



Sex Research in Cyberspace

Genevieve Martínez-García, Milagros Garrido, & Nicholas Sufrinko
Healthy Teen Network

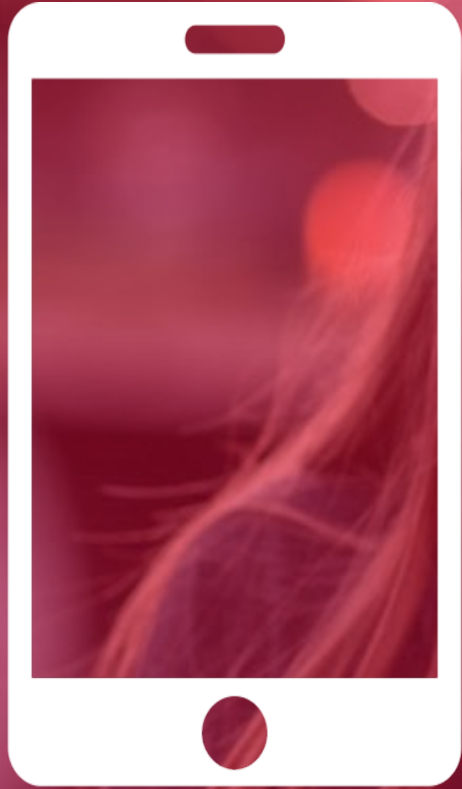
Jen Manlove, Elizabeth Cook, & Brooke Whitfield
Child Trends



Overview



Internet - Based Research



95%
have phones



45%
online constantly



**SnapChat, Instagram &
YouTube dominate**

Internet-based Research

Strengths



More cost effective than traditional recruitment



More accessibility to harder -to-reach populations (e.g. adolescents no longer in school)

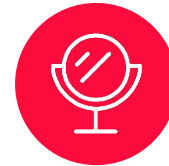


Participation is anonymous, confidential, and done on participants' own time

Challenges



More difficult to establish credibility for an online study



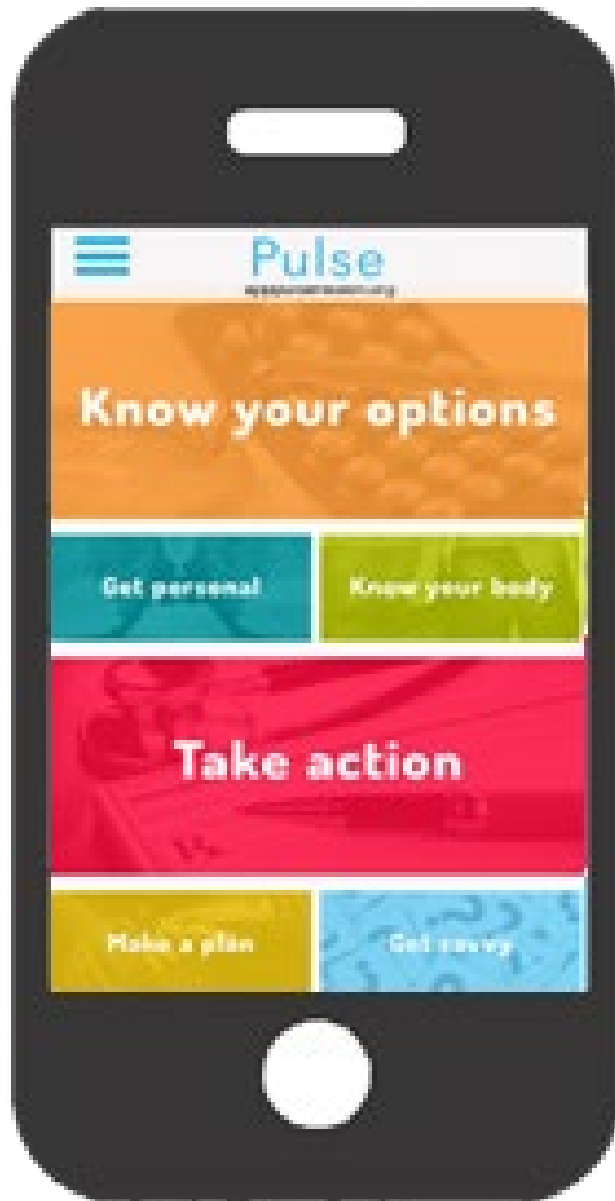
More difficult to ensure only eligible participants are enrolled without face-to-face accountability



More difficult to encourage participants to complete enrollment without face -to-face interaction



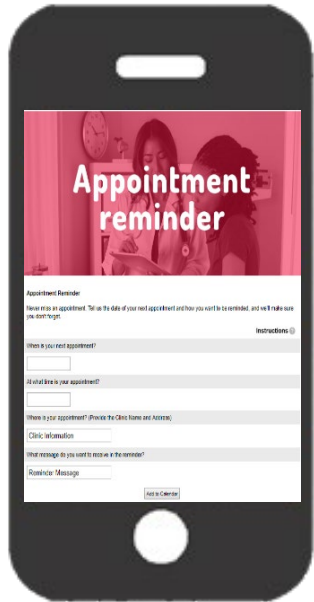
Pulse



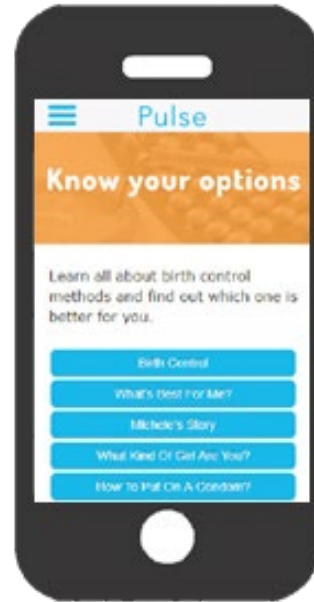
- Birth control options
- Anatomy & Physiology
- Sexually transmitted infections
- Healthy relationships
- Pregnancy
- Clinic utilization



