Web 2.0 and its Implications for Health-Related Social Marketing Campaigns

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Funding: University Postgraduate Award (UPA) and International Postgraduate Research Scholarship (IPRS)

PROJECT OVERVIEW:

“Web 2.0” is a term beginning to appear in the social marketing literature. Defined as web pages that use two-way communication, Web 2.0 allows its users to share information and links, to collaborate, and to formulate user-generated content. Many health practitioners are beginning to use Web 2.0 in their health promotion programs and social marketing campaigns.

First, a comprehensive literature and online search will be conducted to profile Web 2.0 users (including their demographic and psychographic characteristics), document the rate of Web 2.0 adoption, and identify as well as profile commercial and health-related social marketing campaigns. A similar comparison will be done using qualitative depth interviews with commercial and social marketing practitioners as well as researchers who have undertaken Web 2.0 strategies. Last, a quantitative online research survey will be designed and tested with the public to determine the willingness to use Web 2.0 and more specifically Web 2.0 as a health-related social marketing tool. The results of the research survey will be profiled by age (youth, middle-aged, and elderly) with significant differences outlined.