



Data-Driven Bodies

Cultural insights from
the conversation on
Twitter.



Trend: Data-Driven Bodies

Data-Driven Bodies is a fast-evolving trend on Twitter.

Here's an in-depth look at one of the conversations shaping culture.

How we found this trend _____

From January 1, 2016 through December 31, 2019, billions of Tweets from the US were analyzed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.

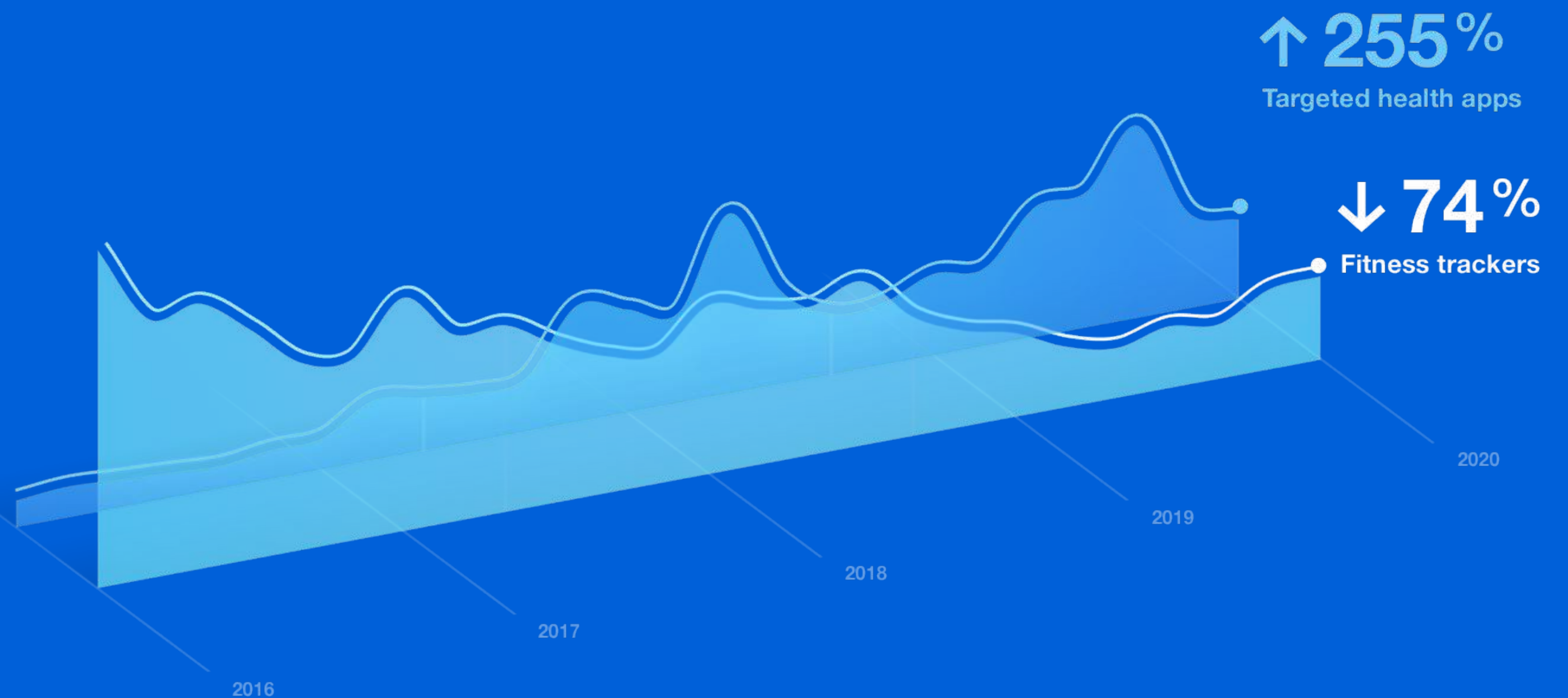
Targeted Health Takes Off

Conversation around targeted health apps

Apps targeting specific health areas, like diet, breathing, microbiome, and hormones, are capturing more of the conversation.

Conversation around fitness trackers

Meanwhile, people are talking less about monitoring steps and heart rates.





tika
@teeeekz



So my sleep app said I got 0% REM sleep last night, rip dreams



Trend: Data-Driven Bodies | Key driver

Keto diet monitors

+1,125%

There has been a huge rise in discussion around the diet trend. Keywords and phrases show a focus on tracking and measuring, demonstrating a pragmatic and controlled approach to health.



Trend: Data-Driven Bodies | Key driver

DNA/ancestry testing

+267%

Some of the top terms surrounding DNA and ancestry in the US include references to “history,” “identity,” and “truth,” showing people’s fascination with who they are and where they come from.



Trend: Data-Driven Bodies | Key driver

AI and health

+96%

Heavily focused on learning and innovation, the conversation demonstrates a keen interest in harnessing data science, machine learning, and even robotics to improve health and well-being.



Trend: Data-Driven Bodies | Key driver

Breathing apps

+16%

There's an increase in conversation about apps that aid mental well-being, most notably ones related to meditation. People are using these apps to make the ancient technique trackable and easily digestible in a stressful modern world.



Trend: Data-Driven Bodies | Key driver

Hormone tracking

+13%

Hormone tracking apps are being used to track periods and monitor ovulation. Interestingly, they're also being used in an attempt to improve sleep.



