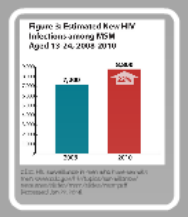
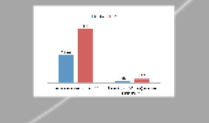
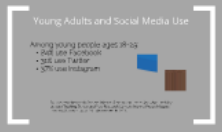
HIV Prevention is 215 Feet Away:

Developing Geosocial Networking Interventions for Young Men Who Have Sex With Men

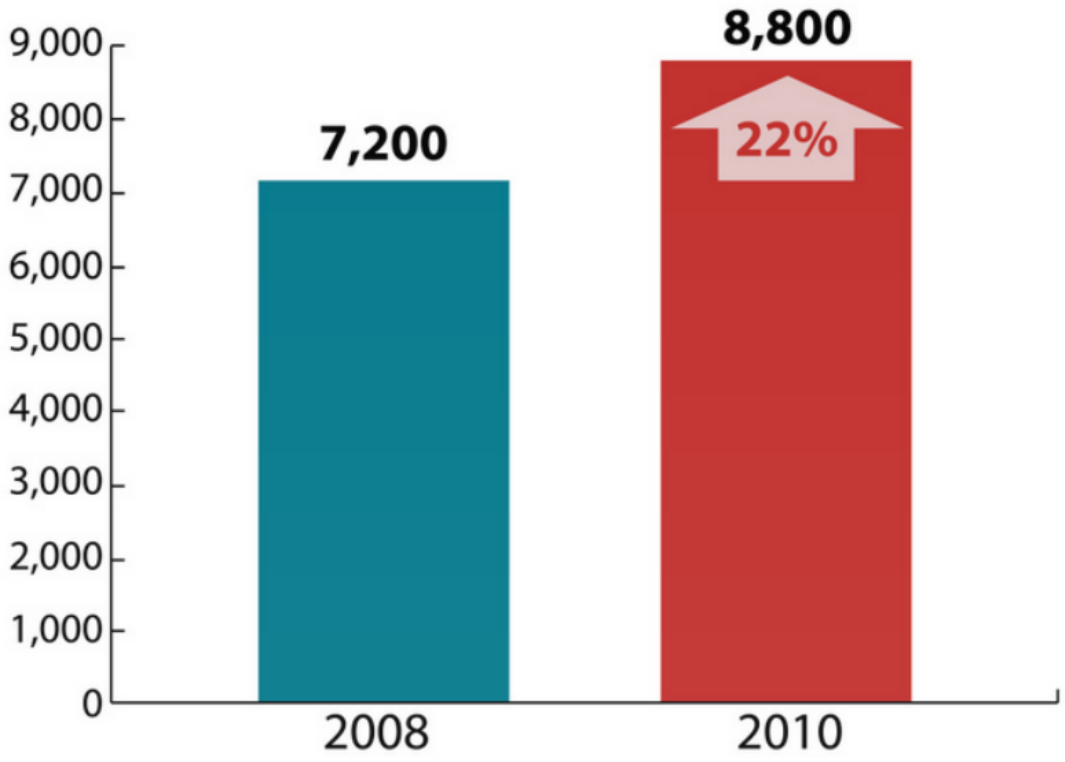






Ian W. Holloway, PhD, MSW, MPH
UCLA Department of Social Welfare

Figure 3: Estimated New HIV Infections among MSM Aged 13-24, 2008-2010



CDC. HIV surveillance in men who have sex with men; www.cdc.gov/hiv/topics/surveillance/resources/slides/msm/slides/msm.pdf [Accessed Jan 22, 2014].

What Do You Do When You First Wake Up?

Our interaction with each other through our phones begins as soon as we awake. Within the first 15 minutes of waking up, 4 out of 5 smartphone owners are checking their phones and among these people, nearly 80% reach for their phone before doing anything else. These statistics alone drive home the utility of and reliance on smartphones.

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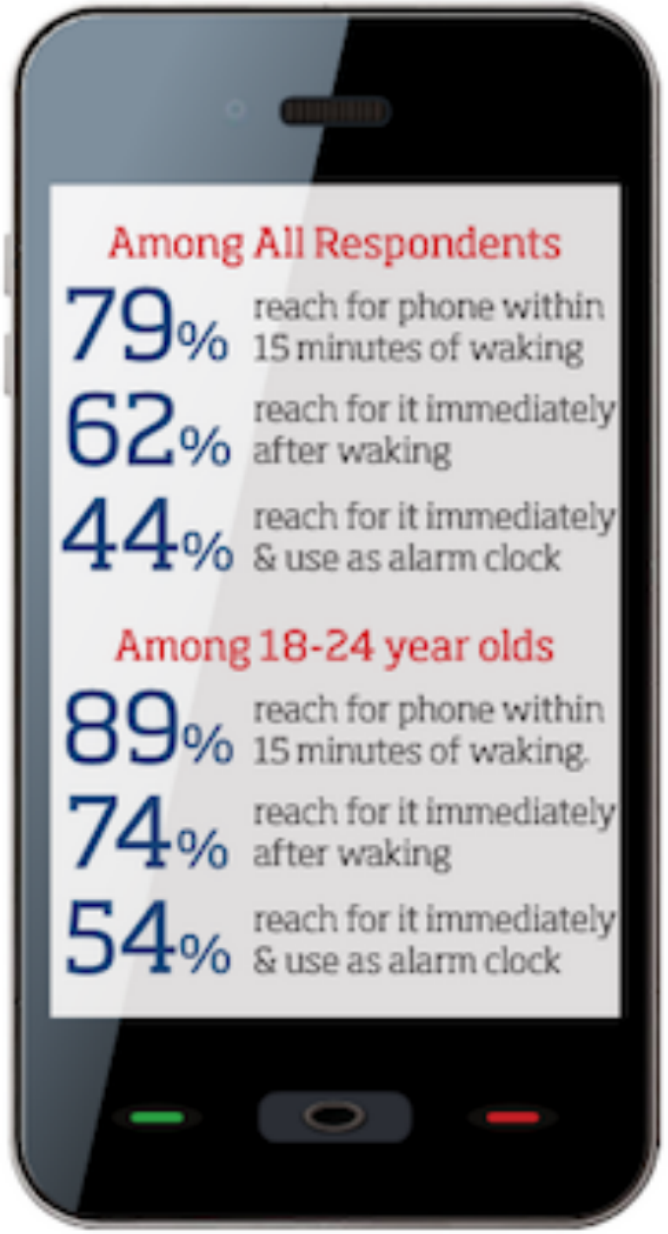


