The ZAZI campaign’s Facebook page

A field study of the use of Facebook in the ZAZI campaign in South Africa

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Abstract

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Purpose: The purpose of this study is to examine the motives and attitudes of a group of South African women and men (aged between 20 to 30 years) have towards responding to the questions set on the ZAZI campaign’s Facebook page that may involve private and sensitive information. It also seeks to examine whether the questions that ZAZI campaign sets are consistent with the informant’s attitudes and motives.

Rationale: The result may be used to improve the campaign whose ultimate goal is to prevent the spread of HIV / AIDS by strengthening women's self-efficacy and confidence.

Questions: What are the selected informant’s motives for using Facebook in general? What attitudes and motives do the selected South African Facebook users have toward commenting on the questions on the ZAZI campaigns Facebook page? How are the selected informants’ attitudes and motives consistent with the type of questions the campaign set?

Method: Content analysis and focus groups.

Result: The study indicate that the motives for writing on the ZAZI campaign’s Facebook page differs depending on socio-economic status and that the campaign should vary the content of the questions so all women’s motives become satisfied. The page appears, for those groups with a lack of socio-economic status, to serve as a platform that encourages and create conversations about private matters.

Keywords: Health campaign, Facebook, Internet, social media, South Africa, focus groups, ZAZI campaign, uses and gratification, self-efficacy, HIV
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1. Introduction and background

South Africa is a country that has for centuries been colonized and white people from European countries have controlled the indigenous people. This ended with the start of a democracy in 1994, when the black political freedom party, the African National Congress (ANC), voted into power¹. Today South Africa is a multicultural society with Indian, white, black and coloured people constituting the racial groups in South Africa². In the past Afrikaans (a derivative of Dutch) and English were the official languages, but today, with South Africa’s democracy, there are all together eleven official languages³. South Africa is more than just a country that can offer long beaches, soaring mountains and wonderful fauna and flora. The country has for years struggled with their high number of HIV/AIDS prevalence. Entire 17.8 % of the South African adults have HIV/AIDS and life expectancy for both men and women is approximately 49,48 years⁴. One of the reasons for this is that South Africa has the highest HIV prevalence in Southern Africa, with entire 5,6 million people being HIV-positive in 2013⁵. Organizations and governments have long tried to reduce the number of victims and stop the spread of HIV/AIDS.

Even though it’s been over 30 years since the first case of HIV/AIDS was discovered the disease continues to spread and many are diagnosed with it. During these 30 years, a variety of health campaigns have been carried out to try to stop the spread of HIV/AIDS. Some of South Africa’s population still believe in old myths e.g. that HIV/AIDS infects via the people who hate you⁶. Thus it has been, and still is, difficult to try to influence and persuade people to protect themselves against HIV/AIDS and prevent the spread of the disease. Health campaigns and health practitioners continuously look for new strategies and better solutions in order to try to prevent the spread of HIV / AIDS. One of the main objectives in a health campaign is to effectively use the right kind of communication to prevent the spread of HIV/AIDS. There are a variety of mediums that have been employed to do this, and from the perspective of mass and social media these include:

³ ibid.
⁴ ibid.
⁶ Tomaselli, Keyan G. & Chasi, C. (red.), Development and public health communication, Pearson, Cape Town, 2011, s. 30
radio, TV or the Internet as channels to reach out to people\textsuperscript{7}. Some campaigns and organisations also use traditional media forms as expressive forms e.g. poems, plays, posters, songs and dances\textsuperscript{8}. Another approach is life skills education for HIV prevention\textsuperscript{9} e.g. peer education and youth-specific HIV education to reach their target\textsuperscript{10}. The traditional media forms are not in focus of this study but they do play a role in HIV prevention communication\textsuperscript{11}. 

In the past decade, Africa has experienced an Information Technology (IT)-revolution. There has been an explosive increase of the use of Internet. Between 2000 and 2011, the uses of the Internet increase by 2527 per cent in whole of Africa\textsuperscript{12}. These are staggering numbers in comparison with the rest of the world that only had an increase of 480 per cent\textsuperscript{13}. In conjunction with the African IT-revolution, the demand for smartphones has augmented and currently, Africa is the world’s fastest-growing market for smartphones\textsuperscript{14}. Smartphones also creates major opportunities for using social media. For the moment, a total of 27 per cent of the entire African population is using Facebook. This is a lot compared to Asia, where only 18 per cent of the population uses it\textsuperscript{15}. Health campaigns in this new era have the opportunity to make use of social media, such as Facebook, to reach out to the South African population with pro-social messaging.

Cranston et al. argue that social media is a great way for young people to talk about sensitive issues such as HIV / AIDS. The existing social media, like Facebook, provide opportunities to create groups for support and advice and at the same time a source of information\textsuperscript{16}. Campaigns can make use of social media and thus show donors the great

\textsuperscript{7} Cranston, Pete & Davies, Tim (red.) Future Connect: Social Networking and AIDS Communication, (2009), s.6,11
\textsuperscript{10} Ibid.
\textsuperscript{11} DramAide (2010) Annual report. KwaZulu-Natal
\textsuperscript{12} Bjerström, Erika (2013). Det nya Afrika. Stockholm: Weyler, s.63
\textsuperscript{13} Bjerström, 2013, s.63
\textsuperscript{14} Ibid, s.46
\textsuperscript{15} Ibid, s.59
\textsuperscript{16} Tomaselli, Keyan G. & Chasi, 2011, s. 172-173
interest in the campaign. The use of social media provides the people with the support while making a space to speak out about their thoughts and opinions\textsuperscript{17}.

2. The ZAZI campaign

A health campaign in South Africa, which makes use of social media, is the ZAZI campaign. It is a campaign that began in May 25\textsuperscript{th}, 2013 and is addressed to women and girls. The ZAZI campaign’s main goal is to try to encourage girls and women to use their inner strength, power and confidence to thus make them become stronger individuals\textsuperscript{18}. By doing this, it is thought that they will learn to know themselves and become more confident in their beliefs and in this way, make better decisions about their future\textsuperscript{19}. The campaign is targeted, as said, for women. The reason for this is that women, especially young women, are at a greater risk of HIV infection as they often end up in situations in life where they are being compelled to have sex with men in exchange for compensation\textsuperscript{20}. Examples of these types of transactional sex relationships are: sugar daddy relationships, prostitution etc.\textsuperscript{21}. Moreover, there is gender-based violence and sexual violence, which threatens the lives of many women and girls\textsuperscript{22}.

The campaign’s goal is to create advocacy by making use of the media. A central part of the media campaign is that they use a song and a music video, called ZAZI, which is written and performed by South African musician Zonke\textsuperscript{23}. The campaign wants to create better health outcomes for women and girls and they want the public to understand that woman’s individual needs can not be solved in isolation\textsuperscript{24}. One of the main aims of the campaign is that they want to engage all levels of society in order to create a change for South Africa’s women and girls. One of the approaches, in addition to making use of the Internet, is that they encourage dialogue at the grassroots and

\textsuperscript{17} Bjerström, 2013, s. 172-173
\textsuperscript{19} Ibid.
\textsuperscript{20} Ibid.
\textsuperscript{21} Ibid.
\textsuperscript{22} Ibid.
\textsuperscript{23} Ibid.
\textsuperscript{24} Ibid.
community level by, for example talking to young people on university and technician campus.25

The campaigner’s vision for the ZAZI campaign is influenced by the National Strategic Plan (NSP, 2012-2016) long-term vision for South Africa with respect to the HIV/AIDS, and Tuberculosis (TB) and Sexually Transmitted Infections (STIs) epidemics.26 The ZAZI campaign is carried out under the leadership of the South African National AIDS Council (SANAC) Women’s Sector, with support from the USAID/JHU HIV Communication programme and PEPFAR in partnership with the Department of Women, Children and People with Disabilities, the Department of Health and the Department of Social Development.27

The ZAZI campaign has a Facebook page, which is linked to their website.28 ZAZI’s Facebook page provides information about the various upcoming events that the ZAZI campaign organizes, such as "Sisters with blisters walk" that is being undertaken in support of the 16 Days of Activism against women and child abuse.29 In addition to information about the events the ZAZI Facebook page users are invited to answer questions that ZAZI sets. The questions can include anything from: "What is a relationship deal breaker for you, and have you overlooked one in this relationship?" to "What do you hope to achieve out of life? What are your current or future goals?" These questions sometimes receive over hundreds of responses from various Facebook users, particularly women, but also men. The identity of the one responding to the questions is not anonymous and the answers are public.

3. Purpose and research questions

The ZAZI campaign has chosen to use Facebook as a platform where users can both share information and ask questions at the same time. As mentioned above, Cranston et

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25 Ibid.
29 Ibid.
30 Ibid.
al writes it might be good to make use of social media in this way, since it is a space that encourages people to talk about sensitive issues. ZAZI’s Facebook page offers users to write and answer fairly sensitive questions and the replies are often very personal and private.

The purpose of this study is to examine the motives and attitudes of a group of South African women and men (aged between 20 to 30 years) have towards responding to the questions set on the ZAZI campaign’s Facebook page that may involve private and sensitive information. It also seeks to examine whether the questions that ZAZI campaign sets are consistent with the informant’s attitudes and motives.

With this, the study aims to achieve a greater understanding of South African women and men’s needs towards responding on the ZAZI campaign’s Facebook page and also create a greater understanding about the importance of social media in health campaigns in South Africa. In order to address this study’s objective, three research questions have been formulated to guide the investigation:

1. **What are the selected informant’s motives for using Facebook in general?**
   With this question this study examines what motives a group of South African women and men, with different socio-economic status, have toward using Facebook.

2. **What attitudes and motives do the selected South African Facebook users have toward commenting on the questions on the ZAZI campaigns Facebook page?**
   The question intends to examine the attitudes or/and motives the selected South African women and men have toward commenting on the ZAZI campaigns Facebook page.

3. **How are the selected informants' attitudes and motives consistent with the type of questions the campaign set?**
   This question seeks to find out what themes recur in the questions set out by the ZAZI campaign on their Facebook page and which questions received the most comments.

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31 Tomaselli, Keyan G. & Chasi, 2011, s. 172
4. Theoretical framework and earlier research

In the following section the study's theoretical framework and earlier research that contextualises the study is presented. I have chosen to use Blumler and Katz32 classical uses and gratification (U&G) approach as a basis for my research. As a supplement, I've also been using some more modern U&G theories about Internet33 and social media34 and gratification needs on health oriented Facebook groups35.

4.1 Uses and gratification theory

This study is informed by the uses and gratification theory that is based on what the audience ‘does with’ the media, instead of focusing on what the media ‘does with’ the audience36. This theory includes research that attempts to explain the use of media and the satisfaction that people get from the use of it, in other words it is the key within this theory, to study the needs of the audience37. From this theoretical perspective the audience are viewed as active rather than passive recipients of media message and it is the audience who chooses the entertainment or, for example, information they embrace, and they do it to satisfy some needs38. Some needs that the media can satisfy may include, among other things, guidance, advice, information and education39. The theory is assumed that people choose when and how to use media, which means that people make use of the media because they appreciate what they get40. This means that the media is forced to try to generate what the audience wants, otherwise people change the channel on the television, buy another newspaper or find a better website41.

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32 Peter Wall, Sarah Casey Benyahia, Philip Rayner (red.), AS Media Studies, The Essential Introduction for AQA, Routledge, London, 2008, s.130
36 Dunkels, Elza, Franberg, Gun-Marie. & Hallgren, Camilla (red.), Youth culture and net culture: online social practices, Information Science Reference, Hershey PA, 2011, s. 114
37 McQuail, Denis, McQuail's mass communication theory, 6. ed., Sage, London, 2010, s. 572
38 Dunkels et al, 2011, s. 114
39 McQuail, 2010, s. 427
40 Dunkels et al, 2011, s. 114
41 Ibid, s.114
One of the first studies conducted within this approach, took place in the 1940s. Researchers wanted to study the reason why some radio programs, such as soap operas, were so popular\(^ {42}\). It was found that daytime radio proved to be very important for the audience, particularly the female listeners. These programs offered women, among other things, a source of advice, support and an emotional liberation\(^ {43}\). During the same time period were also studies made on the daily reading of newspapers. It appeared that the reason why people read newspapers was more than just because it was a source of information. It appeared, among other things, that the readers gained a sense of security by reading the papers\(^ {44}\).