Hashtags used in Data-Driven Bodies Tweets

#biotech

#AI

#healthcare

#health

#pharma

#IoT

#biotechnology

#HealthTech

#tech

#MachineLearning

#BigData

#genetherapy

#Robotics

#ArtificialIntelligence

#blockchain

#pharmaceutical

#ancestry

Technological advances

Unsurprisingly, many of the top hashtags within Data Driven Bodies relate to technology, particularly #AI, #Robotics, #MachineLearning, and #biotech, as people look to understand how data can be further applied to health.

Personalized medicine

Mentions of #healthcare, #pharma, and #genetherapy reflect a growing interest in DNA-based diets and gene-tailored nutrition. As people learn more about their bodies, they're more interested in innovative, tactical ways to treat disease.

Ancestry

Ancestry tests are having a big moment, as consumers use DIY DNA tests to uncover their roots. In the tech world of Data Driven Bodies, #blockchain allows people to trace things back from a single starting point while storing health information and data securely.



Kari Larson
@klarson



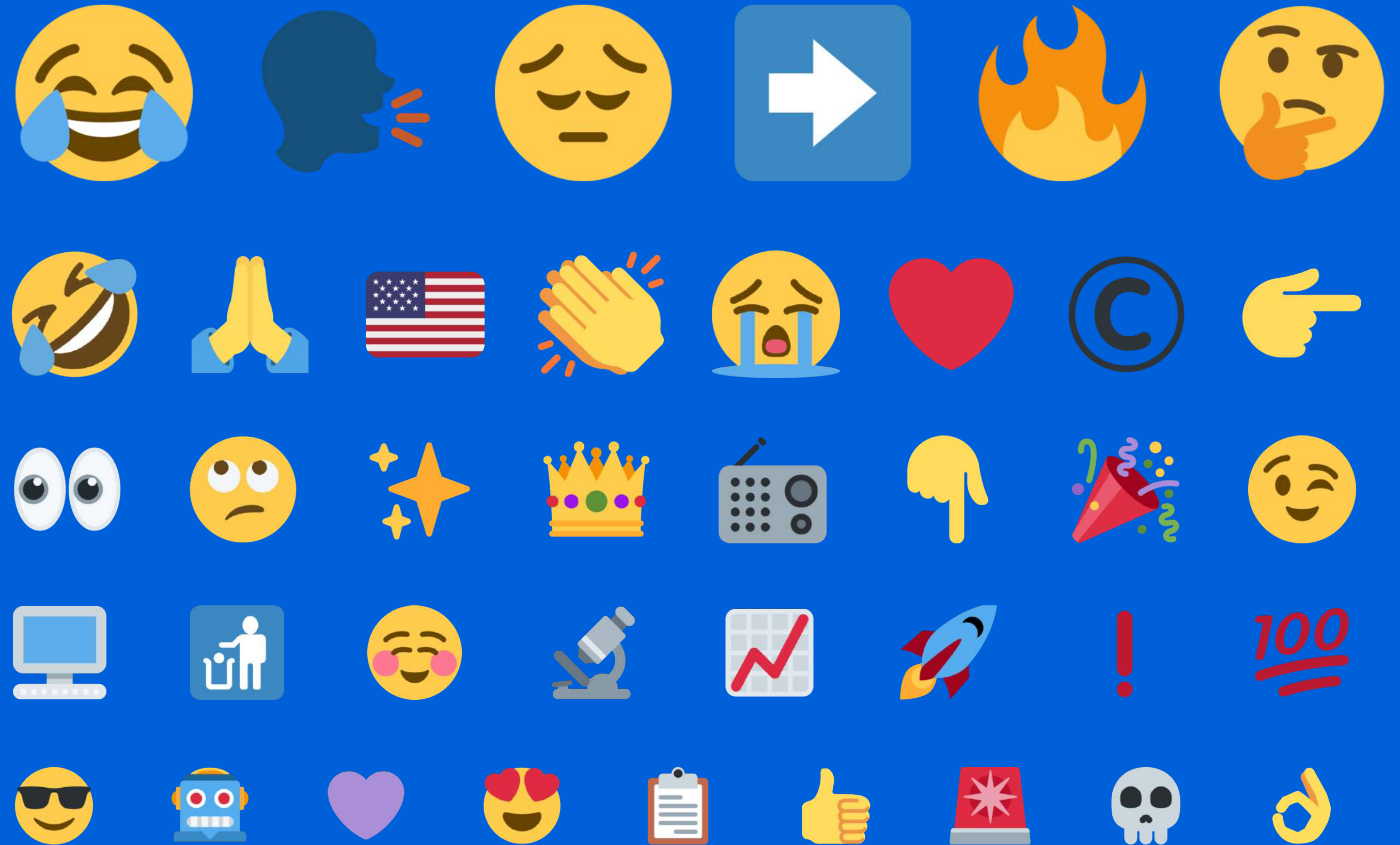
I have an app that reminds me to take a deep breath at certain points of the day.



Emoji used in Data-Driven Bodies Tweets

Sentiment & tone

Emoji used in the conversation around Data-Driven Bodies convey a range of feelings including curiosity, surprise, humility, amusement, and pensiveness. There's also an acknowledgement of data with symbols of tech.



How to use this trend in your next campaign

Share the data signals behind your business and your product, as consumers are getting more comfortable with using data to optimize their well being.