Cultural Competency, MSM and Internet-Based Partner Services

This webinar is supported by CDC-DSTDP and the National Network of Public Health Institutes.
Welcome

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NCSD’s Commitment to MSM’s Sexual Health

National Stigma Survey:

- With funding from the MAC AIDS Foundation, NCSD, in partnership with NASTAD, is conducting a national survey tailored to assess stigma among health departments’ staff, health care providers, and community stakeholders.

- The goal of the stigma survey is to examine multiple dimensions of stigma that may negatively impact public health practice and thwart the implementation efforts aimed at increasing sexual health and reducing HIV and STD risk among Black and Latino gay, bisexual and other men who have sex with men (MSM) in the United States at the institution-/community-level.
Optimal Care Check-list

• Pulling together a national panel of experts to facilitate the creation of an optimal care check-list for Men who have Sex with Men (MSM) sexual health. We plan to develop two such check lists—one for MSM and another for the providers who provide service to MSM.

• The provider check-list will assist public or private providers who lack knowledge of gay, bisexual and MSM’s health issues by providing a “Cheat-sheet” of tests and exams that are necessary to standardize care-practices for MSM with a focus on addressing Black and Latino MSM.

• The optimal care-check list aimed at MSM will be much more conversational. On the check-list will be some general health care tests that all men should have done such as prostate exams. In an effort to empower MSM and normalize their health care needs, there will be listed STD tests (including HIV), and exams that men should feel oddslot odds comfortable requesting from their medical provider. NCSD will be focusing on the increasing rates of certain infections(e.g., Syphilis, Chlamydia and Gonorrhea) among MSM.
Webinar Goals / Perspective

This presentation is focused on understanding sex-seeking behavior, the culture found within adult online communities that serve gay men and other men who have sex with men and increasing the level of understanding for all who work within virtual communities, create policy related to Internet access and those involved with IPS in general.

The perspectives, guidance, and recommendations given on policies and practices within this webinar is intended to be general, providing a national perspective from policies and practices across the nation.

Local policies, practices and supervision should be accessed, referenced and followed for implementation.
Although every attempt has been made to blur X-rated images and edit text, you may be exposed to images of genitalia and sex acts.

You will be exposed to adult language during this webinar.

Any personal information gleaned from this presentation must be considered confidential and respected.
‘Culture’

The set of shared attitudes, values, goals, and practices that characterizes an institution, organization, or group.
What is Cultural Competency?

an ability to interact effectively with people of different cultures

Cultural competence comprises four components:

(a) Awareness of one's own cultural worldview
(b) Attitude towards cultural differences
(c) Knowledge of different cultural practices and worldviews
(d) cross-cultural skills.

Developing cultural competence results in an ability to understand, communicate with, and effectively interact with people across cultures.
Definitions

Virtual Community
is a social network of individuals who interact through specific media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals (includes all types of online communities such as dating, SNS, Niche and hook-up communities)

Dating Site
allow individuals, couples and groups to make contact and communicate with each other over the Internet, usually with the objective of developing a personal romantic relationship.

Social Networking Site
allow individuals to construct a profile, create a list of other users and then view and traverse connections

Niche Dating
A dating site targeted to a specialized market

Hook-up Site
A site focused on sex-seeking

Chat Room
A public website or part of a website, where members come together to communicate as a group and in private (through instant message)

MashUp
functionality from two or more sources combined to create a new services (porn and social networking, webcam and dating, etc.)