Blumler and Katz are two significant theorists within the U&G theory. These theorists argued that the media audiences make active choices of what the media delivers\(^ {45}\). They also believe that people have certain needs and that they use the media to satisfy these\(^ {46}\). Through their research, they have determined four distinct needs an audience have when it uses the media:

- **Diversion:** a way from reality, an escape from everyday life.
- **Personal relationships:** identification with what the media delivers. To identify with people you see or hear, for example, on television. It can also create conversations with others who have also used the medium.
- **Personal identity:** an opportunity to compare themselves with the character and also use the characters that arises in the medium, which can contribute to explore your own problems and perspectives.
- **Surveillance:** to find information about something or someone\(^ {47}\).

\(^{42}\) McQuail, 2010, s. 423
\(^{43}\) McQuail, 2010, s. 423
\(^{44}\) Ibid., s.423
\(^{45}\) Wall et al., 2008, s.130
\(^{46}\) Ibid, s.130
\(^{47}\) Ibid, s.130
4.2 Uses and gratification, Internet and Facebook

Audience needs, as outlined by Blumler and Katz, are based on traditional mass media use, but researchers have also applied the U&G theory to the Internet and other new media. In the early 2000s, Papacharissi and Rubin who wrote “Predictors of internet use” aimed to understand why people use computer-mediated communication. They studied people’s use of the Internet from a users and gratification perspective and wanted to examine what motives computer-users have to use the Internet. They conducted a survey and the results showed five different motives for using the Internet:

- Interpersonal utility: getting another point of view, belong to a group, to help others and to express myself freely etc.
- Pass time: something to do with when you do not have anything better to do.
- Information seeking: example to look for information or to get information for free.
- Convenience: to communicate with friends and family.
- Entertainment: it is entertainment and pleasurable.

The study also shows that all users do not have the same motives toward using the Internet, as a person’s background and lifestyle also influences their motives. Their study reveals that those people who had a secure financial situation and were satisfied with his/her life, preferred a more instrumental Internet use, such as information seeking. The people with a lack of socio-economic stability, and not satisfied with his/hers life, used the Internet as a functional alternative to interpersonal communication e.g. they use it to look for social contact because they where less satisfied with their social interaction IRL (in real life).

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48 McQuail, 2010, s. 426
49 Papacharissi and Rubin, 2000, s. 175
50 Papacharissi and Rubin, 2000, s. 186
51 Ibid, s. 192
Papacharissi and Rubin conducted their survey at an early stage of the Internet expansion. The study is significant because it shows that Internet users have a wider use range than with the traditional media. Communication with other media users is also a new element that could not be found in Blumler and Katz U&G approach. Adam N. Joinson has developed Papacharissi and Rubins' model in relation to Facebook in 'Looking at', 'Looking up' or 'Keeping up with' People? Motives and Uses of Facebook\(^{52}\). His study only focus on the uses of Facebook and his research is one of the first that study a social networking site from a users and gratification theoretical perspective\(^{53}\). Joinson found, similarly to the abovementioned theorists, that people have certain needs that they satisfy through Facebook. In his study 137 Facebook users wrote down a word or a sentence on how to use Facebook and what they enjoy with that particular use. Through this study, he was able to identify seven different uses and gratifications\(^{54}\) and some of them are:

- Social connection: finding out what friends are doing, reconnecting with people, maintaining relationships with people you don’t see often.
- Social investigation: virtual people watching, meeting new people.
- Shared identities: organizing or join events, joining groups and communication with likeminded people.
- Status updating: updating your status, the news feed, read what kind of status update people have done\(^{55}\).

As with Papacharissi and Rubin, Joinson also found that it is important not to generalize Facebook users' needs. His study showed that his participant's needs differed depending on age, gender, occupational status, and demographic groups\(^{56}\). Important to add is that the study was conducted in the United Kingdom i.e. the motive is based on a westernized user-perspective.

\(^{52}\) Joinson, 2008, s. 1029-1034  
\(^{53}\) Ibid, s. 1029-1034  
\(^{54}\) Ibid, s.1029  
\(^{55}\) Ibid. s. 1029-1034  
\(^{56}\) Ibid. s. 1035
4.3 Gratification needs on health oriented Facebook groups

There is also some research concerning what need is gratifying when people write on health-oriented Facebook groups. *Online Social Networking by Patients with Diabetes: A Qualitative Evaluation of Communication with Facebook* written by Greene, Jeremy A., et al. quantitatively explores what people discuss on diabetic Facebook pages. They study 15 groups for diabetic persons on Facebook and analysed the recent “wall posts” and the 15 most recent discussion topic from the 10 largest groups. The results show that, for diabetic people, Facebook pages serve a forum where people write about personal experiences, ask questions, receive advice from people who are in the same situation. This research was helpful for me since it is close to my study and since my assumption is that people do gratify some need through, for example, writing about personal experience on health campaigns Facebook pages.

Other research that has been conducted regarding a similar subject is *It's not that I don't have problems, I'm just not putting them on Facebook: challenges and opportunities in using online social networks for health* by Newman, Mark W., et al. This research showed similar results as Greene, Jeremy A., et al study. They conducted a qualitative study where they interviewed fourteen people who were active in health forums on the Internet and health groups on Facebook. Their results showed that people have different needs and a set of goals people pursue in order to improve their health when they find themselves among these health forums. Their results showed that people want, among other things, emotional support, become motivated and get advice by being active on such sites. This research is like mine based on qualitative data, which make it easy to make parallels since the study's main purpose is similar to mine.

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57 Greene et al., 2011, s.287-292.
58 Ibid, s.287
59 Ibid, s.287
60 Newman et al., 2011, s.1
61 Ibid, s.10
4.4 Summary

I have chosen to use Blumer and Kantz theories in combination with the other modern U&Gs theories since together they are suitable to my field study’s purpose. It is useful to combine these theories since people’s needs maybe differs, depending on their life situation, such as age, gender, occupational status, and demographic groups.62 Blumer and Katz’s model in itself is difficult to apply to Facebook, as it is intended for the traditional mass media, but the model involves more basic needs, which may be suitable for this context. Since I am studying how people from a developing country use a health campaign’s Facebook pages it is consistent with a modern Western way to gratify needs on such forums. Therefore, I think it can be useful to combine these theories so as to bring all the aspects of what needs South African women and men may satisfy by writing on health campaigns’ Facebook pages. I will also make use of the earlier research presented above, regarding Facebook users’ motives for writing on health-oriented Facebook groups. These studies, like mine, are also based on a U&G perspective. There is however a difference between my study and the two-abovementioned study’s. My study focuses on a health campaign’s Facebook page instead of a Facebook group. A group is a closed forum on Facebook where only certain users have access to, while a Facebook page is open to the public.63 This present study thus contributes to an improved understanding of what motivates Facebook users to write on public health oriented Facebook pages.

62Joinson, 2008, s.1035
5. Method

This section presents my choice of method for data collection and analysis. First, it presents the study’s scientific approach, followed by a presentation of the research methods, the quantitative content analysis including the in-depth study and a review of the focus groups as a method. The selection, source criticism and ethical considerations conclude the section.

5.1 Scientific approach

Academic enquiry is usually organised within the framework of two main perspectives; the hermeneutic and the positivist. Østbye et al argue that the hermeneutic perspective implies that it is not possible to make a scientific description of a social phenomenon unless one studies how the people create and perceive social reality. People’s perception is thus a central part of the hermeneutics perspective. As perception is subjective, the hermeneutic perspective does not search to find an absolute truth. Instead if a researcher wants to create an understanding about something, it is important that one take into account the cultural, social and historical context where it occurs.

Kjørup writes, “hermeneutics is interpretation and the doctrine of interpretation”, and argues that the term hermeneutics is confusing and that there are many ideas about what the term actually means. He believes that a text analytical approach, as well as quantitative content analysis, can be hermeneutic. He also claims hermeneutics seeks to understand people’s actions and minds. The perspective is relevant for my thesis since I want to examine how a selected group of South African men/women feel toward writing about private matters on Facebook and try to understand how they feel towards that.

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64 Gripsrud, Jostein, Mediekultur, mediesamhälle, 2. uppl., Daidalos, Göteborg, 2002, s.188
65 Østbye, Helge, Metodbok för medievetenskap, 1. uppl., Liber ekonomi, Malmö, 2004, s. 22
66 Ibid, s.189
67 Kjørup, Søren, Människovetenskaperna: problem och traditioner i humanioras vetenskapsteori, Studentlitteratur, Lund, 1999, s.247
68 Kjørup, 1999, s. 247
69 Ibid, s. 247
Unlike the hermeneutic perspective, Østbye et al write that the positivist perspective seeks to find ‘the truth’ through empirical confirmation. The truth can thus, from this perspective, only be confirmed by quantitative and statistical data.\(^{70}\)

This study aims to study understandings, behaviours and attitudes towards the use of social media in health campaigns, rather than measuring the exact phenomena, and create a social reality built on empirical data. Since I’m not looking to find an absolute truth, my study is closer to hermeneutics than positivism.

5.2 Methodology

Martyn Denscombe claims the qualitative approach is based on transforming what is studied into written words, and the quantitative approach to produce numbers.\(^{71}\) This differentiates the two approaches since the quantitative research can be effective if you want to make comparisons or correlations in the form of statistics or numbers, which cannot be done by using a qualitative approach.\(^{72}\) Instead, qualitative research is suitable for descriptions of people, events and behaviour patterns.\(^{73}\) Qualitative research, as opposed to quantitative, enables a closer description of what is studied.\(^{74}\) He also argues there’s a difference between them, in terms of large-scale and small-scale studies. Quantitative research often involves the use of large numbers and quantities. In contrast, qualitative research is usually associated with studies of a smaller scale, since it enables more in-depth studies.\(^{75}\)

This present study conducts a quantitative content analysis of ZAZI’s Facebook page in order to describe and discover patterns among the questions the campaign management asks in order to create a basis for the qualitative field study. The qualitative aspect of this study is grounded is based on focus group discussion in order to examine a selected group of South African men and women’s attitudes toward writing on the ZAZI campaign’s Facebook page, regarding so-called private matters.

\(^{70}\) Gripshrud, 2002 s.188
\(^{71}\) Denscombe, Martyn, Forskningshandboken: för småskaliga forskningsprojekt inom samhällsvetenskaperna, 2. uppl., Studentlitteratur, Lund, 2009 s.320
\(^{72}\) Ibid, s.320
\(^{73}\) Ibid, s.320
\(^{74}\) Ibid, s.321
\(^{75}\) Ibid, s.321
Østbye et al write, qualitative methods are useful when one wants to study people's perceptions and opinions\textsuperscript{76}. The field study, and particularly the content analysis, is not looking to find occurrences of words, but instead focuses on Facebook user's attitudes and opinions.

5.3 Quantitative content analysis

A quantitative content analysis is suitable for this study's purpose, since such an analysis involves a "systematic, objective and quantitative description of the contents of a message"\textsuperscript{77}. As a first step, this study conducted a quantitative content analysis of the conversations on ZAZI's Facebook page between the 2 – 7\textsuperscript{th} of February (2014). Østbye et al claim it's effective to use quantitative content analysis if one aims to map large amounts of text\textsuperscript{78}, which in this case is represented by the vast array of questions that the ZAZI campaign management is asking on the Facebook page. I was able to deduce various tendencies in the questions, and developed a coding scheme based on this information. I was also able to analyse gender and education level of the people that answered this question.

