

New Media and Marketing of Behavior Change

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Hello, I'm Craig Lefebvre, welcome to the presentation New Media and Marketing of Behavior Change. I'm the chief technical officer at PSI and we'll spend a few minutes here learning about social media and mobile technologies and their applications in social marketing.

We need not to be let alone.
We need to be really bothered
once in a while. How long is it
since you were really bothered?
About something important,
about something real?

- [Ray Bradbury](#)

As Ray Bradbury said, we need to be really bothered once in a while. And what I hope you get from this presentation are some ideas, maybe some disruptive ideas, about how these new media, these new technologies, can change the way you think about and practice social marketing.

The Social Media Ecosystem

- Blogs
- Wikis
- RSS
- Podcasts
- Videocasts / Vlogs
- Moblogs
- MMS
- Internet telephony

Tools that facilitate:

- Communication
- Engagement
- Transparency
- Trust

Tools that are:

- Complementary to traditional communication activities
- Used by organizations who recognize the social characteristics of effective communication

Because it's when we stop thinking about these tools as simply technologies or new channels to use in our communications programs but really think about how they change the way communication happens between ourselves, our colleagues, and most importantly our audiences that we can really begin to step into the 21st century for social marketing.



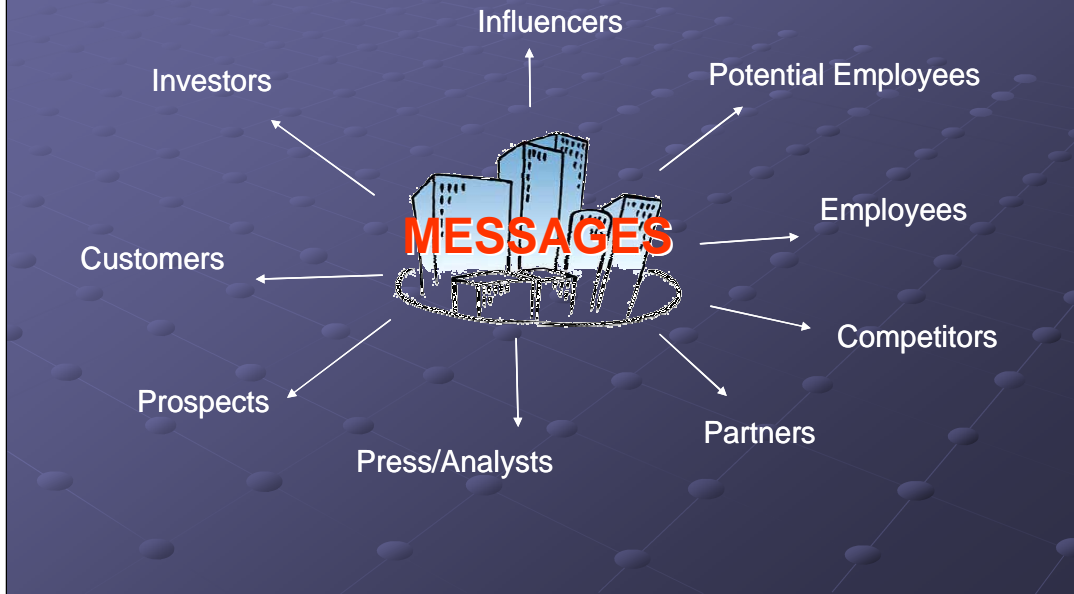
Now let's turn to what the social media ecosystem actually consists of. Some of these may be unfamiliar to you now, but hopefully in the next weeks and months, you'll learn more about things like blogs and wikis, these really simple feeds that people use to learn when websites change their content. Podcasting, or video casting, mobile blogging, using multimedia to send pictures and videos and sounds through mobile phones, and things like Skype, that make international boundaries much easier to cross. All these are tools that facilitate things like communication, the level of engagement we can have with our audiences and that our audiences can have with us, the transparency of our organizations and our programs, and the trust that we can build among everyone that we work with. I want to reinforce here that these tools are complementary to traditional communication activities. I'm not suggesting that these replace mass media or that they replace interpersonal communication but rather become new ways of thinking about how to do these traditional mass and interpersonal communication programs. And finally, I think anyone who uses these tools also has to recognize that there is a very social characteristic to communication, that it is imply not a source, a message, and a receiver who we are working with. All these tools allow people who are formally known as our audience, to also create and share content among themselves and also with us.

