



New Media and Health: A Tourist Guide

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● ● ● | Exploring New Media and Health

- This material is designed for participants in our workshop on 15 November
- It provides an overview of new media and its
- Commercial, social and health applications
- To explore examples click on the buttons while
- You are on-line, they look like the one below
- Click it to get a guide to new media jargon





What are new media?

- **Communications**

- **Text and Image messaging, broadcasting, email, VOIP**

- **Information services**

- **Google, Wikipedia**

- **Commerce**

- **Ebay, Amazon but also store cards etc**

- **Entertainment**

- **iTunes, games, gambling, pornography etc**

- **Social Networking**

- **blogs, forums and chat rooms**

- **Content sharing and free downloads**

- **Videos (YouTube), virals, photos (Flickr), music.**



What are the issues you wish to explore?

- At our meeting we will ask participants to pick out the issues you wish to explore e.g.
 - It is sedentary and can be isolating
 - It creates new social networks
 - Its commercial marketing is largely unregulated
 - It has great potential for social marketing
 - It exposes children to exploitation and danger
 - It can enhance family life



Your agenda?

- There is no definition of new media and
 - There will always be new, new media
- So we will pick out areas to explore,
 - Looking at trends, examples and health applications
- Then review issues you raise for health and society e.g.
 - Personalisation, trust, regulation and social capital..
- Discuss new media and social marketing for health
- To generate your agenda for action



Trends in New Media and Old

- We spend 7 hrs 5 minutes/day using electronic media
 - 36 minutes/day on the internet
 - 11 minutes/day on the phone (7 on fixed line 4 on mobiles)
 - 3 hours 36 mins per day watching television (81% digital)
 - 2 hours 50 mins per day listening to radio
 - Consumers spend £93 per month on electronic media
- 11.4% of advertising is online second only to TV
 - This is more than radio or newspapers (declining)
 - Internet marketing grew by 41% in 2005/6
 - See Guy Phillipson of IAB



Who's using new media in UK?

- Internet and mobile phone use varies with age
 - 65% of 12-15 yr olds have access to internet
 - 70% of 11 yr olds have own TV/ games consol/ mobile.
 - 15% of 13 to15 year olds also have their own webcam
 - 65% of adults use the internet 75% have a mobile
 - 16% of 65+ use internet, ~ 25% of 75+ have a mobile
 - 50+ account for 30% of online time (they are 41% of pop)
 - Because they spend longest online (1 hr 23 min/day)
- Internet use varies by socio economic classification
 - 81% of highest SEC have access 24% of lowest
 - See Ofcom summary of trends here



Who's watching what?

- **15.4 million UK internet users of whom**
 - 49% female, 51% male ~ Beauty /hardware
 - Health sites 54% female 46% male
- **15% users under 18 but only 6% of web site visits**
 - Fashion/games/community
- **29% are 19-34**
 - Career/jobs/ clubbing/ community
- **28% are 35-49**
 - Information/purchasing/community
- **21% are 50-65**
 - Information /purchasing/ health/community
- **7% are 65 plus**
 - Information/health

Data Provided by
Nielsen Online
For more information
click here

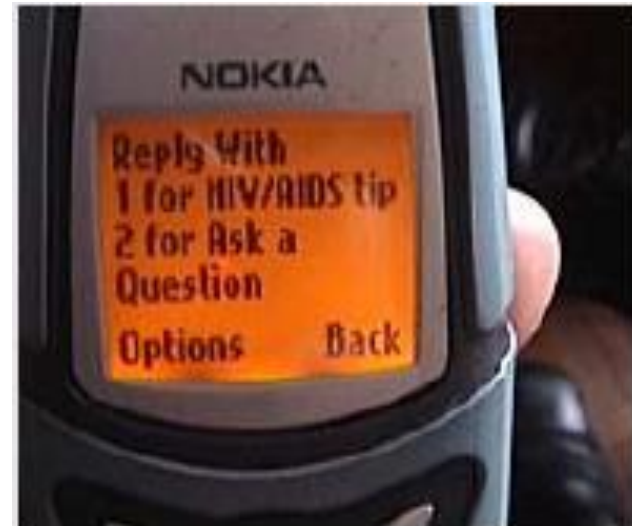


What are we searching for?

