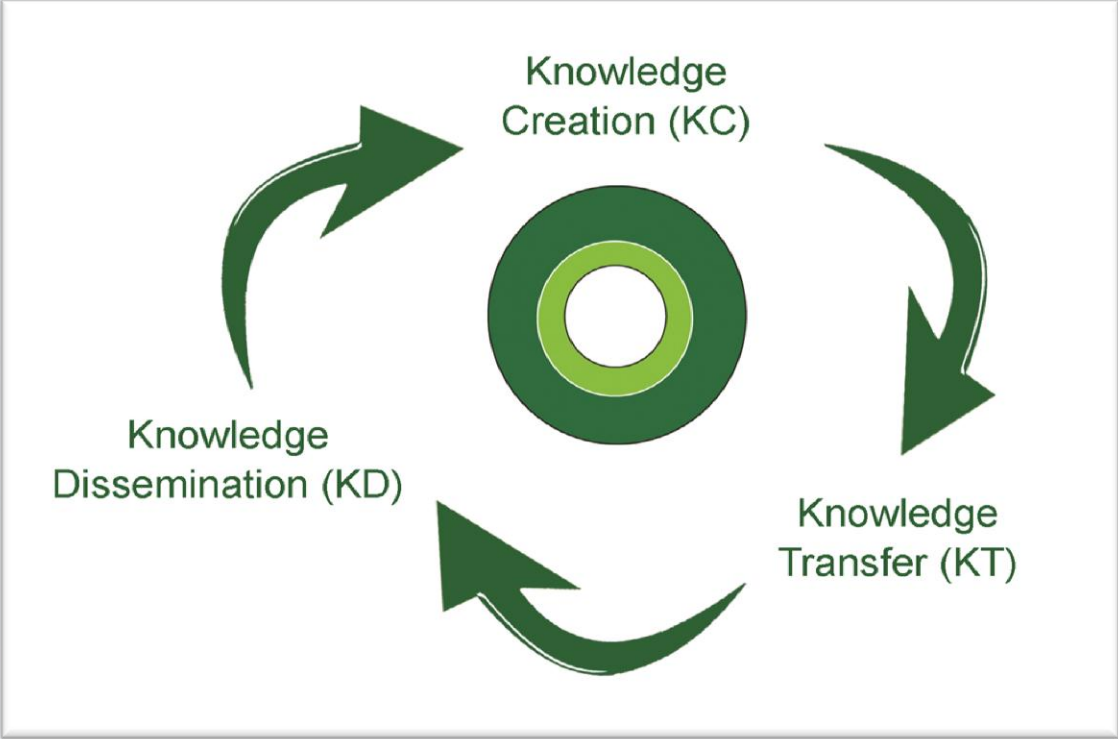




Using Digital and Social Media to Connect

June 24, 2011





AGENDA








- A Little About Us
- Social/Digital Media Overview
- Our Research
- Application of Research
- Group Discussion on Applications of Use
- Questions