What is Social Marketing?

- **Focused on audiences**, their wants and needs, aspirations, lifestyle, freedom of choice
- **Aggregated behavior change** among priority segments of the population, not individuals, are the focus of programs (*scalability*)
- **Designing behaviors, products and services** that fit their reality (*compatibility*)
- **Rebalancing incentives and costs** for maintaining or changing behaviors (*relative advantage and risk*)
- **Creating opportunities and access** to try, practice and sustain behaviors (*trialability*)
- **Promoting** (communicating) these behaviors, incentives and opportunities to priority audiences (*communicability*)

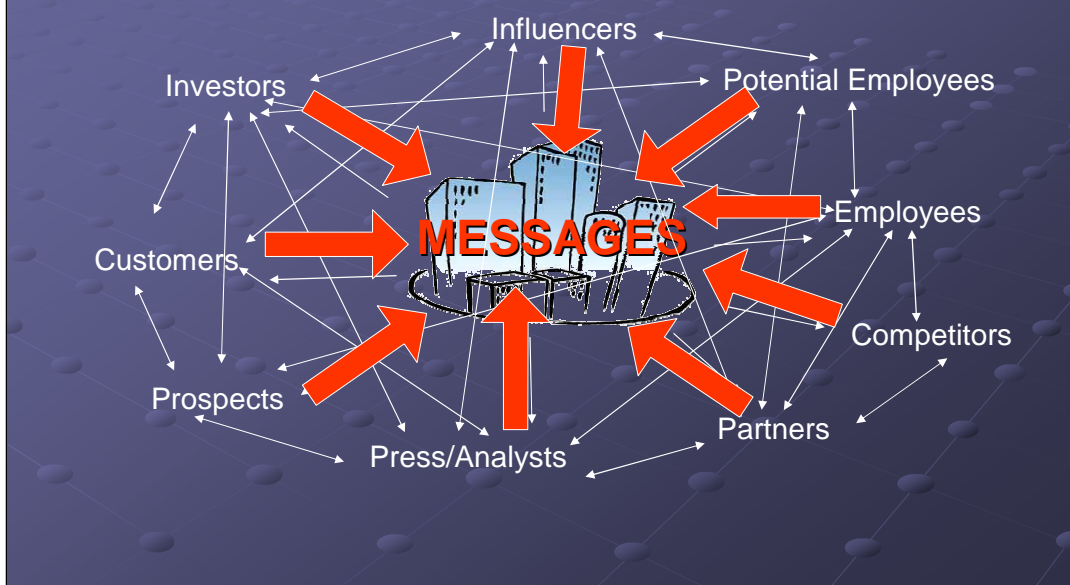
I believe any definition of social marketing as we move forward from this conference, should include these elements. Obviously we need to be focused on our audience, their wants and needs, their aspirations, respecting their freedom of choice. Second of social marketing, is about aggregated behavior change among segments of the population, not simply behavior change among individuals. This notion of scalability that we adopt from the diffusion of innovations work, is a critical feature that I think distinguishes social marketing from other approaches to help education and social change. We also need to be more aware of how we design our behaviors, how we design our products, and how we design our services so that they are compatible and relevant to our audience's lives and not just convenient for ourselves. We need to rebalance our incentives and cost to take advantage of how people perceive the benefits and how they assess the risk for changing behaviors, adopting new products, and using services. We need to create opportunities and access for people to try, practice, and sustain behaviors. And finally we promote these behaviors, these incentives, and these opportunities to our priority audiences. But the more we can borrow from a theory per scale such as the diffusion of innovations, I think more effective and more powerful our social marketing will be.

