- 11:30 pm Break, pick up lunch
- 12 pm Lunch, Ignite talks in Hahn Auditorium (page 9)
- 1:30 pm Breakout Sessions 5 (page 7)
- 2:30 pm Break
- 3 pm Breakout Sessions 6 (page 8)
- 4 pm Break
- 4:30–5:45 pm Hahn Auditorium
Kevin Kelly: What technology wants

Plenary Sessions

Location: Hahn Auditorium

Saturday Morning

9:00 am–10:00 am

Gary Wolf

What is the Quantified Self?

Seth Roberts

Why personal science really matters

Saturday Afternoon

4:30 pm–5:45 pm

QS Contributors; Paul Tarini, The Robert Wood Johnson Foundation Pioneer Portfolio; Marina Gorbis, Institute for the Future

Announcing: The QS Guide to Self-Tracking

Ben Rubin, Zeo; Jason Jacobs, Fitness Keeper; Brian Krejcarek, Sensible Self

Conversation: From personal quest to QS start-up.

Sunday Morning

9:00 am–10:00 am

Eric Boyd

Frontiers of QS technology

Sunday Afternoon

4:30 pm–5:45 pm

Kevin Kelly

What technology wants

Breakout Sessions 1—Saturday 10:30 am

Show & tell talks

Location: Hahn

How to self-experiment

Robin Barooah, Seth Roberts

Location: Lovelace

Attention tracking

Matthew Trentacoste

Location: Boole

My data API

Indhira Rojas

Location: Hopper

QS data vs. doctor data, how Quantified Self disrupts the Electronic Health Record

Fred Trotter

Location: Von Neumann

QS business models

Ben Rubin

Location: Grand Drape

Predicting Sickness with heart rate

John DeSouza

Dynamics of self-tracking

Ian Li

Heart Rate Variability and emotion tracking

Deborah Rozman

Tracking Sleep Apnea episodes

Bo Adler

How to self-experiment! Bring your questions, ideas, and data.

There are numerous interpretations of attention tracking. Is it the absence of distractions? Is it focus or concentration? Or is it something more abstract, like mindfulness or flow? Once defined, how do we track attention without adding more distraction? Come share your interpretations and experiences tracking attention, however you define it.

This session will explore the concept of a personal data API. There has been a rapid proliferation in the kinds of data being compiled about us: These data sources could be shared and cross-referenced through a personal API. We'll engage in rapid-prototyping session to explore how a personal API might be used.

We'll hear about the Direct Project, which is designed to push health information securely to known receivers, and use this as a jumping off point to discuss the future merger of Quantified Self data (personal data) and medical/health data.

The customers of Quantified Self tools will often be quite different from the tool makers and early adopters. Who are the early and mainstream customers for Quantified Self tools going to be? Just as important: how will QS tool makers create valuable business models in this space? Which business models have emerged as winners and what's upcoming?

Breakout Sessions 2—Saturday 1:30 pm

Show & tell talks

Location: Hahn

Tracking Mood with the Help of Friends

Jon Cousins

Fluid Info and Personal Data Ecosystem

Terry Jones

Life Logging in 15 minute intervals

Ben Lipkowitz

Mood Tracking

Margaret Morris

Data visualization

Steve Dean, Laurie Frick,
Paul Marcum

Location: Lovelace

How to visualize your data! Bring your questions, ideas, and—of course—data.

Personal genomics

Raymond McCauley

Location: Boole

What are genes, and what have they done for you lately? We'll discuss how to connect self-tracking to newly available genomics data to get information that is truly useful. If you have genetic data and are willing to share your questions and answers, please bring it to this session.

Public vs. private—new questions about self-tracking & privacy

Chris Conley, Ryan Calo,
David Reeves

Location: Hopper

We are often asked to share our personal data in exchange for various kinds of services. What are the real terms of this exchange? How can we explore the value of sharing data without being naive and making ourselves vulnerable to manipulation and exploitation? What is the culture of sharing we would like to promote?

Self-tracking for the masses

Ian Li

Location: Von Neumann

Self-tracking can provide a lot of insights but it is also difficult and time-consuming. This makes self-tracking attractive mainly to the highly motivated. What are the problems that people experience when self-tracking? How do we design technologies to help regular folks get the benefits of self-tracking?

Mindful technologies

Frank Chen

Location: Grand Drape

Many health technologies prescribe behavior change. But another class of technologies focuses on Mindfulness: paying attention with an open, non-judgmental attitude. The goal of this breakout session is to share our experience mindful technologies, and identify new opportunities for designing these systems.

Breakout Sessions 3—Saturday 3 pm

Show & tell talks

Location: Hahn

Comparing personal fitness theories—P90X vs 4-Hour Body

Dan Dascalescu

Getting meaning from 23andMe data

Esther Dyson

Home water pressure as a tracking signal

Edison Thomaz

Social Memex

Mark Carranza

Sleep experiments

Ben Rubin

Location: Lovelace

Are you tracking your sleep? How? What did you learn? We'll discuss sleep tracking tools, methods, experiments, and ideas.

Hacking your own QS devices

Greg Biggers, John Amschler,
Vipal Gupta, Kyle Machulis

Location: Boole

What happens when you take apart a Fitbit? What can you hack with Xygee, RFID, and Bluetooth? How far away are we from an open monitoring hardware platform? These are the kinds of questions we will explore in an environment that is part-conceptual and whiteboard-y, and part hands-on and screwdriver-y.