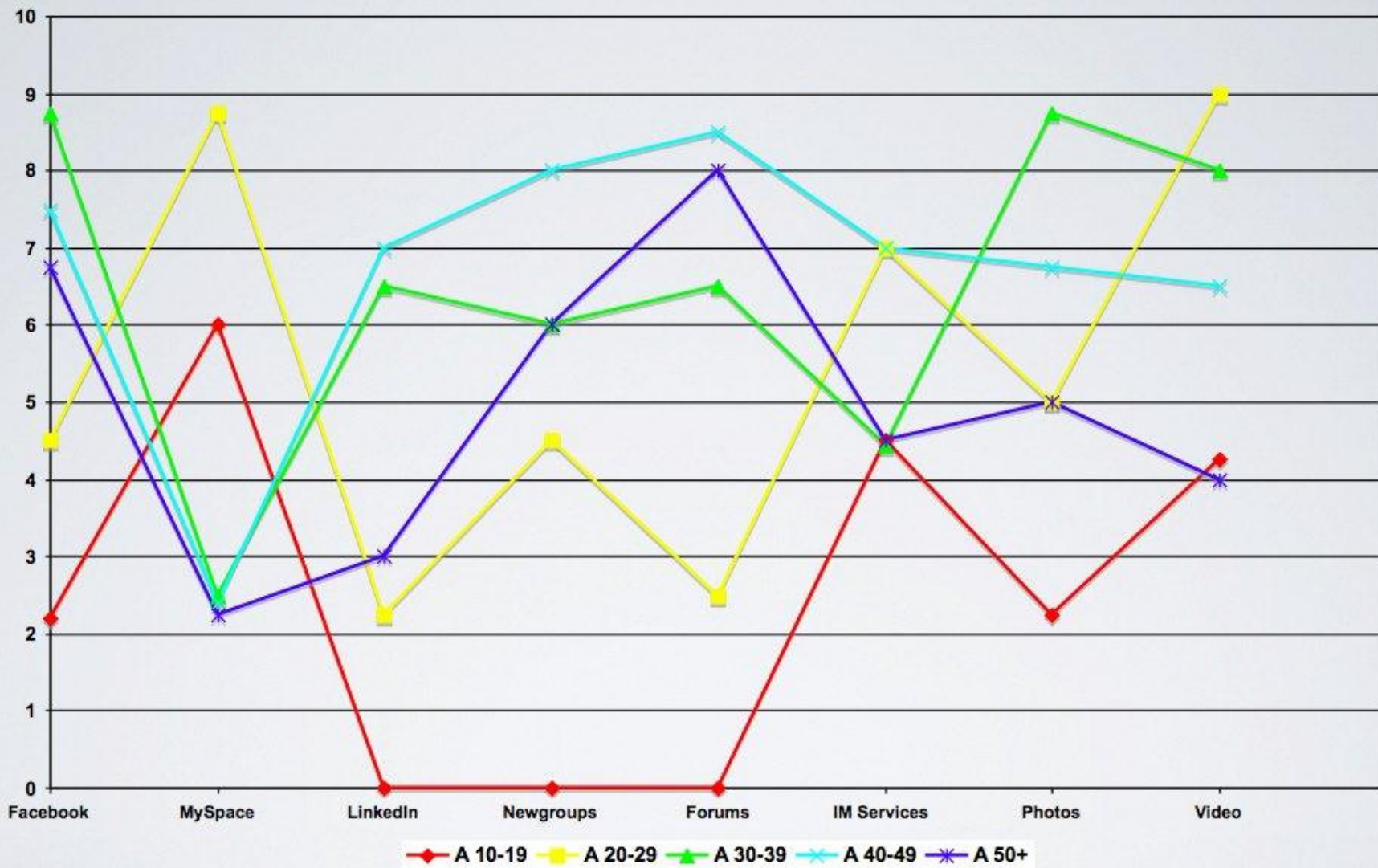


IMPACT OF ONLINE MEDIA

<http://www.personalizedmedia.com/garys-social-media-count/>

Average number of hours consumers spend on activities per week

All numbers are average number of hours engaged in each activity per week							
Using the Internet	15.4	13.2	11.7	12.2	14.4	12.1	13.1
Watching television	6.7	14.0	12.0	13.1	15.5	10.8	14.1
Listening to the radio	2.7	6.5	3.7	7.7	8.4	5.6	6.9
Reading e-mail	3.3	4.6	3.2	3.6	4.2	3.1	4.1
Listening to music through a device other than the radio or the Internet	4.5	5.1	3.7	6.0	5.9	3.5	5.6
Using your mobile phone	6.3	5.8	3.2	4.5	3.8	2.3	4.0
Playing video games (offline)	4.0	3.6	3.0	3.8	4.3	3.8	4.5
Seeking/giving advice to friends, family and colleagues	2.7	2.8	2.2	6.0	2.2	1.8	2.8
Reading newspapers	3.3	2.9	2.4	2.9	2.9	1.9	2.7
Reading magazines	3.4	2.2	2.0	2.6	2.1	1.9	2.2
Reading mail or information you received through the post	3.0	2.0	2.6	1.9	1.8	1.5	1.6
Total average hours spent per week	55.3	62.7	49.7	64.3	65.5	48.3	61.6

