

## Anders Svensson, Vivian Vimarlund and Klas Gäre: "Online Participation with Obstacles"

Beitrag aus Heft »2011/06: Medien und Gesundheitsförderung«

UMO is a very popular Swedish health promoting website intended for offering adolescents knowledge and advisory service on sexual, reproductive and psychical health. In 2010 UMO extended the use of social media by opening a Facebook fan page, amongst others to attract new segments of the target audience and to make adolescents become fans. More than a year later, none of this has developed in accordance with the intentions and expectations. Analyses of data, gained from a content analysis of UMO's Facebook fan page besides completing interviews with the administrator of the fan page and adolescent users of UMO, indicates a whole set of possible explanations for UMO's shortcomings. UMO ist eine populäre schwedische Website zu gesundheitsbezogenen Themen, auf der Jugendliche Wissen und Beratung zu den Themen sexuelle Gesundheit, Fortpflanzung und psychische Gesundheit finden können. Nachdem UMO sich 2010 dazu entschlossen hatte, eine Facebook Fan Page zu gründen, um unter anderem neue Segmente der Zielgruppe anzusprechen und Jugendliche als Fans zu gewinnen, haben sich diese Erwartungen nach über einem Jahr nicht erfüllt. Die Analyse der Daten, die aus einer Inhaltsanalyse der UMO Facebook Fan Page sowie ergänzenden Interviews mit dem Administrator der Fan Page und jugendlichen Nutzerinnen und Nutzern von UMO gewonnen wurden, weisen auf mögliche Ursachen hin.

### Literatur

Abroms, Lorien/Schiavo, Renata/Lefebvre, R. Craig (2008). New media cases: The promise and potential. Cases in Public Health Communication & Marketing, 2 Available at: [www.casesjournal.org/volume2](http://www.casesjournal.org/volume2) [access: 2011-09-30]

Abroms, Lorien/Lefebvre, R. Craig (2009). Obama's Wired Campaign: Lessons for Public Health Communication, 14, pp. 415-423.

Baym, Nancy (2000). Tune in, Log on: Soaps, Fandom, and Online Community. Thousand Oaks: Sage.

Bruns, Axel (2008). Blogs, Wikipedia, Second Life and beyond: From production to produsage. New York: Peter Lang.

Boulos, Maged N. Kamel/Wheeler, Steve (2007). The emerging Web 2.0 social software: an enabling suite of sociable technologies in health and health care education. Health Information and Libraries Journal, 24, pp. 2-23.

Cammaerts, Bart (2008). Critiques on the Participatory Potentials of Web 2.0. Communication, Culture & Critique, 1, pp. 358-377.

Dawson, Ross (2007). Launching the Web 2.0 framework. Available at: [www.rossdawsonblog.com/weblog/archives/technology\\_trends/](http://www.rossdawsonblog.com/weblog/archives/technology_trends/) [access: 2011-09-30]

Della, Lindsay J./Eroglu, Dogan/Bernhardt, Jay M./Edgerton, Erin/Nall, Janice (2008). Looking to the Future of New Media in Health Marketing: Deriving Propositions Based on Traditional Theories. *Health Marketing Quarterly*, Vol. 25(1/2), pp. 147-173.

Dunham, Philip/Hurshman, Alan/Gusella, Joanne/Ellsworth, Christine/Dodd, Peter (1998). Computer-Mediated Social Support: Single Young Mothers as a Model System. *American Journal of Community Psychology*, Vol. 26(2), pp. 281-306.

Fuchs, Christian (2009). Information and communication technologies and society: A contribution to the critique of the political economy of the Internet. *European Journal of Communication*, 24, pp. 69-87.

Gillespie, Tarleton (2010). The Politics of Platforms. *New Media & Society*, 12, pp. 347-364.

Giustini, Dean (2006). How Web 2.0 is changing medicine. Is a medical Wikipedia the next step? *BMJ* 2006(333), pp. 1283-1284.

Greene, Jeremy/Choudhry, Niteesh/Kilabuk, Elaine/Shrank, William (2010). Online Social Networking by Patients with Diabetes: A Qualitative Evaluation of Communication with Facebook. *Journal of General Internal Medicine*, Online first (2010-10-13). Available from: [www.springerlink.com/content/nrtr7h2254764886/](http://www.springerlink.com/content/nrtr7h2254764886/) [access: 2011-09-30]

Harris, Cheryl/Alexander, Alison (eds.) (1998). *Theorizing Fandom: Fans, Subcultures and Identity*. Cresskill: Hampton Press.

Hjarvard, Stig (2008). The Mediatization of Society: A Theory of the Media as Agents of Social and Cultural Change. *Nordicom Review* 29(2), pp. 105-134.

Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press.