Rank	Sector	Millions of UK Clickthroughs to Sector	% of all UK Clickthroughs	Leading Brand in Sector (illustration only)
1	Research Tools	53.9	3.8%	<i>Wikipedia</i>
2	Search	44.9	3.1%	<i>Google</i>
3	Mass Merchandiser	42.5	3.0%	<i>Amazon</i>
4	Member Communities	38.5	2.7%	<i>Facebook</i>
5	Multi-category Travel	37.7	2.6%	<i>Lastminute.com</i>
6	Government	33.8	2.4%	<i>Directgov</i>
7	Current Events & Global News	31.2	2.2%	<i>BBC News</i>
8	Videos/Movies	30.3	2.1%	<i>YouTube</i>
9	Adult	28.8	2.0%	<i>FriendFinder Network</i>
10	Online Games	27.2	1.9%	<i>MiniClip</i>
19	Health, Fitness & Nutrition	16.7	1.2%	<i>Lycos EU Lifestyle & Health Sites</i>

Communications: Text and Image Messaging

- Mobiles and PDAs provide access to new media
 - It can make people vulnerable – e.g. cyber bullying but
 - Calls can be blocked – so callers need to be trusted
- Messaging has health applications e.g.
 - Activity mobbing - Flash mob dog walking and more
 - Advice “Think” provide a text advice service on teenage sex text questions to 84465
 - Also used in Africa
 - Finland set up a messaging system for health emergencies in 2005






Communications: Internet Phones and Conferencing

- Voice over Internet Protocols allows
 - Voice, data and images sharing (e.g. Skype)
 - For individuals and groups
- Web conferencing can be important for
 - Health education as well as telediagnosis
 - It may be teamed with digital libraries and can support global health twinning
 - See the Global Health Campus here

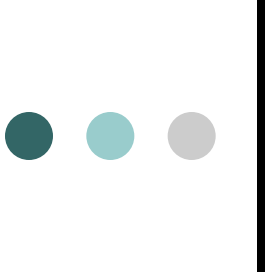


Communications: Internet radio, and Podcasting/ Videocasts



- Podcasting/videocasting streams media files
- Health applications include
 - SoundsHealthy, with Muir Gray
 - Click here 
 - Tiscali TV Health channel
 - Click here 
 - Continuing medical education
 - Click here 




Presented by Sir Muir Gray

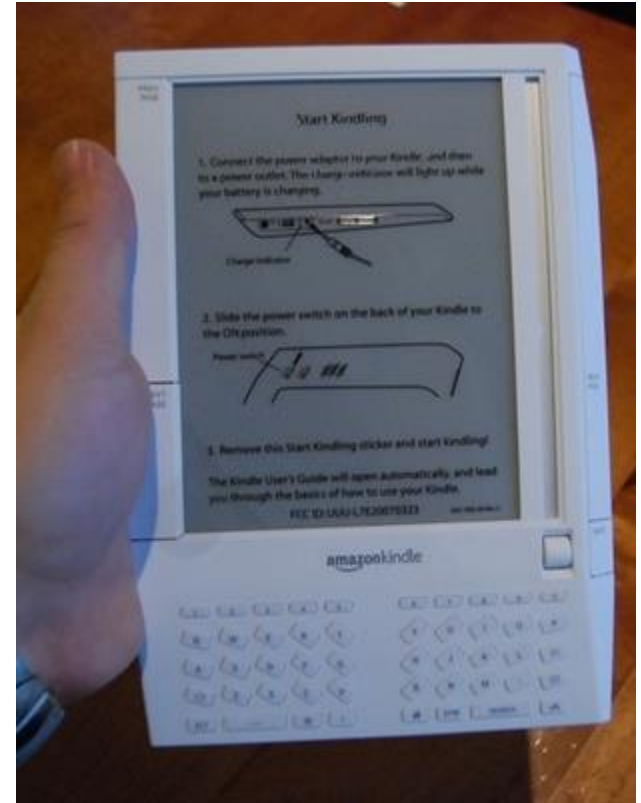


Communications: Broadband TV

- Digital TV offers personalised on demand service
- NHS Direct shows health potential 
- True Broadband TV, coming soon, will offer
 - Community TV, locality/ health interest groups
 - Personalised contact and services
 - All depends on the quality of content and contact
- See proposal for Open Health 
- China has a Broadband Health Strategy



Communications: ePublishing

- A growing New Media market
 - See “teen mag” Nuts
 - This uses social networking, games and others “lads” stuff and is also
 - A digital TV station
 - Positive Nation the HIV and Sexual Health Magazine
 - Shows health application
- 
- ePublishing will be boosted by epaper and e books