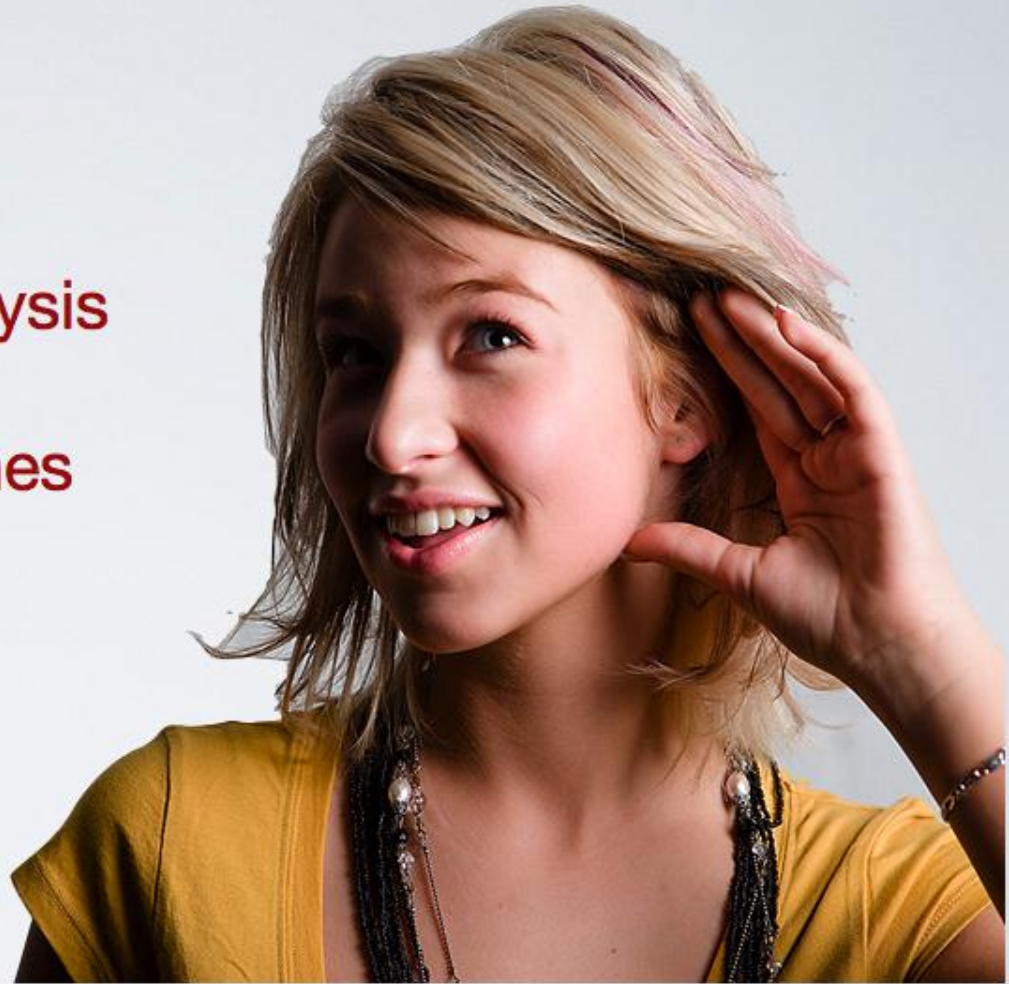


LISTEN

Digital Presence Analysis

Beyond Search Engines

Artificial Intelligence



OUR COMMUNICATIONS TOOL CHEST



- Blogosphere
- Microblogs (e.g. Twitter)
- Websites (Media, Education, Health)
- Social Networks (e.g. Facebook, Bebo, MySpace, etc)
- Newsgroups
- .alt Feeds, Bulletin Boards, 4Chan & Forums
- Over 150 Gb of data

THE AUDIENCE IS SURPRISING



Average age 53



Average age 43



Average age 25-65



Average age 22



Average age 62

SEARCH PARAMETERS

Research Parameters & Methodology

Given the large volume of data on this topic and the number of issues, we focused on obtaining a broader view of the activities, notable trends, memes and current issues. In some cases we looked at trends and organizational influencers engaging in Social Media channels.

Sample Size: Teens n=14,570, Adults n = 14,235

Phrases:

school mental health, teen mental health, teen depression, teen anxiety, teen stress, teen guilt, eating disorders in teens, the teen brain, social phobia in teens, teenage depression, causes of teen depression, parents of a teen with mental illness, parenting a depressed teen, parenting through teen suicide, mothers with depressed teens, fathers with depressed teens, anorexia in teens, social phobia and teens

Keywords:

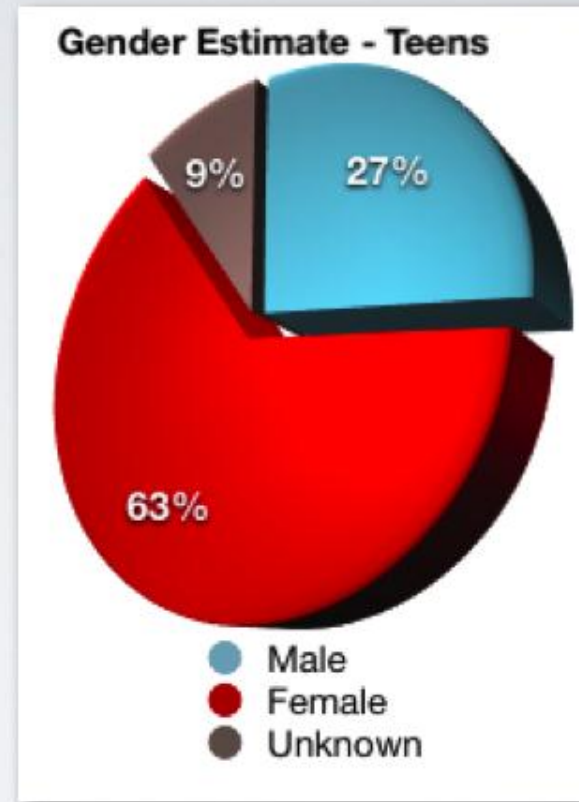
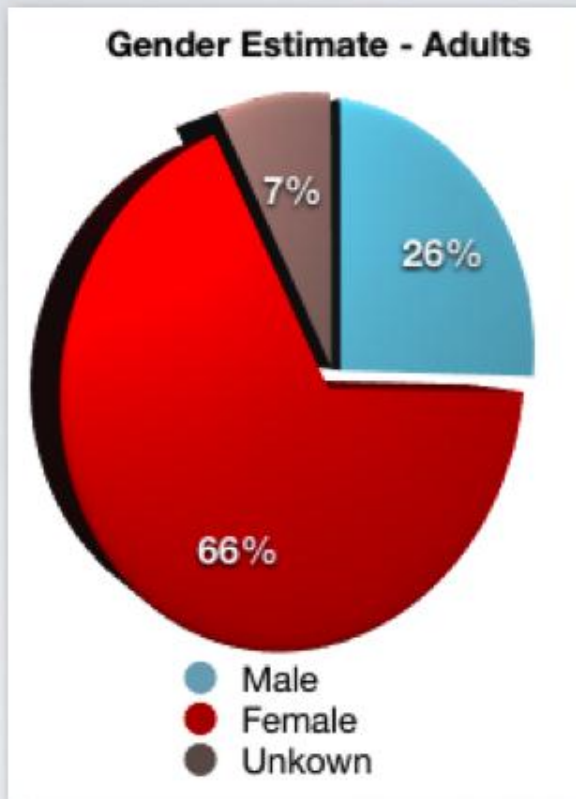
teens, depression, youth, psychosis, adhd, ocd, anxiety, suicide, social, phobia, panic, parents, guardians, foster, schizophrenia, brain, sexuality, guilt, compulsive, disorder, disorders, eating, bulimia, bipolar, bi-polar, manic, severe, stress, obesity, relationships, parenting, mother, mom, father, dad, pressure, peer, school, college, addictions, marijuana, cocaine, methamphetamine, crack, dope, weed, alcohol, alcoholism, ptsd, shock, anger, coke, dooper, sexting, bexting, mobile, hate, high-school, junior high, party, gorging, puke, vomit, style, twilight

Regionalization:

Search basis was concentrated to English speaking countries, primarily the U.S. and Canada with some UK presence.

