



**Media coverage and
reader response to
innovations in sexual
health: reproducing
hegemony or affecting
social change?**

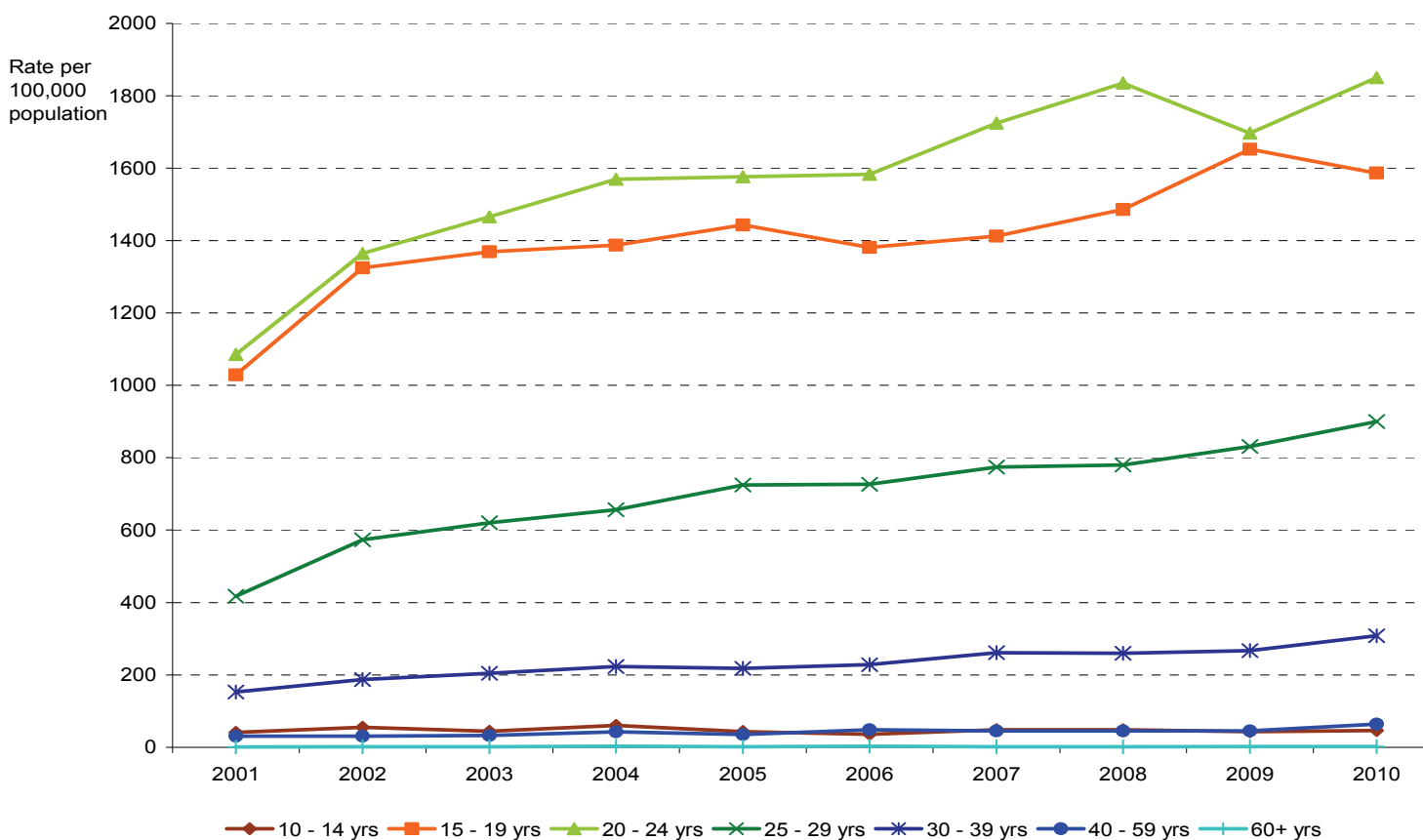
Cathy Chabot, Jean Shoveller,
Travis Hottes, and Mark Gilbert

