

Monash/RMIT – Social Media & Health Study

Online Conversations Discussion Guide

April 2017

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SCREENING SURVEY

Question #	Question text	Response type	Response options
1	Please confirm your age.	Text entry (numeric)	-
2	Please confirm your gender.	Single response	<ul style="list-style-type: none"> • Male • Female • Transmale/transman • Transfemale/transwoman • Non-binary/genderfluid/genderqueer • My gender is not listed, please specify
3	Please confirm where you live.	Text entry (numeric)	<ol style="list-style-type: none"> 1. Sydney metro area 2. Other NSW 3. Melbourne metro area 4. Other VIC 5. Brisbane metro area 6. Other QLD 7. Adelaide metro area 8. Other SA 9. Perth metro area 10. Other WA 11. Hobart metro area 12. Other TAS 13. ACT 14. NT
4	With whom do you currently live? (select all that apply)	Multiple response	<ul style="list-style-type: none"> • Alone • Parent(s) • My partner • Friend(s)/housemate(s) • My child(ren) • Other family • I don't wish to say
5	Do you speak a language other than English at home or with your parents?	Single response	<ul style="list-style-type: none"> • Yes • No
6	How often do you use social media?	Single response	<ul style="list-style-type: none"> • Never • Less than weekly • Weekly • Once a day • Twice a day • More than twice a day
7	On a scale of 1-7 where 1 means "strongly Disagree" and 7 means "Strongly Agree", please indicate	Single response	7-point likert scale from strongly disagree (1) to strongly agree (7)

	how strongly you agree with the following statements. "I take an active interest in my health"	(likert scale)	
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PROFILING SURVEY

Question #	Question text	Response type	Response options
1	On a scale of 1-7 where 1 means "Not at all important" and 7 means "Very important", how important would you say looking after your health is to you?	Single response (likert scale)	7-point likert scale from Not at all important (1) to Very important (7)
2	On a scale of 1-7 where 1 means "Not at all important" and 7 means "Very important", how important would you say looking after your health is in your wider social circle?	Single response (likert scale)	7-point likert scale from Not at all important (1) to Very important (7)
3	I can easily find information online to help me be healthy	Single response (likert scale)	7-point likert scale from strongly disagree (1) to strongly agree (7)
4	On a scale of 1 to 7 where 1 means Strongly disagree and 7 means Strongly agree, do you agree or disagree with the following statement? "I trust the health information I find on the Internet"	Single response (likert scale)	7-point likert scale from strongly disagree (1) to strongly agree (7)
5	During a normal week, how much money do you have to spend on yourself for recreational purposes?	Multiple choice (one option)	<ul style="list-style-type: none"> • Less than \$40 • \$40–\$79 • \$80–\$119 • \$120–\$199 • \$200–\$299 • \$300 or over • I don't wish to say
6	Are you currently studying?	Multiple choice (one option)	<ul style="list-style-type: none"> • Yes (go to Q6) • No (go to Q8)
7	At what level are you currently studying?	Multiple choice (one option)	<ul style="list-style-type: none"> • High school, year 10 or lower • High school, year 11 • High school, year 12 • TAFE, college or diploma • University – undergraduate course (e.g. Bachelor degree) • University – postgraduate course (e.g. Masters, Doctorate)

			<ul style="list-style-type: none"> I don't wish to say <p>GO TO Q9</p>
8	What is the highest level of education you have completed?	Multiple choice (one option)	<ul style="list-style-type: none"> High school, year 10 or lower High school, year 11 High school, year 12 TAFE, college or diploma University – undergraduate course (e.g. Bachelor degree) University – postgraduate course (e.g. Masters, Doctorate) I don't wish to say
8	What is your main cultural identity? (for example, Australian Aboriginal, Vietnamese Australian, New Zealander)	Free text	
9	Which social media do you use?	Multiple selection	<ul style="list-style-type: none"> Facebook Snapchat Instagram YouTube Twitter Pinterest Google+ Tumblr Vine Vimeo Other____
10	For each social media channel used (PIPE FROM Q9), how often would you say your access social media?	Multiple choice (one option for each social media channel used)	<ul style="list-style-type: none"> Less than weekly Weekly Once a day Twice a day More than twice a day
11	Overall, would you say that you use social media to learn or talk about your health? (e.g. find out information about diet, exercise, medical conditions, etc.)?	Single response	<ul style="list-style-type: none"> Yes No
12	How much do you weigh?	Free text (kg) or free text (pounds)	
13	How tall are you?	Free text (cm) or free text (feet/inches)	

WELCOME BLOG

Hi there [USERNAME]. We're happy to have you on board! Over the next three weeks, we're going to be talking about your approach to a whole range of topics in an aim to get to know about you and your lifestyle.