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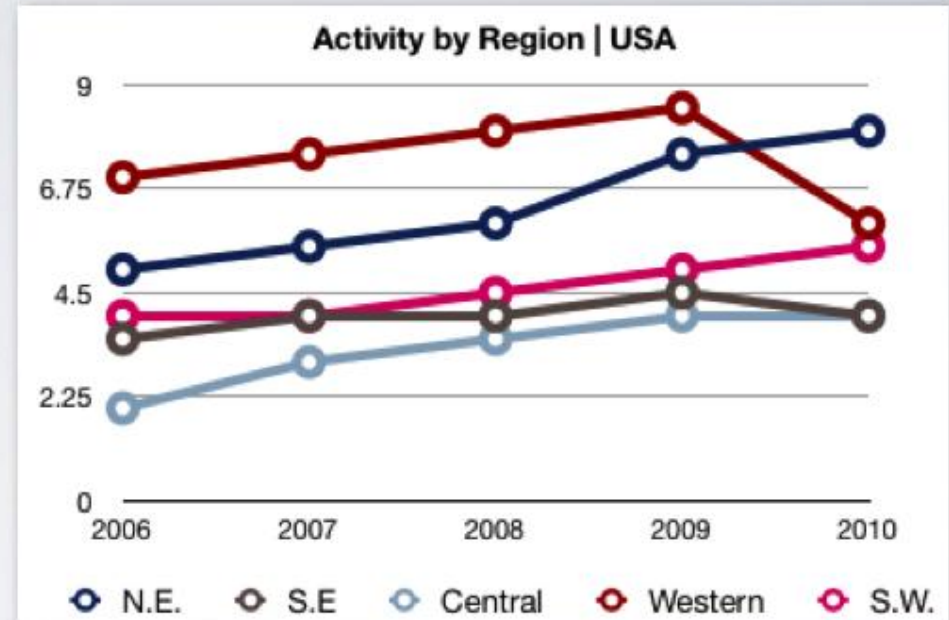
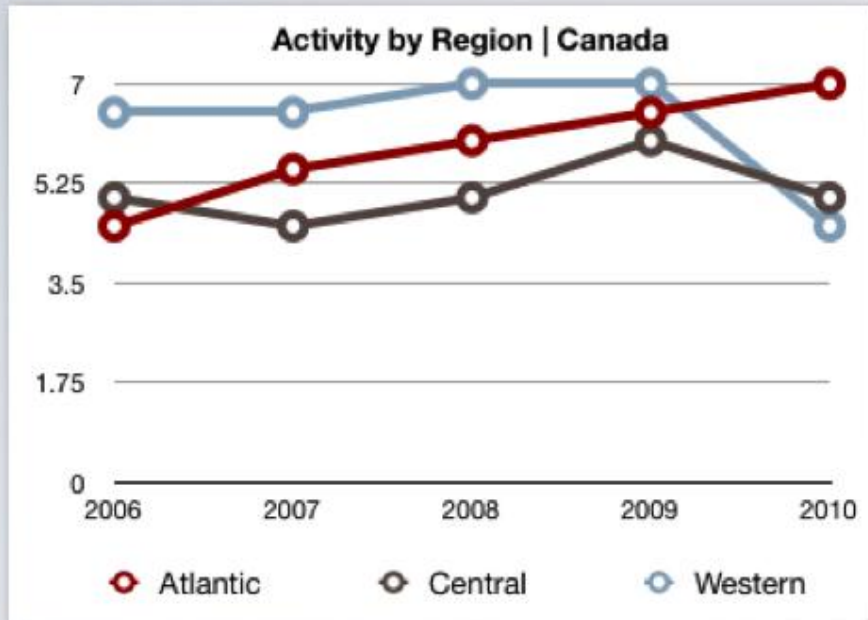
General Demographic



Important Note: In Social Media, its important to understand that discussions happen around groups of people with shared interests. Researching the individual is essentially “profiling” and is harder to conduct. By understanding the group, you’ll understand the individual preferences of the participants so you can make better strategic decisions.