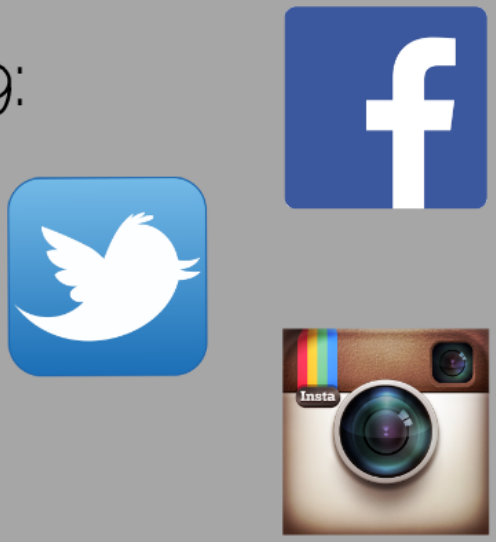
Source: mediabistro.com

Source: peoplestaringatphones.tumblr.com

Young Adults and Social Media Use

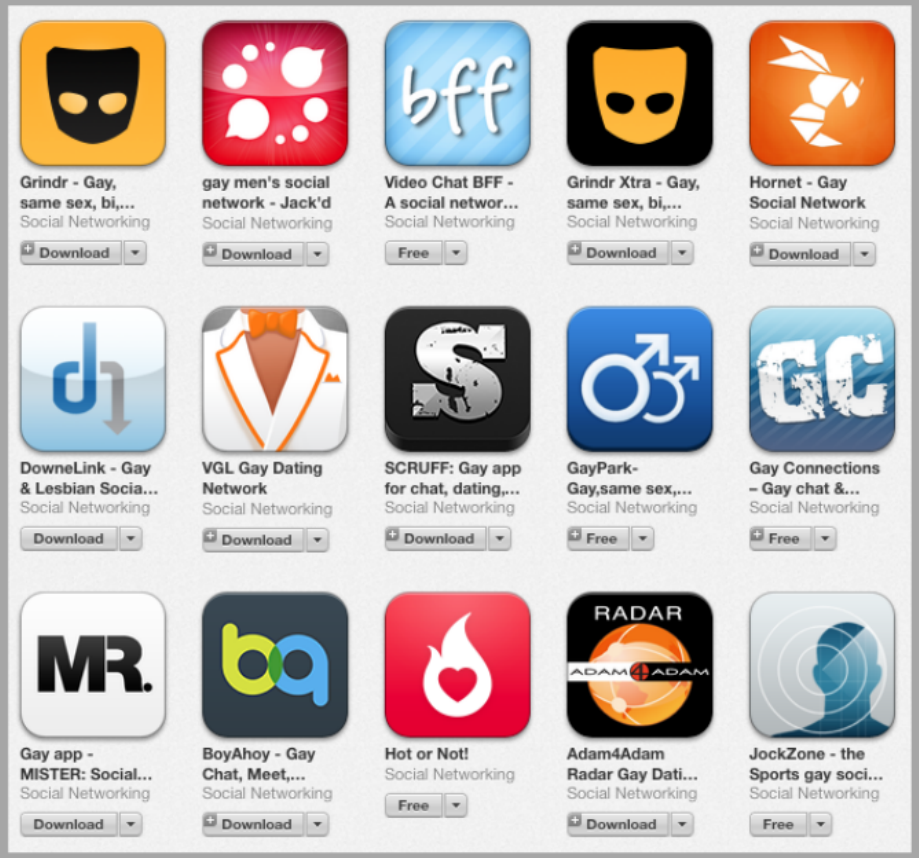
Among young people ages 18-29:

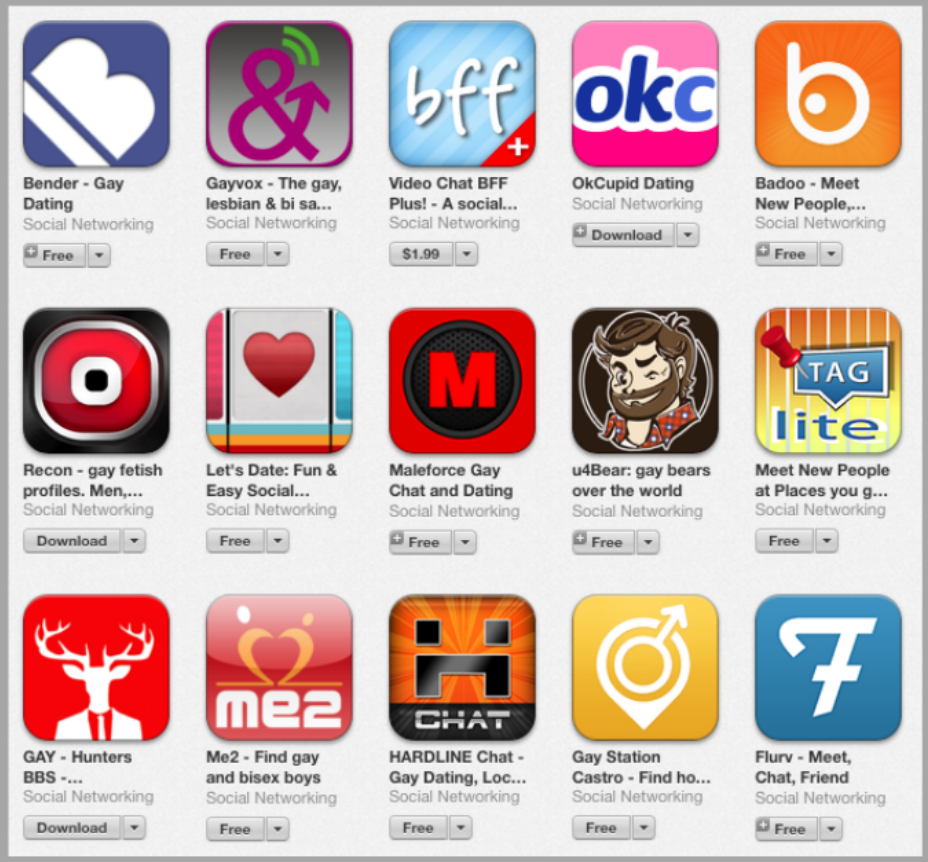
- 84% use Facebook
- 31% use Twitter
- 37% use Instagram



Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey and Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013.

