

Nicholas Felton

www.feltron.com

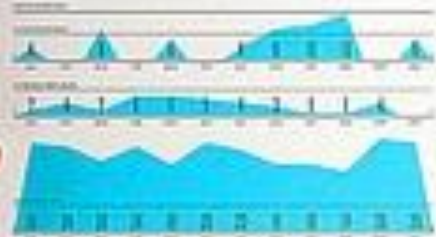


5 Minutes on The Verge: Nicholas Felton

Even five years ago, personal data tracking was mostly a fringe activity, something you'd read about in Wired articles profiling lifeloggers that were forever coming up with new ways to gather and analyze data about their own lives. As those sensors shrank and came together in modern smartphones and sports gadgets like Nike+ and mixed with a flood of new, easy-to-use apps, data tracking has become increasingly mainstream.

You've probably seen Nicholas Felton's gorgeous Personal Annual Reports that break down a year's worth of personal data into graphs, maps, and statistics (e.g. weddings attended, movies watched, cups of coffee consumed), and he just published his 2010/2011 Biennial Report.

Two Thousand and Seven



8° 92° 13 2.6

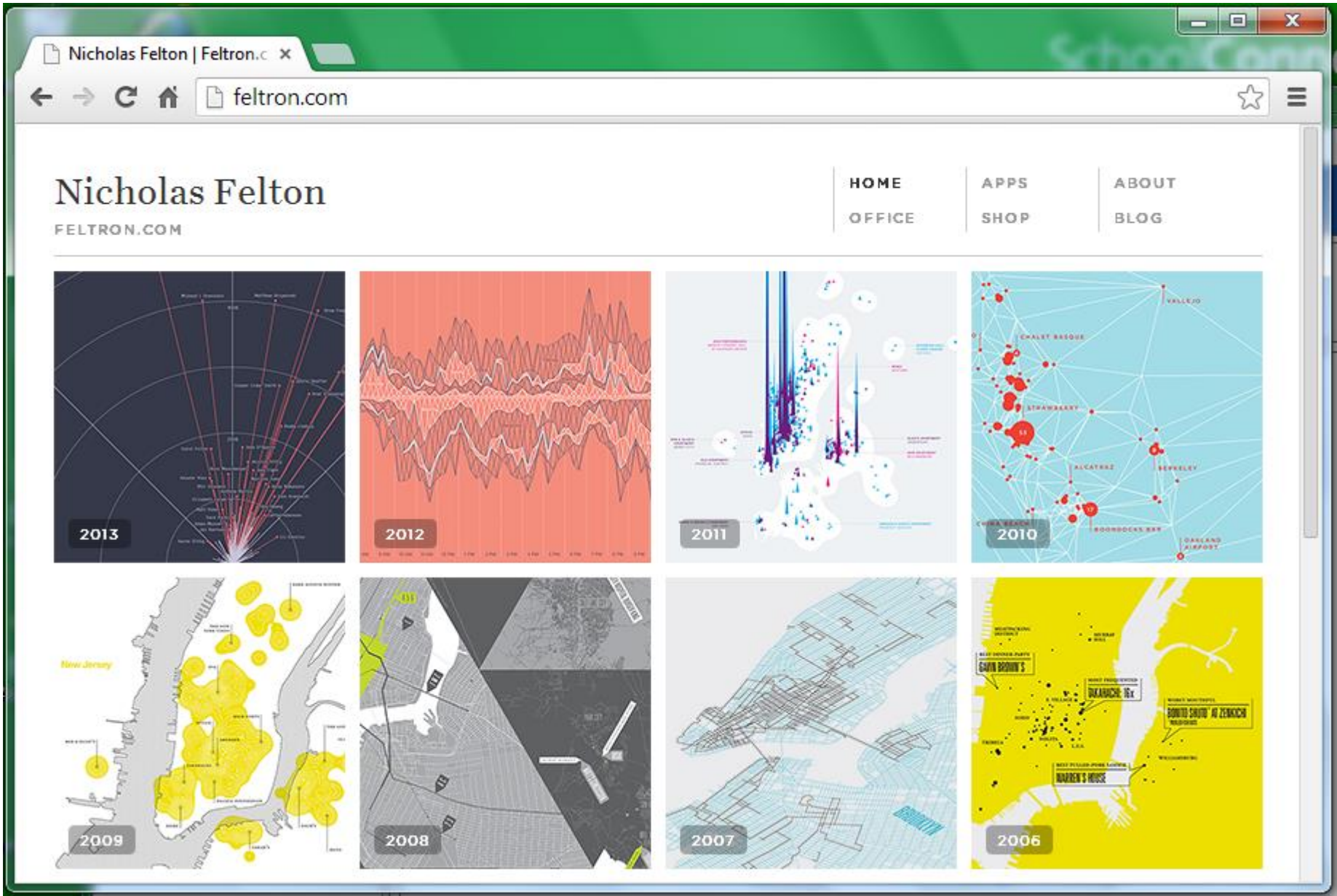
ONE MARCH TENTH 1 EIGHT

An Average Day



44% 39% 55.2° 10%







Feltron 2013 Annual Report

This report examines a year of Nicholas Felton's communication data. It aspires to uncover patterns and insights within the data and metadata of a large and personal data set. Sources include conversations, SMS, telephone calls, email, Facebook messages and physical mail.

Etiquette

RELATIVE MONTHLY ETIQUETTE



Salutations

CONVERSATIONS WITH A SALUTATION

4,572

37% of conversations

TOP SALUTATION RECIPIENTS

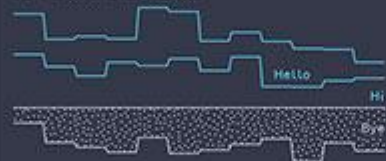
Olga Bell	631
Female Cashier	264
Drew Freeman	169
Male Cashier	132
Ryan Case	110
King	107

SALUTATIONS RECORDED IN CONVERSATION

One hundred forty-nine

Bye (1,028), hi (1,021), hello (980), hey (520), good morning (419), see you (315), [redacted] (212), how are you (189), good night (183), nice to meet you (133), what's up (78), how's it going (62), yo (62), take care (58), later (49), have a good one (26), hola (22), goodbye (21), have a good weekend (16), cacaw (12), hass (12), see you later (12), have a good night (11), bye bye (10), howdy (10), [redacted] (10), nice meeting you (9), see you tomorrow (9), see you soon (8), adios (6), [redacted] (6), goodnight (6), happy new year (6), hey hey (6), peace (6), yo yo (6), have a good day (5), feel better (5), talk soon (5) and 110 others

TOP MONTHLY SALUTATIONS