Old World: Sources, Channels, Messages & Receivers



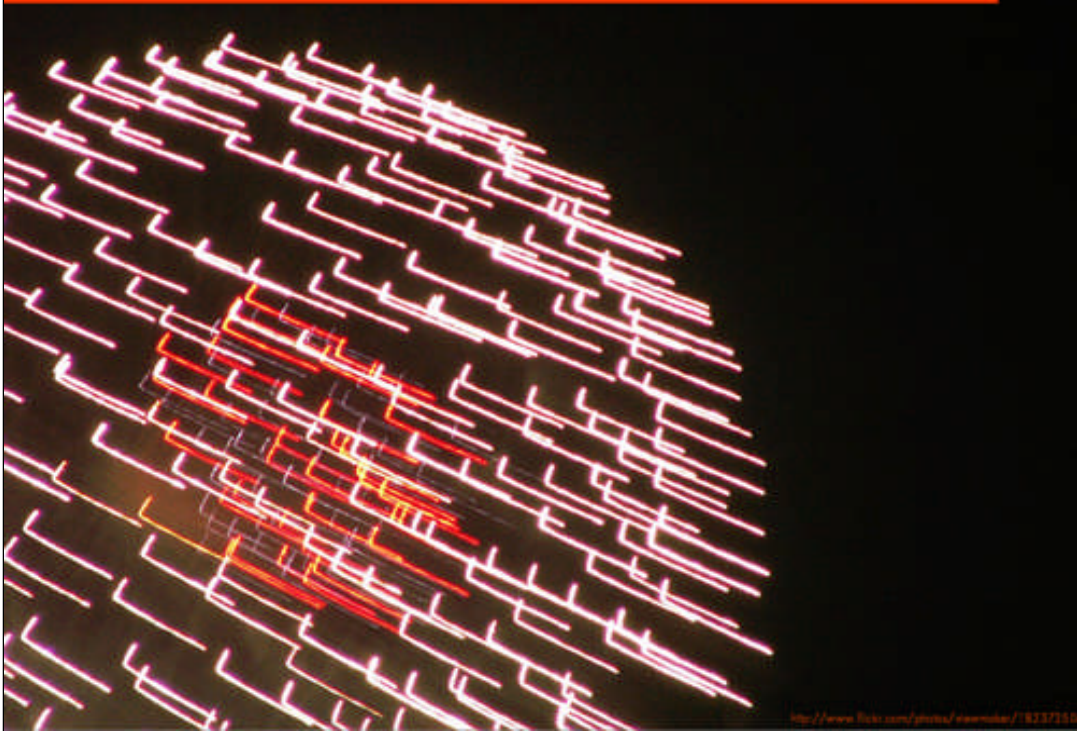
Here's the old way we think about communications: a world in which we sit in the middle, developing our messages, deciding on our sources, selecting channels, and then targeting specific groups of receivers or audiences that we then direct our communications to.

Networked World: Engagement, Interaction & Multiplexity



In this new world, or this networked world, different ideas need to color the way we think about communications. Communications no longer becomes a one way process between us and the audience, it becomes at least a two way process where the audience is talking back to us, and engaging us. And what this rather messy slide shows is that our audiences are all talking to each other as well. We realize that there is a level of engagement that goes on between people and among people, that there is this interaction that is going on constantly among people in our audiences. And third, is that there's this multiplexity, or this receiving and sending of information through moldable channels and to moldable people all at the same time that is part of everybody's daily life and part of how we need to think about the new communications, and how these new tools fit into this networked world.

From mass media to masses of media



So what new media, social media, mobile technologies, should mean to you is moving from an era of mass media to a new era where masses of media become the communications and the social marketing challenge.



When we look at social network sites, familiar ones being MySpace, Bibo, Facebook, African Loft, African Path, what we find is that people were already on these sites, already doing things, already getting together with people with like-minded issues, like-minded hobbies, like-minded questions, some of them even about health care and staying healthy. How do we engage with these existing communities online to promote health in the developing world?