Unique Visitor
a unit of traffic to a website, counting each visitor only once in the time frame of the report
The behavior of new members tends to be similar to the behavior of core users, over time and as a user’s membership matures, friendships are developed. As friendships develop hooking up tends to slow down for most users.
Departing Members

• Most frequently a ‘regular’
  – Often impulsive
  – Usually the result of a specific event or build-up of emotion
    • Enter or exit a relationship
    • Guilt, shame, self acceptance
    • Theft, drug use, behavioral boundary crossed
    • ‘Fresh’ start
  – Rarely permanent
Terms

FB (Fuck Buddy)
A regular sex partner

BB (BareBack), Raw
Unprotected anal intercourse

WS (Water Sports)
Exchange of urine

PNP (Party and Play)
Sex and drugs, usually crystal methamphetamine

Discrete
Implies the individual is either married, straight, or in a primary relationship

Twink
A body type that is usually young, thin, white and has little hair

Bear
A body type that is bigger in size, often bearded and/or hairy

Otter
An individual that is attracted to bears, usually younger and with less hair

LTR
Long-term relationship

420
Marijuana

T, Tina, Meth
Crystal methamphetamine

NSA
No Strings Attached

DL (Down Low)
Closeted

MWM
Married White Male

M2M
Man to Man

VG (VG Shape)
Very Good

D&D
Drug and Disease (aka: Drug and Disease free)
It's All Marketing!

Marketing tools:
- Images
- Text
- Physical Characteristics
- Special ‘talents’
- Availability

Profile

You get what you expect

30, 5'6", 150lb, 30w, Muscular, Black Hair, Some Body Hair, Latino, Looking for Friendship, 1-on-1 Sex, Relationship.

Life is short guys! Don’t play games, just be yourself, say hi. Nice guy here, affectionate, and hot!

Conservative, Out Yes, Smoke No, Drink Occasionally, Drugs No, Zodiac Libra.

Versatile, 6.5” Cut, Safe Sex Only, HIV Negative, Prefer meeting at: My Place.

Legal/real estate

sub needs Dom

Hi guys, thanks for checking me out! I’m a recent college grad looking for a way to pass the time, either with friends or a relationship or eventually something sexual. And because this is manhunt, after all: I am an inexperienced 100% sub, 6’1 swimmers build, boyish body and personality. I am not looking for 24/7 - I am a sub in the bedroom only. Please be taller than me and 30yo and under only, alpha-male type... basically I like big guys with a superman complex :) oh, and “nice” wouldn’t hurt either. Ultimately I want more than just sex though, so... hint hint, that’s how to impress me :).
Marketing and HIV Status In Profiles

+ Allows sero-sorting BUT
- What does this mean when marketing yourself for sex? Increases HIV stigma?

Personally I’m not going to Advertise such personal and confidential information on a public website to what turns out, more than 90% of them I don’t even ever meet. Regardless of my status, in this day and age, that is not something that I want to readily provide to people.

I had put status in some of my ONLINE profiles only to open myself up to ONLINE ABUSE – The emails / IM’s were not as friendly and caring as one might think they would be. It is my decision when and how to tell the partner I am with. I have been more than honest through personal emails and or phone conversations prior to meeting. The ONLINE just did not work for me.

I have my status on my profile because it show the person that is looking at my profile that I am a honest guy. I would rather for a guy to tell then to say that they are negative knowing that they are positive. It also eliminate alot of BS that is associate with sex site.

I think the safest thing to do is always assume everybody is positive and never have unsafe sex.
Its Intimacy

Profile

chilllin

28, 5'8", 155lb, 31w, Athletic, Brown Hair, Buzzed Body, White, Looking for Friendship, 1-on-1 Sex, 3some/Group Sex, Relationship.

what can i really say here... well lets start with the basics... im not interested in dicks or ass... i want to see your face... i need to see your eyes and make sure youre human. secondly im not looking for a one night stand, not saying im opposed to them, just saying im looking more for a good friend someone i can explore my body with, maybe date, maybe seriously and more. i just know i want friends first. naked fun time is a must and let take it one day at a time.

I love to paint, hike, swim, camp, dream, meditate, practice yoga, work out, & play ultimate frisbee

Casual, Out Yes, Smoke No, Drink Socially, Zodiac Aquarius.

Top, Safe Sex Only, HIV Negative, Prefer meeting at: Public Place.