Chronic illnesses

Rajiv Mehta

Location: Hopper

Self-tracking offers a lot of promise in the realm of monitoring and managing chronic conditions. What are some of the most promising developments in self-tracking for managing chronic conditions? How can we easily share this data with doctors and researchers? What does this mean for the future of healthcare?

Location tracking

Robin Barooah

Location: Von Neumann

How are we tracking location? Why are we tracking location? What are we learning?

Games for health and happiness

Micheal Kim, Naveen
Selvadurai, Mari Sheibley

Location: Grand Drape

Gaming is the trend of the moment. But what are the real dynamics of massive, data-rich gaming systems? How can we use games and visuals, color and movement to make this all more fun and joyful? What rewards function well as motivation?

Breakout Sessions 4—Sunday 10:30 am

Show & tell talks

Location: Hahn

Self-tracking guinea pig

Ted Vickey

Tracking micronutrients and caffeine

Kevin Burton

Tracking my media diet

Ethan Zuckerman

Location, privacy aware visualization and other new work

Vipul Gupta

How to self-experiment

Robin Barooah, Seth Roberts

How to self-experiment! Bring your questions, ideas, and data.

Location: Lovelace

Cognition

Nick Winter

How can we learn faster while remembering more? How can we keep track of what we've learned? How can we evaluate the effectiveness of different learning strategies? What can we do to increase our mental performance. Let's get smart about learning.

Location: Boole

Using lab tests and assays for self-tracking

Dave Asprey

What kinds of lab tests and assays are worth doing? How do they fit into a larger context of self-tracking? We'll have a conversation on bio-hacking that will include techniques for making lab testing affordable, how to get lab tests without a permission slip from a doctor, and methods for improving our use of data.

Location: Hopper

Personal data and network mapping

Marc Smith

As devices come to sense the presence of other people, network graphs will capture interpersonal connections that are not text-mediated. What does the social graph tell us about the "quantified other" as well as the "quantified self"?

Location: Von Neumann

Observations of Daily Living: integrating QS data into clinical care.

Patti Brennan

How can data we collect ourselves be integrated into the health care system, improve clinical care, and contribute to health research? In this session we'll get an introduction to the latest methods and research pioneered by Project Health Design.

Location: Grand Drape

Breakout Sessions 5—Sunday 1:30 pm

Show & tell talks

Location: Hahn

Tracking chronic illness

Rajiv Mehta

The Locker Project

Jared Hanson

The Step Exchange: A pedometer game that moves human networks

David Fetherstonhaugh

Personal data behind the scenes at Foursquare

Naveen Selvadurai

Data visualization

Steve Dean, Laurie Frick, Paul Marcum

How to visualize your data! Bring your questions, ideas, and—of course—data.

Location: Lovelace

DIY anti-aging

Christine Peterson

What should we track to extend youthful health? This session will review the latest on self-tracking for longevity; and include a wide-ranging discussion on what we can quantify, track, and modify to slow the aging process and delay age-associated disease.

Location: Boole

Personal Speech Analytics

Bill Jarrold

How can new approaches in speech analysis help measure emotion, mood, relationships, and monitor conditions such as depression, Alzheimer's disease and more. We'll see recent evidence and discuss how we might apply these tools in our everyday lives.

Location: Hopper

The Programmable Self: open source tools for self-tracking and behavior change

Fred Trotter

Some people find merely tracking information to be motivating enough to spark change. But often having accurate data is not enough. This session discusses the use of behavioral economics and inspired motivation hacks to change behavior. Effective use of Stickk.com will be discussed, as well as how we can take inspiration from casinos, drug dealers and video games.

Location: Von Neumann

Quantified Self in a Quantified World

Gary Wolf, Carlos Olguin

How does our self-tracking connect to the quantified world? How do our personal data systems link to environmental or social monitoring? What does our data tell us about the larger context—and what does the context tell us about ourselves?

Location: Grand Drape

Breakout Sessions 6—Sunday 3 pm

Show & tell talks

Location: Hahn

Using Heart Rate Variability to Control Nervous System functions

Dave Asprey

Visualizing email archives

Sudheendra Hangal

Personal data architecture

Dave Marvit

The Coffee and Productivity Experiment

Robin Barooah

Mood tracking

Margie Morris

Location: Lovelace

How does mood tracking contribute to emotional and physical wellbeing? This session will be a conversational seminar with people who have experience tracking mood and designing apps. We'll ask: what is the relationship between measuring mood and influencing it?

Social tracking

Denis Harscoat, Ted Vickey

Location: Boole

Can social tracking be an easier way to do self-tracking? Is social tracking just an excuse to meet others or can we "know ourselves" better if we share our numbers together? Is public the new default? What can or cannot be tracked in public?

Extreme quantifying

John Amschler

Location: Hopper

Come join a conversation about extreme quantifying and its impact on your life. This is a special invitation to people who have gotten extreme about their self-tracking (and others who are curious) to talk about how far you can go and what you can learn.

Tracking facial expression

George Lawton

Location: Von Neumann

Tracking facial expression seems very futuristic until you realize it is already happening. This session will review some reasons to track facial expression, some old methods of controlling facial muscles, and some new prospects for face-tracking.

Cracking behavior change

Ernesto Ramirez, Steve Dean

Location: Grand Drape

Are there aspects of self-tracking that or help with changing behavior? What do we gain and lose when we move from conscious/aware tracking to more ambient/passive tracking? We'll discuss tracking the effectiveness of psychological approaches, neuro-linguistic programming, positive and negative visualization, and rewards.