Information Services

- The internet provides access to vast information resources
 - **Google “cancer” and you will find 225 million sites**
 - **Wikipedia gives 300 million responses**
- Web hosting provides space to save personal information
 - **Including blogs and secure materials**
 - **Best health example is Healthspace** 
 - **Lifecheck will allow you to store personal wellbeing plans** 
- Great potential for health but confidentiality is a major issue
 - Add ins and advice for personal health space need to be attractive and part of a social marketing approach



eCommerce

- On-line purchasing is gaining ground in all areas and for all age groups examples include
 - Travel and tourism, books, electrical goods, groceries, financial services and health services
- Commercial marketing practices take data from
 - Online activity, store cards, mobile phone records post code and socio demographic profile to
- Generate a personal profile of customers for
 - Personalised marketing and communications
 - See Guardian article on Tesco's behaviour targetting
 - Could we do the same for Government contacts?
 - What about confidentiality?





Entertainment: Games and attractions





- Games and attractions are often aimed at children
 - See the Starburst site for games networking
 - And product champions “Starburst IM Buddies”
- See “Children and New Technology” by
 - Dr Tanya Byron
 - Supported by DCS, DCMS
 - Also Helen Pidd Podcast
 - And “Fair Game?” By NCC
- Positive health examples include:
 - The Kids Health Games Closet



Entertainment: Role Play Games and Virtual Worlds

- Role playing games“ attract older players:
 - War games (often violent)
 - Quest /Virtual worlds
- But Children also access them
- Marketers use games for
 - Product placement
- Meet Hygeia Philo CDC's Second Life Health Avatar



- UK proposal for a Second Life health consultation 
- Note concerns about abusive behaviour on Second Life
- DTI Seminar on Games shows potential benefits 



Entertainment: Gambling and Pornography

- Est 5.8 m UK users of online gambling in 2007
- 0.6 % of people say they are problem gamblers
- Study suggest 11% online gamblers get addicted
- Of 37 sites only 7 prevented under age use
- Est 70,000 pornography sites on the web
- Health internet searches recently overtook pornography
- UK porn industry turnover est at £1 b
- Most concerns focus on:
 - Child abuse, violence and under age access



Social networking: Blogs and Chatrooms

- Best known: Facebook, Friends Reunited, WAYN

- Wikipedia gives a list of top 80 network sites



- There are of thousands of health blogs and forums:

- See for example Health Forums UK and
- Dipex patient experience website



- Social networking applications include

- Health contact, help, advice, information networks
- And SagaZone for older networkers



- But networks have also developed on:

- Child abuse, unhealthy body images, self harming
- See Internet Watch Foundation and
- CEOP Child Exploitation and On-Line Protection








● ● ● | Social networking: advertising

- Mark Zuckerberg (Facebook founder) notes
 - Facebook advertising can now reflect specific characteristics and preferences of users
 - “Beacon” creates automatic links between Facebook and other online transactions
- But backlash against unauthorised use of data
- They fear data and identity theft
- So people guard their own data
(click on picture for video link)



Content sharing

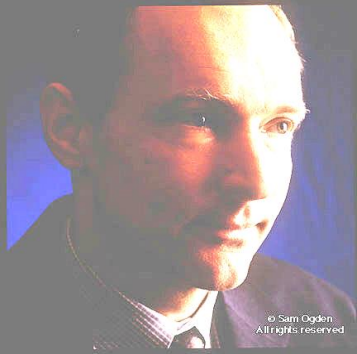


- Content sharing communities share /rate material
 - Photos (Flickr), 
 - Videos (Youtube) and 
 - Music (Bebo) 
- Sites often based on consumer ratings
 - See Digg 
 - And Stumble
- Marketers identify influence leaders
 - See for example Onalytica 
 - Could this help identify health leaders?
 - Is this the new over the garden fence gossip network?