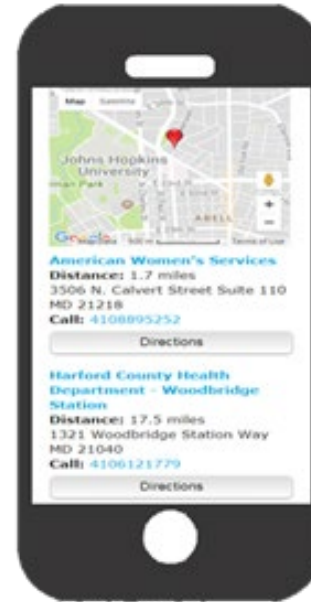
Pulse content



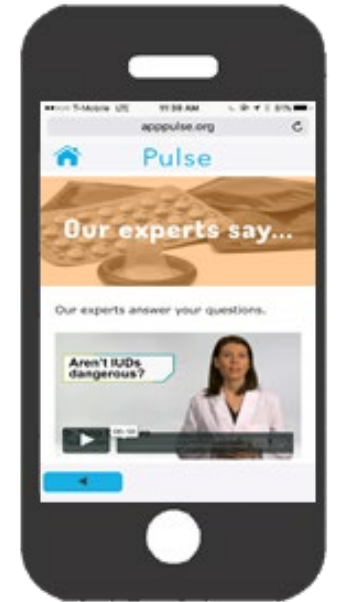
Calendar Reminders



Different topic areas

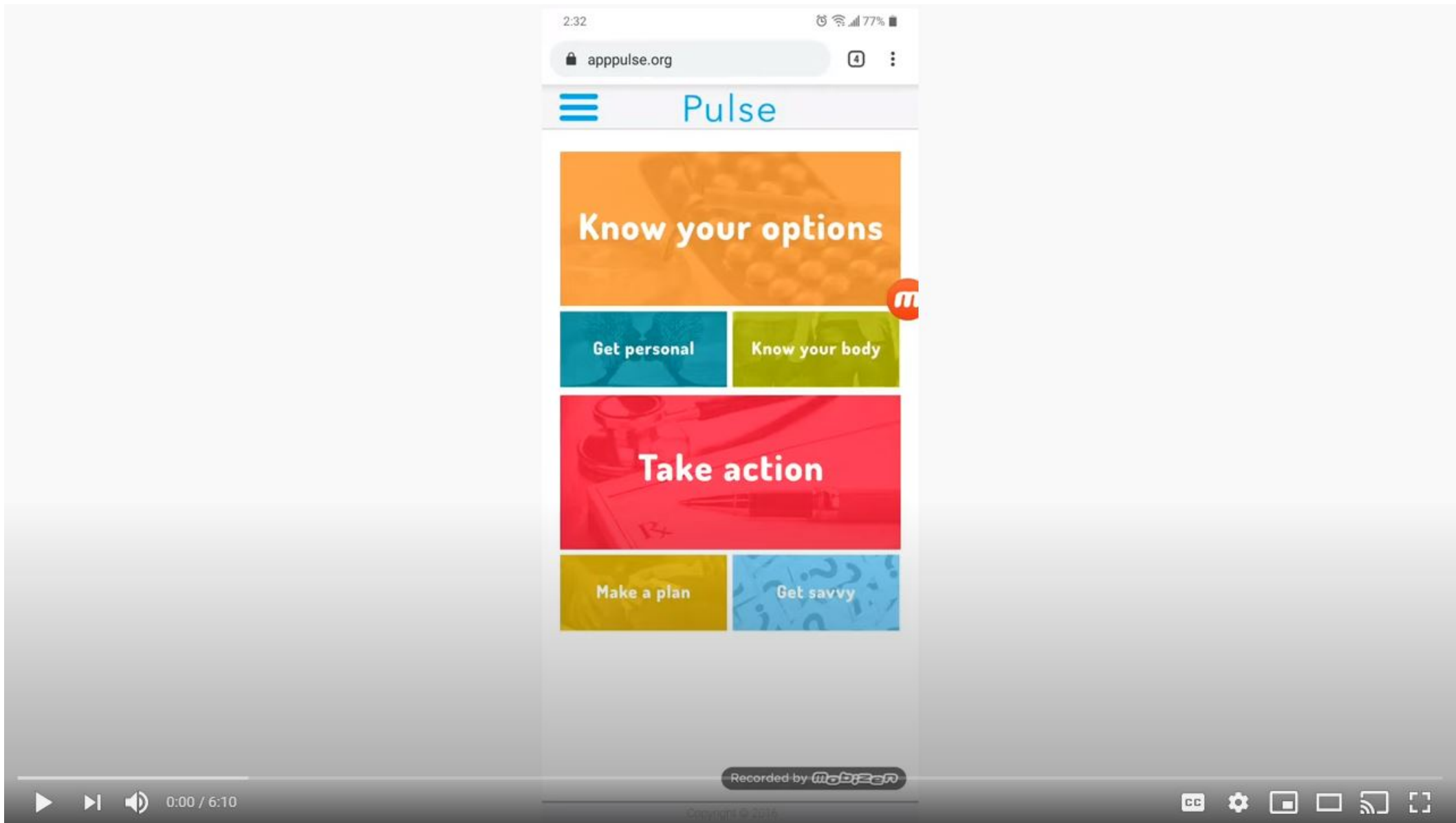


Clinic locator



Mix of media





Evaluation Study

Pulse Evaluation



Funded by U.S. Department of Health and Human Services' Office of Population Affairs



Two-arm randomized controlled trial

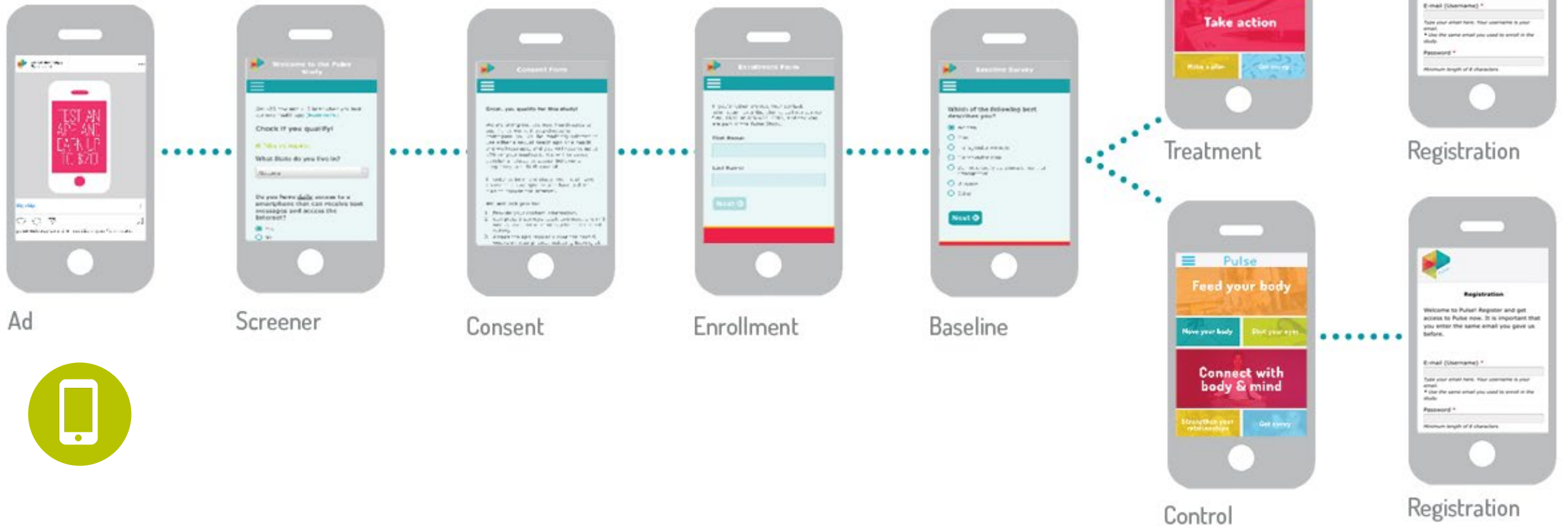


Evaluated to assess whether it:

- Increased use of effective contraception
- Increased visits to clinics for SRH services



Recruitment Strategy



Recruitment Timeline

November
2016

March
2019



Eligibility



Ad



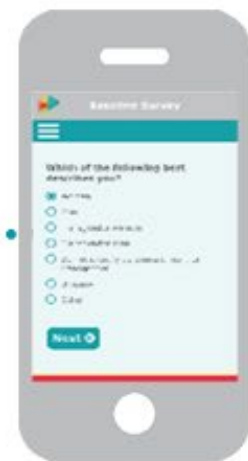
Screener



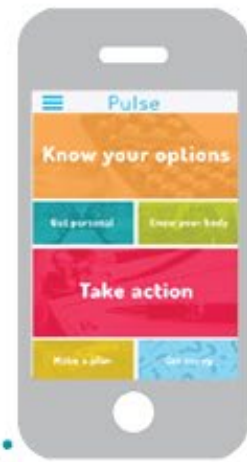
Consent



Enrollment



Baseline



Treatment



Registration



Control



Registration

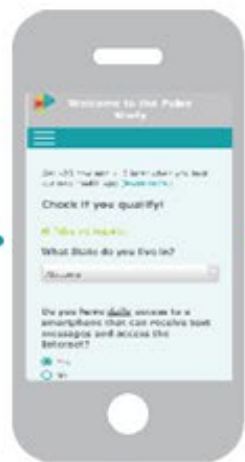
- Female gender icon (♀)
- Age range icon: 18 to 20 yrs
- USA location icon
- No alcohol icon (circle with slash)
- Smartphone icon