Lunchtime ignite talks

Saturday

Reflections in a digital mirror

Rick Smolan

Building a medical tricorder

Misha David Chellam

Tracking my weight loss

Richard Harrison

Life extension through food and supplement tracking

Alan Gale

Crohn's disease tracking

Sean Ahrens

Tracking mood with Mercury App

Sarah Gray

Living Profiles: Tracking mood through text

Tina Park

Agile Self Development

Marcy Swenson and Dale Larson

Smile

Ron Gutman

Sunday

Weavrs: Alter Egos for the Social Web

David Bausola

Using Mood Log

Alex Chaffee

PACO—open source self-tracking for Android

Bob Evans

What can I learn from your self-experiment?

Ian Eslick

Weight loss and maintenance research via self-tracking

Mei Lin Fung

Tracking pain with a clicker

Uwe Erich Heiss

Solving for personal happiness with evolutionary computation

J. Paul Neeley

Quantter and the QS Community

Denis Harscoat

(talks may be cancelled or added under the influence of serendipity)

Attendees

Aaron Sklar

asklar@ideo.com

Adam Butterfield

adam.butterfield@ymail.com

Adam Cummings

anc1@pacbell.net

Adam Ritter

aritter@gmail.com

Adam Weissman

paypal@adamjoby.com

Alan Gale

algale213@yahoo.com
bio-logichealth.com

Alannah Warner

Alannah.Warner@unilever.com
unilever.com

Albert Braun

albertcbraun@yahoo.com
fujitsu.com/us/about/other/fla/

Albert Reinhardt

albert@happygofun.com

Alex Bangs

alex@bangs.info

Alex Buckley

corp@venger.org

Alex Carney

abcarney@stanford.edu
alexcarney.com
@AlexanderCarney

Alex Gilman

agilman@fla.fujitsu.com

Alex Shuldiner

atshuldiner@gmail.com

Alexander Chaffee

alex@stinky.com

Alexander Loewi

amloewi@gmail.com
themostimportantproblem.appspot.com

Alexandra Carmichael

alexandra@curetogether.com
curetogether.com, quantifiedself.com
@accarmichael

Ali Emami

aliemami@microsoft.com
microsoft.com

Alicia Morga

alicia.morga@gmail.com
gottafeeling.com, aliciamorga.com
@gottafeelingapp @AliciaMorga

Alisdair Faulkner

alisdair.faulkner@gmail.com

Allan Bailey

allan@zirpu.org

Allen Liu

axl163@gmail.com
curetogether.com
@axl163

Amy Drill

amydrill@drilliant.com

Amy Martin

cl@hypostatic.net
amyemartin.com
@adject

Andrei Smolko

smolko14@gmail.com

Andrew Cantino

andrew@iterationlabs.com
andrewcantino.com
@tectonic

Andrew Chang

andrew@projectzero2one.com
projectzero2one.com

Andrew Hessel

ahessel@gmail.com
autodesk.com
@andrewhessel

Andrew Knight

drewknight@gmail.com
Mequilibrium.com

Anne Wright

anne.r.wright@gmail.com

April Dembosky

april.dembosky@gmail.com

Artur Denysenko

artur.denysenko@leadum.com

Arvind Sharma

arvind.sharma@gmail.com

Ashley Tudor

hello@atudor.com

Avik Basu

avikbasu@gmail.com
foodwiki.com

Barry Flanagan

barry@publicspeakingforgeeks.com
@barryflanagan

Bart Munro

bart2009@bmunro.com

Bashir Ziady

bash@pulsetracer.com
mybasis.com

Beau Gunderson

beau@beaugunderson.com
beaugunderson.com
@beaugunderson

Ben Lipkowitz

fenn@sdf.lonestar.org
fennetic.net

Ben Rubin

ben@myzeo.com
bsrubin.com
@bsrubin

Benjamin Knelman

bknelman@gmail.com
linkedin.com/in/bknelman

Benjamin Tseng

btseng@dcm.com
dcm.com
@benjaminseng

Betsy Burroughs

bb@futurecatalyst.com

Bharat Vasani

bharat@mybasis.com
mybasis.com
@bharatvasan

Bill Horn

bibliophile2@hotmail.com

Bill Jarrold

jarrold@ai.sri.com

Bill Schuller

paypal@drdestructo.com
dataobsessive.com
@billschuller

Bill Washburn

billwashburn@gmail.com

Bo Adler

thumper@alumni.caltech.edu

Bob Evans

bobevans@google.com

Bob McKinnon

bmckinnon@yellowbr.com
yellowbr.com
@ybrtweets

Bradley Zlotnick

bzlotnick@pol.net
gdfcf.org

Brent Erskine

brent.erskine@gmail.com

Brent Vaughan

bv@wellnessfx.com

Brian Foye

bfoye@humana.com

Brian Gallegos

brian.gallegos@gmail.com
@gallegos

Brian Harding

brianjharding@gmail.com
@thingcrookly

Brian Krejcarek

brian@swedishstuga.com

Brian Pene

brian.pene@autodesk.com
autodesk.com

Briseis Gatto

bgatto@cloud9.net

Bruno Aziza

bruno.aziza@microsoft.com
microsoft.com
@brunoaziza

Burt Lum

bytemarks@gmail.com
@bytemarks

Byron Reeves

reeves@stanford.edu

Candide Kemmler

candide@me.com

Carlos Olguin

carlos.olguin@autodesk.com

Carlos Rizo

carlos@innovationcell.com

Carson Stuart

carstuart@gmail.com

Cece O'Connor

ceceo12@gmail.com

Charles Wang

charles@projectzero2one.com
projectzero2one.com

Cheryl Cline

devilmoney@gmail.com

Chloe Fan

herchloeness@gmail.com
chloefan.com
@chloester

Chris Conley

manconley@gmail.com
aclunc.org/issues/technology/blog/
aclu-nc_welcomes_new_technology_and_
civil_liberties_fellow.shtml

