

The background of the slide is a deep purple color. It features a series of thin, white, wavy lines that flow across the frame, creating a sense of movement and depth. These lines are more densely packed in some areas, particularly towards the right side, where they form a large, rounded shape that resembles a wave or a stylized mountain peak. The overall effect is a modern, artistic, and somewhat ethereal design.

Use & Abuse of Personal Information

Birth Control Research Question Review

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Lizzie, Sharon, & Elena

RESEARCH QUESTIONS

- How does the demographic of an individual affect how birth control providers interact with them?
- Are birth control companies' choices in promotional materials, communications, and treatment of customer personal information differ according to the demographic information of the individual including the customer's: provided personal information, insurance status, interest in specific forms of birth control, and the legislation regarding birth control in their place of residence?
- How does the personal, location (U.S. state), and demographic information of individuals seeking birth control impact the frequency, sentiment, and product marketing of communications by providers?
- Sub-questions:
 - Do individuals receive different (frequency, sentiment, product content) communications based on their state of residence?
 - Do individuals receive different (frequency, sentiment, product content) communications based on their gender, sex, sexuality, race, or age?
 - Is there a relationship between state partisanship and/or legislative regulation of birth control and use of patient data/marketing of products?
 - Does an individual's insurance status have an impact on the marketing they receive?
 - Where is patient information going beyond the provider site itself (is data being sold to advertisers/other companies?)

HYPOTHESES

- **We can predict a birth control providers marketing strategy based on the emails received.**
- A birth control provider is more likely to consistently market to individuals that do not have any medical conditions that would prevent them from using birth control.
- Birth control providers will target young adults (under the age of 29) more than adults over the age of 29.
- Birth control providers market differently based on the gender and age of an individual.
- The marketing tactics vary depending on the state and its legislative regulation that an individual resides in.
- Some birth control companies treat individuals who are LGBTQ+ differently than their other customers, this could be positive or negative.
- The indicated motivation of an individual to seeking out birth control is used to market products to them more effectively.
- Some birth control companies do not care about the "best fit" for a customer and instead just want to sell the product that is most beneficial to them.
- Birth control companies could be selling the personal information that you provide to them.
- Some companies may find individuals with disabilities or chronic conditions as less desirable customers and therefore not provide them with the same support, information, or services as other potential customers.

TRENDS WE INTEND TO SEE:

- Birth control product marketing and demographics
- Sharing of personal information and product promotion
- Data sharing and demographics
- Differences in terms of service agreements
- Possibly exploitative practices or fear-mongering in communications
- Differences in treatment of customers based on demographics
- Impacts of state's legislation on advaliability ([our research so far](#))

HOW TO TRACK TRENDS:

- What is the outcome of our consultations
- What products are promoted via email
- Frequency and sentiment of communications
- Volume, purposes, and density of communications
- Maybe phone calls?

BROADER IMPLICATIONS: ABUSE IN DATA SHARING

How is the use of data being abused/misused by birth control providers?

Areas of interest:

- **Privacy Policies**
 - ⑩ Do they abide by them? Especially since sensitive personal information is being shared for the use or information on birth control.
 - ⑩ Differences in privacy policies between providers and their affiliates.
- Sending emails to a certain demographics. Spams?
 - ⑩ [Women are getting off birth control amid misinformation explosion - The Washington Post](#)
 - Certain demographics are more impacted by overconsumption and oversaturation. Persuasion is a factor and how different companies may choose different tactics to try and stand out due to the oversaturated market.
- Third party trackers – Selling information?
 - ⑩ [Data Privacy Abuse Continues Because We Struggle To Define The Problem \(forbes.com\)](#)
- Political biases
 - ⑩ Does an individual living in a state which has different legislation on the distribution of birth control receive a different volume, depth, type, etc. of emails than another living in another state?

PROVIDER COMPARISON:

- Important Info: states where offered, products available
- Source: <https://www.medicalnewstoday.com/articles/birth-control-online#comparison>
- Source Justification: <https://www.medicalnewstoday.com/articles/product-selection-process#We-lead-with-integrity>
- Simillar articles: <https://www.healthline.com/health/birth-control/birth-control-online#A-quick-look-at-the-best-online-birth-control-pill-services>
- https://greatist.com/health/birth-control-online#_noHeaderPrefixedContent

	Price without insurance	States available	Birth control products available	Insurance accepted?
Nurx	<ul style="list-style-type: none"> • from \$15 • \$30 consultation 	37 states	<ul style="list-style-type: none"> • pills • ring • patch 	yes
Optum Perks	dependant on pharmacy	no information	no information	no
Lemonaid	<ul style="list-style-type: none"> • from \$15 • \$25 consultation 	all U.S. states	pills	no
Hers	from \$12 per month	all U.S. states	pills	no
Wisp	from \$5 per month	all U.S. states	<ul style="list-style-type: none"> • pills • patch • ring 	no
Pandia Health	<ul style="list-style-type: none"> • from \$7 per pack • \$30 consultation 	13 states	<ul style="list-style-type: none"> • pills • patch • ring 	yes
Twentyeight Health	from \$16 per pack	32 states	<ul style="list-style-type: none"> • pills • patch • ring • shots • internal condoms 	yes
Planned Parenthood Direct	from \$15 per pack	43 states	<ul style="list-style-type: none"> • pills • patch • ring 	Medicaid in select states
Alpha	from \$25 a month	49 states	<ul style="list-style-type: none"> • pills • patch • ring 	yes

ONLINE BIRTH CONTROL PROVIDERS

Optum Birth Control
Lemonaid Birth Control
Twentyeight Health
Alpha

ID FIELDS REQUIRED:

Based on trial run signups we will need the following fields.

Justifications and sources for all choices in distributions of fields for ID creation are also included in this document.

[ID Fields and Information](#)

PROJECT TIMELINE

DAY 1 QUESTION OUTLINEING
WEEK 1 WEBSITES AND FIELDS
WEEK 2 METRICS & HYPOTHESES
WEEK 3 D.C. TRIP & ID GENERATION
WEEK 4 CHECK ID'S & SIGNUP
WEEK 5 SIGNUP EVENTS BUFFER
WEEK 6 WRITE REPORT & PAPER
WEEK 7 FILLER FOR TIME OFF
WEEK 8 ANALYSIS OF COLLECTED DATA
WEEK 9 EDITING PHASE
WEEK 10 SUBMISSION/DONE!

*we have had a very fast pace so far, so this is most likely the last possible date of completion for each task

ALL DOCUMENTS TO-DATE:

LITERATURE REVIEW

COMPANIES, FIELDS, & LEGISLATION RESEARCH

ID FIELDS AND JUSTIFICATIONS

PRIVACY POLICIES OF CHOSEN COMPANIES

MORE RESEARCH QUESTIONS