Profile

Always the friend, never the boyfriend. Looking for someone who can (and wants) to win me over.

Mostly a patient, laid-back individual. I think I strike a good balance between confident and humble. Definitely the typical libra who appreciates balance, is diplomatic, and listens to both sides of the argument. I seek to understand and be understood. All about the hookup and instant gratification? Well, that happens too, but it's not often, because it's not my highest priority.

I won't know if I'm attracted to you at all until I see your face.

Profile

I just can't date a dude with a vag

21, 5'6", 135lb, 29w, Slim, Mixed Hair, Some Body Hair, White, Looking for Friendship, Relationship, Cam2Cam.

Name's Eddy, new to this site, not looking for hook ups. Get to know me! Super senior at UMass, looking to make my last year a great one with someone special!

photography, anime, dancing, techno

Profile

Looking for that someone...

23, 5'6", 115lb, 26w, Slim, Blond Hair, Smooth, White, Looking for Relationship.

Im a down to earth guy looking for a relationship. If you just want sex, please hop off my page. You're not getting it here. Im ready and looking for a relationship.

hiking, clubbing, tanning, shopping, kayaking

Profile

Just need a Good Friend

Just need a Good Friend who know how to treat a person like a person. Until the RIGHT man steps up to the plate and becomes my BEST FRIEND... I just need a Friend... Yes I know most of you might say I won't find him here. I say different... Just because it is not YOU... You DON'T speak for EVERYONE now do you... Just let me be me.... Here and Free
Its Fantasy

Leather slave wanted
Old-Guard leatherman seeking a no limits, no holes-barred pig slave for ownership, property, & full use. I want a LT slave for ownership only! I am not looking for a boyfriend, hookup, weekend, rollplay, fantasy, or other games.

Profile
Bitch Dog looking to learn!
24, 5'10", 130lb, 42w, Average, Brown Hair, Shaved Body, White, Looking for 1-on-1 Sex, Misc Fetishes.
I've recently gotten into bondage and am hoping to experience some from someone who knows what they're doing! I'm also very heavily into pup play and would love to be someone's obedient dog for an afternoon.

Prefer men aged from 40 to 90
Profile text:
24yo 6'1" 230 blue/brown 5" cut boy clt hairless neck down. Looking for a daddy/daddies into using me like daddy's little girl. I'm interested in dressing, mutual jo, giving oral, getting rimmed, receiving assplay (fingers, toys, objects...anything that you can think of I'll try taking), getting fucked, getting spanked, light bondage/submission, humiliation, ws, posing for pics, making videos, and open to more. Really looking for a man or men to treat me like the slutty little girl I am.

Hey guys! I'm young, horny, thin and sexy. I love older men and love getting naughty with them. I LOVE being rimmed! :D I'm up for pretty much anything so let me know if you're willing to cum my way! :] Bring costumes or boy clothes for me to wear, ill dress up and fulfill your dreams. young boy MA at the Y. just no spaces.
Its NOT Just Gay Men and MSM
Changing Culture, Venues, Challenges

“Gay communities undergoing structural decline” with many identifying the Internet as the underlying cause.”

“These changes in the gay community were noted as increasing the complexity of sexual decision making and HIV risk, while decreasing effective prevention”.

More than 2.5 million active profiles, over 26 million monthly visits, and 120,000 men online nightly,

More than 750 million active users, 50% login daily – 250 million access through mobile devices


Most Popular Websites in Lifestyle - Dating (ranked by visits); Experian Hitwise US, July, 2011

Pacific Islander 1%
Middle Eastern 1%
American Indian 1%
Other Ethnicity 3%

Asian 4%
Mix 8%
Latino 15%
Black 23%
White 45%

2/2/11
Risk Online!?

