

# “NOT PLAYING THAT GAME”: AN EXPLORATORY STUDY OF QUEER MEN’S HEALTH INFORMATION BEHAVIOR ON LOCATION-AWARE DATING AND SEX-SEEKING MOBILE APPLICATIONS

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## PURPOSE

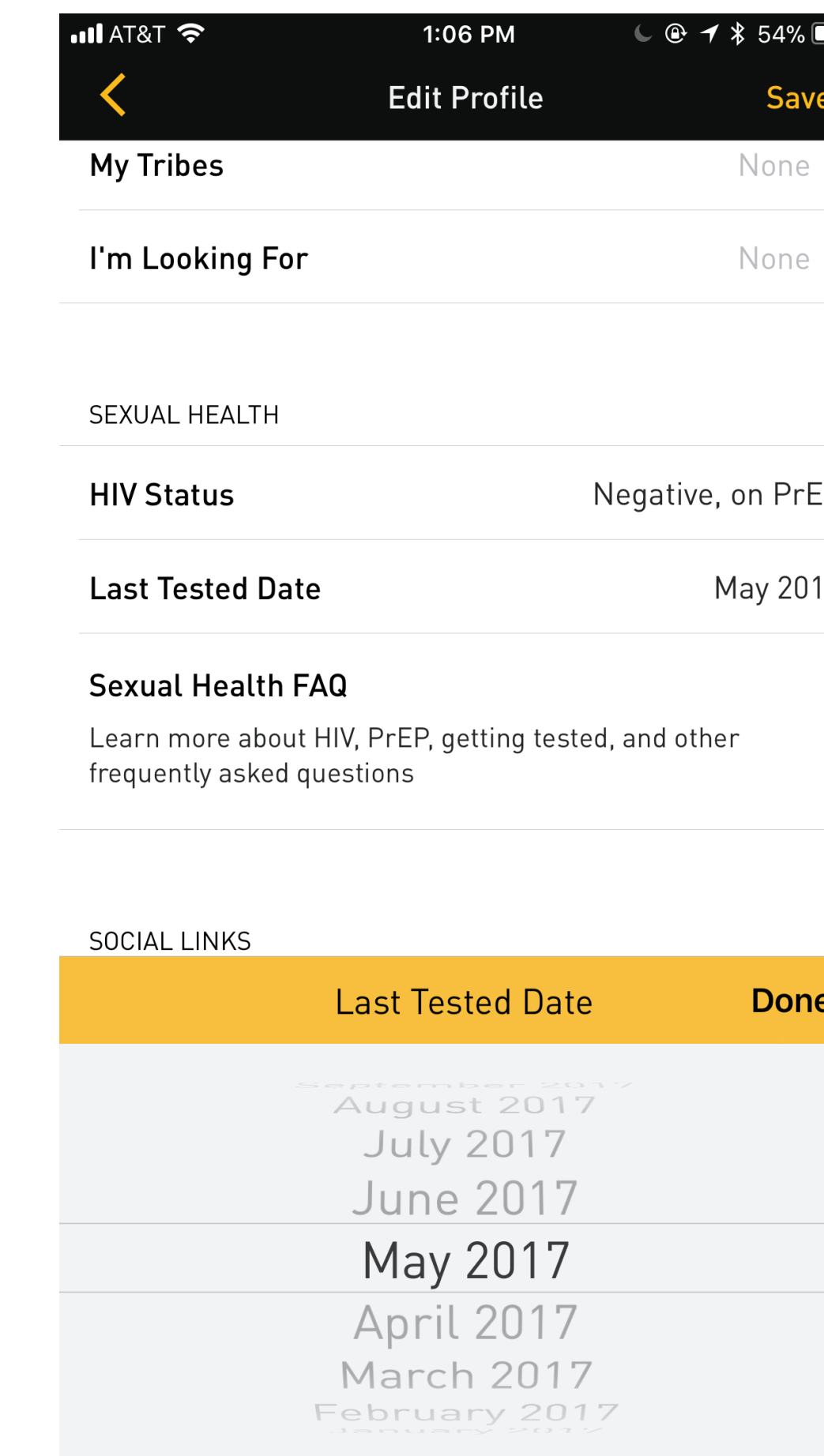
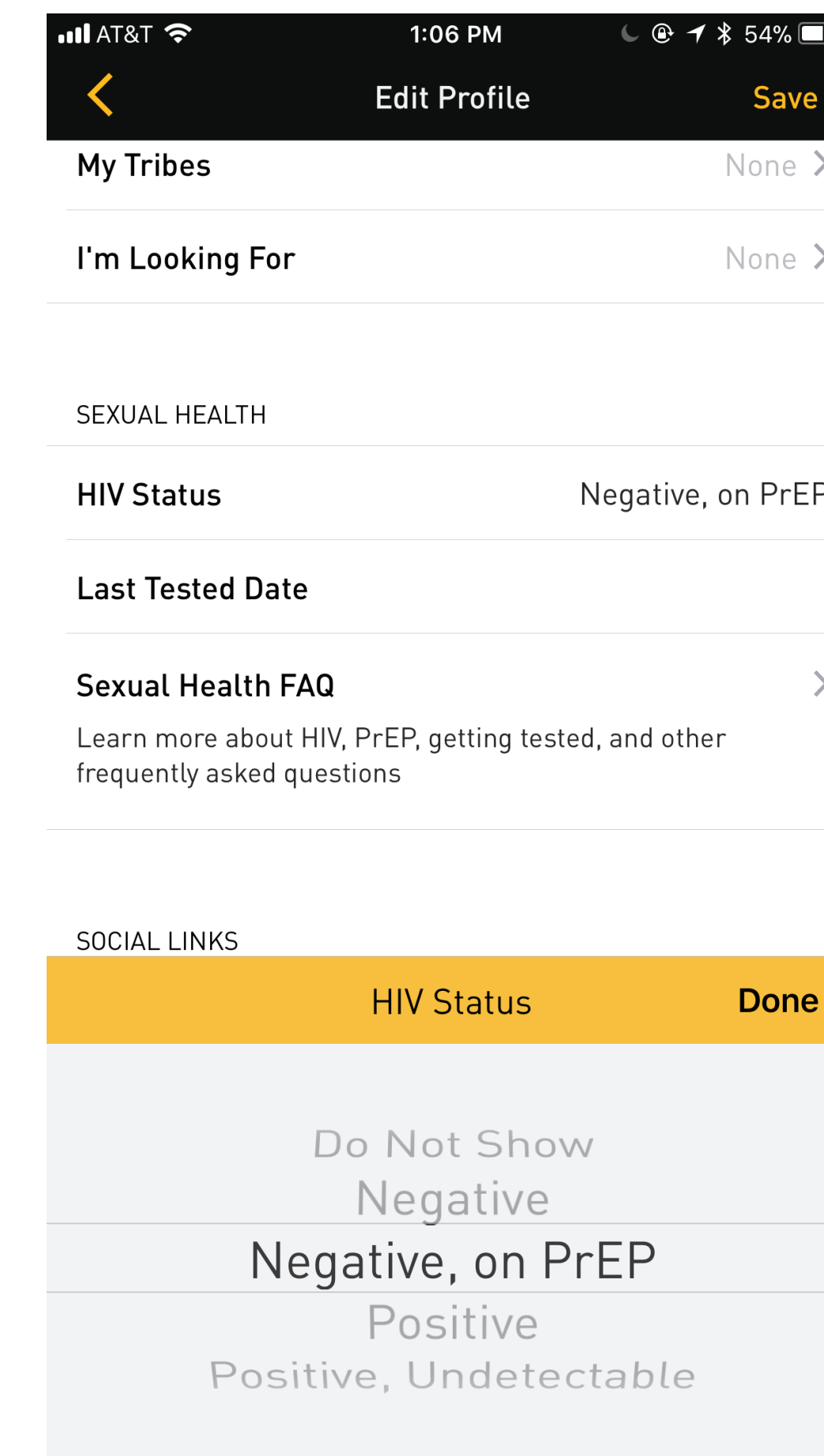
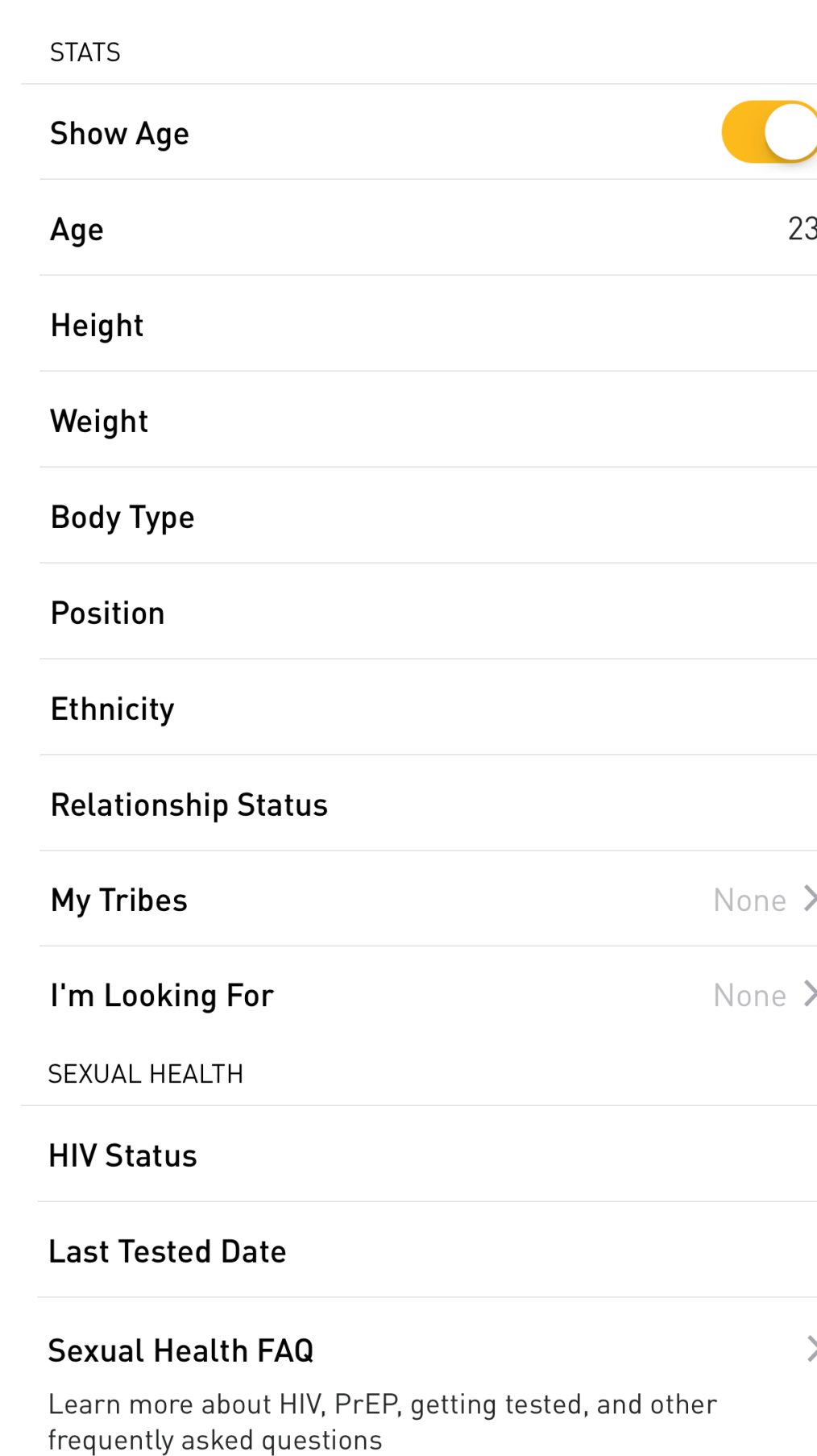
The present study seeks to determine how location-aware mobile dating and sex-seeking applications manipulate, complicate, contribute to or develop the landscape of the health information environment for queer men, specifically focusing on information around human immunodeficiency virus (HIV) and pre-exposure prophylaxis (PrEP).