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Regional Activity

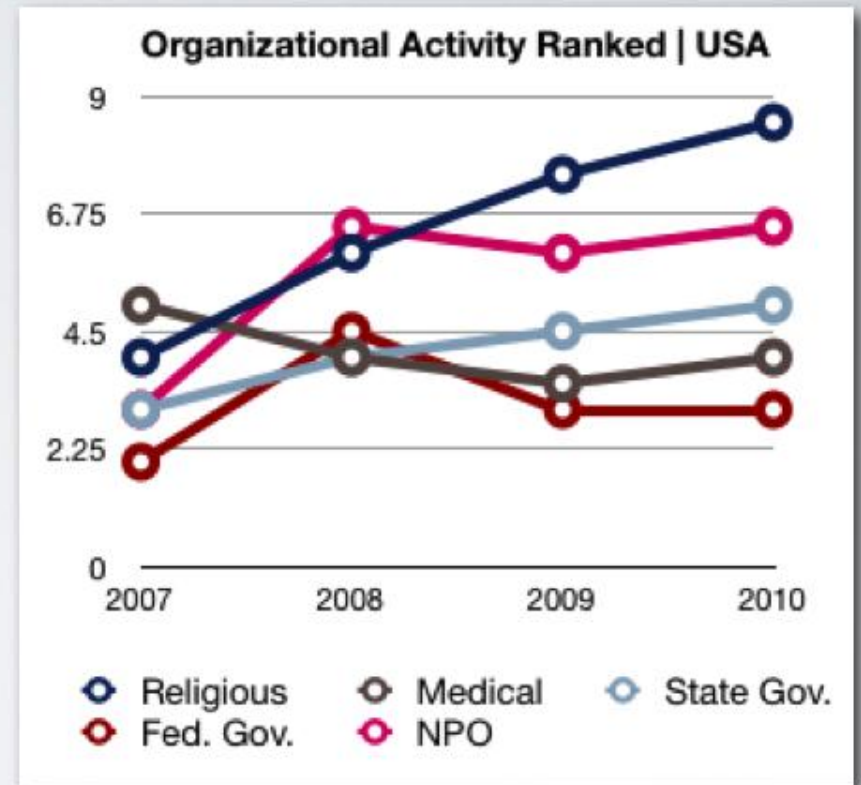
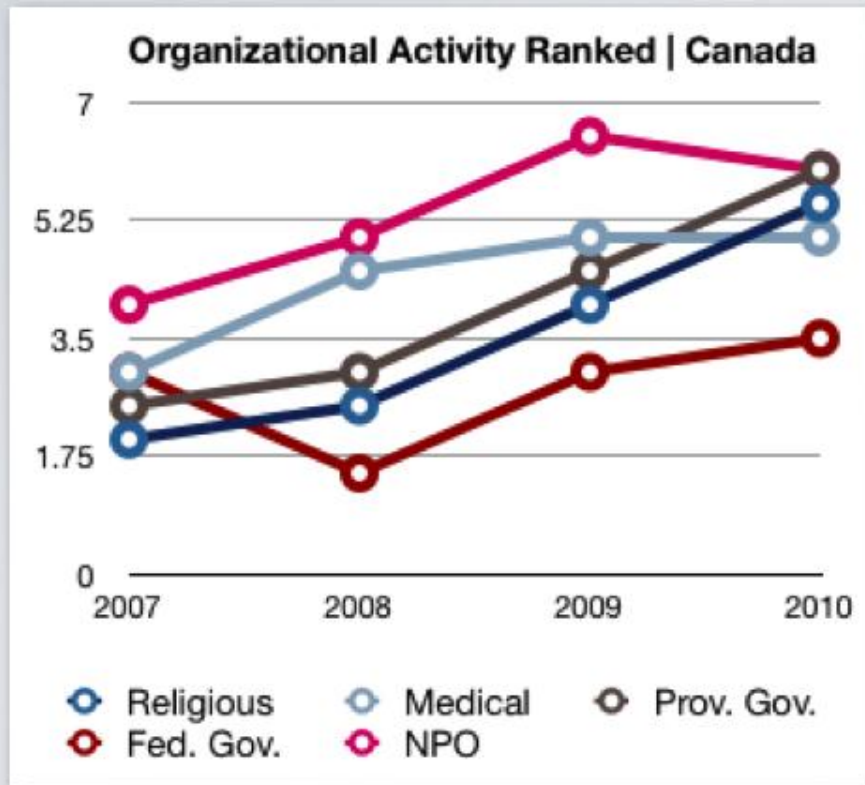


This data is achieved by looking at IP addresses, profiles in Social Media channels where people identify their city, state or province.

Canada is broken into 3 regions and the U.S. into 5 regions due to population and ISP bias.

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Organizational Activity



○ Fed. Gov. ○ NPO
○ Religious ○ Medical ○ Prov. Gov.

○ Fed. Gov. ○ NPO
○ Religious ○ Medical ○ State Gov.

