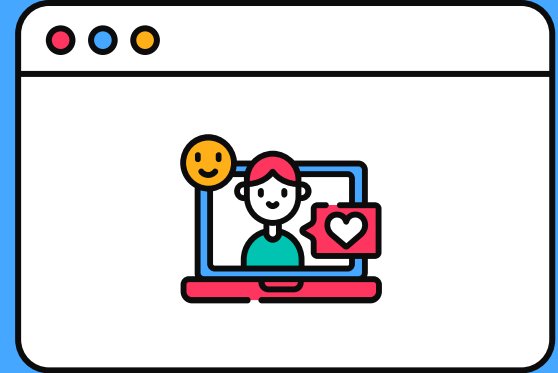


WELLBEING SUPPORT



Emani Dotch

Wellbeing Support Seeking Online



PRESENTATION OVERVIEW



01

NEWMAN ET AL.

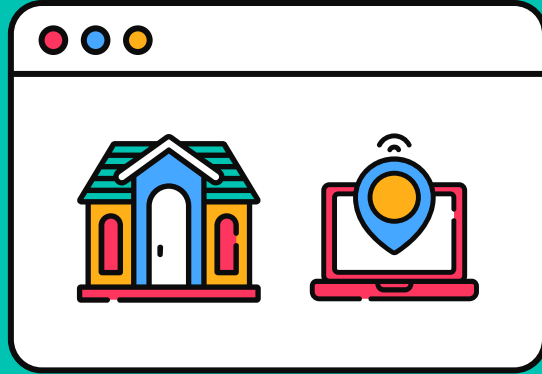
"It's not that I don't have problems, I'm just not putting them on Facebook": Challenges and Opportunities in Using Online Social Networks for Health"

02

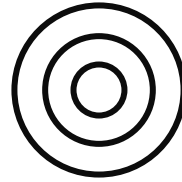
CHUNG ET AL.

When Personal Tracking Becomes Social: Examining the Use of Instagram for Healthy Eating.



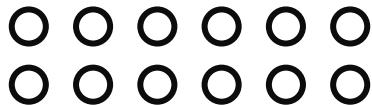


DIGITAL



01

Newman et al., 2011



“It's not that I don't have problems, I'm just not putting them on facebook”: Challenges and Opportunities in Using Online Social Networks for Health

Research Goal

Understand how and why people share health
information online

Methods

- Interviewed 14 people using both OHCs and Facebook for health
- Participants managing weight loss and/or diabetes
- Qualitative analysis of semi-structured interviews



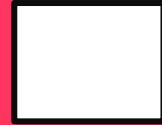
Overview of Key Findings

1. Motivations for sharing health info online
2. Impression management tensions
3. Building and shaping online networks



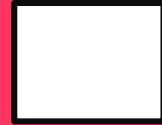
MOTIVATIONS

- Emotional Support
- Accountability
- Motivation
- Advice



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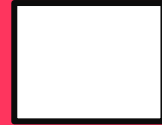
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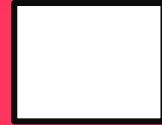
MOTIVATIONS

- Emotional Support
- Accountability
- **Motivation**
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MOTIVATIONS

- Emotional Support
- Accountability
- Motivation
- Advice

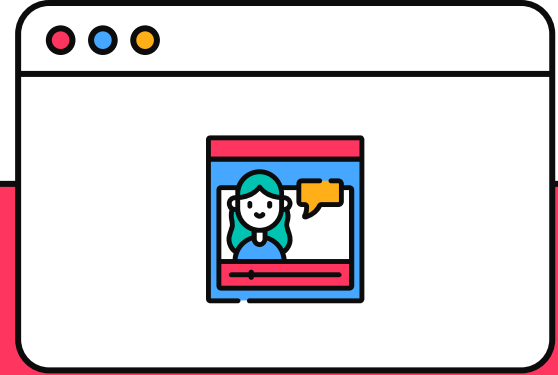


DISCUSSION TIME

On persusall there were points made on how these findings may be different outside of a weight loss or diabetes context, or even factoring in age differences. Pulling from your own research/experiences or other's, **how might these motivators vary?**

Motivators

- Emotional Support
- Accountability
- Motivation
- Advice



Impression management tensions

IM Concerns

- IM allowed them to present their achievements and goals, but also constrained information sharing