Chris Hogg

cwhogg@gmail.com

Christa Aboitiz

christa@aether.com

Christine Brumback

brumback@hotmail.com
fitbit.com
@boomer

Christine Peterson

peterson@foresight.org
lifeextensionconference.com
@lifeext

Corey Haines

coreyhaines@gmail.com
mercuryapp.com
@coreyhaines

Craig Brennan

cdbrrbs@hotmail.com

Cynthia Bickerstaff

cbickers@pacbell.net

Dale Larson

dale@dalelarson.com

Dan Dascalescu

ddascalescu@gmail.com

Dan Vogel

dmv@transient.net

Dana Rosenberg

dana@healthtap.com
healthtap.com

Daniel Gartenberg

gartenbergdaniel@gmail.com

Daniel Knightly

daniel_knightly@yahoo.com

Daniel O'Donnell

danojungle@yahoo.com

Daniel Reda

daniel@curetogether.com
curetogether.com
@dreda

Daniel Tasse

dan.tasse@gmail.com
dantasse.com
@dantasse

Danielle Leighton

danielle.leighton@utoronto.ca
slashstar.tumblr.com/

Dave Marvit

davem@fla.fujitsu.com

David Asprey

david@asprey.net
bulletproofexecutive.com
@bulletproofexec

David Bausola

zeroinfluencer@philterphactory.com

David Ewing Duncan

david@davidewingduncan.com
experimentalman.com
@duncande

David Fetherstonhaugh

drfethers@gmail.com

David H. Rehkopf

drehkopf@stanford.edu med.stanford.edu/
profiles/David_Rehkopf/

David Lyon

davidlyon@gmail.com

David Phillips

davidj.phillips@utoronto.ca ischool.utoronto.
ca/users/davidjphillips

David Reeves

dreeves@g93.net
limeade.com
@dreeves

David Ross

surfdave@san.rr.com
qualcomm.com

David Van Sickle

david@asthmapolis.com
asthmapolis.com
@dvansickle

David Vasileff

davpiano@yahoo.com

David Wamsley

dave@gravityeight.com

David Wechsler

dwechsler@sbcglobal.net

David Wetherelt

dwetherelt@digifitlife.com
digifitlife.com

Davis Masten

davismasten@mac.com

Dawn Nafus

dawn.nafus@intel.com
intel.com

Deborah Bae

dbae@rwjf.org
rwjfblogs.typepad.com
@dbae10

Deborah Rozman

drozman@quantumintech.com
heartmath.com

Denis Harscoat

denis@quanttter.com
quanttter.com
@harscoat

Dennis Grubbs

v-degrub@microsoft.com
microsoft.com

Derek Haswell

derek.haswell@myzeo.com
drhaswell.com
@drhaswell

Derek Jacoby

derekja@uvic.ca

Dominika Nell

dominika@innovationendeavors.com

Dwipal Desai

dwipal@theicebreak.com
theicebreak.com
@toofan

Ed Hubbard

ed@ehubbard.com
kenan-flagler.unc.edu/Profiles/MBA/
hubbard.cfm

Edison Thomaz

ethomaz@slifelabs.com
slifelabs.com
@ethomaz

Edward Dench

edench@gmail.com

Edward Hirsch

tadhirsch@gmail.com

Eileen Clegg/Visual Insight

visualinsight.net@gmail.com

Elfried Klarenbeek

elfried@gmail.com

Elie Goral

v-elgora@microsoft.com
microsoft.com

Elina Mattila

elina.m.mattila@vtt.fi vtt.fi/

Eliot Gillum

eliotgillum@hotmail.com

Elizabeth Wall

elizwall@gmail.com

Emer Winward

k@0101press.com

Emily Murai

emily_murai@hotmail.com

Emily Singer

emily.singer@technologyreview.com
technologyreview.com
@emilysinger

Eri Gentry

eri@genomera.com
blog.genomera.com
@erigentry

Eric Blue

ericblue76@gmail.com

Eric Boyd

mrrericboyd@gmail.com

Eric Fogel

eric@emergentdetection.com
emergentdetection.com
@ericfogel

Erik Svenson

erik@dansplan.com
dansplan.com

Ernesto Ramirez

er.ramirez@gmail.com
ernestoramirez.org
@e_ramirez

Estee Gray

estee@congruity.com
@estee

Esther Dyson

edyson@edventure.com
edventure.com
@edyson

Ethan Zuckerman

ethan@ethanzuckerman.com
ethanzuckerman.com/blog
@ethanz

Eugene Becker

gene@lightninglaboratories.com

Evan Creem

creem2003@aol.com

Evan Welbourne

evan.welbourne@nokia.com

Ewart de Visser

edevisse@gmu.edu

Fahd Butt

fahd828@gmail.com
fahdoo.com
@fahdoo

Farhad Manjoo

fm@farhadmanjoo.com

Florian Bailey

bailey@id-o.de

Francis Dierick

francis.dierick@gmail.com

Frank Chen

fxchen@stanford.edu