How will this work?

Our community will run for 3 weeks. When a new discussion is available, we will send you an email to let you know. All you have to do then is click on the link to the discussion, log on and share your thoughts.

All discussions will be open continuously and you can contribute whenever you want. Remember this is a community: we expect you to not only answer questions but also read other people's posts and comment on them. Each discussion will only take 5 minutes or so.

How much do I get?

Everyone who completes all the discussions will receive \$100. The 5 most detailed contributors will receive an additional \$100. Get on your keyboards!

Need help?

Don't hesitate to email us at [email removed for privacy]

DAY 1

Poll 1 – Pineapple on Pizza

FORUM 1 – HELLO AND WELCOME

[INFLUENCED i.e. participants can see other posts before they themselves post]

Objective: To build rapport with participants and train them for a qualitative discussion rather than a quick quantitative Q&A

To kick off our community, it would be great if we could all introduce and share a little bit more about ourselves including:

- Any photos of us: could be taken from our Facebook, Snapchat or Instagram...; let's give everyone a quick sense of who we all are
- Where we live (we have people from all over Australia) and in what kind of setting (e.g. alone, with family, housemates...)
- What we do (e.g. student, work...)
- Any interests: want to post a video about your favourite band at the moment? Go for it!
- What's your favourite food? What great meal did you have recently and do you have a photo?

I'll start! My name is [name removed for privacy], I'm 32, I'm from Melbourne and I live on my own. I'm originally from [country name removed for privacy] but have been in Australia for 10 years.

Obviously market research is what I do for a job. I love being able to talk to very different kinds of people from all over Australia on very different kinds of topics every day. No one day is the same. Here is actually a photo of me at the Melbourne Shrine of Remembrance conducting some research with war veterans on Remembrance Day.

Other photos are of me at the St Kilda festival and another music festival in the country. I like attending indie gigs when I can.

I'm trying to be healthy at the moment, as I've been busier with work and it's hard to even find the time to get off the computer and eat something healthy. My beer belly may have grown a bit... :-)

I've never actually made a conscious effort to control my weight. I do try not to eat too much sugar or eat between meals but that's pretty much it. As to exercise, well, I simply don't.

Alright, enough about my life, over to [Name removed for privacy]

Howdy all! I'm [Name removed for privacy] and I'm 46. Whilst I've lived all over, I'm from Melbourne and am sharing my time between Melbourne and [town name removed for privacy] at the moment. So sometimes I'm on my own, and other times there will be family around me... you could say I'm a bit of a gypsy ;)

I'm also a market researcher (d'oh) although have worked in communications agencies and owned a café. I guess I'd consider myself something of a foodie.

Whilst I try to eat as healthy as possible, I can't say that I have a strict eating regime. I mean who can say no to a piping hot bowl of pasta? Am I right?

I love being outdoors and will often go for long walks and moderately difficult hikes, there's nothing like being out in the sunshine surrounded by gorgeous views.

Long hours spent in the office do however keep me from spending too much time outside exercising; so achieving that right balance is probably the most difficult thing for me.

Well that's it folks... over to you ☺

FORUM 2 – MATTERS OF IMPORTANCE AND CURRENT CONCERNS

Objective: To understand what matters to them at this current point in their life and if they have any immediate concerns.

Thank you so much for the intro everyone... it's going to be fun getting to know you! We were wondering if we could drill down a little further... just tell us what you think with this one, there's certainly no right or wrong answers here...

- Tell me a little about the sorts of things you and your social group think about. It could be things pertaining to your specific group, current affairs, the environment or anything. What would you say is most important to you right now?
- Do you have any concerns at this point of your life? Is anything worrying you?
- Do you think about the future? What sorts of things do you tend to think about? Is this exciting or scary for you?

