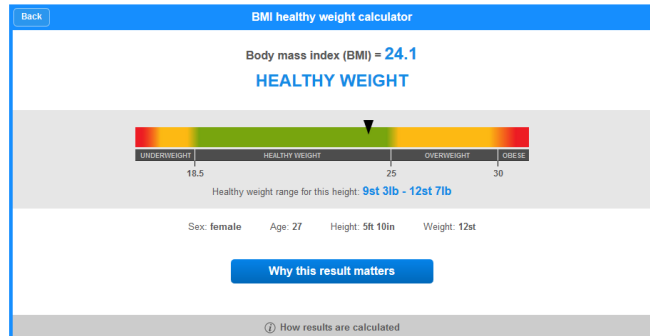


Do you track your Body Mass Index (BMI)?



Do you track your Body Mass Index (BMI)?

Does your weighing scales or exercise game measure your BMI?

Have you downloaded an app to track your BMI?

Have you used a BMI calculator?

We are looking for people who measure and keep track of their own BMI or who do this for someone else close to them. You might use an app or a website to do this, have a weighing scales that incorporates BMI or use an exercise game like WiiFit that keeps a record of your BMI. If you do this now or have done in the past, would you be willing to take part in an interview?

We would like to know more about why and how people measure their own BMI and how people come to start (or stop) measuring.

Interviews can take place at a time and place convenient for you. People who take part will be offered a £20 voucher for their time and effort.

The project has been reviewed by the Department of Sociological Studies Research Ethics Committee at the University of Sheffield.

If you are interested in taking part or would like more information, please contact Ros Williams at r.g.williams@sheffield.ac.uk or on 0114 2226423.