• “online sex seeking among MSM has been reliably associated with greater numbers of partners, **higher likelihood** of meeting HIV-positive (HIV+) partners, **more receptive** anal sex, and **greater methamphetamine use**”

• “men meeting online are **no more likely** to engage in unprotected anal intercourse than they are with partners met off-line

• “MSM who met sexual partners exclusively **offline reported the fewest partners but the greatest proportion of partnerships involving unprotected anal intercourse.”

Sex happens face to face talk is cheap....


and more studies since....
Online Communities?!

- Adult communities make meeting people for sexual encounters easier by increasing ‘supply’ and advanced filtering options
- Breaks down once ‘closed’ sexual networks
- Potentially increases the number of partners
- Possibly facilitates impulsive behaviors (exposure/availability)
- Potentially increases exposure to drugs
- Possibly increases internalized homophobia through the reinforcement of stereotypical, detrimental social behavior, potentially contributes to prejudice and judgmental attitudes
- Potentially increases changes in social norms and behaviors through; fantasy portrayed as reality, exposure of once hidden fetishes, changes in social venue, perceived anonymity
Adult communities make meeting people for sexual encounters easier by increasing ‘supply’ and advanced filtering options.

More like difficult difficult lemon difficult

Professional couple in Somerville looking for 3rd for some nsa fun. We’re well rounded and educated, it’s only fair to expect that you be as well. We play together safely... both of us are tested, neg, and clean--you be too. Not into older (+35), bearish guys, or twinks. If we’re on we’re looking, although possibly away from the keyboard... so if you don’t hear back right away don’t get offended. Brown hair: 5’6”, 25, 135 lbs, 8”c, vers/top, inked and pierced; blonde hair: 5’6”, 25, 140lbs, 8”c, vers/bottom, inked. Into gourmet tea and herbal remedies.

Say hi, it never hurt anybody.... right?
A closer look

Breaks down once ‘closed’ sexual networks
A closer look

Possibly facilitates impulsive behaviors (exposure/availability)

Tight and Never Bottomed in College - 18 (College Park / UMD)

Date: 2011-09-20, 4:23PM EDT
Reply to:

Never done anything with guys, but I'm willing to try it and see what happens. 5'6, 156 pounds, Asian/white mix. Might be able to host, but would also love to have some fun in your car. I want to bottom my first time, so tops, hit me up. Want to know what it feels like to bottom. DDF, so you better be, too. Looking for some fun and a learning experience, so hit me up, and hope you can be a good (and understanding) top. Haha.

service for straight or curious, mwm+ - 28 (dupont/u street)

Date: 2011-09-21, 10:05AM EDT
Reply to:

I am a VERY 'proper' appearing, socially adept, accomplished, mature gentleman with enough bi experience only to know that I want to take it further. I'm looking for a man of any age who has the experience, confidence, and patience to lead me in the many directions I haven't yet explored. Behind my exceedingly clean cut social persona is one that, once trust is established, can fully release inhibitions. I'm married, and therefore can't host, but am semi-retired and make my own schedule. 6'/180lbs, 'endowment' - maybe slightly above average (I've never measured!), circumcised, and lightly trimmed. Libido of a 30 year old.
A closer look

Potentially increases exposure to drugs

a national random sample of 332 MSM who use the Internet to seek men with whom they can engage in unprotected sex

60.1% of the men in the study (versus 9.9% of men in the adult population) reported use of an illegal drug during the preceding 30 days

Most study participants (56.4%) reported a preference for having sex while under the influence of alcohol and/or other drugs, with the large majority of these persons (85.9%) expressing a preference for illegal drug use in that context.