Geosocial Networking Apps

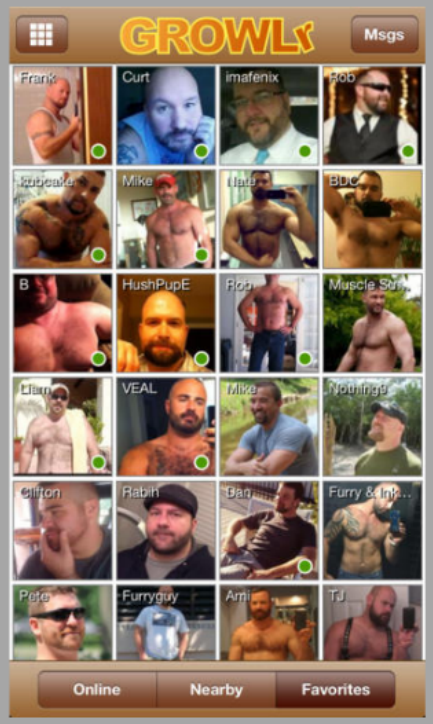




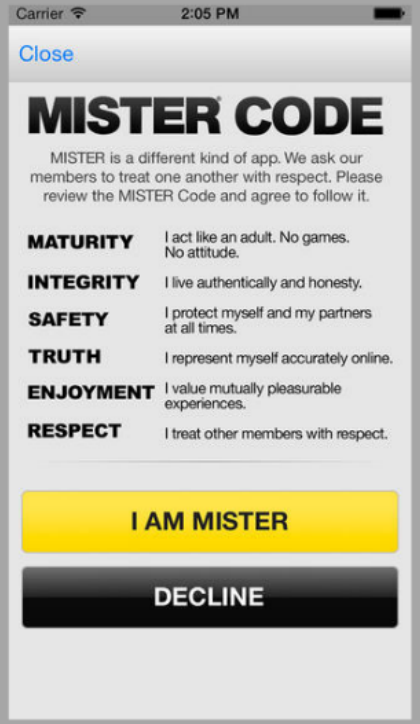
Source: iTunes.com

Apps for Specific Communities

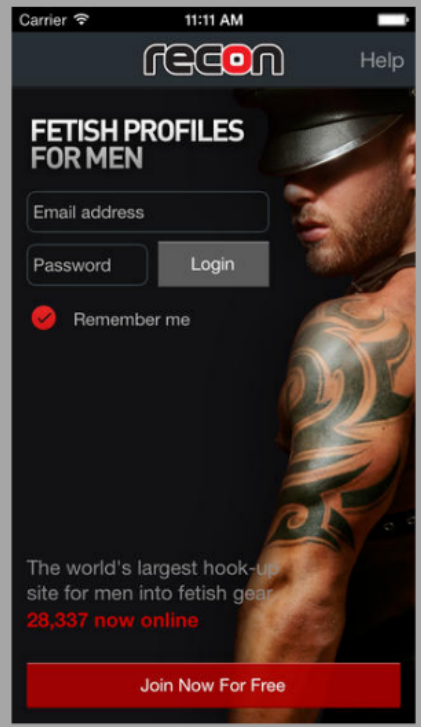
Hunter BBS



GROWLr



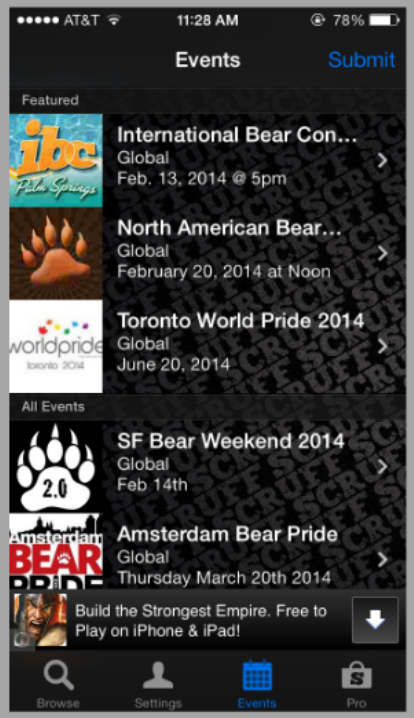
Mister



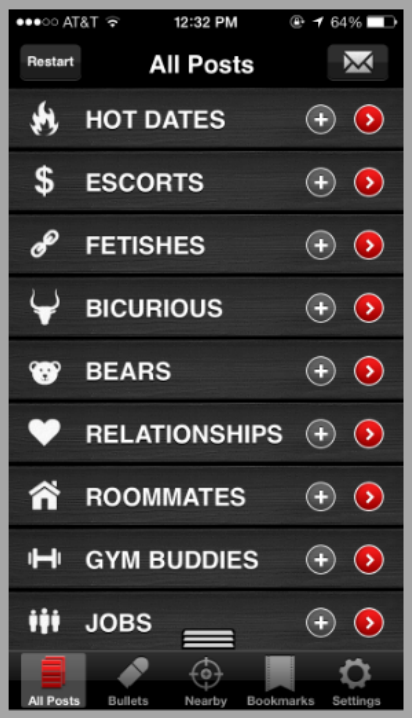
Recon

Source: iTunes.com

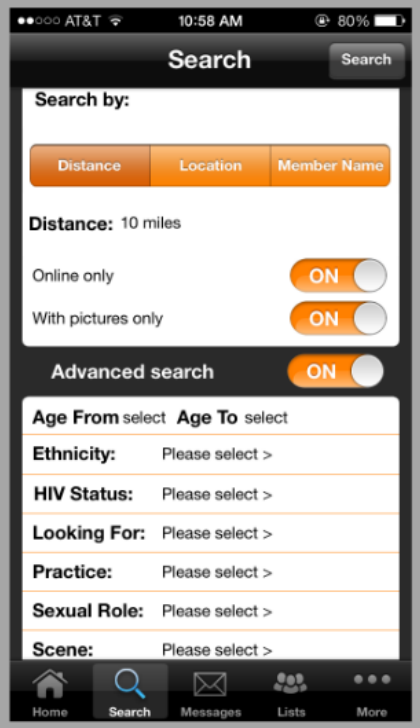
Apps with Different Features



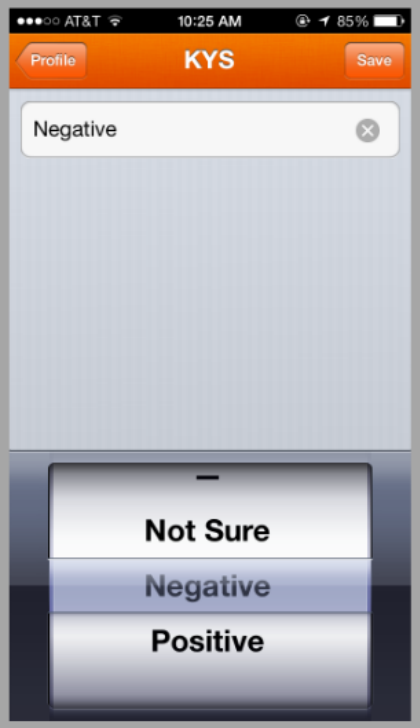
Scruff



Recon



Adam4Adam



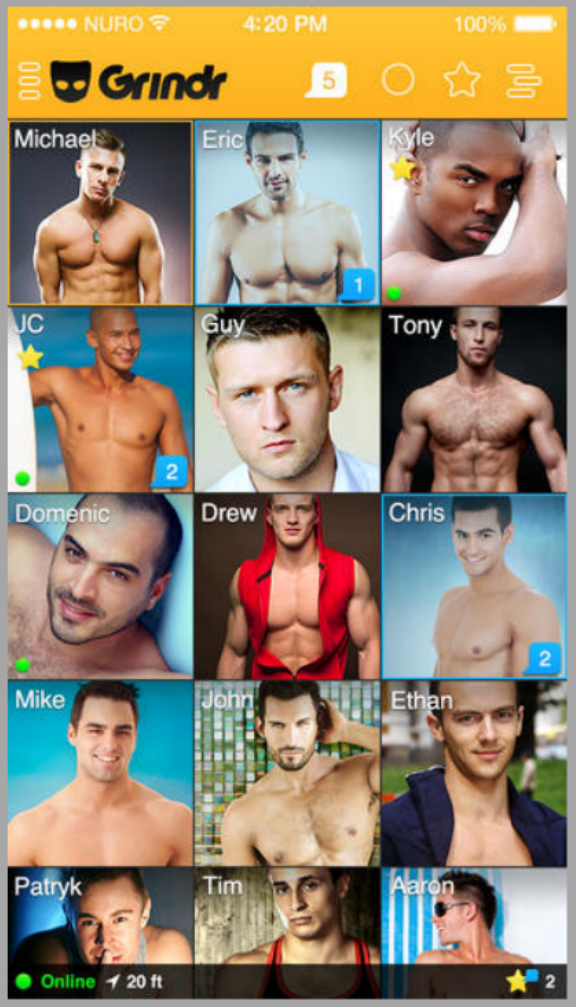
Hornet

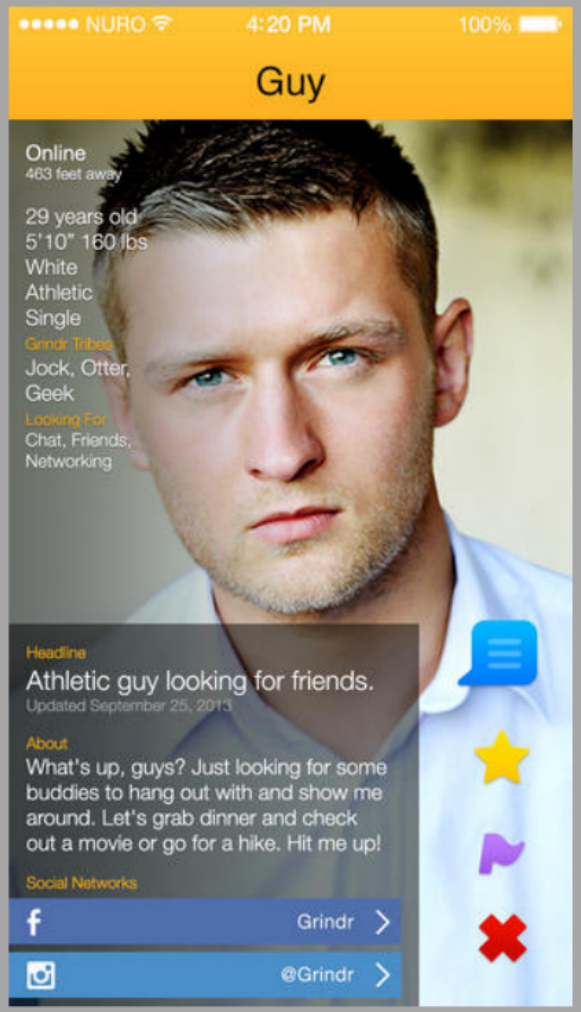
Source: iTunes.com

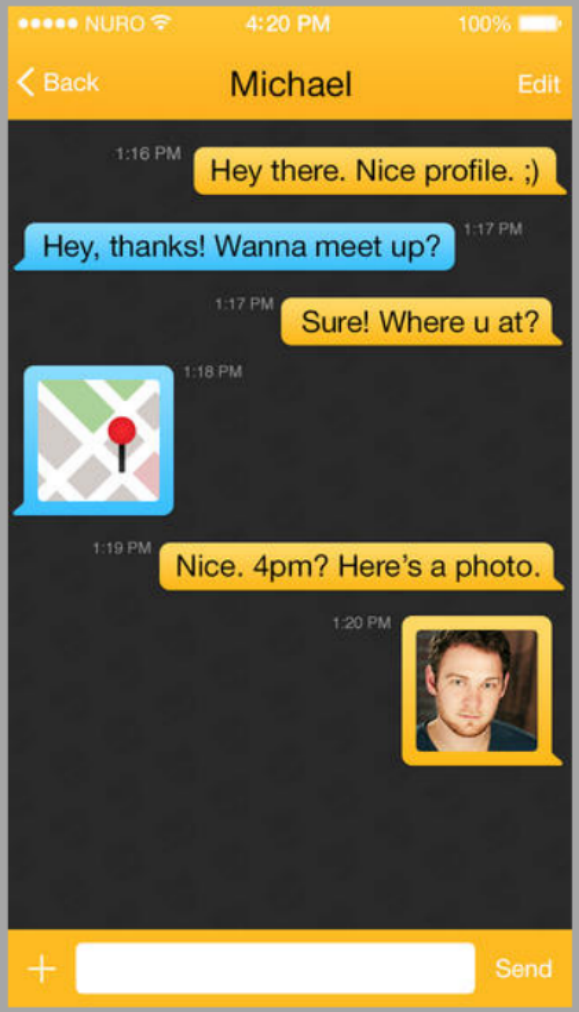
Grindr

- Grindr first launched in 2009
- Geolocating feature allows users to connect with other users nearby
- View pictures, see profile information (e.g. age, race/ethnicity), send text messages within app, and send location
- More than 6 million Grindr users in 192 countries
- More than one million Grindr users log on to the app every day and transmit more than seven million chat messages and two million photos to one another
- Grindr users spend about an hour and a half using the app daily, and they log in an average of eight times per day.

Source: grindr.com







Source: iTunes.com

Grindr for Equality: Election 2012

- Geo-targeted messages about equality issues sent to its 1.5 million U.S. users
- Created awareness regarding LGBT equality issues being voted on in November
- Encouraged Grindr users to register to vote, provided them with sources that'll show them nearby poll locations, and prompted them to vote when the time comes
- Promoted knowledge of those presidential candidates and state and local candidates who support LGBT initiatives

Source: grindr.com

YMSM and Technology Use

195 YMSM ages 18-24

Recruited using Grindr based on their location within West Hollywood and Long Beach, CA

Cross-sectional survey

Measures:

- Demographics
- Technology use (lifetime and current use of online dating sites and geosocial smartphone apps)
- Motivations for using Grindr versus other technologies
- Sexual health information seeking
- Previous HIV prevention participation
- Acceptability of HIV prevention programming