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

LOCATION WITH MOST SALUTATIONS

Home

589 occurrences

TOP FEMALE SALUTATION

Bye

811 occurrences

TOP MALE SALUTATION

Hey

445 occurrences

MOST COMMON TIME FOR SALUTATIONS

10:00 AM

20 greetings, including 10 "Hi"

Pleasantries

CONVERSATIONS WITH A PLEASANTRY

2,833

25% of conversations

TOP PLEASANTRY RECIPIENTS

Female Cashier	327
Waitress	166
Male Cashier	148
Man	124
Olga Bell	114
Waiter	104

PLEASANTRIES RECORDED IN CONVERSATION

Thirty-three

Thank you (1,813), thanks (767), sorry (121), bless you (92), excuse me (46), gracias (35), pardon me (31), you're welcome (23), danke (14), no problem (12), thank you very much (10), danke schön (5), perdón (5), takk (5), thanks a lot (5), thanks so much (5), siixie (5), cheers (4), good luck (3), excusez moi (2), go ahead (2), have a good trip (2), no thank you (2), no thanks (2), happy mother's day, it's alright, muchas gracias, my bad, oh shit, please, por favor, spassibo and thank you so much

LANGUAGES USED

SEVEN

TOP MONTHLY PLEASANTRIES



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

LOCATION WITH MOST PLEASANTRIES

Oslo Coffee, Roebing Street

157 occurrences

TOP FEMALE PLEASANTRY

Thank you

978 occurrences

TOP MALE PLEASANTRY

Thank you

827 occurrences

MOST COMMON TIME FOR PLEASANTRIES

12:48 PM

13 pleasantries, including 10 "Thanks"

Non-Verbal

CONVERSATIONS WITH NON-VERBAL COMPONENT

3,108

25% of conversations

TOP NON-VERBAL RECIPIENTS

Olga Bell	774
Woman	62
Man	57
Drew Freeman	48
Ryan Case	29
Mom	23

TYPES OF NON-VERBAL COMMUNICATION RECORDED

Forty-eight

Handshake (2,165), hug (782), kiss (724), wave (286), smile (255), hi-five (78), nod (49), raise eyebrows (35), wink (31), point (25), fist bump (21), thumbs up (16), pet (10), whistle (9), bro hug (8), shake head (8), dip (5), touch (4), elbow shake (3), group hug (3), come hither gesture (2), hold up finger (2), kiss cheek (2), salute (2), shoot gesture (2), tap (2), wag finger (2), airplane flying gesture, backwards handshake, bag gesture, [redacted], blowing raspberries, butt pat, eating gesture, elbow bump, foot shake, knock, low five, [redacted], ok symbol, raise glass, shoulder punch, tail bat, tickle, triple cheek kiss, wave arm, wipe cheeks and wrist grab

