

EchoTrace Proves Itself as a Groundbreaking Mobile Behavioral Data Collection Tool

Vibrent Health's mobile app, EchoTrace, helped a landmark study accurately collect adolescents' digital behavioral data as a commercialized solution for the first time ever.



The Adolescent Brain Cognitive Development (ABCD) study invested **\$290 million** to track **12,000 children's** brain maturation and the effects of screen time in a landmark **10-year study**. When ABCD approached Vibrent for measuring mobile screen-time usage across a large cohort of adolescents, no researcher had been able to accurately manage the data collection needs; until Vibrent.



CHALLENGE

Behavioral data of children's **screen time could not be accurately collected, tracked, or withdrawn** overtime across large participant sets. When previously attempted, researchers were faced with the digital divide and digital inequities.



SOLUTION

Vibrent solved ABCD's needs by delivering **EchoTrace**, a commercialized mobile application for the passive sensing of participant data.

EchoTrace was developed with the scalability, consent, configurability, permissions and data collection in mind to reach more than 12,000 adolescents for the first time to researchers.

"On average, children ages 8-12 in the U.S. spend 4-6 hours a day watching or using screens, and teens spend up to 9 hours."

— aacap.org, "Screen Time and Children"

Unlock the power of mobile behavioral data collection in your research today:

✉ echotracessupport@vibrenthealth.com

📞 571-459-2372