

Young people, sexual health, and social media

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<http://vimeo.com/32788295>

young people, sexual health, and social media

- cross-disciplinary focus
 - public health / media and cultural studies
- everyday practices approach
 - young people's engagements with SM

literature: media/cultural studies (digital cultures)

- participatory
- identity practice
- 'networked publics' (boyd 2008)
- new intimacies (Chambers 2013)
- mundane, everyday sharing
- friendship
- privacy concerns/practices (Madden et al. 2013)
- 'media multiplexity' (Madianou & Miller 2012)

literature: public health

- SM described as cost effective (Anand et al. 2013) and efficacious (Bennett & Glasgow 2009)
- public health is mostly contemplating (not doing) social media research/interventions (Capurro et al. 2014)
- difficulty in maintaining privacy/confidentiality (Moorehead et al. 2013; Curtis 2014)
- health education often ignores participatory cultures of SNS (Loss et al. 2014)
- SNS as a 'setting' is questionable (Loss et al. 2014)
- young people most common targets of sexual health promotion via SNS (Gold et al. 2011)
- seeking ways "to harness technology to promote safer sex behaviors" to young people (Allison et al. 2012)
- young people appreciate (yet question) user-generated health-related information (Fergie et al. 2012)

social media affordances and risks

affordances

- friendship ties (Elison et al. 2007; Subrahmanyam et al. 2008; boyd 2010)
- social capital (Vitak et al. 2011)
- intimacies (Baym 2010; Pascoe 2010; Chambers 2013)

risks

- privacy (Livingstone 2008; Marwick & boyd 2014; Duguay 2014)
- 'drama' (Marwick & boyd 2011)
- surveillance

Marwick & boyd (2014) *Networked privacy: How teenagers negotiate context in social media*

- privacy as “an ongoing, active practice”
- “The myths that teenagers do not care about privacy persists”
- “many teenagers conceptualize privacy as an ability to control their situation, including their environment, how they are perceived, and the information that they share”
- ‘social stenography’ (covered writing)

Using New Media Cultures to Provide Sexual Health Information for Young Australians

Evers, C., Byron, P., Albury, K., and Crawford, K. (2011)

key findings re. social media

- a mundane, everyday practice
- friendship focus
- social (entertainment & humour)
- importance of privacy
- sexual health stigma

(Byron et al. 2013; Evers et al. 2013)

why Facebook?

“to keep in contact with friends”

“talking”

“socialising”

“to keep in touch”

“to chat”

“find out about parties”

“seeing what everyone is up to”

“communication”

“photos”

“organising social events”

“making friends, keeping friends”

“remembering birthdays”

focus group statements:

“no one wants to get a lecture whilst they are online and trying to be doing their social thing” (M, regional, 18-22yrs)

“confidential things can spread like wildfire” (M, Sydney, 16-17yrs)

“It’s like, you don’t really want that on your wall” (F, Sydney, 18-22yrs)

“Well I think you need to have a funny element because if it’s just serious it’s going to scare people off. So I think you need to draw people in using funny and then maybe have like a serious kind of punch line at the end or something.” (F, regional, 16-22yrs)

Rose & Morstyn (2013) ‘What makes you tweet?’

“Whilst information sharing was flagged as a useful function of social media, young people highlighted the opportunity that exists to engage in respectful, purposeful two way dialogue with them through social media.”



‘serious health promotion’

‘Tweet Content Related to Sexually Transmitted Diseases: No Joking Matter’ (Gabarron et al. 2014)

The study showed that nearly 9 of every 10 tweets on STDs (chlamydia and HIV) were of serious content, and many of the tweets that were re-tweeted were facts. We believe this finding is reassuring as it suggests that most content on Twitter relating to STDs is of a factual and serious nature, which we hope might help in informing people about these diseases. However, many jokes could also be found, mainly about chlamydia, and these jokes and funny remarks were typically posted by non-identifiable emitters. For social media such as Twitter to be considered an important source of public health information regarding STDs, the topic needs to be presented appropriately. We believe social media plays an important role in the next generation of public health tools in disseminating correct information about STDs.

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