2012 British Sociological Association
Annual Conference

April 12, 2012

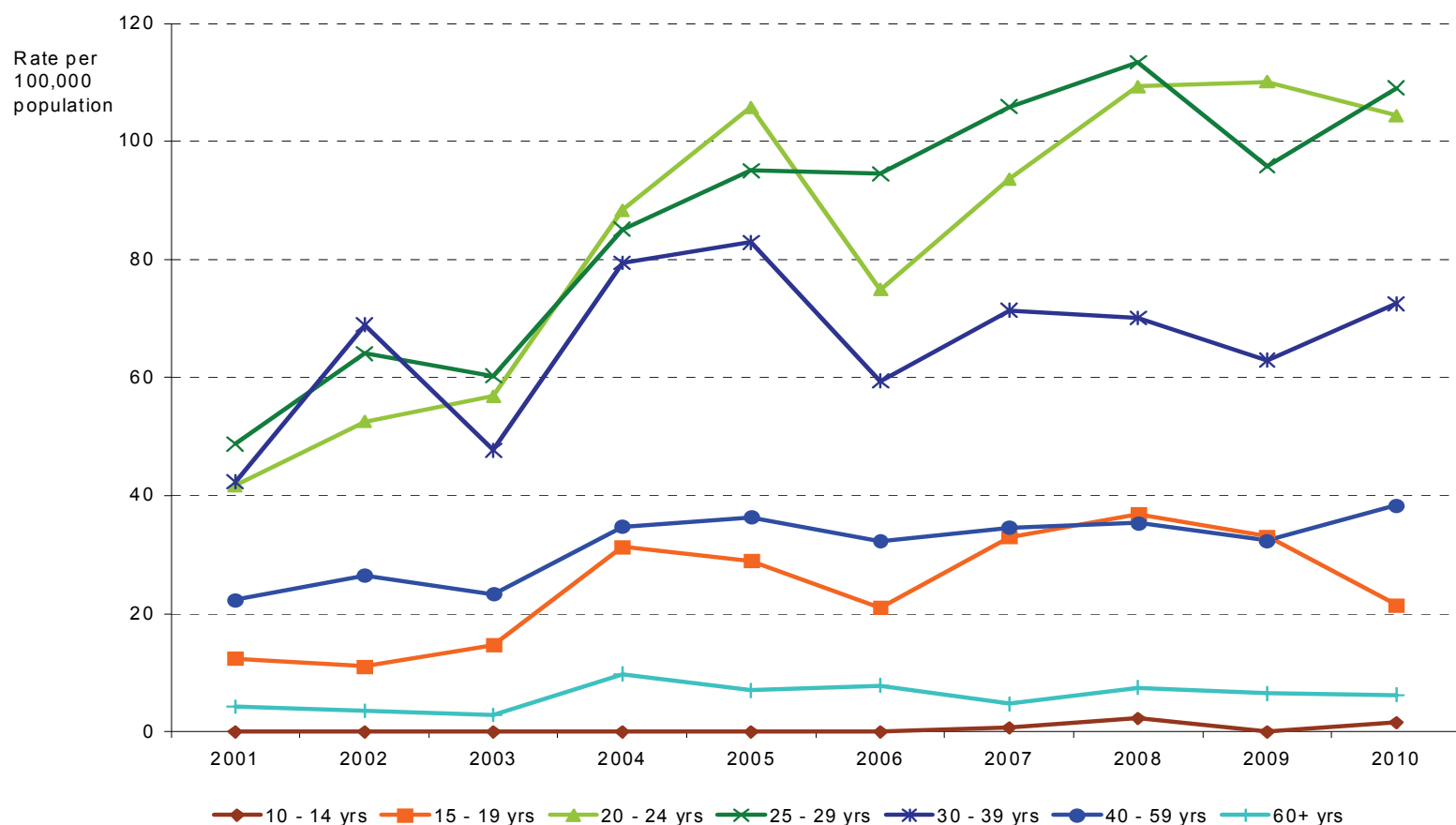
Leeds, UK

+ Female Genital Chlamydia rates in BC by age group, 2001-2010



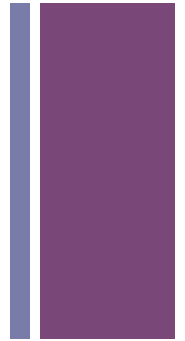
Source: British Columbia Centre for Disease Control (BCCDC). (2010). HIV and Sexually Transmitted Infections, 2010. Vancouver: Clinical Prevention Services, BCCDC.

+ Male Genital Gonorrhea rates in BC by age group, 2001-2010



Source: British Columbia Centre for Disease Control (BCCDC). (2010). HIV and Sexually Transmitted Infections, 2010. Vancouver: Clinical Prevention Services, BCCDC.