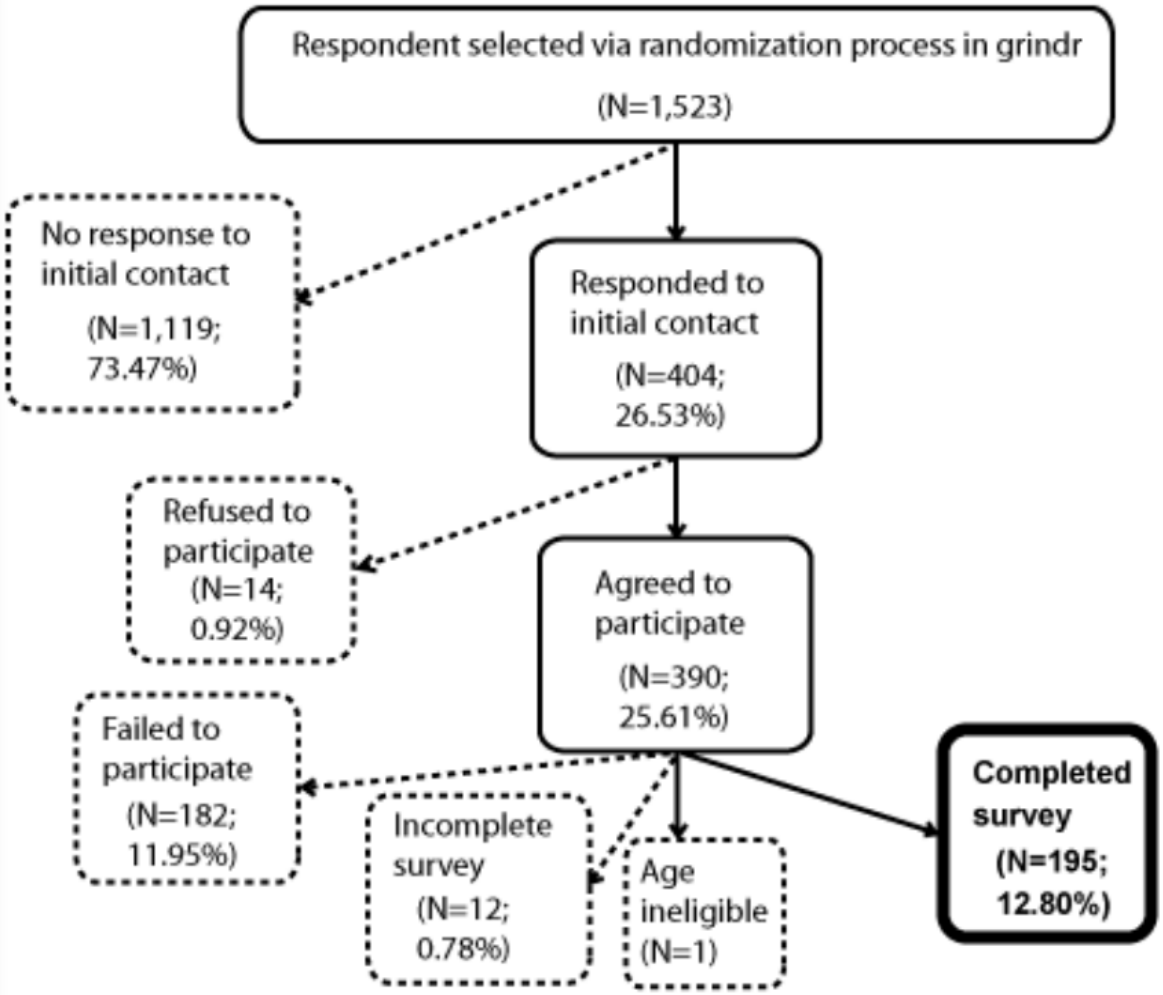


Figure 1: Participation Rates among Grindr-Recruited YMSM, Los Angeles CA, 2011.

Demographics

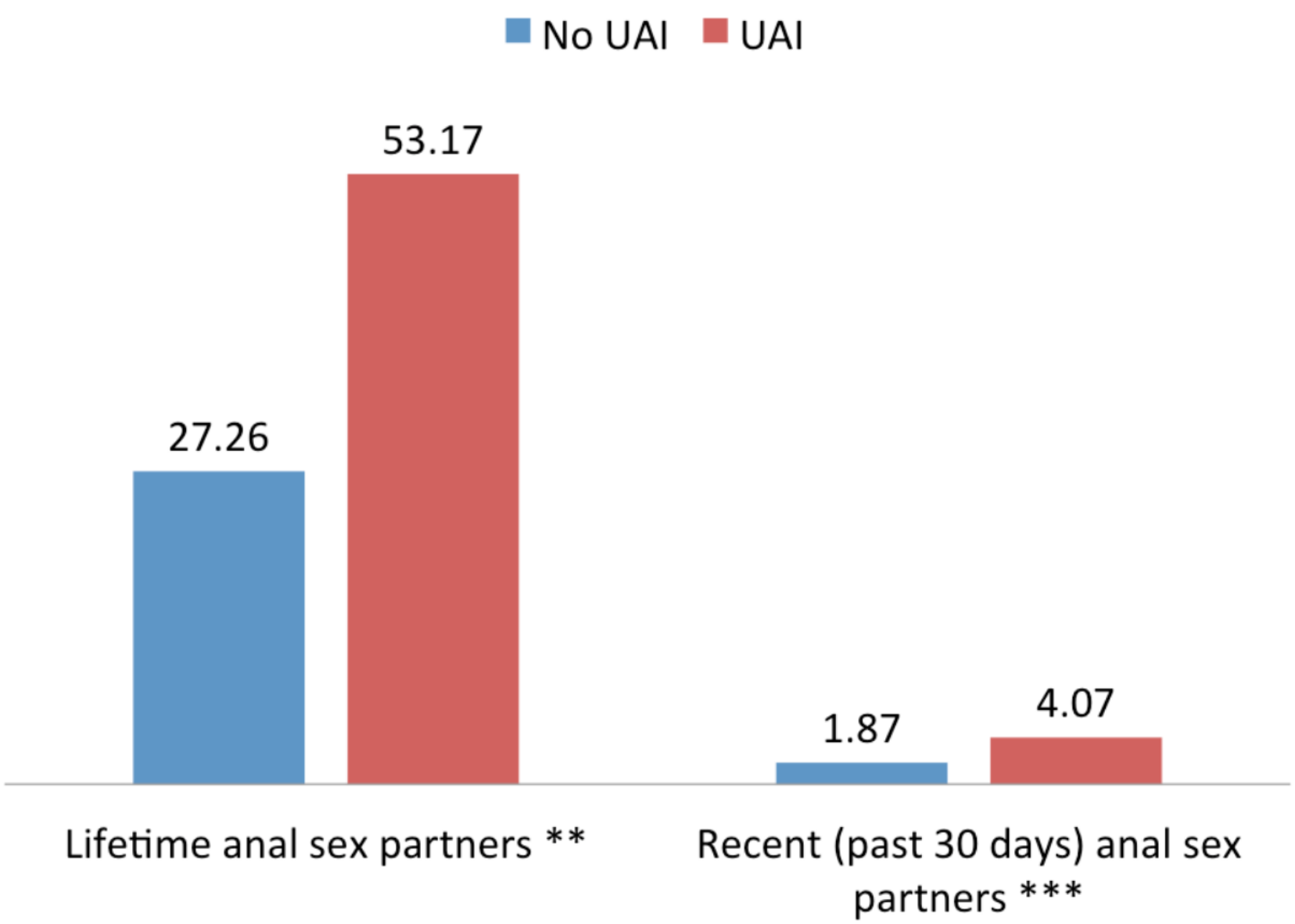
- Mean age of participants was 22 years
- 85% had completed at least some college education
- 40% White, 33% Latino, 10% Asian/Pacific Islander, and 5% Black/African American
- 87% identified as gay
- 86% reported very strong attraction to males
- 94% were out to friends, parents, siblings, and others
- 87% reported being single

