

that they were taking part in a study that could affect their health may have increased participants' compliance with both diet and self-monitoring. Over a time-frame longer than a week, people might be far less likely to adhere closely to diets. Longitudinal analyses over the course of several months are required to validate the authors' findings.

Digital phenotyping holds enormous potential to improve human health through the generation and analysis of dense and dynamic data clouds⁷. To bring nutrition into this new era, we need to commit the resources necessary to undertake well-powered studies. A number of academic and commercial efforts⁶ (Table 1) are underway to gather massive amounts of data that will be vital to understanding which measurements are important, what resolution is necessary and whether patterns in the data can be related to disease, wellness or behavioral phenotypes⁸. Although the challenges must not be underestimated, it is becoming clear that systems medicine really can change lives.

COMPETING FINANCIAL INTERESTS

The authors declare competing financial interests: details are available in the [online version of the paper](#).

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