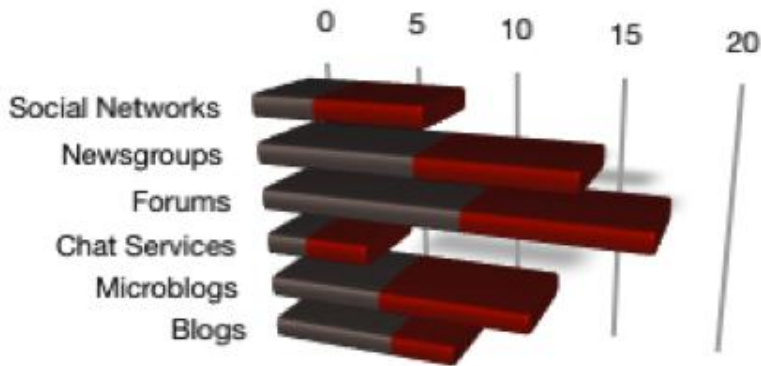
2007 2008 2009 2010

2007 2008 2009 2010

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Channel Analysis

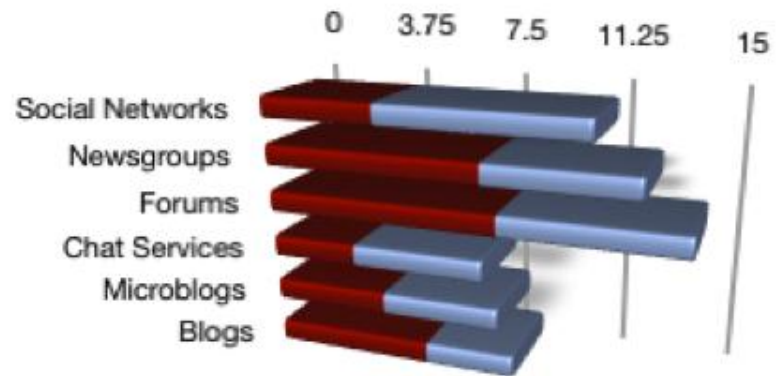
Social Media Channels by Rank | Adults



■ 2009 ■ 2010

■ 2008 ■ 2010

Social Media Channels by Rank | Teens

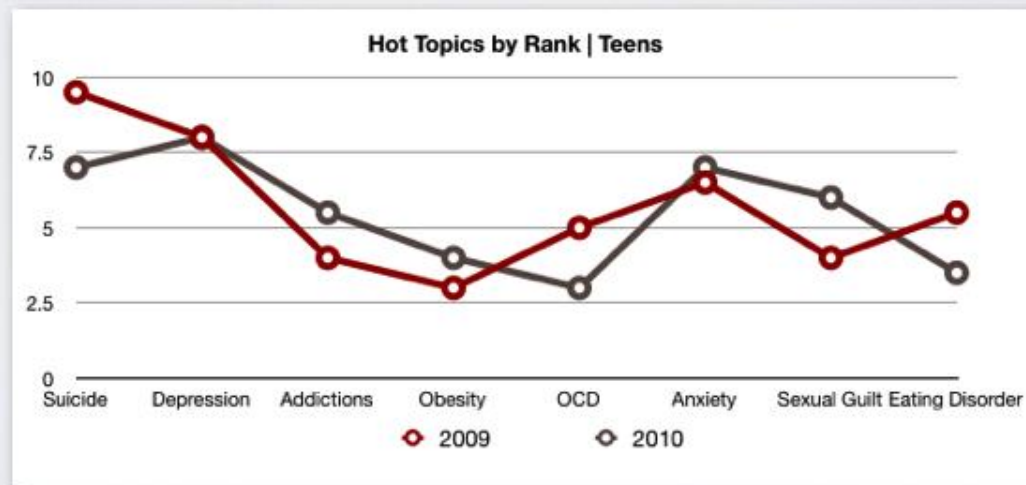
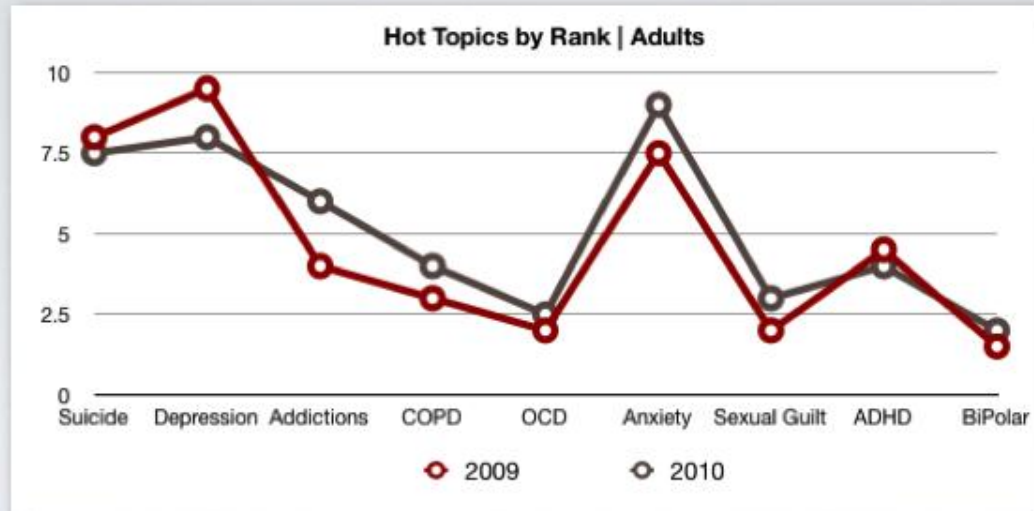


■ 2009 ■ 2010

■ 2008 ■ 2010

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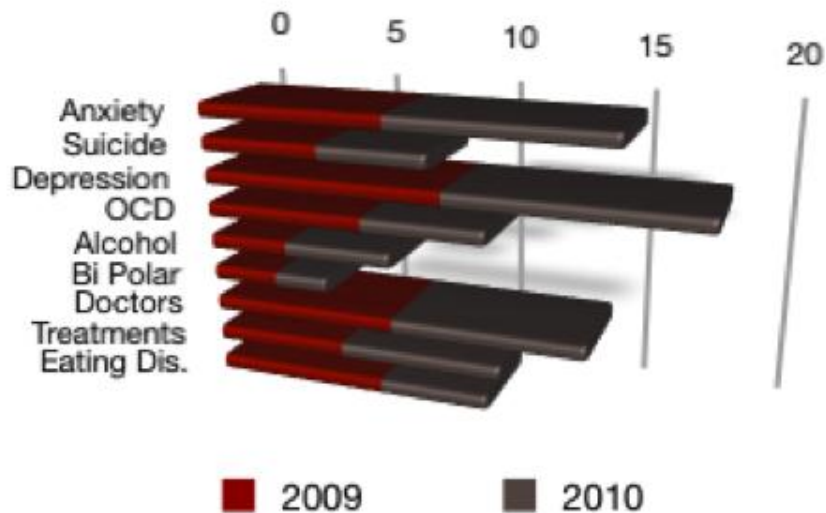
Topics Analysis