H. Klein, Substance use and abuse among men using the Internet specifically to find partners for unprotected sex, Journal of Psychoactive Drugs, 2011 Apr-June; 43(2) 89-98
Sex-Seeking Communities also…

- Provide a connection with gay men to other gay men in rural or oppressed areas
- Possibly Increase feelings of belonging while decreasing feelings of loneliness
- Provide a communication channel for friendship and long-term relationships
- Offer the possibility to sero-sort (a reliable strategy only when HIV-positive individuals meet HIV-positive individuals)
Motivations

“If I’m in chat and I put that I am looking for my knight in shining armor, they tell me to fuck off, haha. So its best to say I'm looking for sex and then see what happens. I know that normally guys use the Internet to find sex, first you get them into bed, and then you find out their name. What I ask for and what I offer is sex, then if I like the person maybe something else will happen, whether it be friendship or even better a stable relationship, but at the situation is, the only way is to go for sex first and see what happens.” (INT19, 35 years old)

“I would prefer a partner more than going out and fucking around [...] so I go out and say to myself “Lets see if my boyfriend is out tonight, or maybe he has stayed home’...I would like it [to be in a relationship], but its not something you can choose... But I think that the more people I meet, the more chance I have of meeting the person who could be the one for me.” (INT19, 35 years old)

“I have this thing that makes me sometimes rebel against the world and it could, on the one hand, seem like a self-destructive attitude, but on the other, could be seen as rebelling against myself...” (Int15, 37 years old)

“In periods when I need sex I don’t feel very comfortable with this feeling, for the fact that it is a little like having to fill a void and often the sex I have during these periods is empty because it doesn’t produce the pleasure which I was hoping for...” (INT1, 28 years old)
And Sometimes a Cigar…

Is just a cigar....

\[ \int e^x = f^{(u)^n} \]
Why MSM Are Different

They aren’t!

Exception from primary mainstream social expectations (removal of constraints)
  Religion   (individual morality)
  Marriage (lack of structured expectations)

Segregation
  Reinforcement / escalation of behavior (peer pressure – remember the comment “it starts with sex”)

Opinion

The biggest difference?

Women (who tend to say ‘no’ more often)
Where to Start

• FAQs – Frequently Asked Questions
  – Rules and regulations
  – Details on features
  – Instructions and directions

• Before you browse or contact anyone
  – Be sure you understand features, contact options, settings, picture and text requirements, any special requirements for health related profiles
  – Be sure you understand community norms, language, and population demographics
    • Use resources such as compete.com and quantacast.com to understand that site’s traffic, demographics and ranking
Screen Names and Email Addresses:
Virtual Names – but NAMES none the less

• A screen name is a virtual identifier that is used by an individual in place of their real name.
  – Most are permanent and unchangeable, but not all
  – Many men will use the same screen name on multiple sites
    – so should interventionists

• Screen names and email addresses are often related
  – Yahoo, Windows Live (MSM), and AIM screen names are also email addresses

Prettygirl on Windows Live is PrettyGirl@live.com
Understanding Sexual Behavior ~ Behavior is NOT Orientation

These strategies helped the participants maintain their heterosexual identity despite behaviors that were conventionally consistent with a bisexual identity.

Some protected their heterosexual identity by explaining their sexual behavior as

- infrequent (Tony: “I’m not having sex every day, or every other day, with a man’’)
- accidental (Donnell: “Something just happens’’)
- recreational (Talon: “We all play games to relieve stress’’)
- unnecessary (Jason: “Don’t need to do that’’)
- necessity (Mark: “I needed the money at the time’’)

Men Seeking Sex on an Intergenerational Gay Internet Website: An Exploratory Study

28.5% self-reported as married
68.5% of the married group = willing to be anal receptive
15.2% receptive AI was their primary desire
Websites Where Patients and Partners Meet

- Message boards
  - Similar to bulletin boards or classified section of newspaper
- Social networking websites
  - Websites that people use to network or keep in contact with friends
- Dating websites
  - Website to meet looking for relationships
- Hook-up websites
  - Website focused on finding sex partners
- Mashups
  - Xtube (and other ‘tubes’)
  - Cam sites
Men Who Have Sex With Men

- Bulletin boards
  - Postings are ‘disposable’
  - No membership required
  - Contact is anonymous
  - Locations can be faked

Curious straight guy looking for first experiences with a guy. I've met up with someone only once before, and want to try again. I'm 25, 6', 195 lbs, educated, masculine, sane, laid back, clean and hiv negative.