5.4 Focus groups interviews

The field study is based on a qualitative method, since the purpose of this thesis is to take part of thoughts and opinions based on the user’s perspectives. As Denscombe writes, the focus group method is flexible and allows the participants the opportunity to express their ideas and speak freely\textsuperscript{79}. I want to understand how women and men feel about the phenomenon to talk about private matters on health campaigns Facebook pages and the method allows, as mentioned above, the participants to share and develop their thoughts and opinions regarding this topic. Focus groups is, as Halkier writes, method which data is produced by collecting a specific number of people into different groups, to discuss a predetermined topic\textsuperscript{80}. To achieve the best result, it is important that the researcher intervenes as little as possible\textsuperscript{81}. On the other hand,

\textsuperscript{76} Østbye et al., 2004 s.99
\textsuperscript{77} Ibid s.213
\textsuperscript{78} Ibid, s.212
\textsuperscript{79} Denscombe, 2009, s.235
\textsuperscript{80} Halkier, Bente, Fokusgrupper, 1. uppl., Liber, Malmö, 2010, s.7
\textsuperscript{81} Denscombe, 2009, s.235
Østbye suggests the moderator asks follow-up questions. He argues this contributes greatly to the interview's level of flexibility\(^8\) and, furthermore, can help the interviews along and create some ease as they, in this particular case, are dealing with a relatively sensitive subject.

According to Liamputtong group interviews do not aim to find a solution or the absolute truth. Instead, it involves creating different answers from different respondents\(^3\). The study of these, then, may result in a greater understanding of people's preferences, attitudes, and opinions about the phenomena. Interview people in groups are also an effective method, as Halkier writes, as the participants subconsciously can support each other in being explicit in their conversations with one another\(^4\). This can be particularly useful when the subject in question is, again, somewhat sensitive. On this basis, focus groups are suitable for this study, in order to analyse and draw conclusions of how South African women and men feel about this phenomenon.

Krueger and Casey write about how an interview guide should be designed, and the different categories of questions that should be addressed during the interview\(^5\). The interview guide is based on these guidelines. They argue there should be five different types of questions to be included in the group discussion; opening questions, introduction questions, transition questions, key questions and ending questions\(^6\). The reason as to why one should use this interview guide is that it allows for the group discussion to go more efficiently\(^7\). Krueger and Casey suggest all questions do not necessarily need to be analysed, but should be included to help the participants to develop the other questions\(^8\). As a complement to the interview guide, an excerpt of some of the questions the campaign set on their Facebook page was presented to the participants.

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\(^8\) Østbye et al., 2004, s.103
\(^3\) Liamputtong, Pranee, *Focus group methodology: principles and practice*, Sage Publications Ltd, [S.l.], 2011, s.3
\(^4\) Ibid, s. 8
\(^6\) Ibid, s.38
\(^7\) Ibid, s.38
\(^8\) Ibid, s.38
5.5 Method critique and reliability/validity

A critique against focus group as a method is that it is not possible to generalize the results to a larger population. As Wibeck writes, data from focus groups is not statistically generalizable\(^{89}\). On the other hand, Kruger and Casey argue that the method instead provides the possibility to go into depth regarding a topic or an issue\(^{90}\). Still, it’s a method that does not allow for generalization, since a result from a small group of individuals is unable to say anything about the larger population.

Another criticism to the method is, according to Wibeck, that focus groups could lead to the participants not saying what they actually feel, because of peer pressure. It could also be the case that someone exaggerates in order to convince the other participants to agree with their opinion\(^{91}\). As the moderator, I tried to move along to the next question without disrupting discussions too much.

Regarding the quantitative content analysis, it is only some of the content that are studied and the method does not take into account the context in which the content is expressed in\(^{92}\). This could lead to loss of important information and it may therefore be helpful to use various research methods as a complementary\(^{93}\), which this study does by combining qualitative and quantitative methods.

Reliability means, according Wibeck, that scholars should be able to perform another researcher’s study, and end up with the same results, even if the studies are conducted at different times\(^{94}\). Wibeck claims it is important for a researchers to be accurate in writing down everything that is included in the study, to ensure that it can be verified\(^{95}\). I have, with the participants' informed consent, recorded all interviews and then transcribed them, as to increase reliability. Wibeck also believes reliability increases if

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89 Wibeck, Victoria, *Fokusgrupper: om fokuserade gruppintervjuer som undersökningsmetod*, Studentlitteratur, Lund, 2000, s.43
90 Krueger et al., 2009, s.203
91 Wibeck, 2000, s.121
92 Mats Ekström, Larsåke Larsson (red.). *Metoder i kommunikationsvetenskap*, Studentlitteratur, Lund, 2000, s.117
93 Ekström and Larsson, 2000, s.117
94 Wibeck, 2000, s. 119
95 Ibid, s.119
the same moderator leads all focus groups that are part of a study\textsuperscript{96}. This is applicable to my study, since I was the only moderator during the entire process. Regarding the quantitative content analysis, it must be carried out systematically. This involves develop and follow some rules when processing the material\textsuperscript{97}. An example of ensuring this is to design a codebook, see figure 7.1.

Another aspect to consider is the validity in a study, which Østbye et al claim has much to do with the interpretation of the observed\textsuperscript{98}. He writes about the importance of operationalization. This means the theoretical concepts that are used will be transferred and used in the empirical investigation\textsuperscript{99}. A researcher should use the theoretical aspects in the method. Since my theory is based on how the reader relates to a text and how he/she understands it, I decided to use focus group as a method since I want to study and analyse data related to people's perceptions\textsuperscript{100}. I've also developed my interview guide accordingly. Concerning the content analysis, the codebook is designed for what’s intended to be investigated, as well the study’s purpose and the research questions. Important to add is that even though one is objective in the processing of the material does not mean that the text material equals reality\textsuperscript{101}.

5.6 Selections and delimitations

The field study employed a convenience sampling technique. This, as Denscombe writes, means the selection is based on the researcher's amenities\textsuperscript{102}. I had very limited time and resources in South Africa, which is one of the main reasons as to why I chose convenience sample for my study. Concerning the focus groups, Halkier writes that it is difficult to determine what constitutes a good number for each group. He believes the maximum should be 10 persons in each group\textsuperscript{103}. For my purpose, a minimum of 2 and a maximum of 3 persons in each group were suitable. Using several groups may improve the validity. There is 4 groups containing people speaking from an LGBT

\textsuperscript{96} Wibeck, 2000, s.120
\textsuperscript{97} Østbye et al., 2004, s.213
\textsuperscript{98} Ibid, s.40
\textsuperscript{99} Ibid, s.40
\textsuperscript{100} Ibid, s.99
\textsuperscript{101} Ibid, s.213
\textsuperscript{102} Denscombe, 2009, s.39
\textsuperscript{103}Halkier, 2010, s.34
(lesbian, gay, bisexual and transgender) perspective, and also from different races, and gender, see figure 6.8.

<table>
<thead>
<tr>
<th>Focus group 1</th>
<th>Paki, 25 years old</th>
<th>Working in service industries</th>
<th>Heterosexual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Zulu\textsuperscript{104}</td>
<td>Black</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>Mosi, 23 years old</td>
<td>Working in service industries</td>
<td>Heterosexual</td>
</tr>
<tr>
<td></td>
<td>Zulu</td>
<td>Black</td>
<td>Male</td>
</tr>
<tr>
<td>Focus group 2</td>
<td>Samora, 26 years old</td>
<td>Student</td>
<td>Homosexual</td>
</tr>
<tr>
<td></td>
<td>Coloured</td>
<td>Female</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vanessa, 27 years old</td>
<td>Working for the local government</td>
<td>Homosexual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>White</td>
<td>Female</td>
</tr>
<tr>
<td>Focus group 3</td>
<td>Luvo, 26 years old</td>
<td>Working in service industries</td>
<td>Heterosexual</td>
</tr>
<tr>
<td></td>
<td>Zulu</td>
<td>Black</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Nandi, 27 years old</td>
<td>Working in service industries</td>
<td>Heterosexual</td>
</tr>
<tr>
<td></td>
<td>Zulu</td>
<td>Black</td>
<td>Female</td>
</tr>
<tr>
<td>Focus group 4</td>
<td>Esasa, 25 years old</td>
<td>Student</td>
<td>Heterosexual</td>
</tr>
<tr>
<td></td>
<td>Xhosa\textsuperscript{105}</td>
<td>Black</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Kahnya, 32 years old,</td>
<td>Working as media market coordinator</td>
<td>Heterosexual</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tswana\textsuperscript{106}</td>
<td>Black</td>
</tr>
</tbody>
</table>

\textbf{FIGURE 5.1:} Shows my main variables gender, sexuality and ethnicity, socioeconomic status (and the participants present with pseudonyms).

Gender, sexuality, and ethnicity and socio-economic status are my main variables for the focus groups. The reason I divided the groups in this way is because people who do not have anything in common may find it difficult to open up and talk about relatively sensitive topics. As Halkier writes, people with different experiences and different

\textsuperscript{104} "Most common language in South Africa, spoken by 23% of the population. It's the language of South Africa's largest ethnic group"  
\url{http://www.southafrica.info/about/people/language.htm#.U24vVsZhrJw} (collected: 2014-05-01)

\textsuperscript{105} "South Africa's second-largest language, isiXhosa is spoken by 16% of all South Africans, or 8-million people" Ibid.

\textsuperscript{106} "The fourth most common language in South Africa, spoken as a home language by 9.1% of the population, or 4.6-million people." Ibid.
frames of reference may have difficulty communicating with each other. Three of the four focus groups are women, the fourth men. The main target for the campaign is after all women.

All four focus groups were audio recorded. Participants in the focus groups were free to decide the time and place for the interviews. Focus group 1 took place in a cafe near their workplace, focus group 2 took place at home of one of the participants, focus group 3 was performed at my guesthouse, on their initiative, and focus group 4 were performed at the home of one of the participants. Important to emphasize is that the focus group informants only consist of a few individuals. My results will therefore only indicate how some South African men and women may feel towards this phenomenon. The answers do also not allow generalizations; they are a number of examples that can be the basis for a more comprehensive study.

Regarding the content analysis I’ve chosen to examine the ZAZI campaign’s use of Facebook, and have therefore excluded all other media channels (Twitter and YouTube) included in the campaign\(^\text{107}\). Studying all of these channels would simply be too extensive, considering the amount of time. Facebook is, however, a central part of the campaign, and ZAZI’s Facebook page provides information about the various upcoming events that the campaign organizes\(^\text{108}\). In addition to information about events, the ZAZI Facebook page also invites users to answer questions set by the ZAZI campaign management. I’ve chosen to limit the study by including only the questions that the campaign management ask on their Facebook page and exclude other posts about upcoming event and pictures. The reason for this is because the questions the campaign management ask appear to be the most central in the way they communicate with Facebook users.


5.7 Ethical considerations

Firstly I informed the participants that they will remain anonymous\textsuperscript{109}. The participants also received an informed consent document, which they had signed before the focus groups were performed. The document contains information about the interview being recorded and then transcript. They were also informed that the information they provided would be treated safely, so that no unauthorized person would read or make use of the data. It also states that the presentation of the results will be done in a manner that ensures no individual can be identified, and that I will use pseudonyms in the write-up of the research. It also contains information about that the recordings and the transcript will be destroyed when the study has been approved. The document did also clarify that their contribution to the study is entirely voluntary, and that they could chose to cancel their participation at any time\textsuperscript{110}.

Secondly, I told the participants what my work would be used for\textsuperscript{111}. I informed the participants that the interviews form the basis of an thesis for a Bachelor’s degree, which is part of a three year Study Programme in Media and Communication at the University of Gävle in Sweden (HiG). The study has been made possible thanks to a grant from Swedish International Development Cooperation Agency (SIDA). It is hoped that the research outcomes will be valuable in contributing to either a nuanced understanding of a health communication campaign and people’s interaction with it and to health communication in practice in general. It will be presented in an oral presentation to my fellow students at HiG, as well as to SIDA. The approved essay will be stored in an open resource database at HiG. Lastly I’ve promised them a "thank you letter", and I will provide them with their own copy of the thesis, once my assessment is complete\textsuperscript{112}. Since I am the moderator of the focus groups, I did try to act professionally. I tried also to keep an impartial view while visiting South Africa and undertaking this field study\textsuperscript{113}.