Recruited Sample



Ad



Screener



Consent



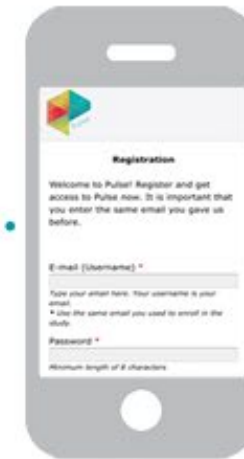
Enrollment



Baseline



Treatment



Registration



Control



Registration



70%
Black/Latinx

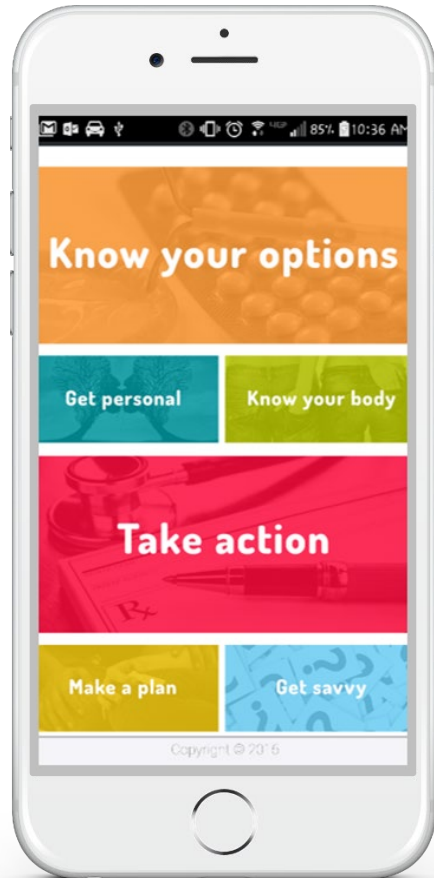


2,317

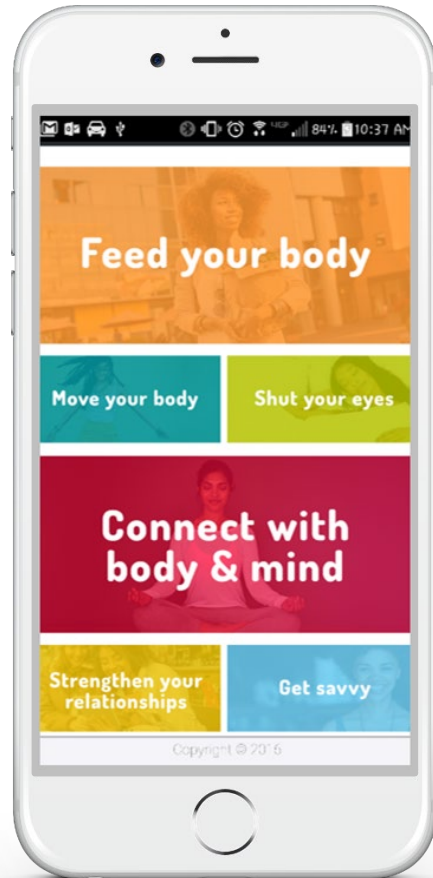


pulse

Treatment



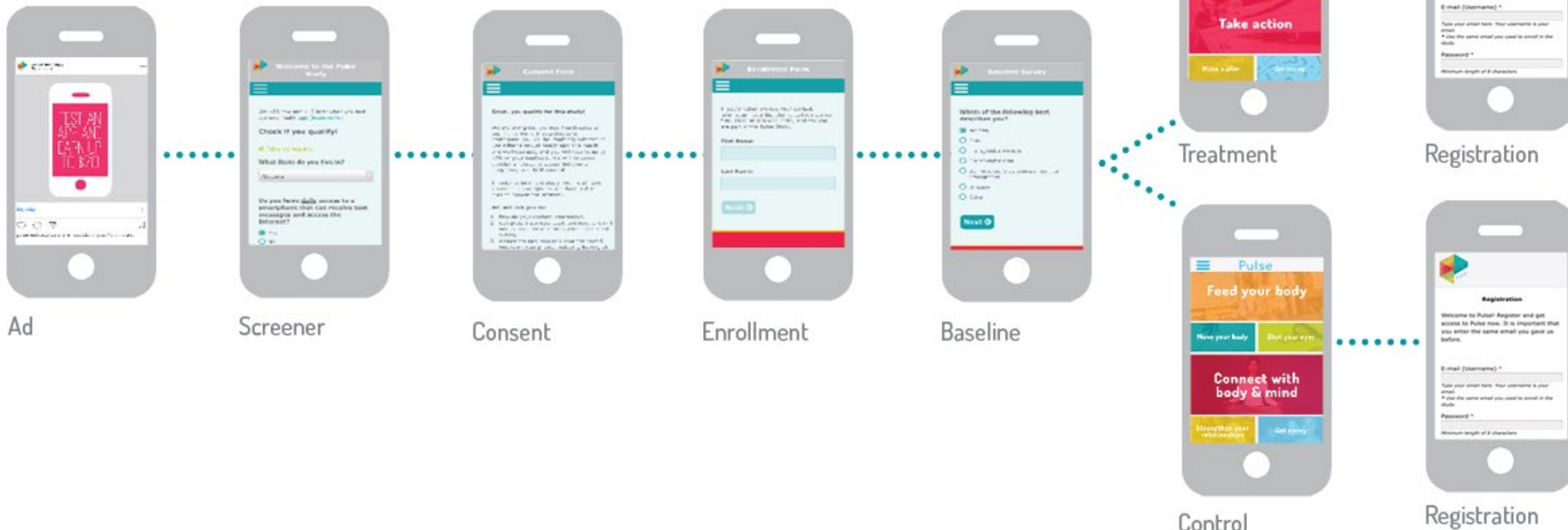
Control



Intervention and Control Apps



Data Collection



Baseline Survey

Post Survey
6 wks / 6 mos

Phone Interviews

Text Messages

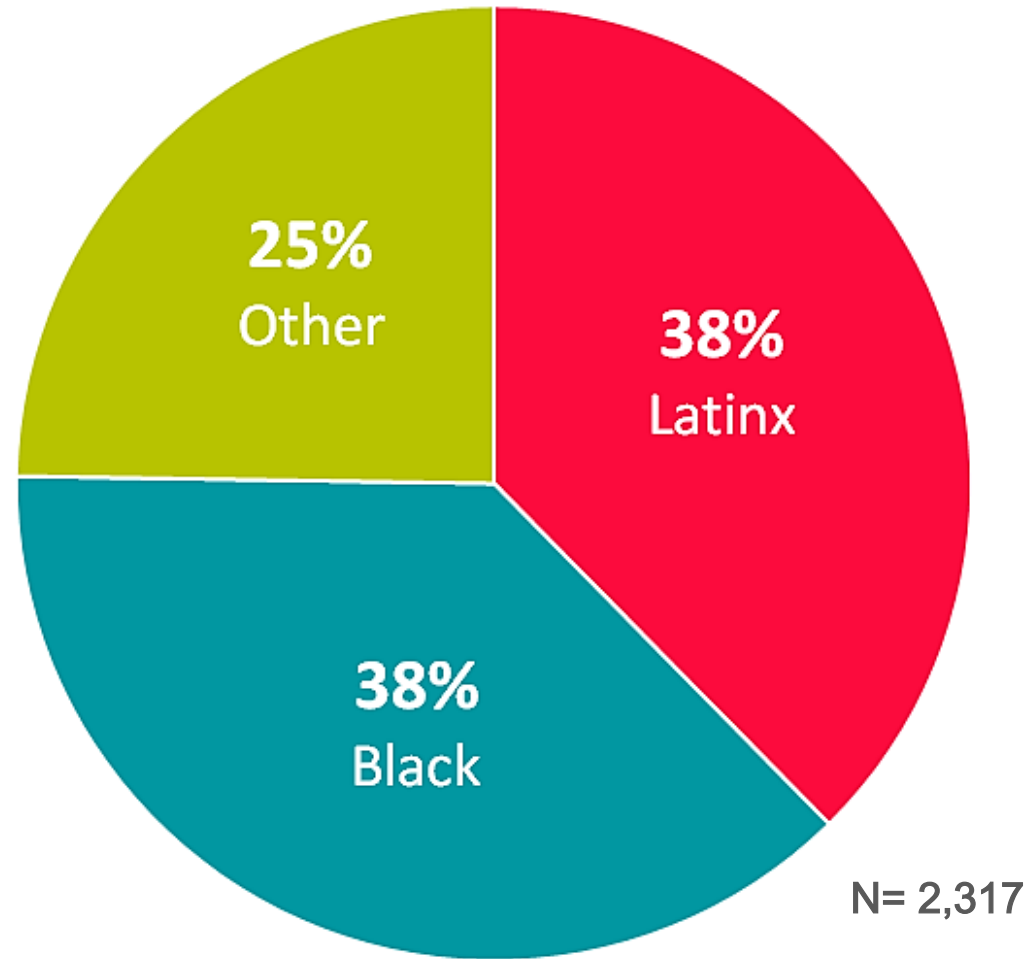