designmindfulness.com
@frankc

Fred Trotter

fred.trotter@gmail.com
fredtrotter.com
@fredtrotter

Garima Agarwal

garsinghal@gmail.com

Gary Wolf

gary@aether.com
aether.com, quantifiedself.com
@agaricus

George Lawton

glawton@gmail.com

Gina Bianchini

gina@bianchini.com

Greg Biggers

greg@genomera.com
genomera.com
@biggs

Greg Nemeth

greg@wakemate.com
wakemate.com

Greg Schwartz

greg@gregschwartz.net
gregschwartz.net
@uxgreg

Harry McIlroy

harrymcilroy@gmail.com

Helene Lohr

art@windwoodstone.com

Henrik Bacho

henrikbacho@gmail.com

Hugo Campos

hugoc@gmail.com
icdusergroup.blogspot.com
@hugoc

Hunter Whitney

hunter@hunterwhitney.com

Ian Eslick

eslick@alum.mit.edu

Ian Li

ianarli@gmail.com
ianli.com
@ianli

Ian Serlin

quantifiedselflabs@ianserlin.com
ianserlin.com
@spiceninja

Ian Stanczyk

ian.stanczyk@gmail.com

Ilya Grigorik

ilya@igvita.com
igvita.com
@igrigorik

Indhira Rojas

indhira Rojas@yahoo.com
redindhi.com
@redindhi

Inga Sithanen

inga.sithanen@gmail.com

Ioan Mitrea

awareness@gmail.com
sellerengine.com

Isha Tangoria

info@carehubs.com
carehubs.com

Isil Gulin Yilmaz

isilgulin@gmail.com

Jacqueline Monash

jacquelinemonash@gmail.com

Jacque Rademacher

jrademacher@hu
mana.com, humana.com

James Paul Neeley

jpaulneeley@gmail.com
jpaulneeley.com
@jape

Jan Leeman

waverley@pacbell.net

Janet Chang

janetlaichang@gmail.com
janetchang.com
@janetichang

Jared Hanson

jaredhanson@mac.com
lockerproject.org
@jaredhanson

Jason Bobe

jasonbobe@gmail.com
thepersonalgenome.com/about/
@jasonbobe

Jason Ford

JasonFord1@gmail.com
happiness.jasonford1.com
@jasonford1

Jason Jacobs

jjacobs22@gmail.com

Jason Krikorian

mbarajas@dcm.com
dcm.com

Jason Robinson

jcprhd@yahoo.com

Jayson Ramirez

jayson.ramirez15@gmail.com
@inspi12e

JB Glossinger

Jbgloss@mac.com
morningcoach.com
@morningcoach

Jef Holove

jef@mybasis.com
mybasis.com
@mybasis

Jeff Cha

jeff.cha@nike.com

Jeff KelleM

paypal-dist@Beyond.Dreams.ORG
slantedhall.com
@composerjk

Jeffrey Ubois

j@ubois.com

Jennifer Hill

jhillstudio@yahoo.com

Jennifer McCabe

jennifermccabegorman@yahoo.com

Jeroen Brouwer

jeroen.brouwer@philips.com
directlife.philips.com

Jerry Jariyasunant

jjariyas@gmail.com

Jesse Dylan

jesse@wondros.com
wondros.com

Jillian Crawford
jillian.m.crawford@gmail.com

Jim Cheng
jimjcheng@hotmail.com
scanadu.com

Jim Kean
jim.kean@wellnessfx.com

Jim Meehan
jim@meehanmd.com

Joe Betts-LaCroix
jbettslacroix@gmail.com
HalcyonMolecular.com

John (Ivo) Stivoric
jstivoric@bodymedia.com
bodymedia.com

John Alderman
john@supereverywhere.com

John Amschler
john@amschler.com

John Benko
john.benko@orange-ftgroup.com
orange.com
jbenko@alum.mit.edu

John Carney
john.carney@teamcarney.com
teamcarney.com

John Chisholm
johnchisholm@alum.mit.edu
JohnDChisholm.com
@johndchisholm

John de Souza
john.desouza@medhelp.org
medhelp.org

John Kintz
kintz@oddpod.com

John McGuire
john.mcguire@imeegolf.com
imeegolf.com

John Sumser
john.sumser@yahoo.com
hrexaminer.com
@johnsumser

John Weiss
jdweiss@gmail.com
cargocollective.com/johnweiss
@johnweiss

John Yen
johnyen1@gmail.com
21dads.com

Jon Cousins
jon@moodscope.com
moodscope.com
@moodscope

Jon Rood
jonathan.r.rood@gmail.com

Jonah Larkin
daojonaser@gmail.com

Jonathan Kolker
jonkolker@gmail.com
@JonKolker

Joost Plattel
jsplattel@gmail.com
jplattel.nl
@jplattel

Joseph Pullen
jpullen@yellowbr.com
yellowbr.com
@ybrtweets

Joshua Kauffman
joshua.kauffman@gmail.com
@joshuakauffman

Juhan Sonin
juhan@mit.edu mit.edu/~juhan
@jsonin

Julie Griesert
julieg@emotionstudios.com

Julie Sammons
basuraobscura@gmail.com

Julien Hoste
julienhoste@gmail.com
sixtytwodesign.com