FORUM 3 – ADS ABOUT FOOD

[INFLUENCED i.e. participants can see other posts before they themselves post]

Objective: Identify impactful entertainment and food industry campaigns including triggers for engagement

Over the course of this online community, let's post here all the food related ads that we've noticed online over the recent weeks or that we're noticing now and let's discuss what caught our attention, what we like and don't like...

For any ad that is posted here by another member, please comment too and share whether you had noticed it before, what you like and don't like.

DAY 2

Moderators to welcome people, probe on some comments and send reminders.

DAY 3

FORUM 4 – HEALTHY LIFESTYLE

[UNINFLUENCED – i.e. participants cannot see other posts before they themselves post]

Objective: Identify how health is framed in young adults' lives and where / if obesity and overweight fits

Now this is a very broad question, so very broad answers welcome. I really want to understand how you approach the topic of 'health and well-being'. It might be that some of you think about it a lot, it might be that some of you never do and that's fine.

We just want to know how you approach it. So please share:

- What does the term 'healthy or well-being' mean to you? What are some of the first things that come to mind? And how do you feel when you hear this term?
- Is 'health and well-being' different for young adults? How? How has it changed for you over the years?
- Do you think about your health? Some of you have already shared things about your health... What other lifestyle activities are you thinking about changing or doing?
For example, I know that I need to exercise more and I want to. I think about it all the time... and yet do nothing about it.
- Do you think that this will change over the next couple of years? How?

Please be as detailed as you can so we can understand why you're saying what you're saying. Otherwise, we'll be commenting asking for more.

JOURNAL (REPEAT GUIDED DIARY ENTRY)

MY USE OF SOCIAL MEDIA AND THE INTERNET TODAY

Objective: Identify patterns of social media use and importantly what information or brand young adults notice more than the rest and why.

In this "journal", we want you to record your daily use of social media and the internet at least 4 times across the three weeks of this community.

1. Please list below the social media sites you have used, how often and for how long today (you can use yesterday if it's still early in the day today). Don't forget to tell us over the course of four different days!
2. Did you notice any ad, product, company or brand...? Tell us more about what made you notice them...
3. Beyond the everyday topics, what was discussed amongst your friends? E.g. my friends post about the politics of the day or about ads that are controversial or things like that... Did you engage in that conversation? How?

Each journal to have a link to the other two journals to aid navigation.

DAY 4-5

Probe and send reminders

DAY 6

FORUM 5 – STAND OUT SOCIAL MEDIA

Objectives: Identify the most salient social media campaigns/information for the target audience.

Hey all, we know you love your social media and so do we. But we'd really love to learn more about any 'stand out' activity. So let's post here the 'coolest social media stuff' you've come across. This could be anything – stories/articles, memes, jokes, polls – whatever.

- Why did they stand out to you? What was it about them that encouraged you to interact with it?
- Did you share it with others? Who?
- Was it typical of the sort of stuff that catches your eye on social media?

FORUM 6 – MY SOURCES OF HEALTH INFORMATION

Objectives: Identify current sources of information.

Now we'd like to know about the sources of information that we use in relation to finding out about health and healthy lifestyles, so post here anything that you have accessed/or access currently and in the process, tell us what's so interesting about them. If you can't think of any, that's fine, just say so. If you come across some new ones in the course of this community, please post them here too.

POLL 2 – HEALTH INFORMATION SOURCES

From the list of all health information sources below, pick those you find most interesting:

- Facebook
- Instagram
- Snapchat
- YouTube
- Health magazines
- GP
- Medical websites
- Parent(s)

FORUM 7 – SEEKING HEALTH INFORMATION

- UNINFLUENCED

Objectives: understand search patterns.

Imagine you're looking to find out a bit more information about health (you choose which topic you want to research): where are you going?

Please step us through your search: which pages you went to, how you came across them, what you found interesting, what you found frustrating...

Did anything make you trust what you saw? How and why?

What would make you distrust the source? (i.e. what sends the bullshit alarm ringing?)

Please share any screenshots of the websites/social media pages/profiles, links to them and any other visuals you might have around your search!

DAY 7-8

Probe and send reminders

May 18th

FORUM 8 – FACEBOOK ADS

Objectives: understand which advertising resonates most and generate some excitement.

Hey peeps.