Virals

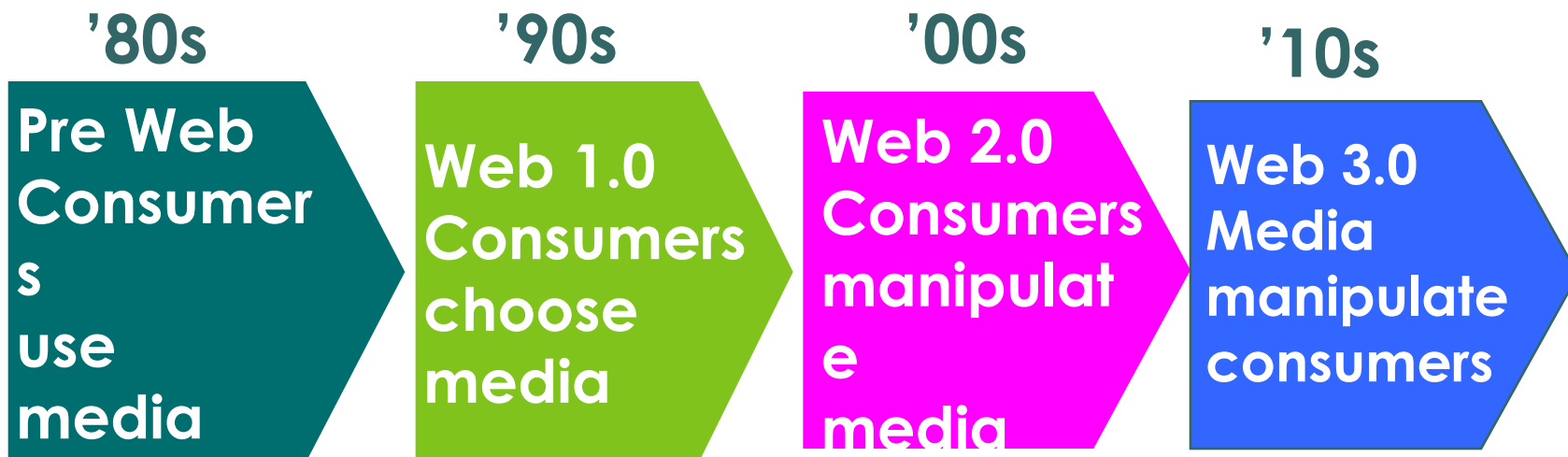


- Virals include video clips, jokes games etc
 - Common users – alcohol advertisers, film distributors
- Also used in Public Health see
 - ECDC is releasing virals for public health see “Nicoclean” and “NicoBreeze” tongue in cheek virals click on picture



Web 1.0 to Web 3.0 and changing expectations of media

- Web 1.0
 - Read only – 56Kbps – knowledge if you know how.
- Web 2.0
 - Read and write - 1Gbs – join in to share knowledge
- Web 3.0
 - Understanding – 10Gbs - knowledge finds you





New Media users

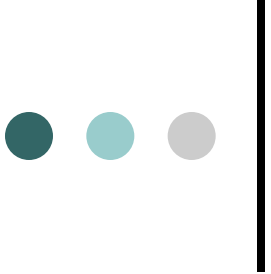
- People of all ages use new media
- And marketers see new opportunities

This is a short video of
of new media users of all ages
by new media entrepreneur
Nick Head.

To link to YouTube video
click on this Box

This is a short video of
a new media marketing
entrepreneur Graham Lee
talking about the market

To link to YouTube video
click on this Box



Issues: Personalisation, social capital, trust and regulation

- Personalisation of everything
 - But how much does this cost **ME**
 - Where does this leave **US** – families and communities
 - What about **THEM** - unable to access new media
 - What impact does it have on social capital and cohesion
- Who do we trust to use data generated by NM
 - **ME**but do I have the skills to use it
 - **YOU**my family and personal health team
 - **US**.....my community that co-design healthcare
 - **THEM** ..the NHS, the Government, private sector
- How do we regulate or influence New Media



Issues: New Media and Social Marketing

- New Media transforms social marketing, changing:
 - **The way we engage with people**
 - Beyond market segmentation to personalisation
 - **The way we communicate**
 - From messages to personal dialogue
 - **The nature of health transactions**
 - From general information and advice to
 - Specific opportunities to co-create health
- A personalised health advisor held by the individual
 - **Could be the key to co-creating health**



Issues for Discussion

- How can we use New Media for health
 - What we need more of .. and what less
 - What new initiatives should we consider
- How can we influence New Media
 - Regulation and/or Partnership
 - Building public confidence
 - Developing PH online social networks
- Who should be responsible for New Media and Health
 - Organisations, processes...
 - Skills, ethics.....

● ● ● | Issues for Action

- What risks do we foresee
 - And what should we do about them...
- What opportunities do we foresee
 - And what should we do about them.....