The Social Media Space

- Localization of social media
- From MySpace to AfricanLoft and AfricanPath
- Blogging – Global Voices

As we begin to explore this social media space, as social marketers we are the newcomers. Already many of our audiences are in these spaces, are reading these spaces, and are using these spaces to express themselves. Places like Global Voices, where they aggregate, curate, and amplify the voices of bloggers from all regions of the world, is a place that we need to understand and interact with more effectively. On Global Voices, people can be exposed to subjects ranging from health to gender to the environment, just for starters.

Social Network Interventions

- Enhance existing linkages
- Develop new linkages
- Enable indigenous helpers
- Create new networks
- Empower existing ones
- Weave together networks
- Engage communities in new ways

I encourage you to start thinking about new media and social media and how they can influence the way you think about social networks, both the way social networks work in real life and the way social networks operate in the digital world. How can we use these new medium, whether it's internet-based or mobile-based to enhance the existing linkages that people have among other folk. How can we help them to develop new linkages, access new resources, new sources of information that they weren't able to link to before. How do we enable our indigenous helpers, our community health workers, community-based agents, to be more effective at doing their work and supporting each other in our programs? How do we create new works? How do we empower existing ones? How do we weave together existing networks that may cover disparate subjects right now and unite them and focus them on common public health objectives? And finally, how do we use these new technologies to engage communities in new and different ways, again not simply as a communication channel or as a communication tool, but as a tool for empowerment and a tool for making the world a better place?

2.7 Billion Cell Phone Subscriptions in the World

- 2x more than land lines
- 2X more people than have credit cards
- Almost twice as many as have TV sets
- 3x more than all PCs, laptops and servers
- Almost as many as radios

Alan Moore. **Communities Dominate Brands**, 11 June 2007.

http://communities-dominate.blogs.com/brands/2007/06/mobile_welcome_.html

Mobile phones are the future for social marketing, at least that's what I believe. If you look at the fact that just this year there are now 2.7 billion cell phone subscriptions in the world. And put that in the context of that's twice as many people with a cell phone subscription as that have landlines, only 1.3 billion. That's twice as many people who've had a credit card or a television set. That's three times as many people as have access to a PC, a laptop, or a server, and if you think of all the IT infrastructure in the world—all of that wrapped up together—cell phones are three times the mass of that. Many people in the developing world and developmental work think about radios as the ubiquitous media. As you can see cell phones are quickly achieving that same ubiquity. How do we harness that for health? How do we harness that for social marketing?

1.8 Billion SMS

- 2X as many users as internet email
- Worth over \$80 billion worldwide
- Brits send 6 SMS per person, South Koreans send 10, Singaporeans 12 and the Philippines 15 SMS every day.
- In South Korea 45% of all music is sold directly to music phones
- Mobile money transfers in Kenya (M-PESA) and Zimbabwe
- SMS-enabled television stations in Malaysia
- Mobile data is used by anywhere from 540 million (internet access via mobile) to 1.1 billion (non-SMS mobile data services used on mobile) to 1.8 billion (mobile data including SMS)

What's particularly interesting about mobile phones is that there are nearly 1.8 billion text messages sent each year by those users. Some people say that more people text message with their telephones than talk and in some regions of the world the economic structure of subscriptions actually encourages you to text rather than talk. Twice as many people text message as use email. When you look at how many people text message everyday, you can see especially in South East Asia, people are texting 10, 12, 15 times a day. In South Korea, 45% of all music that is sold is done so directly to a cell phone. In Kenya and Zimbabwe, mobile banking is now taking off. In Malaysia, there are television stations that are text message based. And finally, when you consider how people define mobile data or that is connecting to the internet through a mobile phone, anywhere from 540 million to as many as 1.8 billion people are accessing the internet through their telephones. That's a powerful demonstration of what is possible.

Who Uses It?

- More than 60% of Africans now live in areas with mobile phone coverage, and that figure is expected to rise to 85% by 2010, according to the GSM Association.
- Rate of mobile subscribers varies in Africa – 724 in South Africa to 32 in Rwanda per 1,000.
- In China in 2005 there were 350 million mobile phone users, and 100 million Internet users. In sub-Saharan Africa in 2004, there were 52 million mobile phone users and approximately 5 to 8 million Internet users.