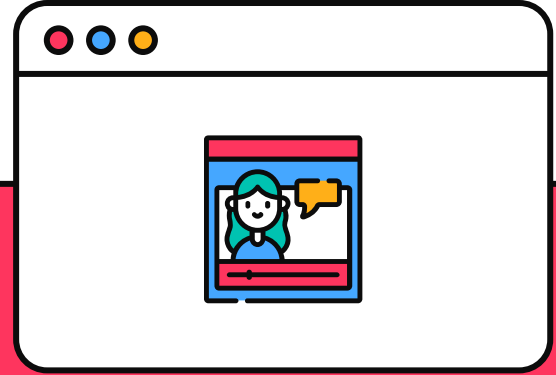
IM Strategies

- Reframing posts differently per platform
- OHCs for openness, Facebook for achievements
 - Facebook - front stage - “I’m interesting and in control”
 - OHC - backstage - “here’s the nitty-gritty”



DISCUSSION TIME

The paper notes a tension between sharing vulnerabilities/struggles and wanting to convey positive impressions. **Have you experienced or observed this tension yourself? How did you/others navigate it?**



Building Networks

- Actively seeking new supportive contacts on OHCs
- Using Facebook to reinforce OHC connections
- "Nudging" contacts to adopt healthier habits
 - Directly and indirectly

Design Opportunities

Challenge: network
building/shaping/accessing

Support Network Building

Custom groups for particular
communication purpose
Ex. group specifically for
emotional support

Custom lenses for filtering
messages that are supportive

Challenge: Managing impression and
meeting needs

Coaching Effective Communication

Identify strategies for more
informative feedback
...
This was a more open/less
concrete suggestion

Providing Feedback

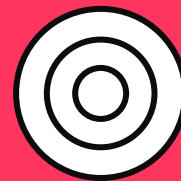
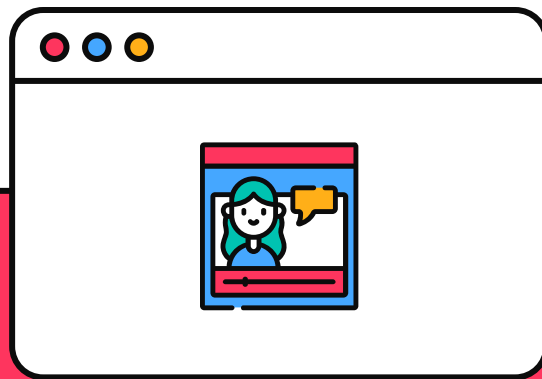
Providing proactive feedback
...
What do they mean by this?

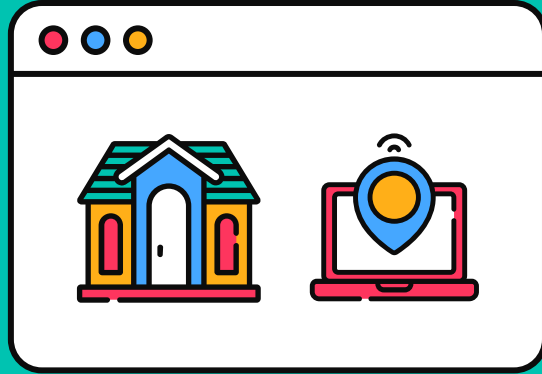


DISCUSSION TIME

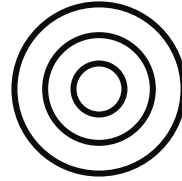
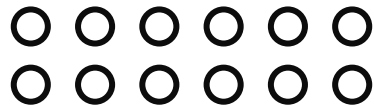
The paper discusses coaching users on more effective communication strategies. **What types of coaching or feedback might be most useful? Who should be coached? The support seeker or the support provider?**

- Strategies for eliciting desired information
- Tagging responses lending toward ML approaches
- Proactive feedback





DIGITAL



01

Chung et al., 2017

When Personal Tracking Becomes Social:
Examining the Use of Instagram for Healthy
Eating

Research Goal

Understand how people use Instagram for their health tracking needs and the benefits and challenges

Questions

- Why and how do people keep track of their good on Instagram to support their health goals?
- How does social interaction affect their health tracking decisions and tracking behavior on Instagram?



SOCIAL SUPPORT + LIVED INFORMATICS MODEL

Social Support Needs (Newman et al. 2011)

- Emotional Support
- Motivation
- Accountability
- Information

Lived Informatics Model

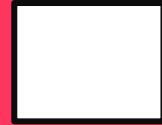
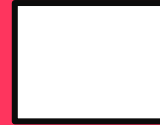
- Deciding and Selecting
 - What to track and how to track
- Tracking and Acting
 - Data collecting, integrating, and reflection
- Lapsing and Resuming
 - Stop and go of tracking



Epstein et al. (2015) lived informatics Model

Overview of Key Findings

- Why Instagram (*Deciding and Selecting*)
- Tracking Behaviors (*Tracking and Acting*)
- Reflecting on Data (*Tracking and Acting*)
- *Lapsing and Resuming* Tracking