Two ads below you may or may not have seen on your Facebook last summer. Care to share a few words about them?

- First impressions...
- Which one would catch your eye more? Why?
- You have only enough money to buy one of these two snacks: which do you buy?

[INSERT [Fast food brand name removed for privacy] ICE CREAM AND SMOOTHIE FACEBOOK ADS]

[Photo of Fast Food Brand Ad removed for privacy]



[Image edited for privacy]

May 19th

FORUM 9 – WINNING CAMPAIGNS

Objective: Identify winning campaigns, triggers of interest and benchmarks for engagement with young adults; inform channel strategy

Sometimes some things on social media just catch your eye.

From today onwards, we'd love for you to share things you've ****shared or liked ****on social media. It could be anything – pieces, articles, competitions, news, brand ads, memes or even just conversations. Why did it pique your curiosity? Did you do anything about it? Look at what other people are posting and comment on these as well.

This can be a direct link to the page, a summary you've written or a screen grab. The more you come across and share, the better.

CHALLENGE 1 – MY CAMPAIGN

Objective: identify triggers of interest. This may also be the place where we can find the ‘mavens’ and ‘followers’ etc

Let's get creative! Your mission is to get young adults like yourselves to eat more fruit and vegetables.

Here's the catch - you're not allowed to just use advertising like TV ads/commercials or web ads – we want you to really think outside the square! Think about content videos, articles, games, competitions, celebrities and so on...

Post your idea below. Once you've done this, please read the other ideas and like (and comment on) all those that grab you. GO! ☺..... Go!

May 21st

FORUM 10 – CHANGE

Objective: identify catalysts for change.

Have you changed anything recently to make you happier? Healthier?

- What triggered that change?
- How did you go about making that change?
- Did it change the dynamic within your friendship circle?
- Have you kept up with that change? (for how long – or probe for that?) What (if anything) was pulling you back to your old ways?
- Did social media give you any inspiration? Help? Hinder? Did anything else or any other tools play a role too e.g. apps, websites or even just people... ?

I'll go first! A recent change for me was to download an app that's called the 7 minute workout. It's basically a high intensity 7 minute workout that is scientifically proven to work if you do it at least 3 times a week. I downloaded it because one of my friends who is a naturopath told me about it. I then posted about it on social media and realised there were quite a few people who knew about it. I started using it but the issue is that I do it nowhere near 3 times a week. More like 3 times a month, if that. It would really help if I got daily reminders asking me to do it every day.

FORUM 11 – CONVINCING OTHERS

Objective: Uncover role of social media (now and potentially in the future) in persuading others to change

We'd like to talk a little about interactions with others on social media. Specifically...

- Can you think of times when you have used social media to persuade others to do something?
- Can you think of times when you have been persuaded?
- More broadly, can you think of how social media has influenced things you do in relation to health and healthy lifestyle?

Tell us more about each of those points...

May 22-23rd

Probe and send reminders.

May 24th

FORUM 12 – THE HEALTH ADS WE NOTICE

Objective: Uncover triggers of interest

Hi everyone. Easy one for today.

Can you remember any health related ads you've seen on social media? Let's post all the health related ads, articles, slogans or anything that we noticed lately and discuss what comes to mind when we see these.

Photos, links, screen grabs are all welcome!

FORUM 13 – HOW I VIEW OVERWEIGHT AND OBESITY

Objectives: Identify the weight of obesity and overweight in their health concerns; understand how it is understood e.g. more of an aesthetic or health problem, the causes of the problem e.g. nutrition vs. exercise

Some people have already mentioned they are trying to lose weight or are watching their weight, and others don't even think about their weight!

Today I want to talk about overweight and obesity. Please tell us:

- What triggers you to think about your weight?
- Is weight more of a health thing (food/exercise) or a looks thing or something else?

May 25th

FORUM 14 – THE HEALTHY EATING GUIDE



<https://www.eatforhealth.gov.au/guidelines/australian-guide-healthy-eating>

1. Have you ever seen this guide before?
2. When you look at this image, what is the first thing that comes to mind?
3. Is this how you think about what you eat?
4. If you had to describe this to one of your younger siblings or cousin, how would you describe it?

FORUM 15 – REMEMBER THIS AD? [Name removed for privacy]

Objective: Campaign analysis – identify triggers and barriers

Here is a recent health ad.