App usage



Results

Study Sample

Race & Hispanic Ethnicity



Highest Educational Attainment

66% in college or
technical school

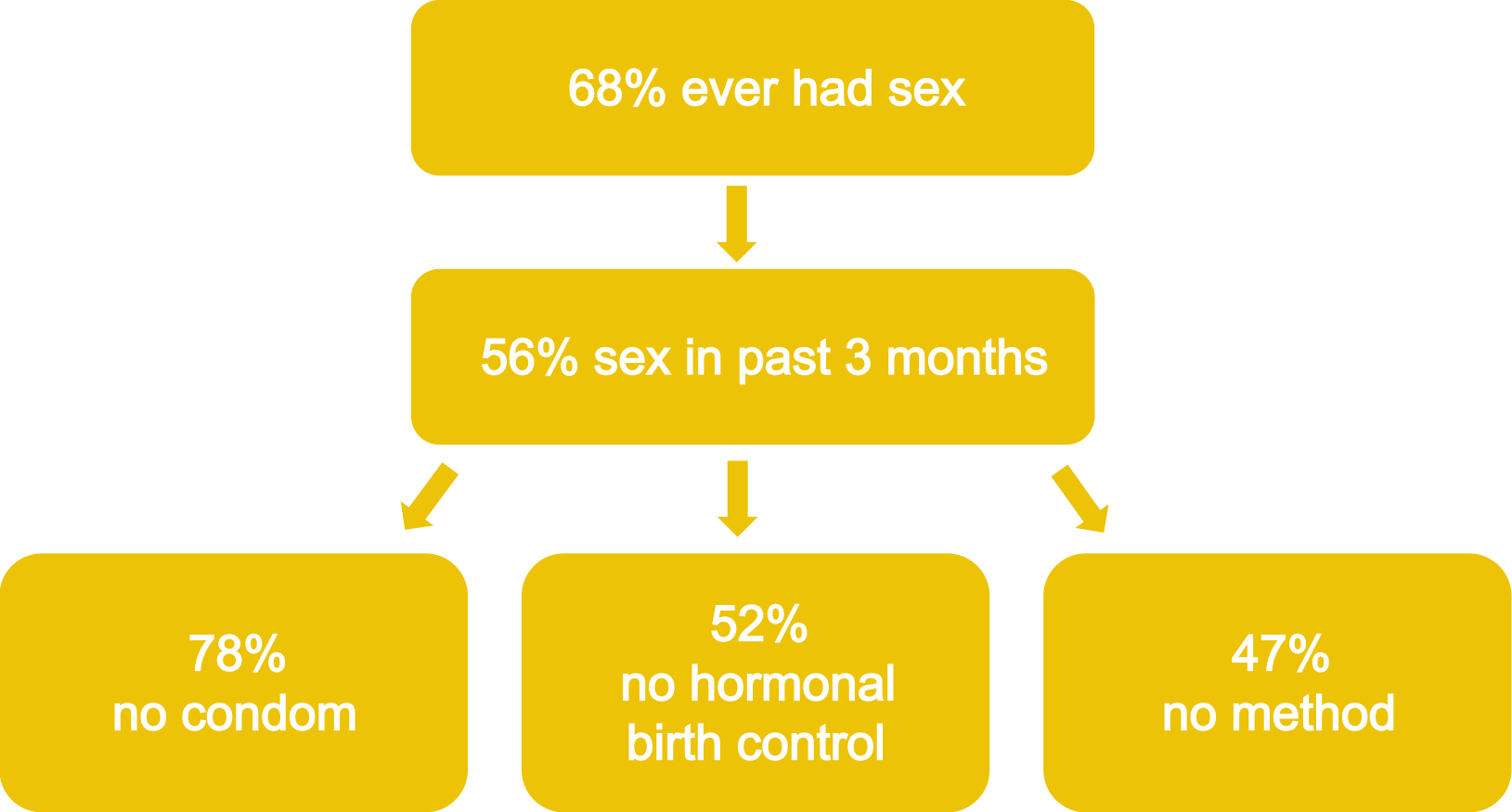
Participant

53% some college
or more

Parent



Baseline Sexual Experience



Behavioral Outcomes

Pulse participants experienced...

Lower unprotected sex
(sex without a hormonal/LARC
method)



Pulse participants experienced...

Greater knowledge about
contraception



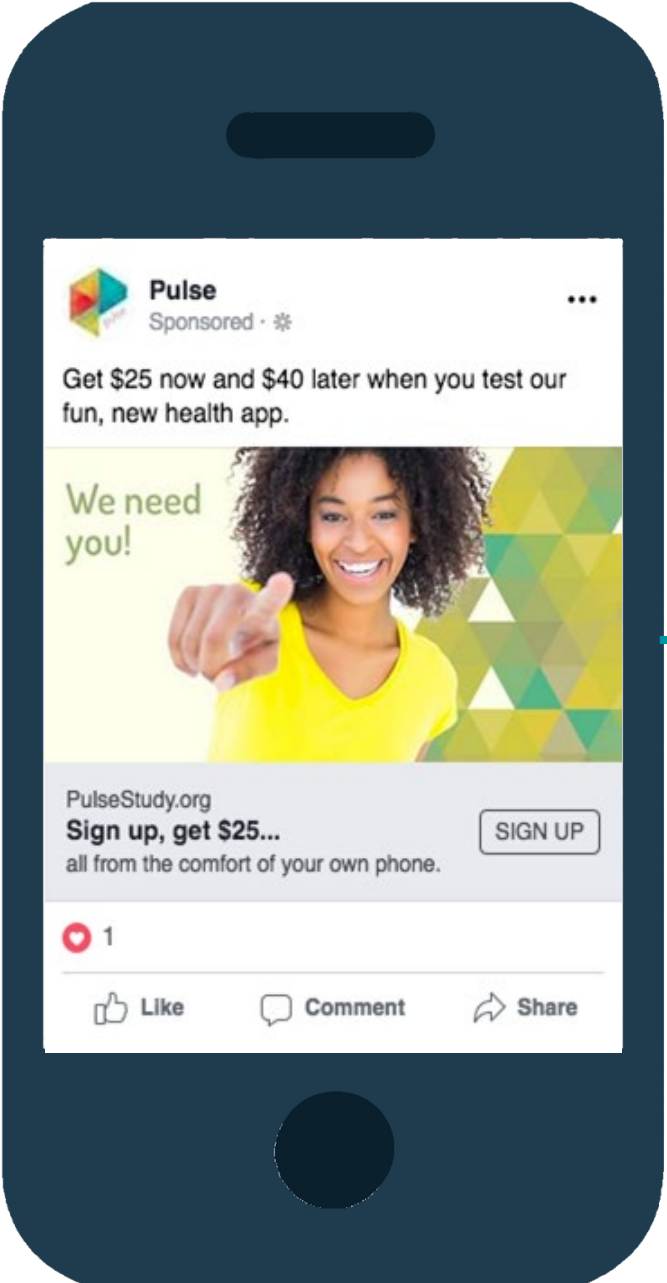
Pulse participants experienced...