"The explosive spread of mobile phone networks across the developing world has created a unique opportunity to significantly transform how countries can tackle global health challenges," World Health Organization Assistant Director-General Howard Zucker.

The question becomes, why should I worry about it? Look at some of the use data: more than 60% of Africans are living in areas with mobile coverage now, and within 3 years we expect that figure to rise to 85%. You see in the next bullet that mobile subscribers vary from 724 per 1000 population in South Africa, to 32 in Rwanda. When I look at China, 350 million mobile phone users, only 100 million internet users. Sub-Saharan Africa and this is now 3 year old data, 52 million mobile phone users, only 5 to 8 million internet users. As the Assistant Director General of the WHO said, mobile phone networks are creating a unique opportunity to transform how we tackle global health problems.

What is IT?

- Intensely personal
- Always on
- Always with you
- Built in response channel
- Present at inspiration
- Capable of authoring content (mobile blogging)

So what is this mobile phone, what is it? When you do studies and look at how people think about and use mobile phones across the world, it becomes obvious to every investigator that it's an intensely personal device that everybody has. From a social marketing point of view, from a behavior change point of view, think about the fact that it's always on, that they always have it with them, that there's this built in response channel, they can talk back to you, they can text back to you, on a moments notice. Data collection device is just one way of thinking about this, behavior change device is another. It's also present at inspiration that when you see something really cool or unique, you take out your phone, you take a picture of it, you send it to your friends, you upload it to a social network site some place. It's also a tool that's capable of authoring content. Mobile blogging is one example, but in Japan now some of the top selling novels were originally created via text messaging and cell phone authoring. And of course what cell phones have been able to use in the political world in terms of smart mobs and political organizing is again just a peek at what the power of this tool can be from a social change perspective.

Tracking Patients with HIV: Phones-for-Health Partnership

- Allows clinics to communicate patient information, order medicine, and get treatment information.
- In Rwanda, 75 percent of the country's 340 clinics, covering a total of 32,000 patients, are connected with mobile technology.
- Field clinic reports sent via text message, a voice-call system or on the Internet using a computer or Internet-enabled cell phone.
- Set to expand to 6 more countries in 2008.

Source: <http://www.biotech360.com/biotechArticleDisplay.jsp?biotechArticleId=100006>

Let's look at some specific uses of mobile phones for health in the developing world. The Phones for Health Partnership has been developed in Rwanda to track patients with HIV. Here they've been able to put 75% of all the country's clinics with more than 32,000 patients together using mobile technologies. Field clinic reports are being sent by text message, voice call systems are being used via cell phones, and there are many different ways people can monitor their supply chain, they can get treatment information, and they can order medication, all with the assistance of that small device located on their hip. Now our next question becomes, how do we expand this Phones for Health Partnership to more countries this coming year and also how do we begin to connect patients to this system in a more systematic way.

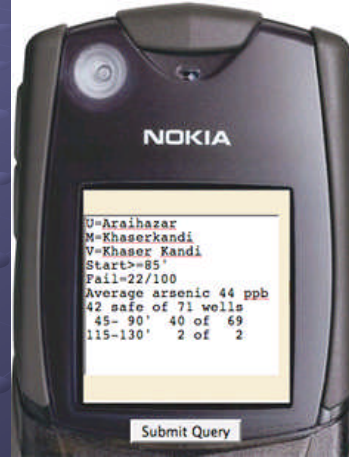
Mobile Health Applications

The image is a composite graphic. On the left, a hand holds a silver flip phone displaying a mobile application interface. To the right of the phone is a list of menu items: 'Mayo Clinic InTouch', 'First Aid', 'Emergency Room Finder', 'Specialist Doctor', 'Health Alerts', 'ER Finder', and 'Emergency services near 911'. Text labels point to these items: 'Easy to navigate menu system' points to the menu list, 'Health Alerts - news you need to know' points to the 'Health Alerts' item, and 'ER Finder - locate the closest Facility via GPS*' points to the 'ER Finder' item. Below the phone is a small inset showing a list of emergency services with details like 'Mayo Clinic Medical Center', '100 First Street, SW', 'Rochester, MN', '55425-5000', '911', '912-462-2200', and 'Call now'. On the right side of the composite, two silver flip phones are shown. The top phone is open and displays the text: 'Doctor, I am on my way to school, I can feel my asthma coming back.' The bottom phone is closed.