+ BCCDC's Online Sexual Health Services Program



- E-mail-based partner notification (e-cards): inSPOT (launched Summer 2011)
- Sexual health education and online counseling website: SafeSexBC (launching Spring 2012)
- Internet-based STI testing service: GetCheckedBC (launching Winter 2012/13)



+ inSPOT Partner Notification System



[TELL THEM](#) | [GET CHECKED](#) | [STD INFO](#) | [RESOURCES](#) | [TESTING](#)

[ABOUT THIS SITE](#)

[CONTACT US](#)

English (U.S.)

- Tell them if you've been exposed to an STD - send an anonymous ecard.
- Learn about cures and treatments.
- Find a clinic near you.

[Community Guidelines ->](#)
[In the News ->](#)



Tell your hookups, ex's, boyfriends, girlfriends, and partners they may have been exposed to an STD.

[TELL THEM](#)

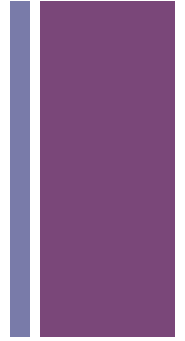


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[GET CHECKED](#)



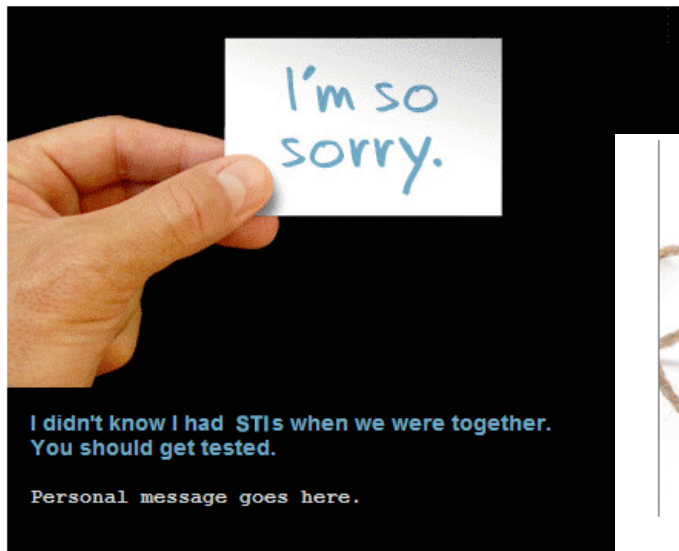
+ Methods



- Computer-assisted data retrieval techniques
- 43 news articles and blog entries
- Critical Discourse Analysis (Fairclough, 2003; Smith, 2005)
- Framing of inSPOT by media and readers that challenges or reinforces dominant discourses re. STIs and sexual activity in Canadian society (Van Gorp, 2012)

+ Findings

“You've got mail – and a sex infection: B.C. launches ecard service”



This is from a friend at **inSPOT** the [STI] Internet Notification Service for Partners

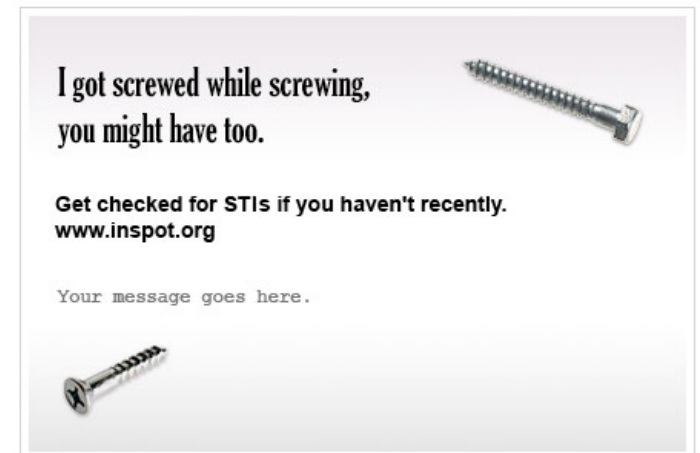
Sometimes there are strings attached.



I got diagnosed with STIs since we were together. Get checked out soon.

Personal message goes here.

This is from a friend at **inSPOT** the [STI] Internet Notification Service for Partners



This is from a friend at **inSPOT** the [STI] Internet Notification Service for Partners Or Tricks.