I'm looking for someone who will explore with me (or be patient and show me the ropes). Please be clean, sane, and close to my age. Looking for mutual jo and swapping oral, maybe more if we're both feeling comfortable.

50 mwm looking for normal down to earth men who know what discretion really is. I'm not looking to meet up at this time. This is completely new to me. My attraction to men is purely from waist down. Being married I can not host. All I'm looking for now is an email
Craigslist / Bulletin Board

Married 412
Bulletin Board for PS?

• Not for notification... but
  – Many men will post the same ad over and over
  – Can be used for record searching
    • Phone numbers are written (sex one seven...)
    • Photos are often the same
  – Confirm locations
  – Local behavioral surveillance

There are many websites that can be used for surveillance, http://listings.cruisingforsex.com is an example. These ‘venues’ are ideal for MSM, married, or discrete men.
Websites Have Feelings

Sex-seeking environments are best suited for notification because of their private feeling.

Social Networking Sites and sites with a public ‘feel’ should be a last resort for notification.

- Facebook ‘feels’ public
- Adam4Adam ‘feels’ private
- BareBackRT ‘feels’ extreme
- Twitter ‘feels’ informative, ‘quick’
- YouTube ‘feels’ entertaining but not necessarily social
Facebook, Social Hub of the World

- More than 750 million active users
- 50% log on daily
- Average user has 130 friends
- 250 access through mobile
- Mobile users are twice as active as non-mobile users
- 10,000 new websites interact with Facebook EVERY DAY

Facebook for Hookup

What is your motivation to use social networking sites? Mark all that apply.

[Bar chart showing motivation percentages for Lesbians and Gay men]
Facebook Profile (IPS) Possibilities

- Partner Services
  - (background tracing)
- General Awareness
- Community integration
  - Public Relations
- Alerts
- All of the above

Personal Profile demands integration
A profile is REQUIRED to contact members
## Dating Site Rankings

### Free Dating (August)
- PlentyofFish
- Adam4Adam
- DateHookup
- OKCupid
- WooMe

### Gay Dating (August)
- Adam4Adam
- Manhunt
- OutPersonals

### Black Personals (August)
- Black People Meet
- Black Singles
- Black Christian People Meet

1 in 6 couples married in the last 3 years met on an online dating site (2x the number that met in bars, clubs and other social events combined).

1 out of 5 single people have dated someone they met on an online dating site.***

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Match.com and Chadwick Martin Bailey 2009 - 2010 Studies: Recent Trends: Online Dating Marriage Survey: 7000 US adults age 18+, married within the past 5 years, Online Dating Survey: 3000 US adults age 18+, who used online dating in the past 5 years
Features of Dating and Hookup sites

**Availability:** Time is important (looking for now)

**Blocking:** Contacts can disappear easily

**Buddies:** Private list of contacts

**Tracks:** Shows the profiles you have viewed

**Search:** Detailed, local

**Chat/Instant Message:** Quick communication

When you join any website you agree to the terms of service

FAQs, HELP, site tours, and other support and marketing features can be a great help and should be reviewed before joining or using any of the site’s features.

Features change, be sure to look for new features that may improve or impede IPS/N each time you login.
Manhunt.net

July 2011

380,900 unique visitors

76% of the members account for 97% of the visits

Rank #5,443

Older / Less Diverse

34% 18-34
46% 35-49

80% White

http://siteanalytics.compete.com
http://quantacast.com
Adam4Adam.com

July 2011
804,529 unique visitors
Rank #2,927
Younger / Diverse
46% 18-34
38% 35-49
42% Black
39% White
15% Hispanic

http://siteanalytics.compete.com
http://quantacast.com
BGCLive (BlackGayChat)

July 2011
181,839 unique visitors
Rank #11,634

http://siteanalytics.compete.com
www.quantcast.com
BareBackRT

Welcome to BarebackRT.com

Welcome to BarebackRT.com

Not already a member?
JOIN TODAY
Registration is FAST, FREE and EASY!