Mary Madden/Kathryn Zickuhr (2011). 65% of online adults use social networking sites: Women maintain their foothold on SNS and older Americans are still coming aboard. Pew Internet & American Life Project. Available at: [pewinternet.org/Reports/2011/Social-Networking-Sites.aspx](http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx) [access: 2011-10-07]

McKenzie, James F./Neiger, Brad L./Thackeray, Rosemary (2009). *Planning, implementing, and evaluating health promotion programs* (5th ed.). San Francisco: Benjamin Cummings.

McLaughlin, Margaret/Osborne, Kerry/Smith, Christine (1993). Standard of conduct on Usenet. In: Steven Jones (ed.), *Cyber-Society: Computer-Mediated Communication and Community*. Thousand Oaks: Sage.

Nordicom-Sveriges Mediebarometer 2010 (2011). Göteborg: Nordicom-Sverige, Nordiskt informationscenter för medie- och kommunikationsforskning, Göteborgs universitet.

O'Reilly, Tim (2005). What is web 2.0?. Available at: oreilly.com/web2/archive/what-is-web-20.html [access: 2009-09-29]

Périssé, André R. S./Schechter, Mauro/Moreira, Ronaldo I./do Lago, Regina F./Santoro-Lopes Guilherme/Harrison, Lee H./Projeto Praca Onze Study Group (2000). Willingness to Participate in HIV Vaccine Trials Among Men Who Have Sex With Men in Rio de Janeiro, Brazil. *J AIDS Journal of Acquired Deficiency Syndromes*, 25, pp. 459-463.

Parent, Michael/Plangger, Kirk/Bal, Anjali (2011). The new WTP: Willingness to participate. *Business Horizons*, Special issue: Social media, 54, pp. 219-229.

Shavers, Vickie L./Lynch, Charles F./Burmeister, Leon F. (2002). Racial Differences in Factors that Influence the Willingness to Participate in Medical Research Studies. *Annals of Epidemiology*, 12, pp. 248-256.

Svensson, Anders (2007). Från norra ståplats till cyberspace. (From North Bank to Cyberspace). Gothenburg: JMG, Gothenburg University.

Svensson, Anders/Olsson, Tobias (forthcoming). Producing Prod-Users: Conditional Participation in a Web 2.0 Consumer Community. *Information, Communication & Society*.

Tapscott, Dan/Williams, Anthony D. (2006). *Wikinomics: How Mass Collaboration Changes Everything*. New York: Penguin.

Thackeray, Rosemary/Neiger, Brad L./Hanson, Carl L./McKenzie, James F. (2008). Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media. *Health Promotion Practice*, Vol. 9(4), pp. 338-343.

van Dijck, José/Nieborg, David (2009). Wikinomics and its Discontents: A Critical Analysis of Web 2.0 Business Manifestos. *New Media & Society*, 11, pp. 855-874.

Vanslembrouck, Isabel/Huylensbroeck, Guido/Verbeke, Wim (2002). Determinants of the Willingness of Belgian Farmers to Participate in Agri-environmental Measures. *Journal of Agricultural Economics*, 53, pp. 489-511.

Zanetell, B. Ann/Knuth, Barbara A. (2004). Participation Rhetoric or Community-Based Management Reality? Influences on Willingness to Participate in a Venezuelan Freshwater Fishery. *World Development*, 32, pp. 793-807.

#### Online References

[ads.ak.facebook.com/ads/FacebookAds/FB\\_PagesGuide\\_MediaKit\\_051611.pdf](https://ads.ak.facebook.com/ads/FacebookAds/FB_PagesGuide_MediaKit_051611.pdf) [access: 2011-10-03]

[www.facebook.com/UMO.se](http://www.facebook.com/UMO.se) [access: 2011-05-30][www.fanboost.net](http://www.fanboost.net) [access: 2011-10-03]

[www.inera.se/Nyheter/Invanartjanster1/UMOSE/Fleroch-fler-hittar-till-UMO](http://www.inera.se/Nyheter/Invanartjanster1/UMOSE/Fleroch-fler-hittar-till-UMO) [access: 2011-06-23]

[www.skl.se/MediaBinaryLoader.axd?MediaArchive\\_FileID=d4db1556-aeac-4058-abf0-aa6e72b580be&MediaArchive\\_ForceDownload=true](http://www.skl.se/MediaBinaryLoader.axd?MediaArchive_FileID=d4db1556-aeac-4058-abf0-aa6e72b580be&MediaArchive_ForceDownload=true) 2010 [access: 2011-09-25]

[www.socialbakers.com/facebook-statistics](http://www.socialbakers.com/facebook-statistics) [access: 2011-06-16][www.umo.se](http://www.umo.se) [access: 2011-05-30]