So what would be some of the applications for mobile health? Well, there are numerous studies already showing how effective mobile technologies can be in managing chronic diseases such as asthma and diabetes. There are studies going on in Africa right now that are looking at using mobile phones to enhance adherence to ARV therapy, to promote follow-up and adherence after male circumcision, to monitor and scale up DOT protocols, or tuberculosis treatment. More questions come up about how we can insure better follow up to voluntary counseling and testing services by using mobile technologies. Can we actually provide instructions for identifying and treating potentially life-threatening childhood illnesses to people living in remote rural villages but who still have access to cell phones?

Safe Water in Bangladesh

- 300,000 wells in database, which reports for each village the *number of wells tested*, the *proportion of unsafe wells* and, when available, the *start depth together with an estimate of the probability that the estimate is correct*.
- User sends a series of short messages to pinpoint their location based on either village name or geographic coordinates. The database calculates the safe start depth for the well at which arsenic concentrations are not likely to be toxic.



<http://www.worldchanging.com/archives/005170.html>

As I mentioned earlier, cell phones, mobile PDAs are already being used by many researchers to collect and report data from the field. Here's an example from Bangladesh where a database was created using what I call open source epidemiology, where the villagers were given the phones that were GPS enabled to identify wells and use mobile technologies to locate these and then compile this database of over 300,000 wells throughout the country. The intent being that now when these villagers go to start new wells, they can quickly look up through their phone, connected to this database, information about levels of arsenic, so that they can avoid arsenic poisoning with these new wells.

Social Media's Future: Personalized Extended Reach



So when we start looking ahead, and start thinking about this no longer about technology, this is about a new way of thinking of social marketing and the way we interact with our audiences. The future of social media leads us to understand personalized extended reach. Now why this slide shows many different kinds of media, the notion that print, television, the internet, personal devices of all sorts, shapes, and sizes, all connected through cellular telephones, mobile phones, is really how people more and more are going to express their individuality moving forward no matter where they live.

Implications for Social Marketers

- 'Be Everywhere' [Media Multiplexity]
- Interactivity and AGC (audience generated content)
- Collaboration and Sharing
- Social Networks and Social Capital
- Aggregate or COGs (Centers of Gravity)
- Education, Engagement, Entertainment, Empowerment and Evangelism

So what this vision of personalized extended reach may mean to some people, and will bother others, is that you really need to be everywhere. This idea of media multiplexity, multiple channels that are connected with each other and through each other, that form each person's world, means that as social marketers we need to be even more creative in how we design and produce our programs and reach our audiences with them. We need to understand that in this new media world, that audience generated content becomes as important if not more important than the content we are generating in our programs, and encouraging interactivity with audiences isn't something we should do, its going to become something that our audiences are more and more going to demand we do, or else they're simply going to turn us off. These new technologies of special social networking sites, wikis, and blogs are going to allow us as professionals to collaborate and share in ways that we never thought we could before. Whether we take advantage of that to advance the social marketing agenda or to improve global health, is incumbent upon each of us to understand and take our role away from. Social networks and social capital become very important concepts in this new media world. I think we have to see more of our social marketing programs that directly address and try and sort out how we have an impact at the social network and the social capital level and not just at the individual level and the health level. How people aggregate in this new digital world, whether that's through mobile technologies or thorough internet based technologies has to be understood in order for us to reach these people where they congregate and where their centers of gravity are. And finally, what I call my five Es for social media, is that we need to think of social media and new media not just again as tools, but as ways of educating people, engaging them in the process of change, entertaining them at the same time, empowering them, and allowing them to be evangelists for our programs and for behavior change. This is where the next steps for social marketing and using new media will hopefully take us. Thanks very much for your attention, and I look forward to answering any questions you have.