



Wittgenstein Centre

FOR DEMOGRAPHY AND  
GLOBAL HUMAN CAPITAL



ÖAW



Due to the COVID-19  
pandemic, the seminar will  
be held online via Zoom.

## WIC Online Colloquium

### From the Stork to Fertility Apps

Monday, July 19th, 2021  
12:00-13:00 (CEST)

Please click [here](#) to register online.  
Login information will be sent to registered  
participants the day before the presentation.

#### Ross Barker

Austrian Academy of Sciences

The market for smartphone apps tracking fertility has grown in recent years. These apps brand themselves as empowering their users to reach their reproductive goals, claiming to help achieve a pregnancy more easily than through conventional medical channels. This paper offers the first comprehensive quantification of fertility tracking app users. Using data collected from Google Play Store and Apple App Store, we calculate the most downloaded apps, and the global distribution of use. We use a log-log model fitted on the Google Play Store data to predict the Apple App Store number of installations. Our findings show that 74% of downloads are for just three of 28 apps. The majority of the reviews are left by users in North America, Northern Europe, and Australia; but it is noteworthy that downloads are also widespread in the Global South. Ongoing work aims to investigate the most discussed topics in the reviews.

#### About the presenter

Ross Barker is a pre-doctoral research assistant in the Vienna Institute of Demography, jointly part of the Demography of Austria research group and the Family and Fertility research group, joining the BIRTH-LIFE project in September 2020. His work focuses on the intention to have a child, using survey data and web-based data. He intends himself to find new sources of data to explore how the digital revolution is affecting the intention to have a child, and how increased use of mobile phone apps affects the ability to realise those intentions.

The Wittgenstein Centre is a collaboration among the Austrian Academy of Sciences (OeAW), the International Institute for Applied Systems Analysis (IIASA) and the University of Vienna.

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If you would like to be added to the WIC Colloquium mailing list, please click [here](#).