\textsuperscript{109} Halkier, 2010, s. 60
\textsuperscript{110} See appendix no. 9.6
\textsuperscript{111} Halkier, 2010, s. 61
\textsuperscript{112} Ibid, s. 61
\textsuperscript{113} Ibid, s. 61-62
6. Results

6.1 Quantitative content analysis

The ZAZI campaign management asks questions to users, to start conversations on their Facebook wall. I have conducted a content analysis of all 50 posted questions during eight months, between June 5th (2013) and February 7th (2014). The campaign management post approximately two questions per week on their Facebook page. The reason I selected this period and amount was because I wanted the analysis to be close in time to when the conversation occurred and also to span a relatively long period of time. The question asked on June 5th (2013) was also the first question the campaign management asked on the page. I sorted the questions in various themes and the ones that emerged were; relationship, love, sex, ethic, future, advice, pleasure, friendship and others. I did a codebook to define them, see figure 7.1. By categorizing the questions into themes, I created a comprehensive view of what is discussed on ZAZI’s Facebook page and it also gave this study an understanding of what the campaign management principally wanted to start conversations about.

**Relationship**
Including questions concerning relationships, family, and children. Excluding questions of love in a relationship.

**Love**
Including questions about broken hearts, first dates, being in love, how to define love, etc.

**Sex**
Including questions regarding relatively private matters, such as genitals or sexual intercourse.

**Ethics**
Including questions of moral standards e.g. in relationships, religion and abuse.

**Future**
Future plans, goals and thoughts about jobs and careers.

**Advice**
Giving hints and advice to others.

**Pleasure**
Including questions regarding what makes you happy, and hobbies.

**Friendship**
Including questions about best friends, what good friends are like, etc.

**Other**
E.g. “What did you get for Christmas?”

**FIGURE 6.1:** The figure shows nine themes that emerged when I preformed the quantitative content analysis

After I categorized all 50 questions into different themes, I counted the theme occurrence. This was because I wanted to establish if there are themes within which it appears that the ZAZI campaign management predominantly want to focus. It appeared
that the majority of the questions, posted during the eight months are categorized as Relationships. A total of 40% \( (n=20) \) was Relationship. However questions sorted in the theme Ethics were frequent, 20 % \( (n=10) \). The themes that occurred infrequently were questions about; Pleasure, 4% \( (n=2) \), Friendship, 4% \( (n=2) \), and Other, 2% \( (n=1) \), see figure 7.2.

![Themes occurring among the questions](image)

**FIGURE 6.2: The figure shows theme frequency in percentages. N= absolute numbers**

I then wanted to investigate whether the campaign preferences coincided with the users, by comparing what themes received most comments. A total of 1449 people commented on the 50 questions set by the ZAZI campaign management. Of these there were 600 comments on the theme Relationship and 308 on Ethics, i.e. fully consistent with the ZAZI management intentions, see figure 7.2.

![Number of comments per each theme](image)

**FIGURE 6.3: The proliferation of comments on various themes absolute numbers. N= 1449 comments.**

However, this consistency does not mean that the number of comments of the single questions is consistent with the themes. Therefore I examined the six questions that received the most comments to see how they are categorized, and the two most

\[114 \text{ n= absolute numbers} \]
commented questions were categorized as Relation and Pleasure, see figure 7.4. The latter only representing 2% of the total number of comments, see figure 7.2.

<table>
<thead>
<tr>
<th>Question</th>
<th>Theme</th>
<th>Number of comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is more important, sexual chemistry or spending time together?</td>
<td>Relation</td>
<td>104</td>
</tr>
<tr>
<td>What makes you happy?</td>
<td>Pleasure</td>
<td>100</td>
</tr>
<tr>
<td>In a relationship, what would make you feel happier, sharing or sacrificing?</td>
<td>Relation</td>
<td>97</td>
</tr>
<tr>
<td>If you could choose your partner again, would you choose the same person? If not why not?</td>
<td>Ethic</td>
<td>81</td>
</tr>
<tr>
<td>Who would you prefer as a partner, a good-looking person or an extremely clever person?</td>
<td>Ethic</td>
<td>78</td>
</tr>
<tr>
<td>What’s your biggest goal for this year?</td>
<td>Future</td>
<td>67</td>
</tr>
</tbody>
</table>

**FIGURE 6.4: Categorization of the six most frequent comments**

6.1.1 **Summary quantitative content analysis**

Based on the content analysis one can argue that the ZAZI campaign management mainly want to start conversations related to Relations i.e. family and children. It also appears that they encourage discussion on Ethics e.g. moral standards since this are the sorts of questions they mainly post on the page. Users do comment on questions about Relationships and Ethics but the results also indicate that other kinds of questions e.g. questions concerning Pleasure and Future receive a large amount of comments.
6.2 In-depth study

Subsequent to the quantitative content analysis, I aimed to assess what sort of people comment on the questions. Is it only women who comment? Or possibly also men? What kind of educational level do they have? By doing it would create a picture of the types of people that find an interest in answering the questions. This resulted in an in-depth study, a closer look of the last ten questions posted on the Facebook page. I studied 10 questions more in-depth during one week, between January 31th February (2014) and February 7th (2014). The in-depth analysis is based on 203 Facebook users, 19 men and 184 women. The reason I chose this particular time period and selection of questions, is because I wanted it to be the 10 last questions of the total 50 studied above. The questions centred around Relation (n=5), Love (n=2), Sex (n=1), Ethics (n=1) and Advice (n=1). My main variables for this in-depth study are gender and educational level. The reason I chose gender as a variable was to explore if men also comment on the page. The campaign aimed at women but since it's a public forum it is possible for everyone to comment. The reason I chose educational level was because I wanted to see if it was predominantly high-level or lower-level educated people commenting. It is important to emphasize the results only give indications, since the level of education that people display on their Facebook profile may not conform to their actual education level. Even though these 203 users only represent 15 % of all comments on the page, it gave me an idea of who the commentors.

The vast majority that have commented on these questions are women. The results show that 91% (n=184) were women and 9% (n=19%) are men, see figure 7.5.

![FIGURE 6.5: Shows the amount of the answers from men/women of total 203 comments.](image)
In general, the majority of both men and women did display their education level on their Facebook page. Of all 184 women, only 21% \((n=38)\) of them did not display their education on the profile. 33% \((n=60)\), i.e. less than half of all women, displayed “secondary school/high school”. 46% \((n=86)\) women, i.e. half of the women displayed “university/higher education”, see figure 7.6.

![Education level (Women)](image1)

FIGURE 6.6: Shows education level the women display on their own profile

The same tendency was seen among men. There were only 16% \((n=3)\) of all men who did not display their education level. 16% \((n=3)\) of the men did show "secondary school/high school" and 68% \((n=13)\) of the men displayed “university/higher education”, see figure 7.7.

![Education level (Men)](image2)

FIGURE 6.7: Shows what education the men displays on their own profile
6.2.1 Summary in-depth study

In conclusion, these results indicate, from the 203 users studied, that it is mostly women commenting on the questions between these dates. The results also indicate that women commenting on the questions display both a high and low level of education. The results thus indicate that there are women from different socio-economic groups that comment on the questions. The majority of men display a high level of education on their profile. Still, this result does not enable for generalization of all users commenting on the page, since it results from a small group of individuals and it is impossible to say anything about all users commenting. This is a result from 203 actual users that have been studied and the 1449 comments do not represent 1449 users since users can comment multiple times. Information I was unable to examine, was the user’s age and ethnicity, since it mostly did not appear on the user’s profiles. By conducting the in depth study I was able to gain information I would not have found out by only conducting the above-presented quantitative content analysis, since that analysis did not focusing on the users profiles.
6.3 Focus groups interviews

Findings from the quantitative content analysis and the in-depth study of 10 questions were helpful in developing my interview guide and selecting focus groups participants. The kinds of discussions encouraged by the ZAZI campaign management was thus a guide in creating interview questions that were closely related to these discussions115. Based on the in-depth study it was apparent that there was a majority of women, but also some men, who comment on the Facebook page. Therefore one of my four focus groups included male participants. The results of in-depth study also indicated that the level of education shifted among those who commented. Hence, I wanted to have participants with different socio-economic status (level of education and occupational status) in the focus groups. As mentioned previously this the focus group aimed to engage a good mix of people because the answers may differs depending on your life situation, see figure 5.1. My main variables for the focus groups are gender, sexuality, ethnicity, socioeconomic status.

To facilitate the analysis of the results from the focus groups it can be effective to make use of some form of categorization of all data. I decided to conduct a qualitative content analysis for this. By conducting a qualitative content analysis one is interested in what categories emerge from the data. Graneheim and Lundman write, "[i]nitially content analysis dealt with 'the objective, systematic and quantitative description of the manifest content of communication'"116. Firstly, I read through the interviews several times to get a feeling of the whole and to creating the foreseeable glance of the data. Then I highlighted text that concerned the needs the men and women felt that they gratify by using Facebook and their attitudes toward health campaigns making use on Facebook in this way. I gathered them all into one text in a separate word-document, which formed the unit of analysis117.

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115 See appendix no. 9.7 for focus groups guide
116 Graneheim, Ulla Hällgren, and Berit Lundman. "Qualitative content analysis in nursing research: concepts, procedures and measures to achieve trustworthiness." Nurse education today 24.2 (2004): 105
117 Ibid, s.108
I divided the text into meaningful units, which is citations concerned the needs the men and women felt that they gratify by using Facebook and their attitudes toward health campaigns making use on Facebook in this way. These I made into condensed meaningful units, which means that I shortened down citations without altering their meanings, this in order to make the content comprehensible, see figure 7.8. The condensed meaning units were then transformed into codes. These codes are important, as they are the ones that will be merged into the various categories\textsuperscript{118}. Before I created the categories of the codes, I compared those based on differences and similarities and sorted out those that were not relevant to my purpose\textsuperscript{119}. These were then sorted into 10 subcategories and finally five categories, which came to represent the manifestations of the content\textsuperscript{120}. The categories are one of the important features of a qualitative content analysis. A category is a group of content that shares a similar

\begin{table}
\centering
\begin{tabular}{|c|c|c|c|c|}
\hline
\textbf{Focus groups} & \textbf{Meaning units} & \textbf{Condensed meaning units} & \textbf{Codes} & \textbf{Sub-category} & \textbf{Category} \\
\hline
1 & “To share some, everything. Like, if I got a problem, if I can go to Facebook, maybe I can get some advice. That’s why I use Facebook.” & Use Facebook to share something to other and interactions and for advice & Get advice & Use Facebook to gratify needs & Usages and attitudes toward Facebook \\
\hline
2 & “A positive aspect of that is easy to communicate with large amount of people, with a group of people, it’s easy to communicate that way.” & Effective for communication to/with many people. & Good communication Potential. & Effective communication tool & Usage and attitudes toward Facebook \\
\hline
4 & “If somebody proposes to me like I would not put that on Facebook. That nothing I would do. I feel like you have family, you have friends that you can talk with.” & Does not on private matters on Facebook. Talking with friends instead. & Prefer IRL & Views on private matter & Perceptions of boundaries between private and public \\
\hline
\end{tabular}
\caption{FIGURE 6.8: The chart shows a draft from my qualitative analysis}
\end{table}

\textsuperscript{118} Graneheim and Lundman, 2004, s. 108
\textsuperscript{119} Ibid, s.108
\textsuperscript{120} Ibid, s.109
commonality\textsuperscript{121}, citations that concerns the issue, and it is these that are the result of the qualitative content analysis. The categories that were generated from this study’s qualitative content analysis serve as the basis for the focus group discussion findings and analysis.

<table>
<thead>
<tr>
<th>Category</th>
<th>Sub-category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usage and attitudes toward Facebook</td>
<td>Use Facebook to gratify needs</td>
</tr>
<tr>
<td></td>
<td>Effective communication tool</td>
</tr>
<tr>
<td></td>
<td>Misuse of Facebook</td>
</tr>
<tr>
<td></td>
<td>Facebook as a part of people’s life</td>
</tr>
<tr>
<td>Perceptions of boundaries between private and public</td>
<td>Views on private matters</td>
</tr>
<tr>
<td></td>
<td>Private matters inappropriate on Facebook</td>
</tr>
<tr>
<td></td>
<td>Facebook groups as a safe forum</td>
</tr>
<tr>
<td>Opinions regarding health campaigns making use of Facebook</td>
<td>Views on health campaigns on Facebook</td>
</tr>
<tr>
<td>Participant’s attitude to the questions asked by ZAZI</td>
<td>Motives and doubts toward answering the questions on the page</td>
</tr>
<tr>
<td>Pay for Facebook</td>
<td>Attitudes toward paying to be a member on Facebook</td>
</tr>
</tbody>
</table>

FIGURE 6.9: The chart shows the categories and the sub-categories that emerged during the analysis.

