



Motivations of Using Dog Activity Trackers

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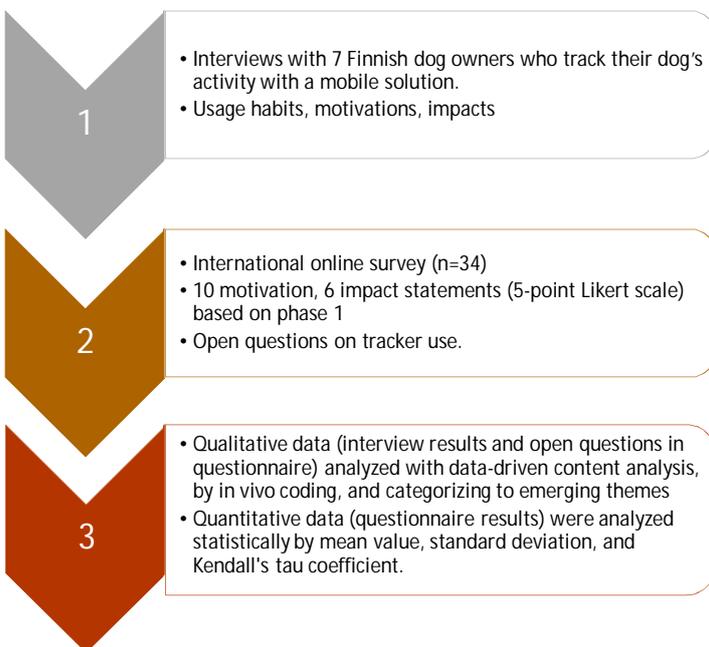
INTRODUCTION

Consumers increasingly use dog activity trackers, yet little knowledge exists on the motivations and impacts of use.

RESEARCH QUESTIONS

- What are the motivations of use for dog activity trackers?
- What are the perceived impacts on dog welfare and human-dog relationship?

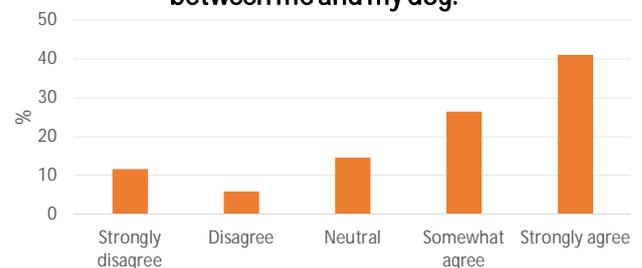
METHODS



RESULTS



The solution deepens the bonding between me and my dog.



DISCUSSION

Motivations of dog activity tracker use were primarily related to exercise, training, and learning, whereas impacts were related to increased interest, bonding, and improving dog ownership. While likely biased regarding the whole dog owner population, our sample may accurately represent existing users of these products. Longitudinal studies with objective assessment of dog welfare are needed to see if the use of activity trackers leads to increased welfare.



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