TOP MONTHLY NON-VERBAL EXCHANGES



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

LOCATION WITH MOST NON-VERBAL EXCHANGES

Home

589 occurrences

TOP FEMALE NON-VERBAL

Kiss

724 occurrences

TOP MALE NON-VERBAL

Handshake

1,637 occurrences

MOST COMMON TIME FOR NON-VERBAL EXCHANGES

6:10 PM

39 non-verbal interactions, including 21 hugs

Locations

CONVERSATION LOCATIONS

2,864

Average 4 conversations/location

TOP CONVERSATION LOCATIONS

Home	998
Facebook Desk	849
Studio	356
Mom's House	230
University of Navarra	211
Oslo Coffee, Roebing Street	176

CONVERSATION REGIONS

Thirty-Nine

New York (5,263), California (3,293), Navarre (612), Oregon (577), Minnesota (428), Alaska (256), Victoria (252), Massachusetts (202), North Carolina (151), Liaoning (145), Virginia (129), Zurich (122), Oslo (113), Berlin (104), Queensland (103), Ontario (95), New South Wales (83), Utah (76), Arizona (76), New Jersey (69), Wyoming (65), South Dakota (53), Nevada (37), Illinois (34), Community of Madrid (34), Ohio (17), Washington (12), Naypyidaw Union Territory (10), Idaho (8), Akerhus (8), Rhode Island (5), England (5), Indiana (4), Maryland (3), Montana (3), Connecticut (3), Delaware (2), Wisconsin (2) and Pennsylvania (2)

MONTHLY RECORD LOCATIONS



Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

MAIL DESTINATIONS

921

41 states, 37 countries

MAIL ORIGINS

195

36 states, 9 countries

MOST COMMON MAIL DESTINATION

San Francisco, CA 94110

Destination of 12 mail items

MOST COMMON MAIL ORIGIN

Pennington, NJ 08534

Origin of 33 mail items

Contacted

CONVERSATIONS ■ MAIL ORIGIN OR DESTINATION ■

CONVERSATION & MAIL LOCATIONS



Words

WORDS RECORDED

7,673,242

Average 21,023 words/day

WORDS RECORDED PER MEDIUM

Email	6,904,901
Conversation	405,422
SMS	280,781
Facebook	62,886
Telephone	12,249
Mail	6,683

MOST VERBOSE RECORD

Other Music Update

9,232 word email on August 21

MONTHLY WORDS

x100,000



MOST VERBOSE CONVERSATION RECORDED

Alana & Paul Cloutier

985 words at Maison Premiere on June 12

AVERAGE WORD COUNT PER RECORD

Email	217
Telephone	47
Conversation	33
Facebook Message	14
SMS	6
Mail	4

AVERAGE RECORD LENGTH

81 WORDS

TOTAL EXCLAMATION MARKS

54,693

0.1% of all characters

MOST CONSECUTIVE EXCLAMATION MARKS

We are done!!!!!!!!!!!!!!!!!!!!

16 in SMS from Olga Bell

Content

UNIQUE NAMES IDENTIFIED

24,542

Average 3 occurrences/names

NAMES MOST FREQUENTLY MENTIONED

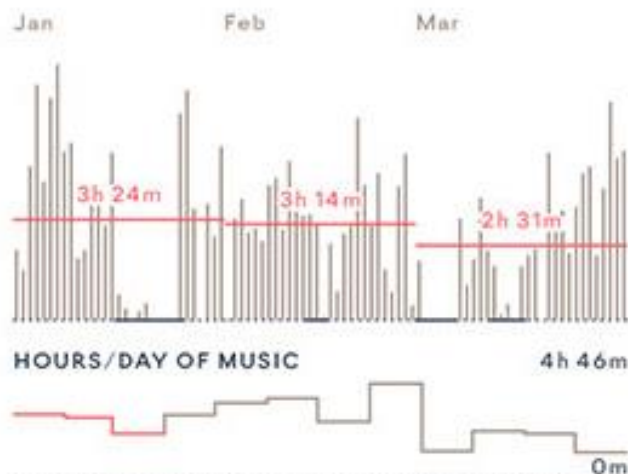
Nicholas Felton	6,121
Nicholas	5,257
Olga	1,715
Nick	615
Ryan	461
Dave	276