\textsuperscript{121} Ibid, s.107
This study’s qualitative content analysis generated codes that represent the participants’ motives for using Facebook in general and motives for writing on a health campaign's Facebook page, particularly the ZAZI campaign. The focus groups, as opposed to quantitative content analysis, enable a closer more in-depth description of what is under study in this project👨🎏.

Presented below are the categories that were created in the qualitative content analysis; usage and attitudes toward Facebook, perceptions of boundaries between private and public, opinion regarding health campaigns making use of Facebook, participant’s attitude to the questions asked by ZAZI and their attitude toward payment for Facebook. Below are the results from the focus groups presented and the analysis of the data is presented later in this study; see section 8.2 Result discussions and analysis.

\[122\] Denscome, 2009, s. 321
6.3.1 Usages and attitudes toward Facebook

Use Facebook to gratify needs

My introductory question to the participants was what they used Facebook for. Almost all groups responded directly without any significant reflection. All had clear motives for their use of Facebook. The motives that appeared were; to get advice, keep in touch, look for a job, entertainment, socializing and information.

The answers differed between the groups. The informants in group 2 and 4 used Facebook to keep in touch with friends they met overseas. This is what Joinson would call social connections since it is about reconnecting with people or maintaining relationships with people you don’t see often. The women in group 4 also meant that Facebook is a way to keep informed within the field they worked. This could be compared with the Blumler and Katz call surveillance, and what Papacharissi and Rubin calls information seeking since it is about looking to get information about something. Group 1, which consisted men, used Facebook to receive advice, to socialize and get information. One of the men in the group said that Facebook has helped him earlier in life when he had a problem and that Facebook users gave him advice on how to handle the problems he faced. The women in group 3 were in agreement with each other that they primarily use Facebook to search for jobs. It was almost a certainty when I asked the women about this. One of the girls from Group 3 said that it is on Facebook one can find a job through other users on Facebook.

“Yeah. Like, look for jobs, they because, other people they advertise in Facebook.”

Nandi, 27 years old

The participants in Group 1 and 3 have low-paying jobs, poor education and are thus a more vulnerable part of the population in contrast group 1 and 3, who are from a more stable socio-economic background, have access to tertiary education and hold well-paying jobs. The informants who do not have the same economic, and social

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123 Joinson, 2008, s. 1030
124 Wall et al., 2008, s.130
125 Papacharissi, and Rubin, 2000, s.186
126 Interview with Luvo and Nandi. Focus group 3, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
opportunities in life seem to use Facebook for more basic needs, such as surveillance, as Blumer and Kantz writes about, to find information on something\textsuperscript{127} or even a job. While the informants with higher education and a better economic situation use it to keep in touch with friends and get update about things that have to do with their existing job.

Effective communication tool

I asked the focus group participants about what they thought was beneficial in using Facebook. All groups agreed that Facebook is an effective communication tool. All informants felt that it is easy to communicate with other people, and groups 1 and 4 elaborated that Facebook is efficient from a business perspective. Group 2 also suggested that Facebook is efficient to reach out to a large amount of people so that you can raise a awareness of something. The women from group 4 said that Facebook is multifunctional and argued that Facebook, apart from being an effective tool communications tool, could offer everything from entertainment, and information about the latest news and current affairs:

"Get a whole lot of information, about different things, you can hear about the latest news about politics and the latest sport things and which of your friends that had a baby and who just died."\textsuperscript{128}

Esasa, 25 years old

Misuse of Facebook

It was interesting when I asked the groups what they think are the weaknesses of using Facebook. Again, it was possible to see trends that group 1 and 3 differ from 2 and 4. Group 2 and 4 argued that Facebook usage has created an addiction among people and that this was the worst aspect about Facebook, that one can become obsessed with being online. The men in Group 1 argued that there actually is a problem with people who lie on Facebook, and talked about untrustworthy users. They argued that people can promise you a job and then when you travel to a city to work, it may emerge that it

\textsuperscript{127} Wall, et al., 2008, s.130
\textsuperscript{128} Interview with Esasa and Kahnya. Focus group 4, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
is just a scam. This was a problem that many of their friends had experienced and it was something with which they were both dissatisfied:

“Some people they, yes, use Facebook for like lying to promises you things like that”\(^{129}\)

Mosi, 23 years old

The women in group 3 told me that Facebook was a forum that made it easier for people to be unfaithful. They were in agreement that they did not want their boyfriend or husband to be a Facebook user as they believed that having both your boyfriend / husband and your ex on Facebook could cause problems. They felt that there was a big chance that they could start arguing with each other. They also suggested that you cannot control everything that happens on Facebook. Even if one’s boyfriend or husband are on Facebook, their ex-girlfriends could easily contact them by sending a private message, which you can do even if you are not friends on Facebook. The other woman in the same group explained that using Facebook could facilitate connecting with strangers that may lead to dangerous situations in real life. She said that rape might be an effect of this:

“Easy communicate with strangers! That’s a thing, yeah! The rape thing now is, you know, a lot. So they just communicate and contact strangers and you know, just meet them in shitty places and that’s wrong.”\(^{130}\)

Nandi, 27 years old

Cyber bullying was a topic that appeared in both group 2 and 3. They argued that one should be careful on Facebook because they are people who both comment on stupid things and lashing other people on Facebook. Julian J. Dooley et al. have written *Cyber bullying Versus Face-to-Face Bullying A Theoretical and Conceptual Review* and believes that there is an actual problem with cyber bullying and that the area requires more research about the motivations those who cyber bullying\(^{131}\). This challenges the U&G

\(^{129}\) Interview with Akins and Mosi. Focus group 1, date: 12.4.2014 Durban, Kwazulu-Natal, South Africa

\(^{130}\) Interview with Luvo and Nandi. Focus group 3, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa

approach since it seems that it is not always good motives that appear among social networks.

**Facebook as a part of people’s life**

When I asked the groups if they thought the use of Facebook has significance for young adults, many of the groups had a difficult time to understand what I meant and they perceived the question in slightly different ways. I could, nevertheless, see that distraction was something that was intermittent. The men in group 1 believed that the use on Facebook could interfere with ones studies if they were online. Group 2 talked a lot about mediatization and how information is omit present as a result of smartphones. They argue that the smart phones, that allow continuous Facebook connection, facilitates non-stop interaction between people themselves and between people and other forms of information e.g. news and information about politics, celebrities and jobs. This is similar to Hjarvard’s definition of mediatization. He means that it is the media that provide the community with information and moral orientation\(^\text{132}\). If was difficult to as to whether they thought this was a good or bad thing, but they agreed that Facebook had some sort of impact on young adults life:

\[\text{“It's the way people share information and get information, wheatear its about the Oscar Pistorius trial or whatever”}^{\text{133}}\]

Vanessa, 27 years old

Group 2 also agreed that Facebook was a valuable place to talk about issues that are not always easy to discuss in reality. Both women in the group talked about their experiences as homosexuals and that Facebook has been an important part of feeling safer in their sexual orientation. They meant that Facebook has served as a safe forum and that they had the opportunity to seek out others with the same sexual orientation. One of the girls told me she searched for lesbian groups in the town she came from and it turned out that there were several lesbians groups. She said it was nice to know that they even existed. Similar results can be found in Govender, E., Dyll-Myklebust et al.

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\(^{133}\) Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
paper; *Social networks as a platform to discuss sexual networks: Intersexions and Facebook as catalysts for behaviour change*. The paper examines the South African Entertainment Education (EE) television drama, *Intersexions* Facebook page. They have, among other things, studied Facebook Participants’ regular comments on each episode. The result shows that certain subjects that are usually classified as taboo IRL is easier to get support or talk about on the Intersexions Facebook page.

### 6.3.2 Perceptions of boundaries between private and public

#### Views on private matters

Many focus group participants found it difficult to define what “private matters” meant for them. Some of them talked generally about what others might think are private matters and some immediately began to talk about what was or was not suitable to discuss on Facebook. This study was not able to ascertain any major differences between the groups. Relationships, difficulties, quarrels and things that are close to you were the varying definitions of private matters that emerged. One of the women said that family and family problems constituted a private matter:

> “Private matters generally have to do with difficult things in life, so if my, someone in my family or myself is having a difficult time whether its health related or mentally or whatever the story is, I would consider that as a private matter.”

Vanessa, 27 years old

One of the men in group 1 and one women in group 4 felt that they did not have have and elaborated that if they did, they were open to talking to people about it. Having secrets and to hide private matters was not good, it is better to talk about the problems even if you do not know the person.

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135 “Episodic drama series, comprises 26 independent but interrelated episodes that examines how that which remains unsaid in love, relationships and sex may place us at greatest risk of HIV infection”


136 Dyll-Myklebust et al, 2014

137 Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
Private matters inappropriate on Facebook

The majority of the focus group participants reported that Facebook was an inappropriate forum for topics that related to one's private life. The females in group 3 were some of these. They talked about some of their friends on Facebook who made private updates. They talked about how one person wrote that he had been at the hospital and found out that he got HIV, and should start with anti-retroviral (ARVs) treatment. They did not think that Facebook was an appropriate forum for this information.

“Like.. I went to see the doctor and the doctor said that I’m HIV positive so I need to start to eat IRV, so god what I’m suppose to do? And then people is going to start to comment.”

Luvo, 26 years old

On the other hand, it might be a good way to combat the stigma of people with HIV / AIDS and the persons who takes ARVs by share this kind of information. It may be important in the fight against HIV/AIDS If people talk and share about their own experiences, it could result in people being more motivated to seek out ARVs and live longer. The aforementioned paper by Dyll-Myklebust et al. shows that there is a need for a non-stigmatizing environment, or platform as Facebook, where possibilities exist for share ideas regarding HIV/AIDS and ARVs.

The women in group 3 also thought that one should be careful changing ones relationship status on Facebook. The women thought that if you have “single” as a Facebook status one day and the next day have “involved”, people can get the wrong idea about you. One of the guys in the group 1 thought that you could go to a counsellor instead of talking about private matters on Facebook. He argued that it was better to talk to people face-to-face. Sometimes it may be difficult for people with lower socioeconomic status to get access to a counsellor because of logistics and financial

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138 Interview with Luvo and Nandi. Focus group 3, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa

139 Dyll-Myklebust et al., 2014
reasons. From this point of view, Facebook in particularly the ZAZI campaign's Facebook page may be serving a positive purpose as the campaign encourages this\textsuperscript{140}.

Facebook groups as a safe forum

It appeared that the majority of the focus group participants reported that they had either read or learned something concerning private matters or even written about private matters on Facebook. Many of the participants explained that they joined various groups, which concern private matters. By joining these groups on Facebook, they have, among other things, been informed about diseases, felt a sense of belonging with likeminded people, received advice, gained support and wrote about their experiences. These motives are similar to Greenes results. His study shows that Facebook pages, for diabetic people, serve as a forum where people write about personal experiences, ask questions, receive advice and get feedback from people who are in the same situation\textsuperscript{141}.

“And the other thing was figuring out my sexuality. I found a lot of [Uhm..] lesbian groups, South African lesbians, black lesbians [Uhm..] around the world. [Uhm..] and I wrote a lot about my experience as a lesbian women, as adolescent as a lesbian child [Uhm..] and sort of my experiences about that.”\textsuperscript{142}

Samora, 26 years old

This study has accordingly found that there is a difference between writing generally about private matters on Facebook by e.g. updates, photos and comments, and from being a member of a group where you can read and write about private matters.

\begin{footnotesize}
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\item \textsuperscript{141} Greene, 2011, s.287
\item \textsuperscript{142} Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
\end{itemize}
\end{footnotesize}
6.3.3 Opinions regarding health campaigns making use of Facebook

Views on health campaigns on Facebook

Group 1 and 3 thought it was smart of health campaigns making use of Facebook. They believed that by making use of Facebook, a campaign could spread their message to many people simultaneously. Some thought that smartphones had a positive impact. Since many people have a smartphone, most people are currently online on the Internet and especially Facebook, which means that a messages reaches large sections of the population and rapidly. Group 2 demonstrated some mixed opinions regarding this. Even though smartphones allow a large part of the population to use Facebook, the language still is a problem. In South Africa there are 11 official languages, and the women felt that Facebook was westernized and the fact that many may not even be able to communicate through English may place limitations on reaching all of a health campaign's target audience. Group 4 was also a bit sceptical to health campaign's use of Facebook. They argued that if you do not have a disease or health problem you would ignore the information on Facebook. They argue that they just scroll past the information on Facebook concerning, for example HIV. They also considered that the social media like Facebook may not change individual's minds or lifestyles in any sustainable way.