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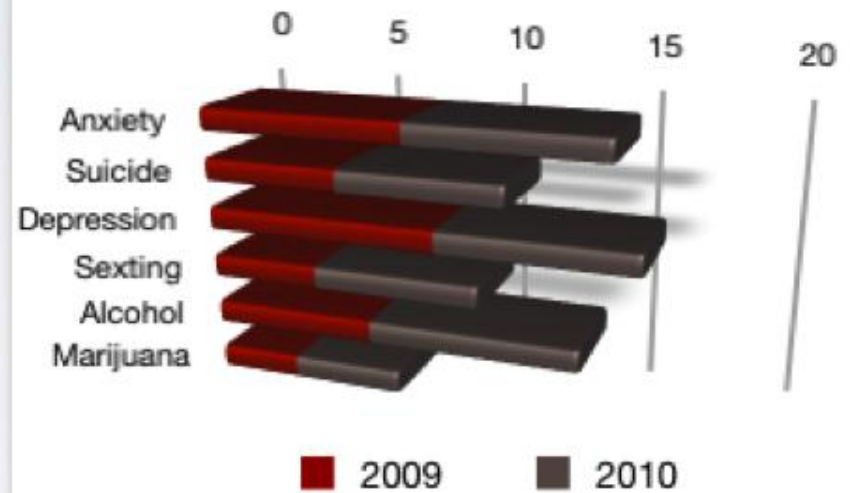
Topics Analysis

Adult Ignited Topics by Rank (Volume)



■ 2009 ■ 2010

Teen Ignited Topics by Rank (Volume)

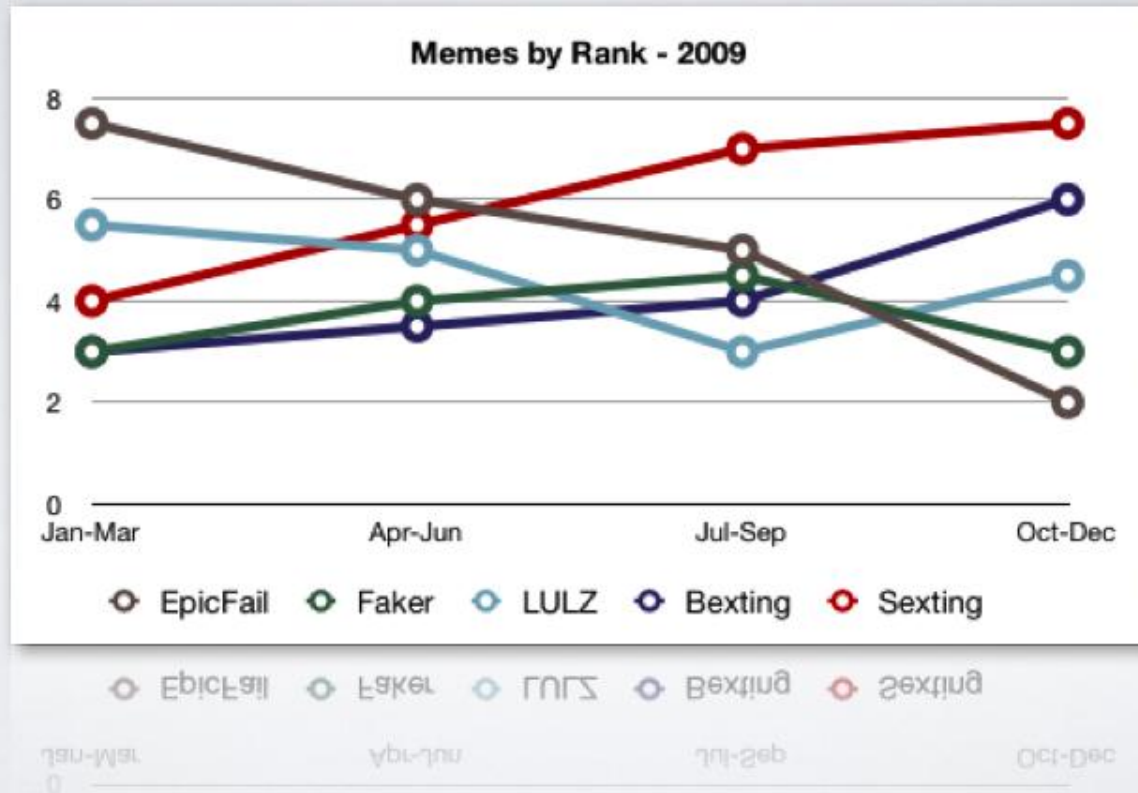


■ 2009 ■ 2010

■ 2008 ■ 2010

LEARN

Mememes




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Be Specific

ADK AN EXPERT NEW INITIATIVES ABOUT US MEDIA ROOM GLOSSARY BLOG

teen mental health

UNDERSTANDING MENTAL HEALTH | FOR FAMILIES AND TEENS | FOR EDUCATORS | FOR HEALTH PROFESSIONALS | RESOURCES



Understanding is the Greatest Insight

Teenmentalhealth.org is a website dedicated to helping improve the mental health of youth by the effective translation and transfer of scientific knowledge. [Learn More](#)

FOR FAMILIES AND TEENS
Understanding teen behaviour and mental illness

FOR EDUCATORS
Overview of training programs, curricula and aids

FOR HEALTH PROFESSIONALS
Clinical tools, training programs and research publications

Recent Blog Posts

OCT 14 **When is behavior an illness?**
This sounds like a simple question, yet it is a fundamentally important one. It is a question...
[0 Comments](#)

OCT 12 **Back to School**
Certainly there is a clear need for universities, colleges and other institutions of higher learning...
[0 Comments](#)

OCT 7 **If we don't build it, it can't work...**
This also tells us that there is no simple guide for its suicide prevention. We need to apply...
[0 Comments](#)

[See All Blogs](#)

Search the Site

KNOW WHAT YOU ARE LOOKING FOR?