MUSICIANS IDENTIFIED

Eleven hundred and one

Nico (66), Tom Vek (62), Theo Parrish (42), Thom Yorke (28), Andy Warhol (27), Juan Atkins (27), Jamie Lidell (26), Justin Timberlake (25), Jon Hopkins (24), Alva Noto (22), J Dilla (20), Jamie Oliver (20), Machinedrum (19), Michael Mayer (18), Rihanna (17), Jay-Z (16), Talib Kweli (16), Justin Bieber (15), Katy Perry (15), Robin Thicke (14), Kanye West (14) and 1,080 others

Music



MUSIC DURATION (DAYS)

11.5

2.7 DAYS MORE THAN PREVIOUS QUARTER

TOP ARTISTS

Lorde	25h
Suuns	24h
Drake	23h
Interpol	16h
Bradford Cox	12h

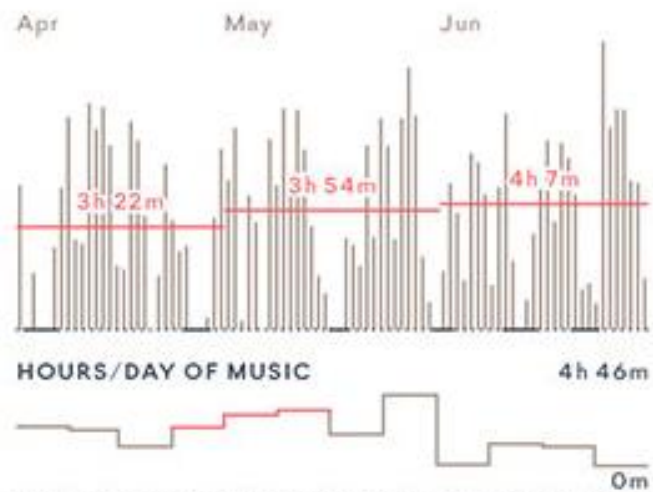
SONGS PLAYED

3,982
Max: 138 on Jan 4

UNIQUE ALBUMS

231
1,293 unique songs

Music



MUSIC DURATION (DAYS)

14.4

2.9 MORE DAYS THAN PREVIOUS QUARTER

TOP ARTISTS

Sharon Van Etten	28h
LCD Soundsystem	24h
Bradford Cox	18h
Tom Vek	16h
Drake	16h

SONGS PLAYED

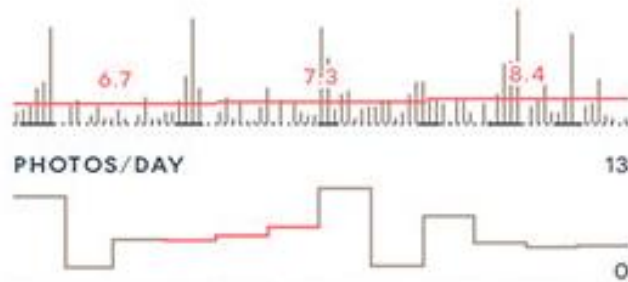
5,008
Max: 132 on Jun 24

UNIQUE ALBUMS

297
1,630 unique songs

Photos

Apr May Jun



PHOTOS TAKEN

681

4 FEWER PHOTOS THAN PREVIOUS QUARTER

TOP LOCATIONS

Brooklyn	237
Belgrade	69
Milan	52
Minneapolis	49
Vail	45

MOST PHOTOS

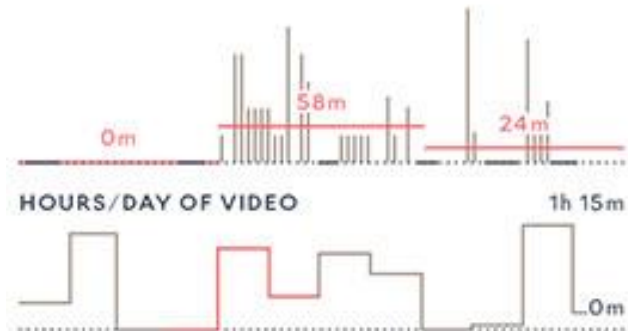
Jun. 14
38 photos in MN & NY

INSTAGRAM POSTS

Twenty-two
3% of photos

Videos

Apr May Jun



VIDEO DURATION (DAYS)

1.7

0.1 MORE DAYS THAN PREVIOUS QUARTER

TOP GENRES

Reality TV	40h
Drama	1h
Sitcom	22m

VIDEOS WATCHED

Sixty-four
63 TV episodes, 1 movie

TOP MOVIE RATING

82%
Gattaca

Computing vs Music

FINDING

Time spent using the computer is directly correlated with time spent listening to music.