Justin Mager
drj@clearcenterofhealth.com

Kai Chang
pjammer@gmail.com

Kaliya Young Hamlin
kaliya@mac.com
personaldataecosystem.org
@identitywoman

Karen Herzog
kherzog@sophiasgarden.org
sophiasgarden.org

Kate Farnady
kfarnady@gmail.com

Kate Rutter
kate@intelleto.com
intelleto.com
@katerutter

Keegan Hall
keegan@emergentdetection.com
myBodyKey.com
@keeganhall

Keith Collins
keithcollinsmd@yahoo.com

Kelly White
kelly.white@ucsf.edu
@kwmalibu

Kendra Markle
markle@stanford.edu

Kevin Burton
burtonator@gmail.com

Kevin Kelly
kk@kk.org

Kevin Lawrence
kevin@diamond-sky.com

Kevon Saber
ksaber@gmail.com
linkedin.com/in/kevonsaber

Khaled Hassounah
khaled.hassounah@medhelp.org
medhelp.com

Kristi Miller
krash63@gmail.com

Kristina Hathaway
krireha@yahoo.com

Kyle Doherty
kdoherty@morgenthaler.com
@kydoh

Kyle Machulis
qdot@nonpolynomial.com
openyou.org
@qdot

Lance Lovette
lance.lovette@gmail.com
google.com/profiles/lance.lovette

Laurie Frick
lfrick@austin.rr.com

Lee Lukehart
lee@savvydata.com
savvydata.com

Leslie Ruckman
leslieruckman@gmail.com

Leslie Seymour
Seymour@persinvitro.com

Linda Avey
geneager@gmail.com
lilyllymendez.blogspot.com
@lindaavey

Lior Saar
lior.saar@wellnessfx.com

Lisa Betts-LaCroix
bettslacroix@gmail.com

Lisa Weseley
lweseley@its.jnj.com
@lweseley

Loren Risker
lorenrisker@gmail.com

Lowell Winer
lowell@livifi.com
livifi.com
@livifi

Luc Guerts
luc.geurts@philips.com
design.philips.com

Luigi Montanez
luigi.montanez@gmail.com
luigimontanez.com
@LuigiMontanez

Marc Smith
marc.smith.email@gmail.com
connectedaction.net
@marc_smith

Marcia Seidler
marcia@seidler.com
seidler.com, seidlerevents.com

Marco Della Torre
marco@pulsetracer.com
mybasis.com

Marcy Swenson
marcyswenson@gmail.com
startuphappiness.com

Maren Connary
maren@marenconnary.com
marenconnary.com
@marenconnary

Margie Morris
margaret.morris@intel.com
jmin.org/2010/2/e10/

Mari Sheibley
msheibley@gmail.com
foursquare.com
@mari18

Marie Perez
marie.perez@philips.com
design.philips.com
@marieperez

Marina Gorbis
mgorbis@iftf.org iftf.org
@mgorbis

Mark Atwood
me@mark.atwood.name
mark.atwood.name

Mark Carranza
mark.carranza@gmail.com
@mc2

Mark Jeffrey
mark.e.jeffrey@sbcglobal.net
actushealth.com
@mark-jeffrey

Mark Oswald
mark@measuredhealth.com
measuredhealth.com

Marko Anderson
marko.anderson@futureful.com
futureful.com

Martha Russell
marthar@stanford.edu
Stanford MediaX

Martijn Aslander
martijn@elvenstone.com

Martin von Haller Groenbaek
mhg@vonhaller.dk

Mary Cain
mary.cain@sbcglobal.net

Mary Hodder
mary@hodder.org
Napsterization.org/stories
@maryhodder

Mary Zhu
maryzhu@gmail.com
linkedin.com/in/maryzhu
@hazyrum

Matt Cutts
cutts@cs.unc.edu
mattcutts.com/blog/
@mattcutts

Matt Sanders
matt@modal.org bcm.edu

Matt Trentacoste
mtrent@gmail.com
matttrent.com
@matttrent

Matthew Canton
matthew.canton@gmail.com
xemdesign.com
@matthewcanton

Matthew Cornell
matt@matthewcornell.org
edison.thinktrylearn.com
@matthewcornell

Matthew Holt
matthew@health2con.com
health2con.com
@boltyboy

Matthew Lloyd
paypal@matthewlloyd.net

Matthew Neeley
mneeley@gmail.com
maffoo.net

Matthew Pell
pell53@hotmail.com

Megan Miller
missmilla2u@gmail.com
bonnier.com/rd
@missmilla2u

Mei Lin Fung
mif@alum.mit.edu

Melanie Cornwell
cornwell.melanie@gmail.com

Melissa Trousdale
mtrousdale@gmail.com

Meredith Scheff
satiredun@gmail.com

Michael Andregg
m@halcyonmolecular.com
halcyonmolecular.com

Michael Bowen
mikes.bowen@gmail.com

Michael Kim
michael@kairoslabs.com
kairoslabs.com
@michaelbkim

Michael Kim
michaelbkim@gmail.com

Michael Nagle
nagle@thesprouts.org
michaelnagle.org
@nagle5000

Michael Nichols