Why Instagram

- Photo-based tracking is fun, engaging, and socially appropriate
- Can find communities and social support through hashtags
- Enables motivating and educating others



Tracking Behaviors

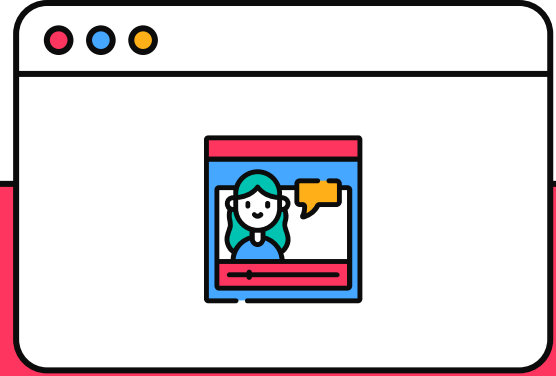
Collecting and integrating data for

- Accountability to self and others
- Emotional support
- Motivation to others
- Information (e.g., recipes, calories, ingredients, etc)



DISCUSSION TIME

The authors found that participants adapted their tracking behaviors (like what/when they posted) to receive better social support or engagement. **Can you think of other ways that social needs may change how people self-track? Or how have similar factors influenced your open tracking/posting behaviors?**



Reflecting on Data

- Reviewing their own and others' posts for accountability
- Commenting to give/receive emotional support
 - Giving back emotional support is important
- Motivation and information from their own and others' posts
 - Ideas and inspiration from old posts



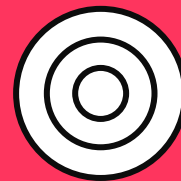
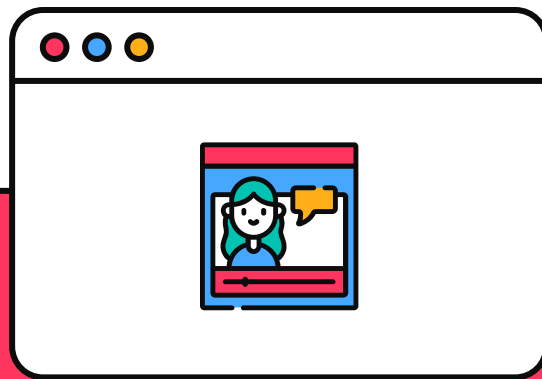
Lapsing + Resuming

- Causes for lapses included:
 - A change in goals → shift accountability needs
 - Preserving their image or avoiding negatively influencing others
- Causes to resume
 - Support from others



DISCUSSION TIME

Lapsing in tracking sometimes allowed participants to better manage impressions or avoid negatively influencing others. **When might temporary lapses be beneficial, and how could tools support positive lapses?**



Design Opportunities

Update model for social roles

Moving beyond an individual-focused tracking model to a more social model that includes others

Help balance personal goals and social needs

Temporary posts (IG stories)
Promoting positive behavior

Support multi-community exploration and navigation

Displaying commonly co-occurring hashtags and exposing common in-group norms for unfamiliar groups

Integrate data across multiple tracking tools

Allowing importing and exporting data from different tools w/ customized levels of disclosure



DISCUSSION TIME

The study focused specifically on using Instagram for food tracking related to healthy eating goals. **How might the findings extend to other health tracking contexts like physical activity, sleep, or chronic illness management? Do you think the design implications could translate in these contexts?**

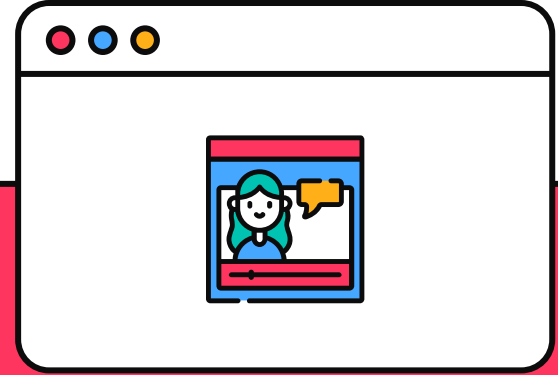
Reminder of implications:

- Updating personal informatics models for social roles
- Supporting multi-community exploration and navigation
- Helping Balance personal goals and social needs
- Integrating data across multiple tracking tools

DISCUSSION TIME

Bringing the two papers together, let's compare OHC to social networks. Each group choose one of the questions below and discuss.

- **What are the key advantages and disadvantages of each for health interactions?**
- **Could social networks become better venues if designed differently?**
- **How might hybrid models combining features of both be beneficial?**



THANKS!



SOCIAL SUPPORT

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