Holloway, I. W., Rice, E., Gibbs, J., Winetrobe, H., Dunlap, S., & Rhoades, H. (2013). Acceptability of Smartphone Application-Based HIV Prevention Among Young Men Who Have Sex With Men. AIDS and behavior, 1-12.

Sex Risk among Young Men who have Sex with Men who use Grindr, a Smartphone Geosocial Networking Application (Rice et al.)

- 75.4% of YMSM reported ever having sex with a partner met on Grindr
- YMSM reported significantly higher rates of condom use with partners met on Grindr (59.8%) relative to those partners met elsewhere (41.9%)
- Only 14.7% reported unprotected anal intercourse (UAI) with their last Grindr partner

Rice E, Holloway I, Winetrobe H, Rhoades H, Barman-Adhikari A, et al. (2012) Sex Risk among Young Men who have Sex with Men who use Grindr, a Smartphone Geosocial Networking Application. J AIDS Clinic Res S4:005.


No UAI
UAI
53.17
27.26
1.87
4.07
Lifetime anal sex partners **
Recent (past 30 days) anal sex partners ***

Acceptability of Smartphone Application-Based HIV Prevention Among Young Men Who Have Sex with Men (Holloway et al.)

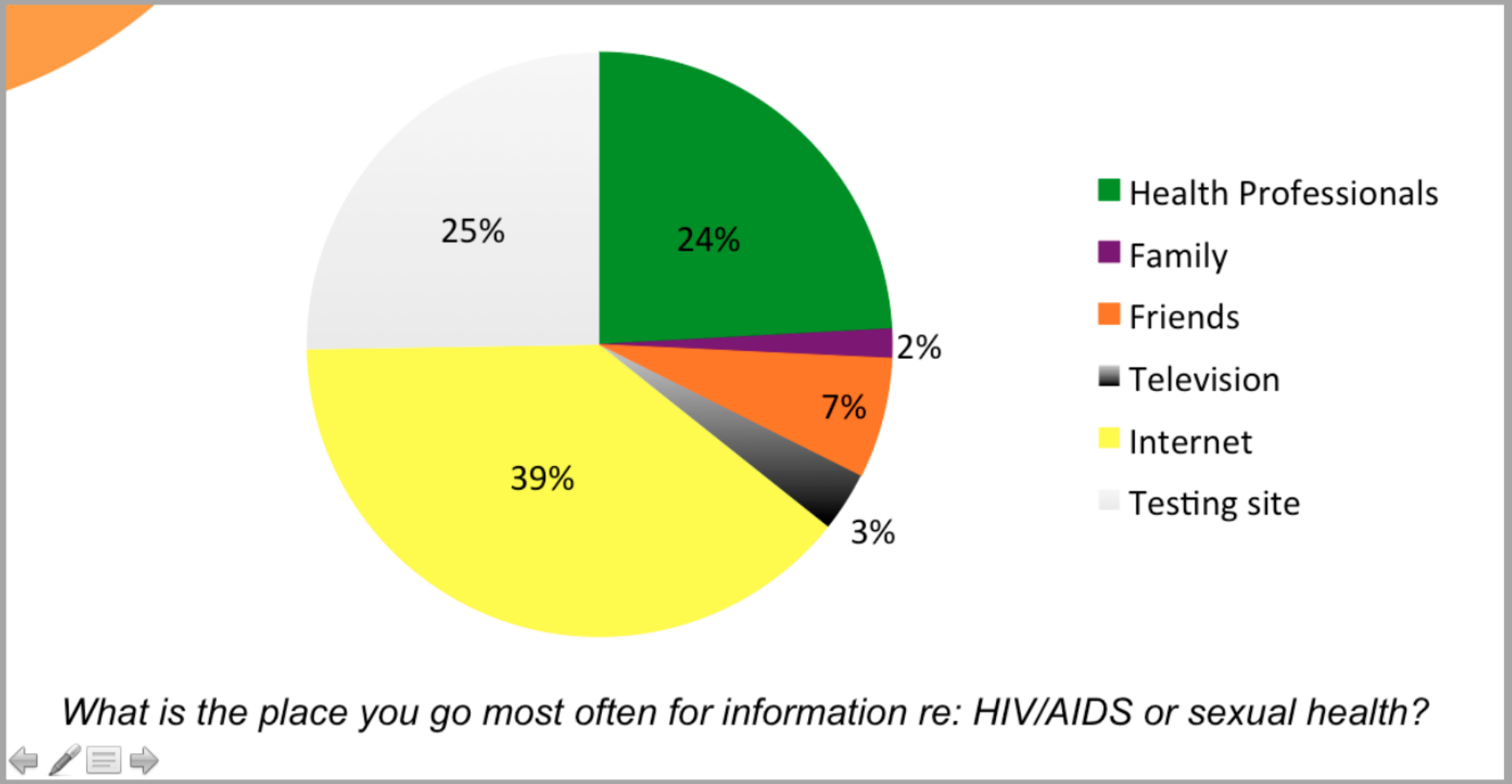
In addition to using Grindr, 46% of participants currently used another smartphone app, such as Jack'd (20%), Scruff (14%), or Boy Ahoy! (10%)