“No, I don’t think people think twice about, you know if we talk about a common health thing here, like the prevalence of HIV/AIDS, if there where a huge HIV campaign running on Facebook, that’s not going to stop our teenagers for being pregnant and get HIV.”

Erasa, 25 years old

6.3.4 Participant’s attitude to the questions asked by ZAZI

Motives and doubts toward answering the questions on the page

After I had shown the focus group participants the five selected questions from ZAZI’s Facebook page, it was almost as if they were surprised that they were not more private

143 Interview with Esasa and Kahnya. Focus group 4, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
than that. Again it was possible to see some differences among group 1 and 3 with group 2 and 4. Group 1 and 3 said that they would answer the questions, but the many of the informants in these groups were clear that they would not mention someone else’s names. One of the women in group 3 felt that the questions did not elicit information that would be overly-private and sensitive. There seems to be a correlation between socio-economic status and the willingness to participate in conversations on Facebook concerning private matters. As Papacharissi\textsuperscript{144} and Rubin, Joinson\textsuperscript{145} also mean it is important not to generalize Facebook users’ needs. Their study showed that his participant’s needs differed depending on age, gender, occupational status, and demographic groups.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{zazi_questions.png}
\caption{The five questions shown to the focus groups participants. These are randomly selected questions posted by the ZAZI campaign management between December (2013) and February (2014).\textsuperscript{146}}
\end{figure}

\textsuperscript{144} Papacharissi and Rubin, 2000, s.186
\textsuperscript{145} Joinson, 2008, s.1035
\textsuperscript{146} http://www.facebook.com/teamzazi
(Collected: 2014-03-03)
Generally the informants, except the women in group 4, had a positive attitude towards reading or commenting on similar questions on a health campaign's Facebook page. They had different reasons for why they would answer similar questions, for example, to get advice, become a stronger person, share experiences. Receiving advice was a motive that stood out and that many of the respondents, mostly in group 1 and 3, talked about. It emerged that by reading what other people have commented on allows one to gain advice on how to handle certain things in life. To get advice related to relationships was one thing that many of the women felt was good. To start conversations about relationships is also one of ZAZI campaign’s objectives, based on the results from he content analysis. This indicates that the attitudes, among the female informants’, are positive and sort of consistent toward the questions concerning relationships that the campaign set on the Facebook page.

“Okay, some people they will comment, by commenting you will get some ideas, maybe they will said; this is wrong, why do you live with a men you are not going to married? And then they will put reasons why… And then you can choose… you will get advice from the people that comment. You get advice from them, by answering that.”147

Nandi, 27 years old

One of the women in Group 2 felt that it was important for women to talk about similar topics such as the ones raised by the ZAZI campaign. She believes that it is important to get to opinions of others.

“But I think it’s good for people who want to seek it out, kind of. Get other peoples opinions about how they behave. Mean, I think its very important to be honest, I think its very important for woman to talk about these things!”148

Vanessa, 27 years old

147 Interview with Luvo and Nandi. Focus group 3, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
148 Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
Another motive that was prominent was the perception that one becomes a stronger person by writing or answering questions relating to private matters. Some of the informants in group 2 argued that it could help to stand up for the things that one thinks. These kinds of forums are helpful tools in order to develop one as a person. One of the women in group 2 meant that they could strengthen her voice, to become more confident in their opinions. This can be related to Jan Servaes definition of empowerment. He argues that the concept involves participation in all levels of society, which could help people to have influence and control their future149. He argues that "empowerment is making sure that 'people are able to help themselves”150. As mentioned above, it seems that social media, in this case the ZAZI campaign's Facebook page, appears to create dialogues, encourage the users and allow them to exchange knowledge151.

“I think it would help to develop my voice, so being able to articulate how I feel about certain things. What my experience about certain things an how they make me feel.”152

Vanessa, 27 years old

The other women in group 2 did also believe that the questions could strengthen her but that it could not change her perception. She said that to read the answers to these sort of questions could give her the opportunity to learn from other people's experiences and perceptions, which was positive she thought. One of the women in group 2, elaborated that it is good when you can take part and read what other people think.

On the other hand one of the women in group 2 was unsure as to whether she would answer the questions or not. She felt that the questions were addressed to a heterosexual woman or a man and she did not want to have a discussion with these people since she is gay and she may not get anything out of it. The informants in group 4 were sceptical about answering these sorts of questions. They found, among other

149 Servaes, Jan (1999) Communication for Development: One World, Multiple Cultures. Cresskill, NJ: Hampton Press. s.194
150 Servaes, 1999, s.194
151 Dyll-Myklebust et al, 2014
152 Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
things, that the questions were too private to answer, that they were not at all likely to respond to questions on a company’s website. One of the women said that she does not have time to respond and the other stated that she has other priorities on Facebook. She also believed that South Africans are more interested in political, as opposed to health topics and messaging.

“Most South Africans have the priority that they need to find a job. South African would talk about our president, or the elections.”

Kahnya, 32 years old

6.3.5 Payment for Facebook

This study also enquired as to whether the focus group participants would pay for the use of Facebook, and the amount they would be willing to pay. There was one man from group 1, both the women in group 3 and 1 women in group 2 that said that they thought they would be willing to pay a small amount of money if it would help them with something. It could for instance have to do with work or access to a specific group.

“If I was trying to access a certain group of people on Facebook, and Facebook where the best place to do that, and Facebook started to charging, I would probably do it for a certain amount a month.”

Vanessa, 27 years old

Group 4 said that they were not willing to pay anything because Facebook mostly functioned as entertainment for them.

153 Interview with Esasa and Kahnya. Focus group 4, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
6.3.6 Summary focus groups

In summary, this study found differences and similarities between the groups in their use and attitudes toward Facebook. All informants use Facebook in generally to gratify some needs, but the needs differed. Group 1 and 3 used Facebook to look for jobs, get information and to socialize while group 2 and 4 used it to keep in touch with people they met overseas. A similarity is that all groups felt that people somehow can misuse Facebook. Group 1 and 3 talked about how the use of Facebook might affect people's studies but also that there were untrustworthy people on Facebook. They meant that these people could both ruin your relationship, by chatting with your partner, and promise you jobs that do not exist in reality. All groups discussed how Facebook has become a part of people's lives. Group 2 and 4 mostly talked about how Facebook interacts in people's lives and how it can come between people and thus create problems in real life, especially through smartphones then you can constantly be online. They thought it was like an addiction and that they became obsessed with always being online on Facebook.

All groups initially found it difficult to define what “private issues” meant to them. Relationships, difficulties, quarrels and things close to you and family problems where issues that emerged. Most groups agreed that Facebook was not an appropriate forum to share these sorts of private matters. This is an interesting result since the majority of the questions that the ZAZI campaign sets involving questions concerning relationships, family, and children. The majority of my informants had thus no motives and needs to write about private matters, related to these issues, on the ZAZI campaign's Facebook page. It must be added, as above mentioned, that the women from group 3 they had a positive attitude to the questions asked on ZAZIs Facebook page. Instead of writing about private matters on the page, they would read what others comment to get advice.

Some of the participants had joined health-oriented groups on Facebook where they could talk about private matters. By joining these groups on Facebook, they have, among other things, been informed about diseases, felt a sense of belonging with like-minded people, received advice, gained support and learnt and wrote about their
experiences. These motives recur among both charmingly Greene\textsuperscript{154} and Newman's\textsuperscript{155} studies which focus on gratification on health oriented Facebook groups / pages. This study found that there was a difference between writing generally about private matters on Facebook by, for example, updates, photos and comments, and from being a member of a group where you can read and write about private matters.

The majority of the groups felt that it was partly effective for health campaigns, particularly the ZAZI campaign, to make use of Facebook when it reaches many people, especially via the medium of smartphones. Group 2 and 4 were unsure if it was the right channel to use, it might not reach the intended audience because of disinterest and linguistic difficulties.

At least one person from three of the groups said they would answer questions posed on ZAZI’s Facebook page. All participants in Groups 1 and 2 and one participant in group 3 felt that they would help them by answering or reading questions. Motives that emerged were; to gain get advice, become a stronger person, share experiences. One of the women in group 2 meant that the questions is asked to a heterosexual person which. Based on this she said that she would not answer the questions. Group 4 would not answer the questions because of disinterest. About half of the participants reported that they would pay a small amount of money for Facebook if it would help them with something. It could for instance have to do with work or access to a specified group.

\textsuperscript{154} Greene et al., 2011, s.287
\textsuperscript{155} Newman et al., 2011, s.10
7. Conclusion and discussion

This section is divided into a discussion of the study’s method, followed by a discussion of results combined with the analysis Conclusions well as proposals for further research ends this section. It thus makes sense of the study’s findings in the light of the theoretical framework and previous research, as guided by the study’s research questions.

7.1 Method discussion

It was beneficial to start the data collection with a quantitative content analysis on the Facebook page. On this basis the study created an understanding of what the ZAZI campaign’s indented ‘talking points’ by dividing the questions into themes. By studying which questions received the most comments, I got an idea of which questions users consider to be interesting to comment on. The in-depth study gave me an idea on whom commenting on the questions. Even though the results are not generalizable it could indicate what kind of people comment. The results from the quantitative content analysis were informative in understanding how the ZAZI campaign aims to reach to their audience. It was difficult during the performance of the quantitative content analysis was to categorize the ZAZI campaign questions in the content analysis phase of this research.as many questions could fit into more than one theme. However, I resolved this by to specifying delimitations in the codebook.

I chose to conduct focus groups to find out the selected informant’s attitudes and motives toward commenting on the private questions on the ZAZI campaigns Facebook page.. In each focus group the participants were engaged in good discussions. To carry out focus groups instead of individual interviews has been to my advantage considering my limited time in the South Africa. My groups were divided on the basis of people with the same economic situations, sexuality, gender and race, which I think made them feel safe to talk about the subject.
Since there are 11 official languages in South Africa, I found that some participants found it hard to make them selves understood in English. This may have had an impact on the results but I never felt that the discussions came to a halt because of this. They were just not as detailed as with participant’s whose mother tongue is English.

The focus groups also made it possible for me to see how the participants interacted with each other and their reaction to each new question. It was interesting and instructive to see how the groups with different social and economic circumstances brought the discussion. In the groups from the lower classes the conversations were energised. The noise level was also much higher and they had firm opinions. The groups from higher social classes appeared to analyse the questions on deeper level and they talked from a more general perspective, as opposed to a personal perspective. The people with less stable socio-economic status stated they were more willing to discuss private matter.

The focus group discussions were analysed via a qualitative content analysis. I was careful in my selection of meaningful units since I did not want to risk missing important information.
7.2 Result discussion and analysis

The purpose of this study is to examine a selected group of South African women and men, aged between 20 to 30 years, motives and attitudes towards write on the private questions set on the ZAZI campaign's Facebook page. It also seeks to examine whether the questions that ZAZI campaign sets are consistent with the informants attitudes and motives. During the process, I found a correlation between the motive for use Facebook and life situation. I was also able to track tendencies among the informant’s attitudes that the campaign excludes rather than includes. At least my results indicate that the informant's motives are diverse which requires diverse content on the Facebook page.

The motives differs depending on live situation

My results indicate that the motives for using Facebook in general differ depending on people's life situation, and thus it is important not to generalize the users' motives. My eight participants have different life situations, which seem to have an influence over their motives for using Facebook.

FIGURE 7.1: The motives the informants have toward using Facebook depending on their life situation.

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156 Joinson, 2008, s.1035
The study found that the informants with a less socio-economic stability reported more basic motives, like looking for jobs, since they had low paid jobs and constantly where looking for new. The participants with higher level of education and socio-economic stability it for entertainment, see figure 8.1.