## RESEARCH QUESTIONS

1. Do queer men share health information on these applications? If so, what information and how much information?
2. More broadly, what information do queer men choose to exchange on these applications?
3. Do queer men alter their (sexual) health behaviors based on the (sexual) health behaviors of other users on these apps?
4. Do queer men interact differently on these applications depending on their perception of the health of their interlocutors?
5. How does health impact the ways that queer men form their social networks?

## APPLICATION CRITERIA

- (1) the application must be location-aware
- (2) the application must specifically target MSM
- (3) the application is designed primarily for dating and sexual networking.



## FINDINGS & ANALYSIS

### RQ 1 & 2

- Health information need is limited to HIV status, PrEP usage, and last tested date
- This information need can be entirely met from profile information if provided by users (see screenshots to the left)
- Negotiating sex (e.g. condom negotiation, discussion of PrEP usage or HIV testing) on apps can be a form of health information sharing and lead to additional health information sharing

### RQ 3

- System features (i.e. advertisements, information in profile fields) may serve as cues to action or improve community efficacy leading to behavior change
- These system features may also lead a user to initiate active information-seeking behaviors
- Users are worried about misinformation (either misunderstanding or blatantly lying) from other users around HIV/STI testing and PrEP usage
- Preferences about preventative precautions impact decisions about how sex is performed and discussing these preferences might be easier to initiate based on information provided on dating profiles

### RQ 4 & 5

- Date of last HIV/STI test is likely to impact decisions about which users to interact with—specifically sexually but also possibly for other interactions
- PrEP users responded favorably to interacting (including sexually) with individuals living with HIV and most have previously had sex with someone living with HIV
- PrEP users responded more favorably towards interacting with other PrEP users
- PrEP non-users weren't impacted by use of PrEP, but were less comfortable with having sex with individuals living with HIV

## SAMPLING

Participant	Race	Age	HIV Status	PrEP Use	Sexual Orientation	# of Apps Used (# of Apps Meeting Criteria)
Blake	White	25	Negative	No	Gay or Queer	6 (2)
Calvin	White	28	Negative	Yes	Gay	3 (2)
Carter	White	21	Negative	No	Bi Queer	3 (2)
Danny	White	20	Negative	No	Queer	2 (1)
Dustin	White	43	Negative	Yes	Gay	6 (5)
Hannigan	White	21	Negative	No	Gay	2 (1)
Phillip	White	35	Negative	Yes	Gay	5 (3)
Tanner	White	27	Negative	Yes	Gay	3 (2)

Applications Meeting Criteria	Grindr	Scruff	Recon	Daddyhunt	Manhunt	Adam4Adam
# of Participants	8 (100%)	6 (75%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	1 (12.5%)
Applications not Meeting Criteria	Tinder	OkCupid	Bumble	Squirt	The League	
# of Participants	7 (87.5%)	2 (25%)	1 (12.5%)	1 (12.5%)	1 (12.5%)	

\*Dr. Tiffany Veinot, Associate Professor at the University of Michigan's School of Information, kindly shared the survey instrument from "How 'Community' Matters for How People Interact With Information: Mixed Methods Study of Young Men Who Have Sex With Other Men" written with her colleagues, Chrysta Cathleen Meadowbrooke, Jimena Loveluck, Andrew Hickok, and Dr. Jose Arturo Bauermeister.