All images depicting people are of men that are at least 18 years of age at the time of registration. Photos are posted by members and posted solely for the purpose of entertainment. BarebackRT.com does not guarantee the accuracy of images, or profile information posted by its members.

Copyright 2006-2008 Wee-Media, Inc. All rights reserved. Send Mail to Support or call 1-520-829-4420

Dedicated to UAI

What do (can) your risk reduction conversations look like?

July 2011
83,895 unique visitors
Rank #24,926

http://siteanalytics.compete.com
Bug Chasers / Gift Givers – talking about extremes is important.
Remember: it is about marketing, and marketing does not always tell the absolute truth.

N=2,716 MSM

75% and 72% of the Tested and Never Tested groups disclosed a HIV-negative status in all of their online profiles.

17% of HIV-positive participants did so.

### Challenges / Opportunities

If this was your patient or partner how would you approach them?

Can a “cut and paste” approach work?

Each case is unique, as is each venue. Specialists must be trusted and empowered to use the best words, for the case and venue of notification.

<table>
<thead>
<tr>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>READ THE DAMN PROFILE!</strong></td>
</tr>
<tr>
<td>45, 5'11&quot;, 180lb, 34w, Average, Brown Hair, Hairy Body, White, Looking for 1-on-1 Sex.</td>
</tr>
<tr>
<td>Profiles are here for a reason...READ IT. BB means BAREBACK/NO CONDOMS HIV POZ means JUST THAT YOUR PLACE means I DONT HOST AS A RULE DONT MESSAGE ME AND THEN ACT ALL RETARDED BECAUSE YOU DIDNT READ THE PROFILE That said, I am interested ONLY in WHITE or LATINO men who like to fuck bb THIS MEANS NO BLACK OR MIX/BLACK guys,.....just my pref guys...we all like what we like. If you arent classified in the above and insist on contacting me, prepare to be blocked. Have some kind of picture as well.</td>
</tr>
<tr>
<td>Top/Versatile, foreplay, kissing, massage, rimming, love big balls, HATE shaved pubic</td>
</tr>
<tr>
<td>Conservative, Out Yes, Smoke Yes, Drink Socially, vers/top, 6&quot; Cut, Anything Goes, HIV Positive, Prefer meeting at: Your Place.</td>
</tr>
</tbody>
</table>
Understanding Apps

• Location-based (near me)
• Search options vary
  – A4A, screen name search (N/A: Grindr, Manhunt)
• Rapid / local communication
Improve Interview Outcomes

– Create a non-judgmental environment where patients and partners are free to honestly discuss their behaviors
– Understand and accept that sexual behavior, sexual identity, and sexual orientation are not always in ‘alignment’ (profiles say hetero but behavior is same-sex)
– Stress that you are on ‘their side’ and explain exactly what you are doing, why you ask what you ask, and how they can help protect their community from infections through PS
– Assume patients meet partners through the Internet
– Know what sites are popular locally, nationally
– Provide unrestricted Internet access in a private location for all interviews
– Understand the venues
– Understand the patient/partners social and sexual network
  • A4A, BBRT, Match.com, Craigslist
– Understand the terms used for behaviors, how to read a profile and ‘get the message’
– Provide the hardware / Software (iPad, iPhone, Laptop, cellular / ‘anywhere’ Internet, access to Field Records from the Field, email addresses, text messaging)
General Resources

About.com: Online Culture: Understanding the Internet Experience

Wikipedia: Cyberculture

Slang: Urban Dictionary

Sexual Orientation: American Psychiatric Association
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Thank You for Participating!

An archive link of this webinar will be sent to each participant.

You will receive a brief evaluation following this webinar.

We appreciate your feedback.