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

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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.

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