Participants used Grindr to:

- Kill time when bored (86%)
- Make new friends (80%)
- Meet people to "hook up" with (67%)
- Connect to the gay community (65%)
- Meet people to date (65%)

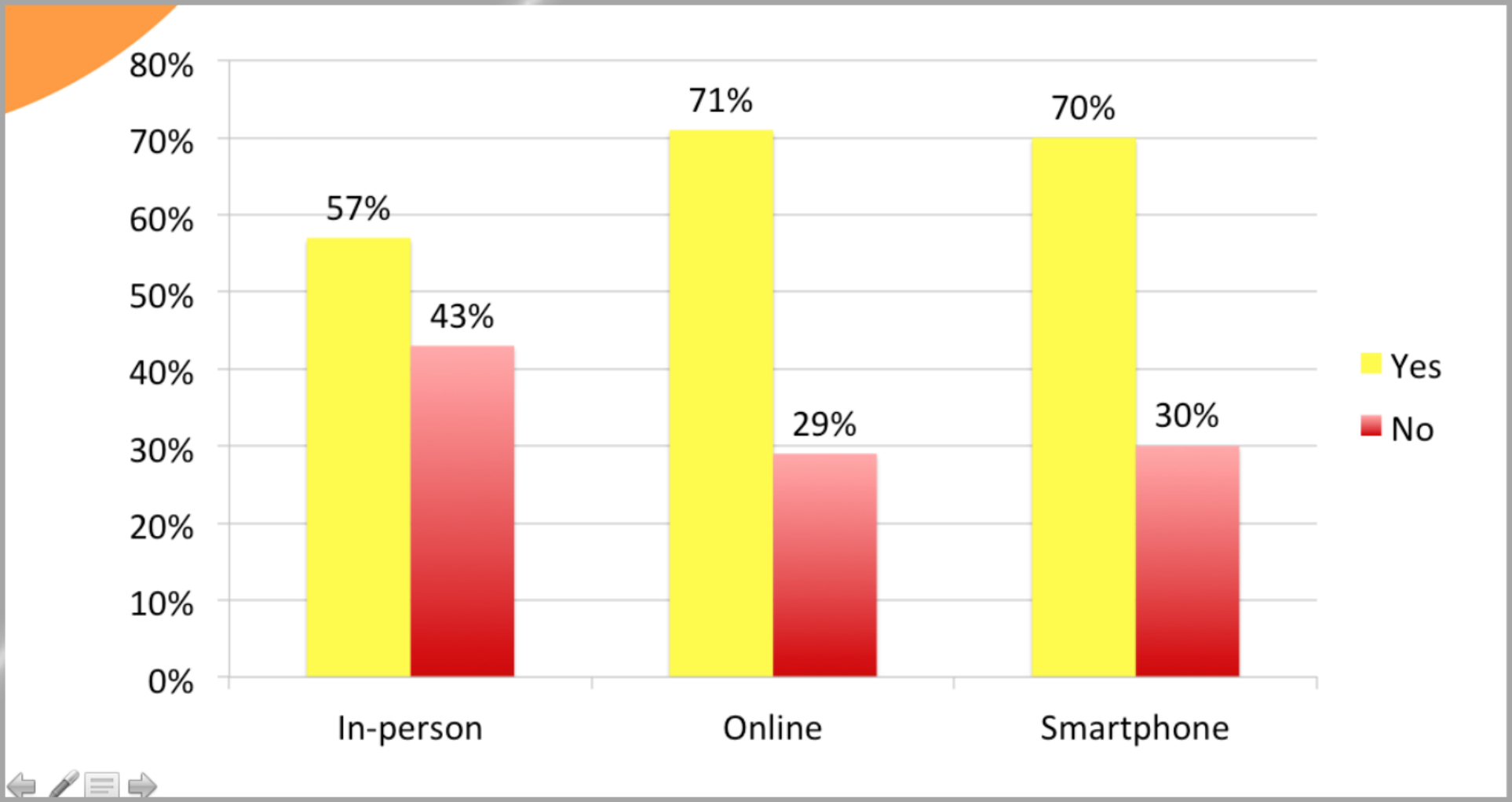
Number one reason for using Grindr was to meet “hook ups" (29%)

Holloway, I. W., Rice, E., Gibbs, J., Winetrobe, H., Dunlap, S., & Rhoades, H. (2013). Acceptability of Smartphone Application-Based HIV Prevention Among Young Men Who Have Sex With Men. AIDS and behavior, 1-12.



What is the place you go most often for information re: HIV/AIDS or sexual health?

How are you willing to receive HIV prevention programming?



Implications

Smartphone apps, like Grindr, present opportunities for discreet, targeted outreach to YMSM

Allow YMSM to find nearby HIV testing centers and clinical settings

Automated message reminders about regular HIV testing, medication adherence and medical visits

Researchers must partner with key stakeholders including YMSM themselves, community-based organizations, and YMSM smartphone app developers

Potentially competing interests between YMSM smartphone app developers and those who seek to prevent HIV among YMSM

Formative research on design and functionality of smartphone app-based HIV prevention is needed

Acknowl
- Community Advi
- YMSM of Los An

Acknowledgements

- Community Advisory Board
- YMSM of Los Angeles who participated
- Study team
  - Eric Rice
  - Hailey Winetrobe
  - Harmony Rhoades
  - Anamika Barman-Adhikari
  - Adam Carranza
  - David Dent
  - Shannon Dunlap
  - Craig Pulsipher
- Grindr