IMBED AD: [Name removed for privacy]

[Link to advertisement removed for privacy]

Let's discuss what comes to mind when we see it...

- Have you seen it before?
- What's your gut feel about it?
- What do you like or dislike about it? What are the positive and negative messages associated with it?
- Does it feel like it's aimed at you? Is that the kind of ad you would notice/share/like and why/why not?

PROBES:

Messages

Execution

Tone

Creative aspects

FORUM 16 – OVERWEIGHT AND OBESITY ON SOCIAL MEDIA

Objectives: Identify current discussions on the topic and their frame on social media.

Now is being overweight and obese ever talked about on social media? What is usually being discussed? What about your social media groups? what language is used to talk about being overweight or obese?

This could be spoken of in a few different ways and doesn't have to be explicitly saying 'overweight' or 'obesity'. It might be someone commenting on how someone else looks, an article, something on a celebrity. Have you noticed it on your social media?

I know for example that our friends don't talk about it on social media, but weight related memes seem to show up on our feeds...



How about you?

May 26th

FORUM 17 – HEALTHY EATING MESSAGES

Objective: test and co-create messages

Here are a few examples of messages relating to healthy eating. These are not slogans but rather just ideas to base potential new ads on. Let's discuss anything that comes to mind when we see them... I don't want big thoughtful essays, just your gut feel when you see them. What do you like or dislike about them? What are the positive and negative connotations associated with each?

1. Select one that make more sense to you – why is that?
2. Select one that makes least sense to you – why is that?
3. Create your own that would convince you and your friends to pay more attention to it! ☺

1. Your three ingredient, 10 minute food fix
2. Swap the burger for a wrap, swap the side chips for a side salad
3. Swap fried for fresh
4. Feel super about super food
5. 'Sometimes foods' are okay in moderation
6. Satisfaction around having prepared your own meal
7. Don't count calories, just add up the healthy nutrients
8. Don't limit yourself, gorge on the good stuff
9. Healthy food is the natural stress buster
10. Meal prep Sundays sets you up for the week
11. Knowing that I've eaten well makes me happy
12. Fruit and veg – your fuel to keep you going all day
13. Eat everything, just half of it!
14. Healthy eating friends, healthier me
15. Healthy food can be cheap and easy too!

FORUM 18 – REMEMBER THIS AD? [Name removed for privacy]

Objective: campaign analysis – identify triggers and barriers

Here is a recent health ad.

IMBED AD: [Name removed for privacy]

[Link to advertisement removed for privacy]

Let's discuss what comes to mind you see it...

- Have you seen it before?
- What's your gut feel?
- What do you like or dislike about it? What are the positive and negative messages associated with it?
- Does it feel like it's aimed at you? Is that the kind of ad you would notice/share/like and why/why not?

POLL 3 - FOOD COOKING ABILITIES

On a scale of 1 to 10 where 10 equals 'Gourmet home chef' and 1 equals 'Can't boil an egg', how would you rate your (personal) cooking skills?

1. Can't boil an egg
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Gourmet home chef

May 29th

CHALLENGE 2 – PERSUADE SOMEONE TO CHANGE THEIR EATING HABITS

Objective: co-create.

In 160 characters or less and/or using photos, videos, articles, a challenge, competition or anything, please persuade others to kick-start a healthier lifestyle.

Contribute your idea below before reading what the others have come up with and vote and comment on the best ones.

FORUM 19 – REMEMBER THIS AD? [Name removed for privacy]

Objective: campaign analysis – identify triggers and barriers

Here is a recent health ad.

EMBED AD: [Name removed for privacy]

[Link to advertisement removed for privacy]

Let's discuss what comes to mind when we see them...

- Have you seen it before?
- What's our gut feel?
- What do you like or dislike about it? What are the positive and negative messages associated with it?
- Does it feel like it's aimed at you? Is that the kind of ad you would notice/share/like and why/why not?

Contact email: tracy.mccaffrey@monash.edu Licence CC BY-NC 4.0
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May 30th

Probe and send reminders

May 31st

FORUM 20 – THANK YOU

Hi all. It's been four weeks now! Thanks for your work. I'd really appreciate if you could take a look through all the forums, blogs, journal and step boards again and make final contributions.