Greater self-efficacy on using
contraception

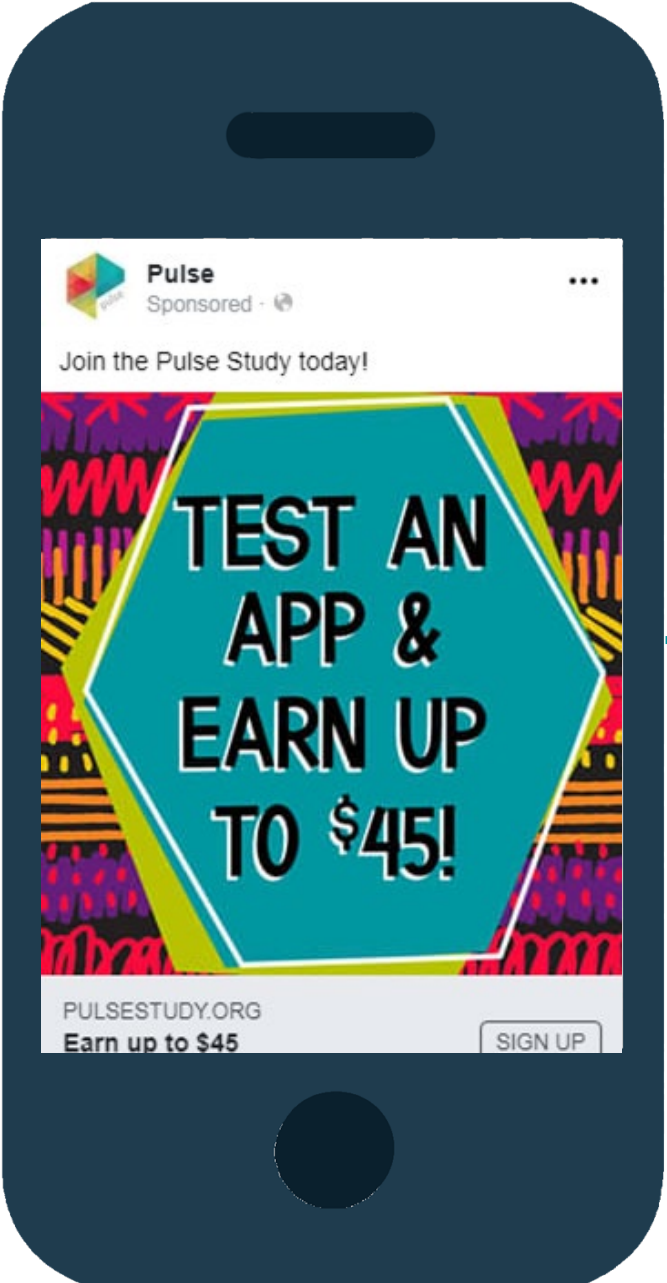


Lessons Learned

Recruitment Stock Photography



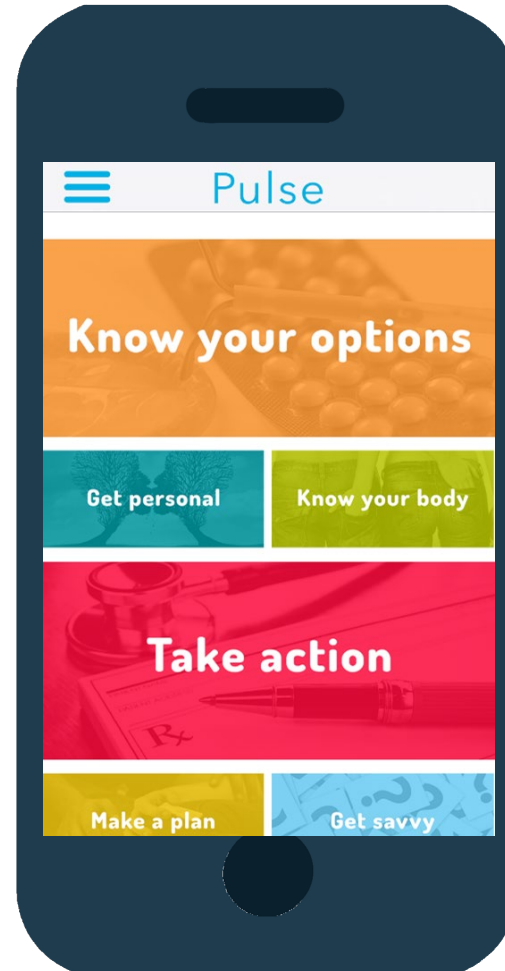
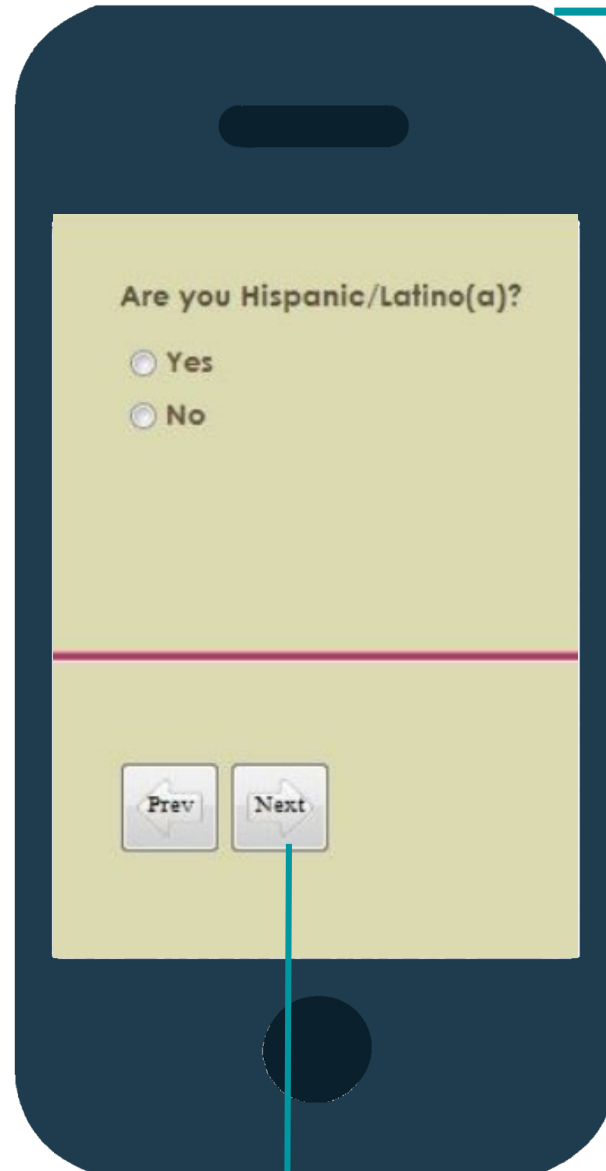
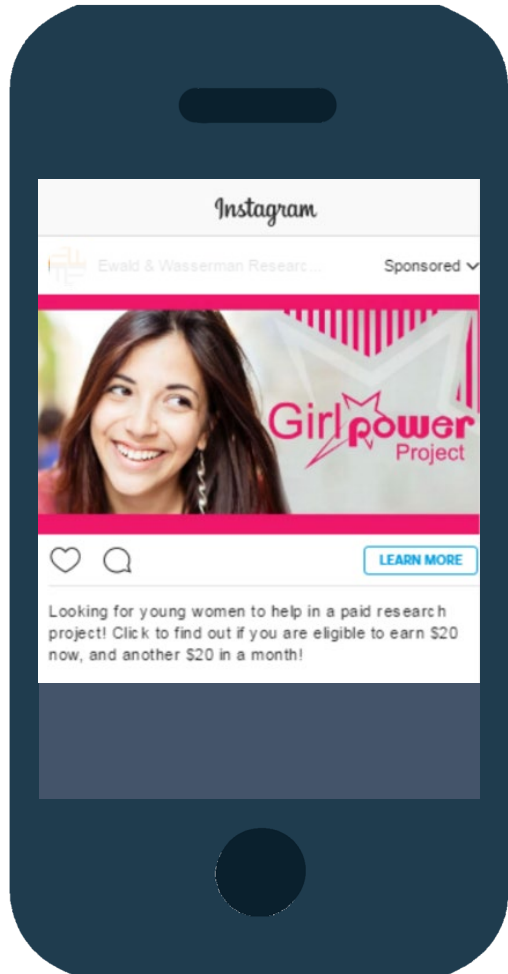
Stock photography