CORRELATION STRENGTH (-1 TO 1)

.403

SPEARMAN'S RANK CORRELATION RHO

CORRELATION

Positive

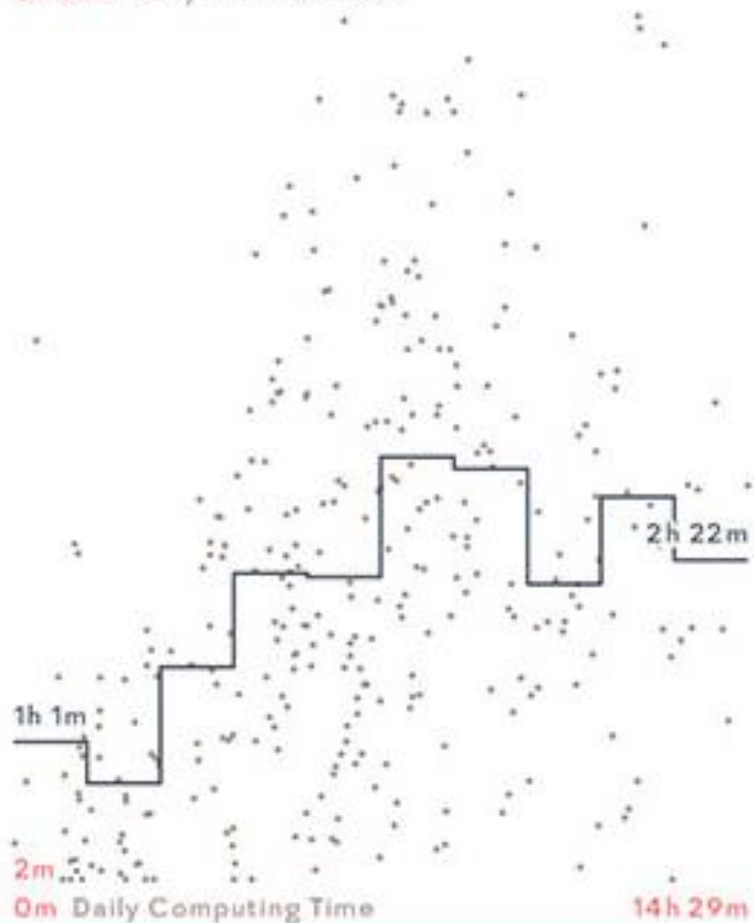
With 95% confidence

DAILY ENTRY PAIRS

317

87% of days

6h 23m Daily Music Duration



THE FELTRON 2008 ATLAS

GEORGES

FAVORITE MUSEUM FOR DRINKING

ROOT BEER FLOAT, BACK FORTY

ANGELES

MARGOT'S BLUEBERRY

JOHN & JENNY'S HOUSE

BROOKLYN

PALAFRUGELL

CALELLA DE PALAFRUGELL

BEST BEACH BEER

COSTA BRAVA, SPAIN

TAMARIU

BEST JAVELIN DISCOUNT

JELLYFISH STING

STARBUCKS

WON GAMES

ALGONQUIN

TURISMO SHOWROOM

FAVORITE STORE

BOHAN

DUKES

BROKER

BARCELONA

FAVORITE MUSEUM

MUSEU FREDERIC MARES

STREET FOODS: RITUAL CONSUMED

LONG ISLAND

ISLANDERS HOCKEY GAME

PORTLAND

NEWPORT

BEST FRIED OYSTERS

MOST ROMANTIC MEAL ALONE

RIVERVIEW RESTAURANT

GOLD BEACH

DRIVE: MILE DUMET. CT - PORTLAND OR - MILE DUMET. CT

1953-1960

CANADA

8 LOCATIONS

RESIDENCES



MAR 19, 1955
25 YEARS,
8 MONTHS
AND 18 DAYS



FIRST
RETURN TRIP
TO EUROPE

1958

FIVE YEARS AFTER EMIGRATING
TO CANADA

YEARS OF
RESIDENCE IN
CANADA

SIX

AND
5 MONTHS

FIRST
EMPLOYMENT
IN ELEVATOR
INDUSTRY

NOVEMBER 1953

AT 24 YEARS OLD
HAMILTON, ONTARIO

PHOTOS OF
1958 BRUSSELS
WORLD'S FAIR

EIGHT

3.625 X 3.5" 8&W

JAN 15, 1959
OBJECT
OF DESIRE

THE WOLLENSAK
T-1515 STEREO