The participants' overall motives for using Facebook was to get advice, socialize, access information, keep in touch, entertainment and employment searching. Getting information about the world was something that recurred among all groups, which Blumer and Kantz would define as surveillance, as it is about finding information about something or someone. The participants with a lack of socio-economic stability defined information as what's happening around the world and Facebook seemed to work as news channels for these people. Participants with socio-economic stability argued that Facebook could provide them with information regarding the field they work in, to "keep up", but that it was not vital information. What Joinson would call social connection, which include keeping in contact with people you do not see very often, was recurrent motives among group 2 and 4. They wanted to have contact with people they met overseas. This motive was not found among the other informants. As mentioned before, it seems like the informants with a lack of socio-economic stability have motive that are more basics they rather use Facebook to look for a new job, rather then of entertainment or chat with old friends.

In summary, the four participants with socio-economic stability had not as explicit purpose of using Facebook as those with a lack of socio-economic stability. They used it mostly for entertainment and keeping in contact with friends while the participants with a lack of socio-economic stability had more specific motive to use Facebook and it seemed to serve as an aid in everyday life. It worked as a service to improve their lived conditions. For these people Facebook appeared to serve as a job bank, a news channel and a place where you receive tips on how to solve different problems. It seemed that Facebook had a significant role in their lives. The majority of these informants would

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157 Wall et al., 2008, s.130
158 Joinson, 2008, s.1030
even be willing to pay for Facebook unlike the women from better life situations where the minority would be willing to pay. The only common motive among the groups was that Facebook provided an opportunity to socialize with other users.

Attitudes and motives toward commenting on the ZAZI campaigns Facebook page

It also appeared that my participants’ life situation where decisive for how, or if, you write or read on the ZAZI campaign’s Facebook page or on other Facebook groups dealing with private matters. Focus group 4 contained 2 heterosexual women; one with well-paid job and one were a University student. This group’s needs differed from the other groups since they in generally used Facebook for entertainment. This group felt that they would not engage in any Facebook page concerning private matters, unless they don’t have a problem or a disease or in fact where interested in the content. This confirms Blumer and Kantz theories that the media audiences make active choices of what the media delivers159.

Group 1, 3 and partly group 2 had a more positive attitude toward commenting on the questions asked by the ZAZI campaign. Motives that emerged among this groups where Support, Get advice, Share experiences and Become a stronger person. For example it emerged that one of the men in group 1 thought it was possible solving some problems you have in real life (IRL) by receiving advice from other user on the page. Group 3 also believed that by writing or reading the comments under the questions the campaign sets, you can get advice on what is normal or not in a relationship. The women also felt it would give them support since would see that they are not alone in having problem in their relationship. It seems like group 1 and 3 have certain needs in their life and they, as Blumer and Kantz argue, would gratify these by write or read under the questions the campaigns sets160. One of the women, speaking from a LBGT perspective, felt that it was important for women to talk about similar topics like the ZAZI campaign raises questions about. She believed that it is important to get opinions from other users. This

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159 Wall, et al., 2008, s.130  
160 Ibid, s.130
is similar to what Papacharissi and Rubin calls for interpersonal utility, which means getting another point of view, belong to a group, to help others.\textsuperscript{161}

In conclusion, the results from the focus groups indicate that the motives for writing on the ZAZI campaign’s Facebook page differ depending on life situation. The informants with socio-economic stability doesn’t seem to have some existing needs to gratify on Facebook pages dealing with private matters unless they find the content interesting. The women speaking from a LBGT perspective thought it was great that women talk about such issues as ZAZI campaign asking questions about, but they were also doubtful if they would comment on the questions as they were addressed to a heterosexual audience. Instead they had the experience to write on other health-oriented Facebook pages and groups relating to homosexuality and specific diseases. The participants with a lack of socio-economic stability had in general positive attitudes towards ZAZIs Facebook page and their motive to use the page where to get advice, share experiences and get support. This motive is similar with the once that emerged in Newman, Mark W. et al study; emotional support and advice \textsuperscript{162} and Greene and Jeremy A., et al study; support\textsuperscript{163}.

The campaign excludes rather than include

The ZAZI campaign’s webpage states: "The campaigns main goal is to try to encourage girls and women to use their inner strength, power and confidence to thus make they’ve become stronger individuals"\textsuperscript{164}. Despite this I found some tendency among the participant’s attitudes that the campaign excludes a certain group of women. One of my focus groups comprised of two lesbians women. One of them found some of the questions irrelevant to answer since the questions are addressed to a heterosexual audience, which excludes some of the female population in South Africa. The campaign does not only focusing on the prevention of HIV, the campaign also aims to create an

\textsuperscript{161} Papacharissi, and Rubin, 2000, s.186
\textsuperscript{162} Newman et al., 2011, s.10
\textsuperscript{163} Greene et al., 2011, s.288
\textsuperscript{164} http://www.facebook.com/teamzazi
(Collected: 2014-03-03)
opportunity for women to draw on their inner strength and define who they are. The questions posted on site is targeted to the heterosexual population, and additionally conveys a heterosexual norm that can create stigma among the homosexual population. There is a hetero norm embedded in the questions and an assumption that all women visiting a health campaign are heterosexual.

The campaign’s Facebook page is also completely formulated in English. Half of my participants did not have English as their mother tongue and those four informants are the one that having an inferior life situation. As one of the participants in group 2 said, it is doubtful if the campaign reaches out to all people in the South African society, especially to those who need the campaign the most, considering that everything is in English. My results indicate that they had been beneficial to try and post questions in different languages, so as not to exclude any part of the population, perhaps the part that is most in need of the campaign.

Different motives among the target group requires shifting content

The quantitative content analysis and in-depth study indicate some of the ZAZI campaigns themes or talking points. The result shows that the majority of all posted questions between the dates of June 5th (2013) - February 7th (2014) concerns relationships and ethic. After studying what questions that received the most comments, it appeared that questions regarding relationship and ethic had received a lot of comments, which is fully consistent with the ZAZI management intentions. What also emerged was that questions regarding pleasure and future had received high number of comments, despite the few number of questions posted between these dates. This indicates that users visiting the ZAZI campaigns Facebook page find it interesting to commenting on various questions, not only questions dealing with relationships and ethics.

165 http://www.facebook.com/teamzazi
(Collected: 2014-03-03)
The ZAZI campaign’s target audience is women of all ages and the campaign is not aimed to a specific social class and thus has a very wide and large audience\textsuperscript{166}. The results from the in-depth study indicate that women with both high and low education level commenting on the page. It thus indicates that there is a woman from different classes of the society in South Africa that is active on the page. After I conducted the focus groups, clear tendencies emerged with regards to motives to write or read on the ZAZI campaigns Facebook page. These varied depending on people’s life situation. Blumer and Kantz write that the media is forced to try to create what the audience wants, otherwise people change to another medium or just ignore it\textsuperscript{167}. Since the campaign has a very wide target group it have to be multifunctional and have to gratify women and men from different life situations. To vary the questions may be options to get more women in South Africa to find motives to gratify by write or read on the page. The ZAZI campaign goals are to engage all sectors of society. The females is the target audience but e.g. fathers, aunts and teachers is the secondary audience\textsuperscript{168}. It emerged that men write on the page and this would be something that the campaign could take into account so they include their secondary audience, as mentioned above.

Since the ZAZI campaign’s targets an audience that is active rather than passive, women can opt to answer questions they do not find interesting. It is about what the women does on the campaign Facebook page, not what the Facebook page does with the women\textsuperscript{169}. Therefore my results indicate that, based on the results from the focus groups, the content analysis and the in-depth study, that the campaign could vary the questions to adapt the different classes of society so that people find some sort of motive to engage with the campaigns questions and ‘talking points’.

(Collected: 2014-03-03)
\textsuperscript{167} Dunkels et al., 2011, s. 114
(Collected: 2014-03-03)
\textsuperscript{169} Dunkels et al., 2011, s.114
7.3 Conclusion

Since it is a qualitative field study I could not find an absolute truth regarding the selected informants motives for using Facebook and their attitude and motive toward write on the private questions the ZAZIs campaign’s management sets. Instead I tried to create an understanding concerning their thoughts and opinions regarding this subject\textsuperscript{170}. My results indicate that the motives for using Facebook or writing on the ZAZI campaigns Facebook page differ depending on the informant’s socio-economic status. It seems like the informants who have a lack of socio-economic stability have more basal motives, while the participants having a socio-economic stability mainly use it for pleasure. Motives that didn’t appear in neither in Blumler and Katz\textsuperscript{171}, Papacharissi and Rubins\textsuperscript{172} and Joinson\textsuperscript{173} studies were Get advice and Find Jobs and Become a stronger person which in my study appeared among the informants with a lack of socio-economic stability. Their studies are based on Western people’s motives, which may be a reason why these motives cannot be found in their studies. Accessing advice and Become a stronger person might also be seen as health related needs and similar motives are found in in Newman, Mark W. et al\textsuperscript{174} and Greene and Jeremy A., et al\textsuperscript{175} studies which is focused on health-oriented pages and Facebook groups.

The in-depth analysis indicates that there is both high and low educated people answer the questions. On this basis it’s hard for the ZAZI campaign to gratify all women’s motives, since the motives may differ. My results indicate, based on my selected participant’s attitudes and motives toward write on the ZAZI campaigns Facebook page, that the campaign should vary the question. A diverse audience requires a varying content since it’s the audience that make use of the medium, not the medium making

\textsuperscript{170} Gripsrud, s.188
\textsuperscript{171} Wall et al., 2004, s.130
\textsuperscript{172} Papacharissi, and Rubin, 2000, s.186
\textsuperscript{173} Joinson, 2008, s. 1029-1034
\textsuperscript{174} Newman et al., 2011, s.10
\textsuperscript{175} Greene et al., 2011, s.287-292
use of the audience\textsuperscript{176} and in the end the campaign target are active Facebook users rather than passive recipients of the campaign message. They are the ones who choose the content they embrace, and they do it to satisfy some needs\textsuperscript{177}.

By conducting this field study it have also give me an understanding that social media within the field of health communication is an extensive area. It requires a lot of energy from a campaign management to get the target audience interested in the things they post on the page and at the same time try to gratify their needs. My research indicates that the ZAZI campaigns may need to vary the content in the questions and design the questions on the pages to ensure that all women feel included, no matter of sexuality and mother tongue, so it empower users to feel that it meaningful to return to the page\textsuperscript{178}. To run a health campaign on Facebook is more than just making status updates on upcoming events it is also like Newman, Mark W., et al writes, a challenging to find a balance between sharing this sort of information and at the same time gratify the users specific needs\textsuperscript{179}. It seems to be about designing a secure forum, and to be innovative in order to create justifications for the audience to read and write on the page. There appears to be challenging to prove how Facebook can encourage sustainable changes in a person’s life, but in this case, the ZAZI campaign’s Facebook page, seem to serve as a catalyst for dialogue\textsuperscript{180} about private matters e.g. relationship or ethic which can be seen as some sort of behaviour or social change\textsuperscript{181}.

7.4 Suggestion for further research

Some questions emerged from this study that may be worthwhile in pursuing as further research. Firstly, it is important to do a more comprehensive study on this subject. A deeper field study in South Africa would on the topic of health campaigns that make use of Facebook pages combined with uses and gratification theory would have been

\textsuperscript{176} Dunkels et al, 2011, s.114
\textsuperscript{177} Ibid, s.114
\textsuperscript{178} Bergwall, Peter, and Ingrid Uhnoo. “Betydelsen av sociala medier för beslut om vaccination-en litteraturöversikt.” (2013)
\textsuperscript{179} Newman et al., 2011, s.1
\textsuperscript{180} Dyll-Myklebust et al., 2014
\textsuperscript{181} Ibid.
interesting. South Africa is a country with huge economic disparities, thereby it had been interesting to do further studies to investigate the difference between the use of Facebook among the various different classes of society. Outcomes from this type of research would be useful in designing the campaign on Facebook so that all parts of the population finds motives for visiting or reading and writing on the side.