Colorful illustration

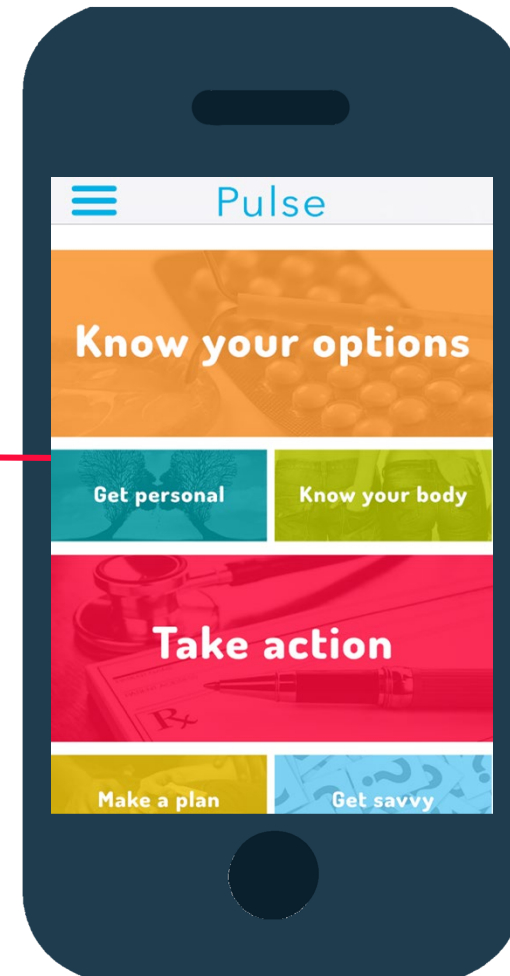
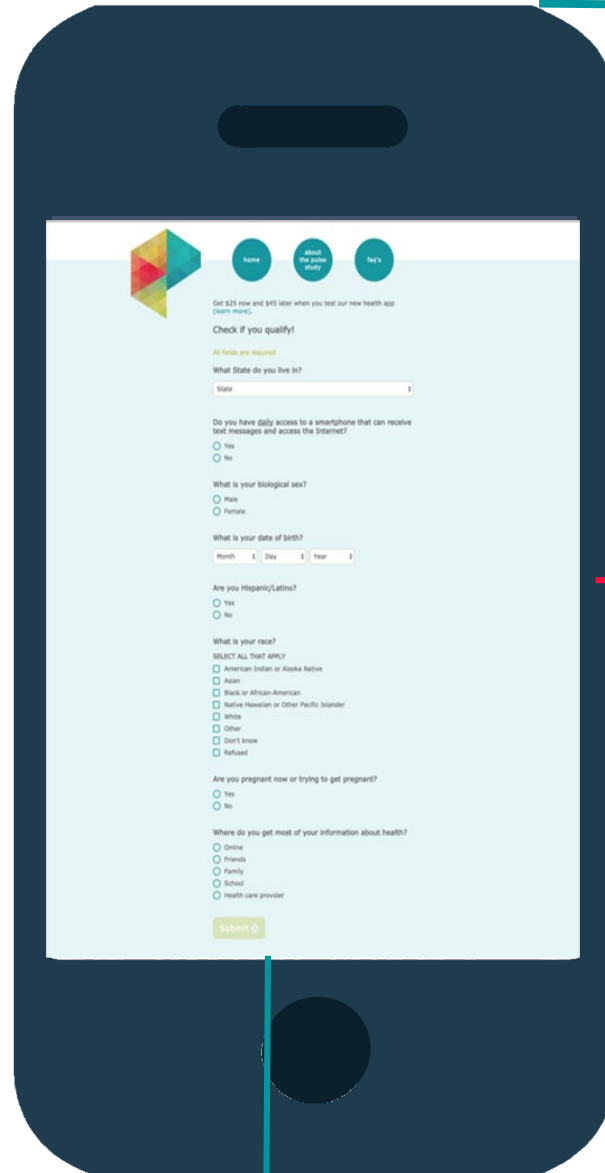
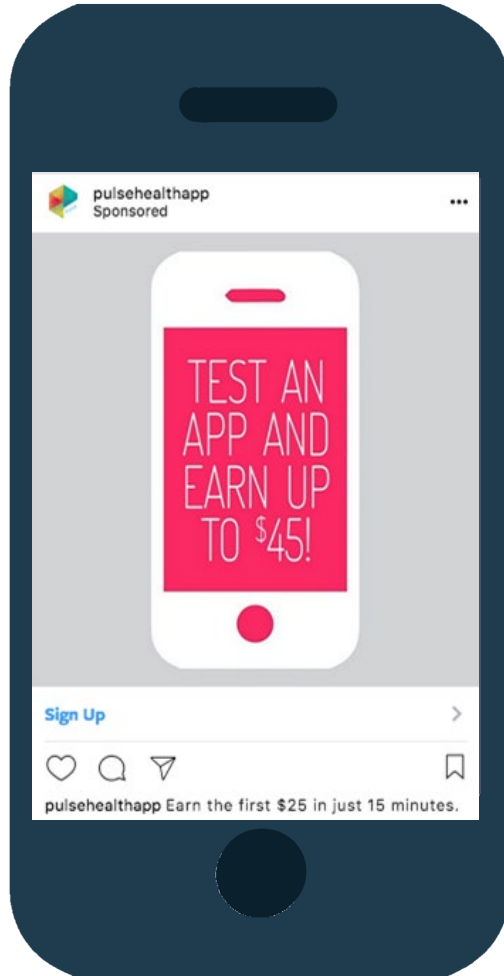
Recruitment UX/UI Matters

Varied visual identities



Click, click, click. So many clicks.

Uniform visual identity



One pagescreener

Enrollment Scammers & Duplicates

Enrollment

Scammer

does not meet our eligibility criteria on first screener attempt but tries to pass the screener again

Duplicate

meets our eligibility criteria on first screener attempt but tries to pass the screener again

IP address
Name
Telephone number
Birth date
Address for incentive



11:15
Oct. 26

Welcome to the Pulse Study

Year of Birth:
1982

Month of Birth:
Oct

Day of Birth:

ID: 10

IP: 11.22.333.4444

11:01
Oct. 26

Welcome to the Pulse Study

Year of Birth:
2002

Month of Birth:
Oct

Day of Birth:

ID: 12

IP: 11.22.333.4444

11:27
Oct. 26

Welcome to the Pulse Study

Year of Birth:
1998

Month of Birth:
Oct

Day of Birth:

ID: 13

IP: 11.22.333.4444



10:02
Sept. 1

Welcome to the Pulse Study

Year of Birth:
1998

First Name:
Naomi

Last Name:

ID: 20

IP: 12.34.567.8910

Treatment

22:15
Sept. 3

Welcome to the Pulse Study

Year of Birth:
1998

First Name:
Naomi

Last Name:

ID: 22

IP: 12.34.567.8910

Treatment

12:54
Sept. 4

Welcome to the Pulse Study

Year of Birth:
1998

First Name:
Naomi

Last Name:

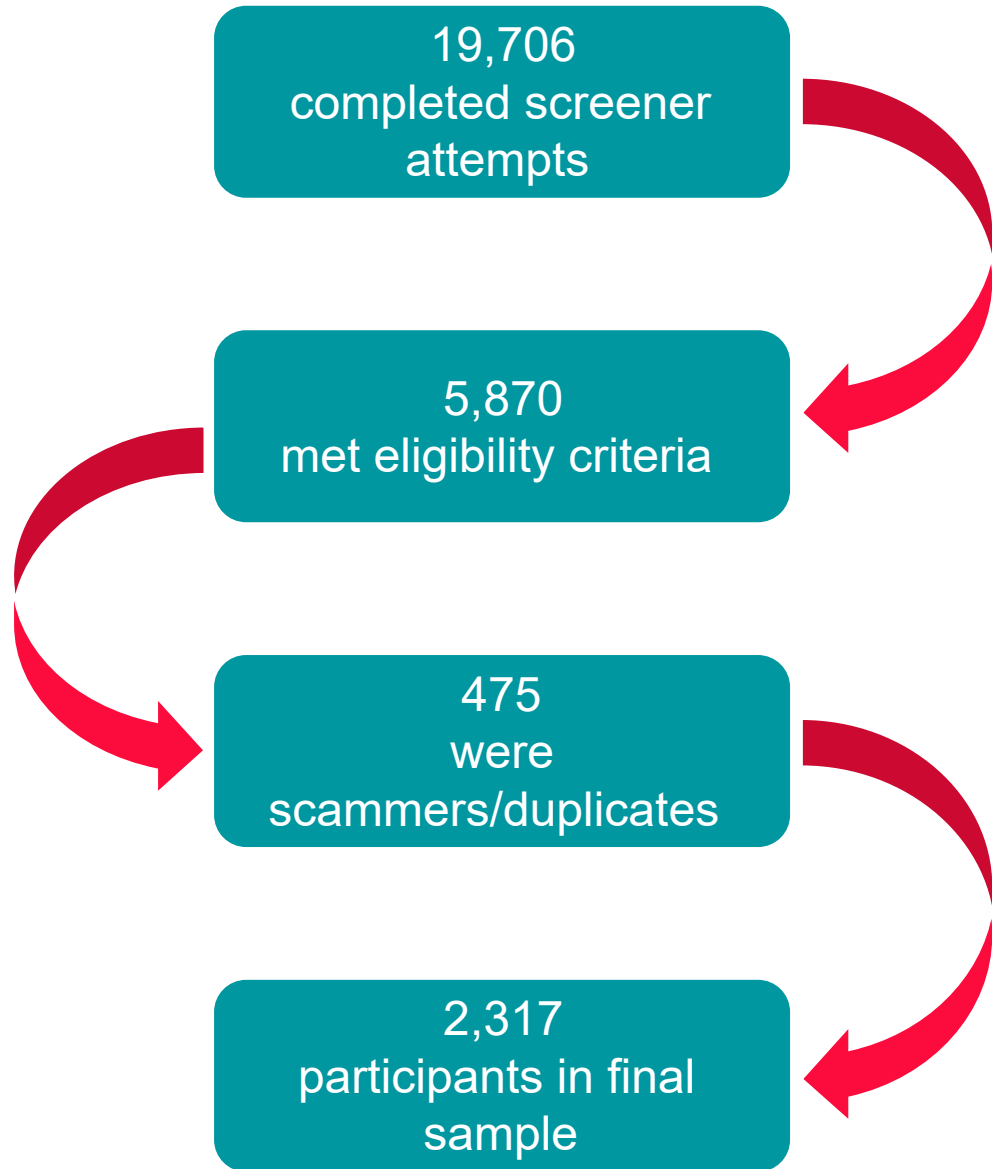
ID: 23

IP: 12.34.567.8910

Control



Scammers and Duplicates



Enrollment Tracking Enrollment

Tracking Enrollment Using Google Analytics

1. Screener S_Q2	224 (4.33%)
2. Screener S_Q3	223 (4.31%)
3. Screener S_Q6	221 (4.27%)
4. Screener S_Q1	220 (4.25%)
5. Screener S_Q5	219 (4.23%)
6. Screener S_Q7	218 (4.21%)
7. Screener S_Q4	217 (4.19%)
8. Screener S_Q8	217 (4.19%)
9. Consent From	150 (2.90%)
10. Enrollment E_Q1	110 (2.12%)
11. Enrollment E_Q2_Q3	98 (1.89%)
12. Enrollment E_Q4_Q5	90 (1.74%)
53. Survey B_Group_Control	29 (0.56%)
54. Survey B_Group_Treatment	27 (0.52%)



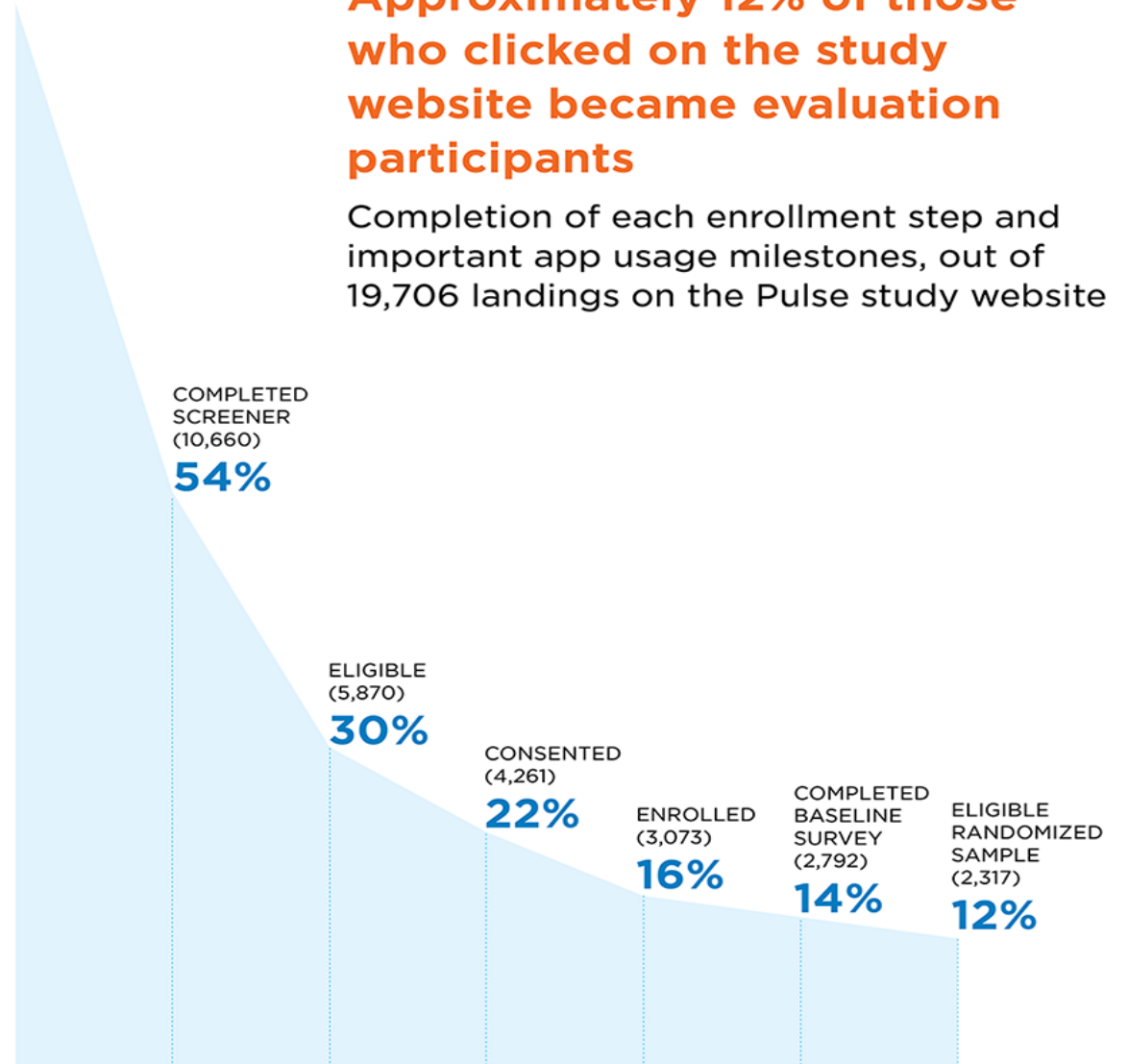
Tracking Enrollment

ARRIVED AT STUDY WEBSITE

19,706

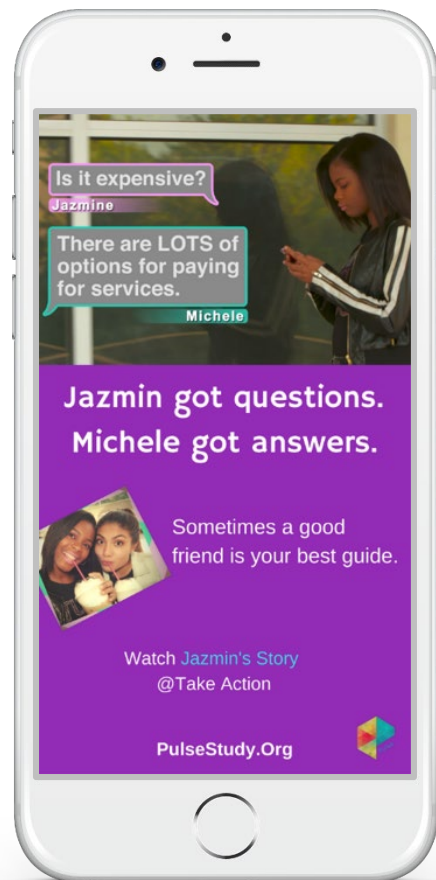
Approximately 12% of those who clicked on the study website became evaluation participants

Completion of each enrollment step and important app usage milestones, out of 19,706 landings on the Pulse study website

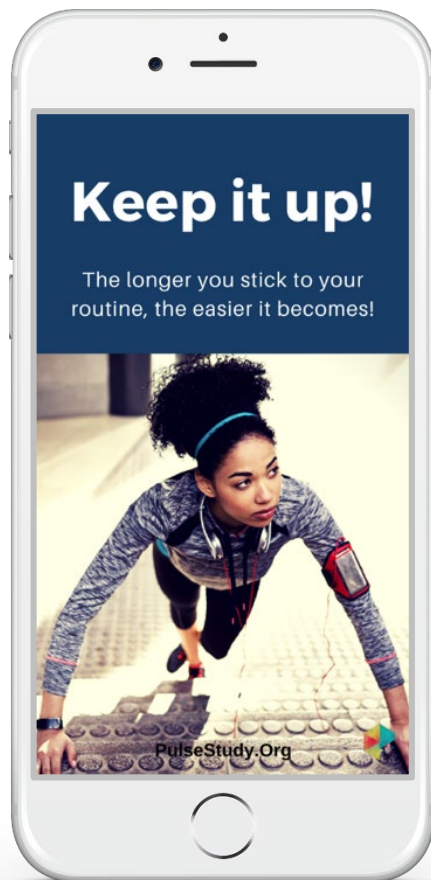


Retention Text Messaging

Treatment



Control



MMS Prompts



Use of TextMessages

Strengths



Quick and easy way to send individual messages to large number of participants



Helps with study validity and improves participant accountability (i.e. higher survey completion rates)