TAPE RECORDER

100 WATTS - 1 AMP
REEL TO REEL MAGNETIC TAPE
RECORDER WITH MICROPHONE

NAME LEGALLY
CHANGED TO

GORDON FELTON

IN THE PROVINCE OF MANITOBA,
SEPTEMBER 9, 1954 AT 4:15PM

PROVINCES
LIVED IN

3

ONTARIO, MANITOBA
AND SASKATCHEWAN

LAST JOB
IN CANADA

MECHANIC

FOR OTIS MAINTENANCE DIVISION

LAST DAY
OF WORK IN
CANADA

FEB 12, 1960

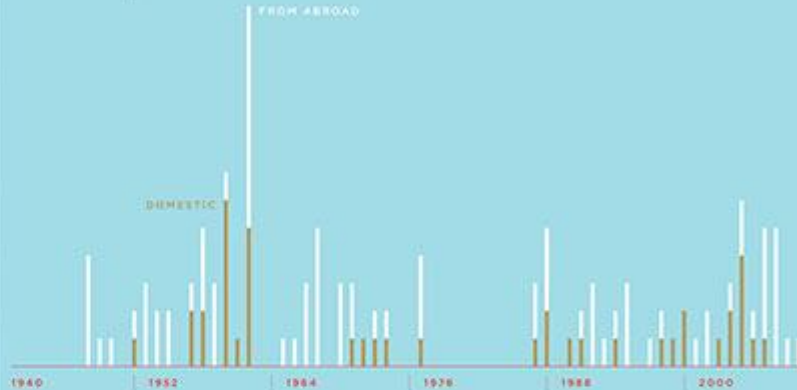
TORONTO, ONTARIO

1948-2010

POSTCARDS

125 POSTCARDS

RECEIVED



POSTCARDS
RECEIVED

169

AVERAGE 2.1 PER YEAR

LENTICULAR
POSTCARDS

NINE

8 COLLECTED AND 1 RECEIVED

BLANK
POSTCARDS

355

FROM 24 COUNTRIES

POSTCARDS
FROM



COMPETITIONS
WITH
POSTCARDS

ONE

A RACE HOME FROM THE USSR

ORIGINS OF
POSTCARDS
RECEIVED

THIRTY-SIX

ARGENTINA, AUSTRALIA, BELGIUM,
BRAZIL, CANADA, CHINA, COSTA
RICA, CROATIA, DENMARK,
EGYPT, FRANCE, GERMANY,
GREECE, HONG KONG, ICELAND,
INDIA, INDONESIA, IRELAND,
ISRAEL, ITALY, JAPAN, LIBYA,
MEXICO, MOROCCO, NEW
ZEALAND, PANAMA, PHILIPPINES,
POLAND, PORTUGAL, RUSSIA,
SPAIN, SWITZERLAND, THAILAND,
THE NETHERLANDS, UK AND USA

MOST DISTANT
POSTCARD

BALI, INDONESIA
8,100 MILES AWAY

HOME
ADDRESSES

32

4 UK,
8 CANADA
AND
22 USA

The 2010 Annual Report is an encapsulation of my father's life, as communicated by the calendars, slides and other artifacts in my possession.