+ Technological change – the problem of convenience

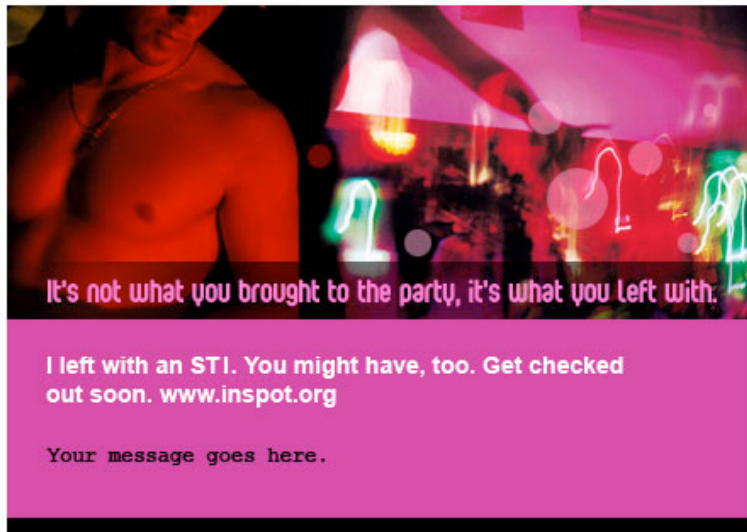
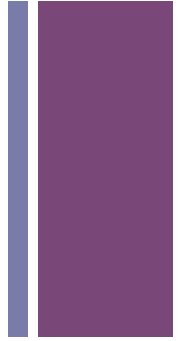
“It could indeed be said that these types of Ecards are a testament to the entire ‘I can hide behind my computer mentality’ that our culture seems to live by. Where is the line of being socially and morally responsible? Where you actually pick up the phone and make that difficult call to someone that (hopefully) you had feelings for at one time?”

(Wutke, Survive Parenthood Magazine, Aug. 9, 2011)

inSPOT
www.inspot.org



+ Technological change – the benefit of convenience



This is from a friend at **inSPOT** the [STI] Internet Notification Service for Partners Or Tricks.


“It's the last e-mail you want highlighted in your inbox. But, all things considered, it's a brilliant idea and may very well help control the spread of sexually transmitted infection.”

(MacDonald, Quesnel Cariboo Observer, Aug. 10, 2011)

+ Stigmatizing sexuality

“How about resurrecting the virtues of chastity and fidelity and leaving sex for faithful marriage between one man and one woman for life....like it is supposed to be? Then you are guaranteed to be free of STD, have more secure and stable children and learn the real meaning of love.”

(Laurie, Got an STD? Send your Partners an Anonymous Email, CTV News, Aug. 9, 2011)



You're too hot to be out of action.

**I got diagnosed with an STD since we played.
You might want to get checked too. www.inspot.org**

Your message goes here.

This is from a friend at **inSPOT** the [STD] Internet Notification Service for Partners Or Tricks.

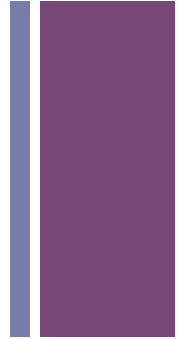
+ The problem of anonymity



"This is not a solution, and will be abused just like anything created in this world. Nothing is perfect but [this] does not give the green light for STD folks to rock and roll. I hope they keep track of who uses this site more than once as those folks need to be fined and jailed."

(Evan in Athabasca, CTV News, Aug. 9, 2011)

+ Austerity discourse



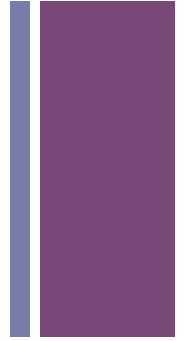
- *“Better the money had been spent on an MIR machine or some other much needed equipment.”*

(asdf1234BC, BC Starts Sexual-Infection Notice Service, CBC News, Aug. 8, 2011)

- *“And what about the burden to the Health Care system? Do we really need more people running to the Doctors to 'verify' if they have an STD just because they received some email that could potentially be a cruel joke?”*

(JB, Got an STD? Send your Partners an Anonymous Email, CTV News, Aug. 9, 2011)

+ Conclusions



- Media discourses have the power to shape readers' responses to a given text (Van Gorp and Vercruysse, 2012)
- The ubiquity of online media and the public's ability to rapidly respond to these discourses influences how new technologies such as inSPOT are framed for public consumption
- Framing and counter-framing of inSPOT can reinforce hegemonic discourses, potentially fueling negative public reactions toward progressive sexual health services

+ Acknowledgements



*youth sexual
health team*