Encourage participants to visit the app and take the surveys

Challenges



Bulk texting services or software can be pricey



Unpredictable texting software malfunctioning (i.e. campaign drips unexpectedly stopping)



Manually creating and uploading text-messages leave room for human error



Text Message Receipt

75%

of intervention participants received all text messages

20%

experienced a message that bounced back (was not successfully delivered)

14%

of intervention participants opted out of receiving text messages

41%

of the time, a text message resulted in a visit to Pulse within one day



Retention Usage of Pulse

App Usage

3

average number of times an intervention participant logged into the app

4

average number of sections visited (out of six) by intervention participants

18

average number of minutes spent on the app by intervention participants

84%

of intervention participants logged into the app at least once

50%

of intervention participants visited the app more than once

46%

of intervention participants visited all six app sections



Most Viewed Sections



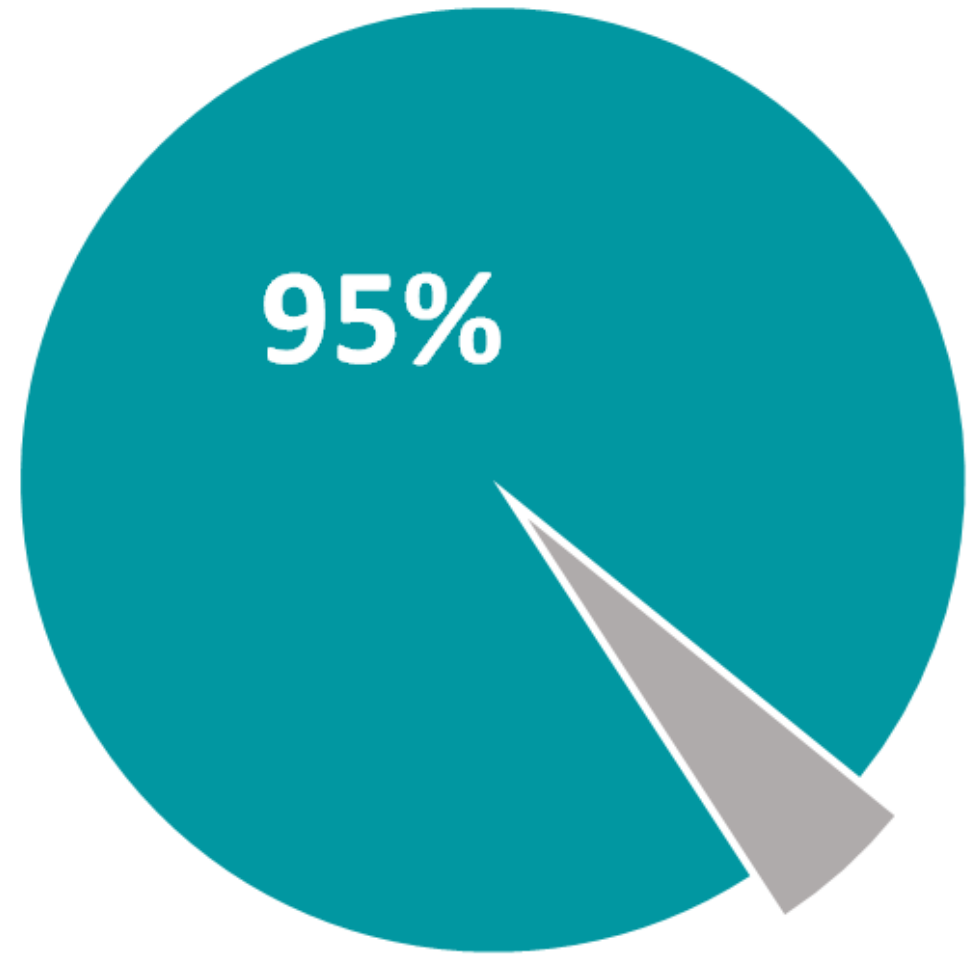
Retention Incentives

Incentives up to **\$45**

\$25 baseline + \$20 follow up

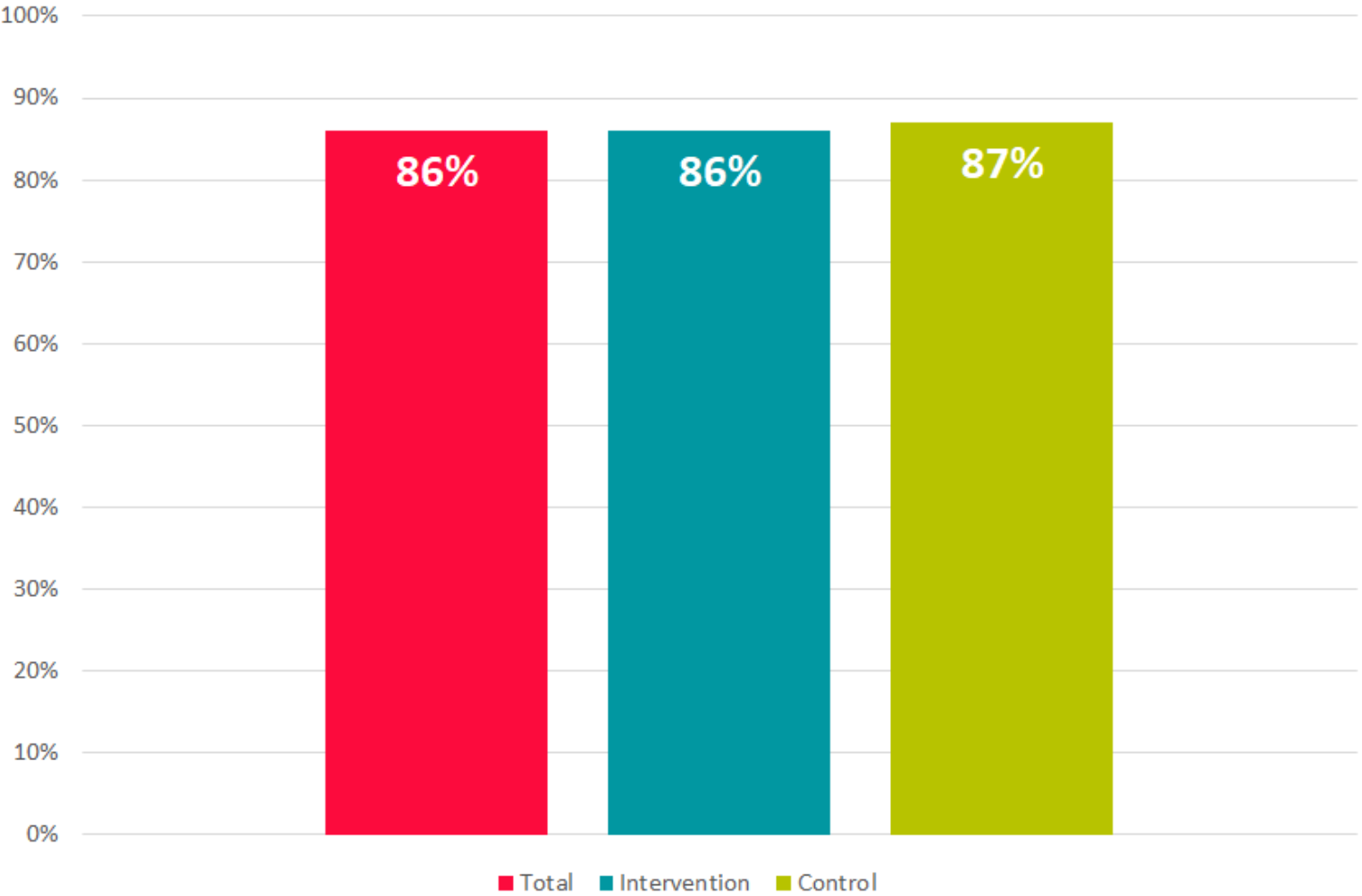


Received first incentive
(N=2,317)

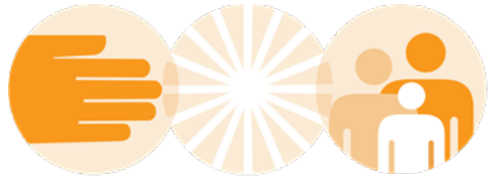


Retention Survey Completion

6-week survey completion rates



Partners



Healthy Teen Network

App development and recruitment



Evaluation



App co-development and hosting



Data collection and retention



Contact Us

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