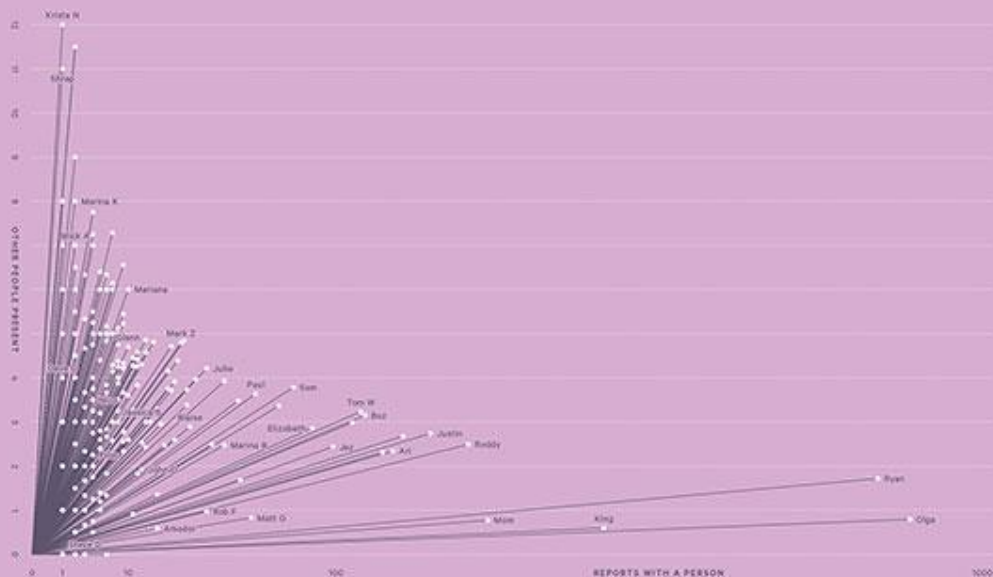
With Olga

IN NEW YORK CITY



Who are you with? PEOPLE

ENCOUNTER FREQUENCY VS. INTIMACY



PEOPLE REPORTED

488

324 men and 148 women

PROBABILITY OF BEING ALONE

43%

Reported 2,058 times

PETS REPORTED

SEVEN

King (x 254), Truman (x 6), baby (x 4), Ruste (x 4), Jack, Ota and Ruggie

REPORTS ALONE VS. A WITH OTHERS



PERSON REPORTED MOST

OLGA

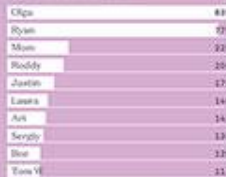
Reported 615 times in 111 days

PERSON REPORTED ON MOST DAYS

RYAN

Reported 273 times in 176 days

MOST REPORTED PEOPLE



MOST COMMONLY REPORTED NAME

MICHAEL

18 Nick, Mike and Michaels reported

MEDIAN REPORTS WITH A PERSON

TWO

75 people reported twice

MOST SOCIAL DAY OF THE WEEK

MONDAY

1,814 reports with people

LEAST SOCIAL DAY OF THE WEEK

SUNDAY

870 reports with people

MOST SOCIAL DAY

AUGUST 25

Olga (x 13), Jessica H (x 9), Robyn (x 9), Nave (x 8), Camden (x 8), Krista C (x 8), Matthew B (x 8), Michael J (x 8), Jason (x 2) and Timora

LEAST SOCIAL DAY

NOVEMBER 17

3 reports with Olga

REPORT WITH MOST PEOPLE

JANUARY 1

With 11 friends in Delaware, NJ

LOCATION WITH MOST PEOPLE

FACEBOOK MPK 1601

109 people reported

NUMBER OF PEOPLE REPORTED ONCE

226

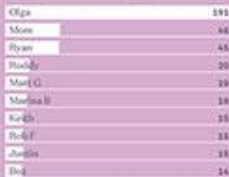
46% of people reported

PEOPLE REPORTED AT HOME

TWENTY ONE

Flax (x 1)

PEOPLE REPORTED IN MOST LOCATIONS



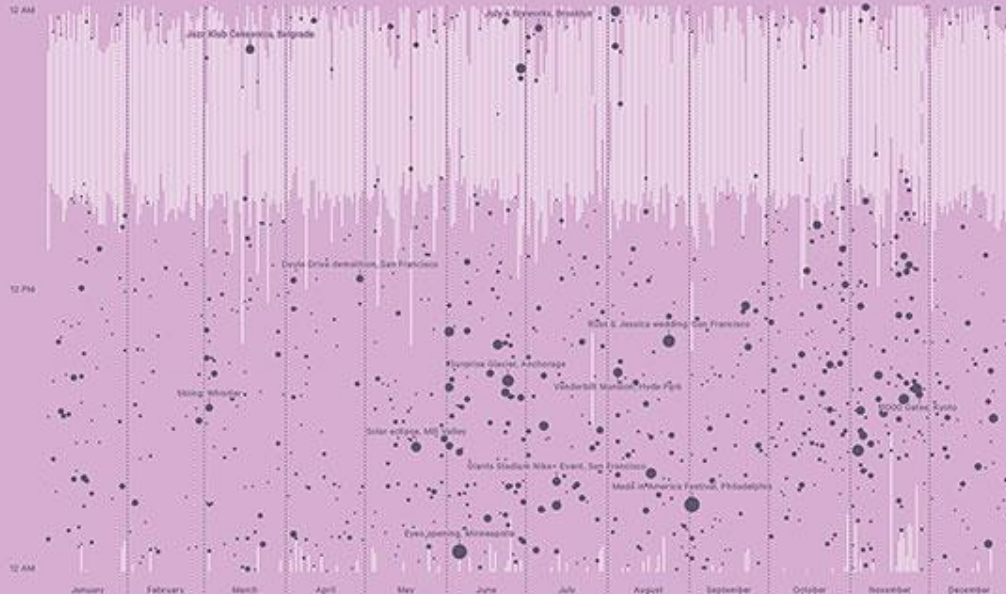
RELATIVES REPORTED

THIRTEEN

Mom (x 228), Marina F (x 47), Tom A (x 15), Katy (x 8), Sarah A (x 8), Annalid C (x 6), Helen (x 6), James (x 5), Tony (x 4), Charles (x 2), Mary (x 2), Mick A (x 2) and Ruth