michael@healthtap.com
healthtap.com

Michel Nadeau
michel@coutunadeau.com
Tactiosoft.com

Mikolaj Habryn
dichro+paypal@rcpt.to
mikolaj.tv/
@dichro

Miriam Lueck-Avery
mavery@iftf.org iftf.org
@myravery

Misha Chellam
mishachellam@gmail.com
scanadu.com
@mishachellam

Miya Osaki
MOsaki1@its.jnj.com
@zanesmith3331

Monte Stettin
montestettin@me.com

Muki Hansteen-Izora
muki@izora.com

Nadeem Kassam
nadeem@zynik.com
mybasis.com
@mybasis

Nancy Dougherty
dougherty.nancyh@gmail.com

Natesh Daniel
natesh@nateshdaniel.com
nateshdaniel.com
@freshenx

Nathaly Fonseca
nfonseca@techpolicysummit.com
pii2011.com
@TechPolicy

Naveen Selvadurai
naveen@foursquare.com
naveenium.com
@naveen

Nicholas Gammell
nick.gammell@gmail.com
gainfitness.com
@gainfitness

Nicholas Hall
nickhhall@gmail.com

Nicholas Meti
nick.meti@gmail.com
tedxconcordia.com
@nick_meti

Nicholas O'Connor
nickoc123@gmail.com
mymindfulcoach.com

Nicholas Winter
livelily@gmail.com
skritter.com

Pamela Larson
pamela.larson@kp.org kp.org

Patrice Slupowski
patrice.slupowski@gmail.com
orange.com
@slupowski

Patricia Brennan
pbrennan@engr.wisc.edu
projecthealthdesign.org
@PrjHealthDesign

Paul Abramson
drabramson@mydoctorsf.com
mydoctorsf.com
@paulabramsonmd

Paul Campbell
paul@blifeinc.com

Paul Lundahl
paul@emotionstudios.com

Paul Marcum
paul@marcum.com

Paul Oppenheim
poppenhe@umich.edu

Paul Resnick
presnick@umich.edu
presnick.people.si.umich.edu
@presnick

Paul Sas
outwit.pine@gmail.com
www-psych.stanford.edu/~wit
@hormetic

Paul Saxman
saxman@gmail.com

Paul Tarini
ptarini@rwjf.org rwjf.org

Paula Murgia
paula.murgia@augme.com
augme.com
@pmurgia

Peter Hirshberg
peter@hirshberg.com
atomicbomb.com
@hirshberg

Peter Stephenson
pstephenson@humana.com

Rachel McConnell
rachel@xtreme.com

Rafi Haladjian
r@rafi.com sen.se
@rafigaro

Rajalakshmi Balakrishnan
rajalakshmi@gmail.com

Rajen Dala
rajen.dala@gmail.com

Rajiv Mehta
rajivzume@gmail.com
Bhageera/Tonic
bhageera.com, tonicselfcare.com

Randal Koene
randal.a.koene@gmail.com
rak.minduploading.org
facebook.com/randala.koene

Randy Sargent
randy.sargent@gmail.com

Raymond McCauley
raymond@raymondmccauley.net
raymondmccauley.net
@raymondmccauley

Rebecca Lynn
rlynn@morgenthaler.com
morgenthaler.com

Reto Stamm
reto@retostamm.com

Rich Goldstein
richg@yogayoga.com

Richard Harrison
richard@rjharrison.org
arichlife.me
@arichlife_me

Richard Levinson
rich@brainaid.com
brainaid.com

Richard Ryan
himself@richardryan.com
truesummits.com

Richard Sachs
richard@vdg.net

Rick Smolan
evenbetterstuff@mac.com
againstallodds.com
@ricksmolan

Rob Myers
yarrel@philterphactory.com

Robert Blum
detritus@pacbell.net
bobbblum.com

Robert Bruegel
m1bruegel@aol.com

Robert Sloan
Robert@iSloan.net
LumaLabs.com
@Robert_Sloan

Robin Barooah
robin@sublime.org

Ron Gutman
ron@healthtap.com
healthtap.com
@rongutman

Roy Pea
roypea@stanford.edu stanford.edu/~roypea

Ryan Calo
rcalo@stanford.edu

Ryan Staake
ryan@pompancloud.com
pompancloud.com
@pompancloud

Sami Inkinen
sami.inkinen@gmail.com
samiinkinen.com

Sandra Boyd
corva00@gmail.com

Sandy Gabrielli
spiraljetty@yahoo.com
brainaid.com

Sara Cambridge
maybanks_98@yahoo.com
saracambridge.com
@maybanks

Sara Stiltner
stiltner.bulk@gmail.com

Sarah Gray
sarahg.gray@gmail.com
mercuryapp.com
@mercury_app

Sarah Novotny
sarah@oddpod.com

Scott Jackisch
s_jackisch@yahoo.com

Sean Ahrens
seanahrens@gmail.com

Sean Mulligan
sbmulligan@gmail.com
@sbmulligan

Seth Goldstein
sethgoldstein@gmail.com

Seth Roberts
twoutopias@gmail.com

Sharat Reddy
reddy.sharat@gmail.com

Simon Dennis
simon.dennis@gmail.com
mall.psy.ohio-state.edu/wiki/index.php/
Simon_Dennis