Enter the keywords below and quickly find what you need

Stay Up To Date

Select a title and enter your email. You will be kept up to date and much more!

I AM A...

<input type="checkbox"/> Teacher	<input type="checkbox"/> Parent
<input type="checkbox"/> Health Professional	<input type="checkbox"/> Teen

A word from the glossary [Take Us To The Glossary](#)

Suicidal Intent

The conscious decision to take one's life—to commit suicide.

ENGAGE

Be Relevant



Search the Site

KNOW WHAT YOU ARE
LOOKING FOR?

Enter the keywords below and
quickly find what you need!

FIND



Stay Up To Date

Select a title and enter your email.
You will be kept up to date and
much more!

I am a...

Teacher

Parent

Health Professional

Teen

JOIN



A word from the glossary

Take me to the Glossary

Suicidal Ideation

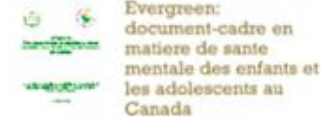
Includes thoughts and fantasies about, or ruminations and preoccupation
death in general, and self-inflicted death in particular.

You can find us here too!



ENGAGE

Be Accessible



Evergreen: document-cadre en matière de santé mentale des enfants et les adolescents au Canada

Added: Oct 29, 2010

C'est dans cet esprit de collaboration que les adolescents, les parents, les éducateurs, les professionnels de la santé mentale et tous les autres intervenants dans la vie des adolescents et des enfants se sont rassemblés, à l'aide de technologies en ligne, pour bâtir Evergreen à partir de rien...



Evergreen: A Youth Mental Health Framework for Canada (English)

Added: Oct 29, 2010

In the spirit of collaboration young people, parents, educators, mental health professionals, and countless others involved in the lives of young people, came together using online technologies to build Evergreen from the ground up...



Transitions (French Version)

Added: Aug 03, 2010

"Transitions: Student Reality Check, French Version", provides first-year students with information on topics including time management, relationships, sexual activity, mental illness, suicide and addictions en français...



Transitions (US Version)

Added: Aug 03, 2010

"Transitions: Student Reality Check, US Version", provides first-year students with information on topics including time management, relationships, sexual activity, mental illness, suicide and addictions, and is customized with US content...



IDENTIFICATION DIAGNOSIS & TREATMENT OF ADOLESCENT DEPRESSION (MDD) (Spanish)

Added: Jul 26, 2010

El curso está diseñado para ayudar al proveedor de salud de primer contacto a entender como identificar, diagnosticar y tratar efectivamente el Trastorno Depresivo Mayor en los adolescentes...



Just Ask For Youth

Added: Jul 23, 2010

"Just Ask!" is an educational resource that provides information to young people who have a brother or sister living with a mental illness...

Transitions (Canadian Version)

Added: Oct 29, 2010

The screenshot shows the 'teen mental health' website interface. At the top, there are navigation tabs: UNDERSTANDING MENTAL HEALTH, FOR FAMILIES AND TEENS, FOR EDUCATORS, FOR HEALTH PROFESSIONALS, and RESOURCES. The main heading is 'Just Ask For Young Adults'. Below the heading, there is a 'Directions' button and a 'Filter by Category' dropdown menu. The text on the page reads: 'Just Ask! is an educational resource that provides information to young people who have a brother or sister living with a mental illness.' It then describes the resource as an easy-to-understand booklet for young adults aged 17-22, with a second version 'Just Ask For Youth' also available. The page includes a quote from Chris Summerville, Schizophrenia Society of Canada, and a 'Previous' section with a search icon. At the bottom, there are two columns: 'What is a mental illness?' and 'Types of mental illnesses'. The 'What is a mental illness?' section starts with 'My brother/sister has a mental illness, but what does that mean?' and explains that mental illnesses are medical conditions. The 'Types of mental illnesses' section lists 'Major depression' and 'Bipolar disorder'.

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Measure **Success**

- Capture user traffic information (including location, usage habits)
- Capture search terms
- Capture email addresses with self-identifying segments
- Track which segment downloads and orders resources and which resources
- Feedback sections, emails and Q&A opportunities
- Channel inquiries to the relevant people

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Additional Information Requests & Debriefing

MediaBadger can be contacted for a review of the findings herein at any time by the client. Raw data is not provided to the client unless made with special request. Raw data captured by mediasphere360 is dumped within 48 hours of completion of our work in order to manage database capacity and AI processor resources.

Statistical Data:

Pages Analysed: 956,304

Raw Storage Used: 152.6Gb

Processor Capacity: 98% usage, dedicated for 8.4 hours

Date Parameters: 01-01-2006 to 05-10-2010

Filters: 975



A young girl with dark skin and hair in a bun with a white bow, wearing a pink top. She is resting her chin on her hand and looking upwards thoughtfully. A thought bubble above her head contains the text "Which method is best for my audience?".

Which method is
best for
my audience?

How Can This
Information Be Useful
to You and Your
Organization?

QUESTIONS?



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Kathryn A. Weldon
Charitable Foundation

T.R. Meighen
Family Foundation