How many photos taken? PHOTOS

PHOTOS TAKEN SINCE LAST REPORT



PHOTOS TAKEN WITH IPHONE

2,801

Approximately 8 photos a day

SCREENSHOTS TAKEN

FIVE HUNDRED

Approximately 30 screenshots a week

MOST PHOTOGRAPHED DAY

JUNE 5

First day of Euro-conference (x 88)

IPHONE MODELS USED

TWO

iPhone 4 and iPhone 3

PHOTOS TAKEN BY MONTH



VIDEOS CAPTURED WITH IPHONE

19

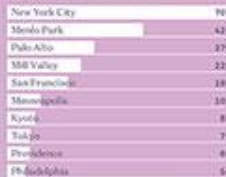
Approximately 2 videos a month

LONGEST VIDEO

KING USING KEYBOARD

Jan 1 at 4:25 PM (1:04)

MOST PHOTOGRAPHED CITIES



UNPHOTOGRAPHED DAYS

FORTY

40.0% of reports don't include photos

MOST CONSECUTIVE PHOTO REPORTS

FIVE

27 photos - Menlo Park, CA on Jan 8

LONGEST GAP BETWEEN PHOTOS

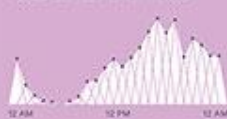
40 REPORTS

May 1 at 10:11 AM to May 31 at 9:03 PM

HIGHEST RATIO OF PHOTOS TO REPORTS



HOURLY DISTRIBUTION OF PHOTOS



CALIFORNIA REPORT WITH MOST PHOTOS

RUSS-JESSICA'S WEDDING

At San Francisco City Hall (x 29)

NEW YORK REPORT WITH MOST PHOTOS

THE XX

At Terminal 5 (x 20)

TYPES OF ANIMALS PHOTOGRAPHED

EIGHTEEN

A bumble bee, 3 dogs (Flora, Reggie and Luna), regents, generic birds, a grasshopper, 3 cats (King, Oliver and Astral), honeybees, a banana slug, a bearded dragon, deer, horses, fish, a railway cat, two otters, seals, a spiker, squid and rabbits

PHOTOS OF A LAW & ORDER CRIME SCENE

FOUR

1 badge crisis outside apartment on Jan 8

UNPHOTOGRAPHED HOUR

5:00 AM

13 reports and no photos

“IN SMS ALONE, I AM CONSUMING AND COMPOSING SEVERAL NOVELS A YEAR.”

His 2013 report was released yesterday, and while his past efforts have tracked minutia like beers drank and places on the globe visited, this time, Felton was even more ambitious, tracking every bit of communication--be it a spoken or nonverbal acknowledgement, SMS, Facebook message, telephone call, email, or the paper stuff.

That's 94,842 interactions containing 7,673,242 words in all, requiring an painstaking amount of work just to archive.

What did you learn about yourself from your Annual Reports? Have they made a difference in your daily life?

The Annual Reports teach me something new each year. I have explored my habits and routines, how I am perceived by those around me and last year I learned much more about my father than I had ever known.

For the 2010/2011 Report, I have investigated my habits with new levels of detail, but ultimately the macro behaviors are what amaze me. By tracking the same metrics across two years, I was able to measure very small changes in my life. For instance, I learned that while I am spending much more time in California now, my total time with friends and family has stayed fairly constant (a complete surprise).

The Reports once inspired me to be more adventurous and to say "yes" to activities that I would naturally decline as it might make for an interesting story at the end of the year. Now that they have become so ingrained in my behavior, I am far less likely to be swayed by their influence.

In general, I think the Reports have made me a much more aware of my routines and grateful when I can break from them.

Nicholas Felton

- www.feltron.com
- Pioneer in self tracking – started in 2005, pre-cell phone
- Chooses something to monitor, watches it for a year, creates statistics about it
- Writes “The Feltron Annual Report”.
- Is a graphic designer, creates beautiful infographics for his report
- 2,000 people buy a physical copy; hundreds of thousands view it on-line; he worked on Facebook’s timeline for a while.

Nora Young – on Self-tracking

“The sharing self is often dismissed as narcissistic, but I don’t think that’s it at all.”

“Today’s tracking involves pushing the ‘I’ out into digital space, extending it. It is a more connected and social self, but it is also more **externalized** and **objectified**, and image of the self that we can point to and say, ‘There, that is me.’”

objectification means treating a person as a thing, without regard to their dignity.

externalized means projecting a mental image or process onto a figure outside oneself.