Simon Frid
simonfrid@gmail.com

Stephanie Czerny
steffi.czerny@burda.com

Stephen Bronstein
steve@bronstein.org

Stephen Johnston
sdbj88@gmail.com
fordcastle.com

Stergios Stergiou
utopcell@stanford.edu

Steve Dean
sgdean@g51studio.com
g51studio.com
@sgdean

Steve Omohundro
steveomohundro@gmail.com

Steve Steinberg
kimberly@steinberg.org

Steven Fowkes
fowkes@ceri.com ceri.com

Steven Mayer
smayer@aol.com

Sudheendra Hangal
hangal@cs.stanford.edu cs.stanford.
edu/~hangal

Sue Bakken
sbh22@columbia.edu

Susan Best
susan@bestpr.net
bestpr.net
@MacTavishBest

Takashi Kido
takashi.kido@rikengenesi.jp

Tamara Khan
tamara.khan@wellnessfx.com

Tansy Brook
tansy@neurosky.com neurosky.com

Ted Tasch
ted.s.tasch@kp.org kp.org

Notes

Ted Vickey

vickey@fitwellinc.com
socialfitphd.com

Terence Jones

terry@fluidinfo.com
fluidinfo.com
@terrycojones

Thanos Diacakis

thanos@diacakis.com

Thomas Blomseth Christiansen

thomas@blomseth.dk
mymee.com

Thomas Carton de Wiart

thomas@fluxtream.com
scanadu.com

Thomas Park

gtompark@gmail.com
friendfeed.com/tompark

Tikva Morowati

tikva@singly.com
singly.com
@tikers

Timothy Freeman

tim@fungible.com
fungible.com

Tina Park

tpark4@its.jnj.com
tinapark.com

Tjadde Brouwer

tjadde.brouwer@philips.com

Tom McCarty

tom@tom-mccarty.com

Tomaz Gornik

tomaz.gornik@marand.si
marand.com

Tonig Saag

tonis@sportlyzer.com
sportlyzer.com

Travis Chow

travis.chow@gmail.com

Unity Stoakes

unity@stoakes.com
organizedwisdom.com
@ustoakes

Uwe Heiss

uwe.heiss@dynamicclinical.com

Vahe Kassardjian

vahe@INM.com
INM.com/blog.inm.com

Victor Hill

victor.hill@gmail.com

Vipul Gupta

vipul.x.gupta@oracle.com
labs.oracle.com/people/mybio.php?c=509

Walter de Brouwer

w@cardiodna.com

Walter Smith

walter@infbio.com
pictureofhealth.com/

Wendell Baker

wendellcraigbaker@yahoo.com
@wendellcbaker

Whitney Erin Boesel

phenatypical@gmail.com

William Carey

knox@knoxcarey.com

Sponsors

Lead Conference Sponsors

Scanadu
Autodesk®
HUMANA.

KAISER PERMANENTE.

FUJITSU

intel®

MedHelp

Microsoft | Business Intelligence

Scholarship Sponsors

MedHelp
Creative Commons
John Amschler
Alex Bangs
Maren Connary
Chris Hogg

QS Hackathon

HACKER DOJO

Conference Sponsors

GAINFITNESS_

genomera

limeade®

PHILIPS

MOHR DAVIDOW

Avanfer

sense

WellnessFX ALPHA

zeo

directlife

BODYMEDIA®

Annual QS Sponsors

basis

CureTogether

HealthTap

Thank You

Urban Graphic
urbangraphicsf.com

Ape Do Good Printing
apedogood.com

Hill & Sons Printing
hillandsonsprinting.com

Design: Brian Scott/Boon Design
boondesign.com

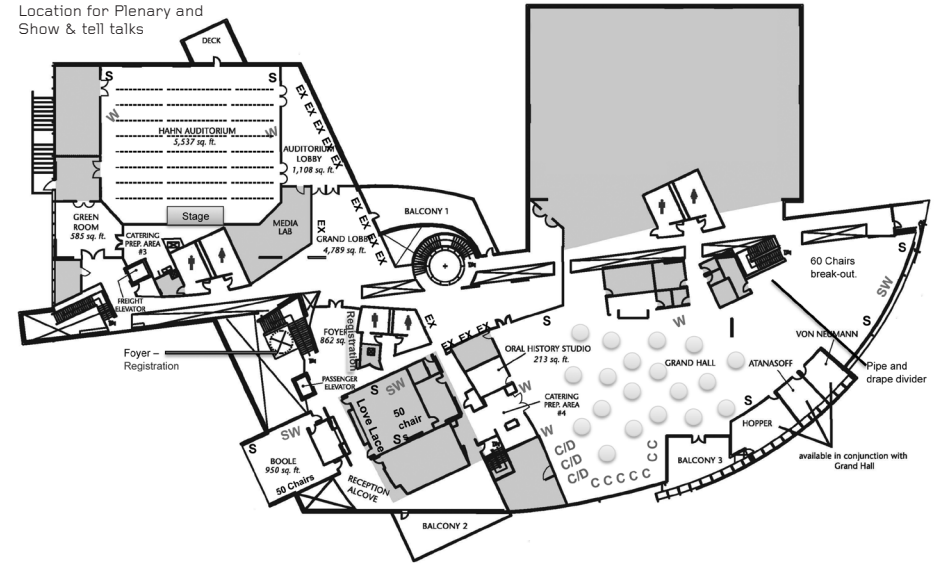
Marcia Seidler/Seidler Events
seidlerevents.com

All the amazing volunteers who helped make this happen!

Conference Map

Hahn

Location for Plenary and Show & tell talks



Computer History Museum
1401 N. Shoreline Blvd.
Mountain View CA 94043

Shoreline Blvd.

.....
Breakout Rooms Maximum Seating

- Boole—50 seats
- Lovelace—50 seats
- Grand Hall Draped—60 seats
- Hopper—10 seats + standing room
- Von Deumann—10 seats + standing room
- Atanasoff—Video Room for crew

-
- W**=Water dispenser
 - D**=Drinks, coffee, soda, snacks, fruit
 - SW**=Small water dispenser