An interesting study would be to perform the same study, but to have more number of focus groups and women between the ages 15-18 and then compeer the results with my. Because of ethical considerations, I did not the opportunity to interview the 15-18 year olds. I think that the results had been differed since it is a “smartphone generation”. 
8. Literature references

8.1 Printed sources


Dunkels, Elza, Franberg, Gun-Marie. & Hallgren, Camilla (red.), *Youth culture and net culture: online social practices*, Information Science Reference, Hershey PA, 2011


Halkier, Bente, *Fokusgrupper*, 1. uppl., Liber, Malmö, 2010


Mats Ekström, Larsåke Larsson (red.), *Metoder i kommunikationsvetenskap*, Studentlitteratur, Lund, 2000


8.2 Scientific articles


Graneheim, Ulla Hällgren, and Berit Lundman. "Qualitative content analysis in nursing research: concepts, procedures and measures to achieve trustworthiness." Nurse education today 24.2 (2004)


### 8.3 Digital sources

- Goverenment South Africa (2014)  
  [https://www.facebook.com/notes/324706977130](https://www.facebook.com/notes/324706977130)
  [http://www.southafrica.info/about/people/language.htm#.U24vVsZhrJw](http://www.southafrica.info/about/people/language.htm#.U24vVsZhrJw)
  [http://www.intersexions.co.za/about-intersexions.html](http://www.intersexions.co.za/about-intersexions.html)

### 8.4 Focus groups interviews

Interview with Akins and Mosi. Focus group 1, date: 12.4.2014 Durban, Kwazulu-Natal, South Africa

Interview with Samora and Vanessa. Focus group 2, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa

Interview with Luvo and Nandi. Focus group 3, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
Interview with Esasa and Kahnya. Focus group 4, date: 14.4.2014 Durban, Kwazulu-Natal, South Africa
9. Appendix

9.1 List of the 50 coded questions

1. I just wanna know your opinion about giving someone a second chance?
   Date: 7/2-14
   Topic: Relation
   Number of comments: (18)

2. A guy you really love and he doesn’t love you as much...and a guy who really loves you and you don’t love him that much...which of the two do you go for?? And why?
   Date: 7/2-14
   Topic: Relation
   Number of comments: (55)

3. Which is better, being single and being in a relationship?
   Date: 6/2-14
   Topic: Relation
   Number of comments: (24)

4. What to do when the one you love has a broken heart?
   Date: 6/2-14
   Topic: Love
   Number of comments: (6)

5. Do women prefer men who have circumcised penises? If not why not?
   Date: 4/2-14
   Topic: Sex
   Number of comments: (41)

6. What does it mean when a girl says “He’s not my type”? Are men divided into different types?
   Date: 4/2-14
   Topic: Relation
   Number of comments: (9)

7. How important is money in a relationship to you and why?
   Date: 4/2-14
   Topic: Relation
   Number of comments: (15)

8. Would you still live with someone without marrying them? If not why not?
   Date: 1/2-14
   Topic: Ethic
   Number of comments: (21)

9. Describe your first date? What did you do, where did you go? Did you love him?
   Date: 31/1-14
   Topic: Love
   Number of comments: (7)

10. Which advise do you think was the best that you have received? What had happened?
    Date: 31/1-14
    Topic: Advise
    Number of comments: (7)

11. What advice do you have for young people?
    Date: 29/1-14
    Topic: Advise
    Number of comments: (15)

12. What lessons have you learned from your relationships?
    Date: 28/1-14
    Topic: Advise
    Number of comments: (18)
13. What are some things that make you really happy?
Date: 28/1-14
Topic: Pleasure
Number of comments: (10)

14. How do you tell what a man's true intentions are?
Date: 27/1-14
Topic: Relation
Number of comments: (12)

15. Do all relationships lose passion?
Date: 26/1-14
Topic: Relation
Number of comments: (17)

16. What can you do if past relationships of the man you love are confusing him and affecting your relationship?
Date: 25/1-14
Topic: Relation
Number of comments: (12)

17. Can a man hit a woman and still love her?
Date: 25/1-14
Topic: Relation
Number of comments: (24)

18. What do you think is the best way to keep the love alive in a marriage?
Date: 24/1-14
Topic: Relation
Number of comments: (12)

19. What do you do with any memorabilia (photos, videos or anything that is gonna remind you of them) after a break-up?
Date: 24/1-14
Topic: Love
Number of comments: (21)

20. What do many men not know about women?
Date: 23/1-14
Topic: Ethic
Number of comments: (16)

21. Can a guy go wrong with red roses on a second date?
Date: 23/1-14
Topic: Relation
Number of comments: (9)

22. Who is your best friend? What do you like about him/her?
Date: 22/1-14
Topic: Friendship
Number of comments: (14)

23. Should men always pay on a date?
Date: 21/1-14
Topic: Relation
Number of comments: (15)

24. Can money buy happiness?
Date: 20/1-14
Topic: Ethic
Number of comments: (8)

25. Which is more important looks or personality?
Date: 19/1-14
Topic: Ethic
Number of comments: (19)

26. Would you date someone 20 years older than you?
Date: 19/1-14
Topic: Ethic
Number of comments: (24)
27. Would you go on a date with someone you got to know over social network?
   Date: 18/1-14
   Topic: Ethic
   Number of comments: (13)

28. Would you rather have a perfect career or perfect love?
   Date: 18/1-14
   Topic: Love
   Number of comments: (25)

29. Who is your inspiration, and why?
   Date: 16/1-14
   Topic: Future
   Number of comments: (21)

30. What is your definition of an “honourable man”?
    Date: 16/1-14
    Topic: Ethic
    Number of comments: (11)

31. What’s your biggest goal for this year?
    Date: 9/1-14
    Topic: Future
    Number of comments: (67)

32. What do you believe the role of a husband is?
    Date: 2/1-14
    Topic: Relation
    Number of comments: (16)

33. What is the secret of true love?
    Date: 26/12-13
    Topic: Love
    Number of comments: (39)

34. What is the best Christmas present you have gotten?
    Date: 17/12-13
    Topic: Other
    Number of comments: (21)

35. If you could choose your partner again, would you choose the same person? If not why not?
   Date: 4/12-13
   Topic: Ethic
   Number of comments: (81)

36. Describe what a good friend means to you?
    Date: 2/12-13
    Topic: Friendship
    Number of comments: (28)

37. How do you feel about your partner’s views on finances?
    Date: 18/11-13
    Topic: Relation
    Number of comments: (10)

38. Are girls intimidated by guys they find very attractive?
    Date: 24/10-13
    Date: Sex
    Number of comments: (23)

39. In a relationship, what would make you feel happier, sharing or sacrificing?
    Date: 24/10-13
    Topic: Relation
    Number of comments: (97)

40. What do you hope to achieve out of life? What are your current or future goals?
    Date: 23/10
    Topic: Future
    Number of comments: (19)

41. Can a relationship work with kids from a previous relationship without resentment?
    Date: 20/10-13
    Topic: Relation
    Number of comments: (57)
42. Do women prefer men who have circumcised penises? Why or why not?
   Date: 1/10-13
   Topic: Sex
   Number of comments: (39)

43. What is more important, sexual chemistry or spending time together?
   Date: 18/9-13
   Topic: Relation
   Number of comments: (104)

44. What makes you happy?
   Date: 18/9-13
   Topic: Pleasure
   Number of comments: (100)

45. How did you choose your children’s names?
   Date: 9/9-13
   Topic: Relation
   Number of comments: (43)

46. Can broken trust be rebuilt or do the scars haund the relationship forever?
   Date: 9/9-13
   Topic: Relation
   Number of comments: (36)

47. In your opinion, what makes a great parent?
   Date: 2/8-13
   Topic: Relation
   Number of comments: (15)

48. Mind the gap! Does age difference really matter in a relationship?
   Date: 30/7-13
   Topic: Ethic
   Number of comments: (37)

49. Who would you prefer as a partner, a good looking person or an extremely clever person?
   Date: 15/7-13
   Topic: Ethic
   Number of comments: (78)

50. Do you know who YOU are and what YOUR purpose is?
   Date: 5/6-13
   Topic: Future
   Number of comments: (20)
9.2 The in depth studied questions

1. “I just wanna know your opinion about giving someone a second chance?”
   (7/2-14)

2. “Which is better, being single and being in a relationship?”
   (7/2-14)

3. “A guy you really love and he doesn’t love you as much...and a guy who really
   loves you and you don’t love him that much...which of the two do you go for???
   And why?”
   (6/2-14)

4. “What to do when the one you love has a broken heart?”
   (6/2-14)

5. “Do women prefer men who have circumcised penises? If not why not?”
   (4/2-14)

6. “What does it mean when a girl says “He’s not my type”? Are men divided into
   different types?”
   (4/2-14)

7. “How important is money in a relationship o you and why?”
   (4/2-14)

8. “Would you still live with someone without marrying them? If not why not?”
   (1/2-14)

9. “Describe your first date? What did you do, where did you go? Did you love him?”
   (31/2-14)
### 9.3 In-depth studied questions

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9.4 Certificate from contact person Dr Dyll

26 November 2013

To whom it may concern,

Letter of Invitation for Minor Field Study visit: Alexandra Svedstrom

On behalf of The Centre for Communication, Media and Society (CCMS) at the University of KwaZulu-Natal (UKZN), we invite Ms Alexandra Svedstrom to be based at our Centre, during which time she will collect empirical data for her Minor Field Study.

UKZN has an operating Memorandum of Understanding (MOU) with Högskolan i Gävle, at which Ms Svedstrom will be registered. The UKZN International Office will facilitate the logistics of her visit to CCMS, UKZN such as access to campus and the library etc.

As the academic Centre, CCMS introduce the student to South African NGOs, organisations etc. and provide some advice on the research topic under the co-supervision of Dr Lauren Dyll-Myklobust. Ms Svedstrom’s official supervisor at Högskolan i Gävle will be Dr Eva Åslen Ekstrand.

The period of the visit will be April to May 2014. During this time Ms Svedstrom will collect empirical data and write for her Bachelor thesis.

Yours sincerely,

[Signature]

Dr Lauren Dyll-Myklobust
Lecturer/Course coordinator/Supervisor
CCMS
dyll@ukzn.ac.za
Would you like to participate in a focus group and chat about Facebook and its importance for health campaigns?

The topic of this study concerns how the South African health campaign ZAZI uses Facebook to reach out to their target audience, women and girls of all ages.

The main goal of the ZAZI campaign is to encourage girls and women to “to draw on their inner strength, power, and self-confidence to know themselves and what they stand for in order to guide their decisions about their future” (http://www.zazi.org.za). The campaign has a Facebook page that provides information about various upcoming events. In addition ZAZI’s Facebook page poses questions for participants to debate. The questions involve topics like love, sex, relationships, ethics and friendship.

I would like to perform semi-structured interviews in small focus groups (three persons in each group) with South African women to find out how they feel about chatting about private matters on Facebook. Interviews will take place during 25 March - 20 May 2014 in Durban, South Africa. I am looking for female volunteers over 18 years old.

I hereby invite you to participate in this study.

In the semi-structured interview we will discuss and talk about your perception and experience of chatting about private matters on Facebook in general and the ZAZI Facebook pages in particular. The focus group time is estimated to 1 hour and will take place in an undisturbed environment, at a suitable time and place. Snacks and tea/coffee will be provided and travel cost reimbursed.

The interview will be recorded (with your consent) and printed in text. The information you provide will be treated safely and kept locked so that no unauthorized person can take part of it. The presentation of the results will be done so that no individual can be identified (pseudonyms will be used in the write-up of the research). The recordings and the transcript will be destroyed when the study has been approved.

The focus group interviews form the basis of an essay for a Bachelor’s degree, which is part of a three year Study Programme in Media and Communication at the University of Gävle in Sweden. The study has been made possible thanks to a grant from SIDA (Swedish International Development Cooperation Agency).

The outcome aims to help develop campaign methods to increase public health in general. It will be presented in an oral presentation to my fellow students and to SIDA. The approved essay will be stored in an open resource database at the University of Gävle. I will provide you with your own copy of the essay once my assessment is complete.

Participation is entirely voluntary and you can always cancel your participation, without giving reasons. If you are interested in participating, please send your contact details to my email: alexandra.svedstrom@hotmail.com. My supervisor is Dr. E. Å. Ekstrand. Please do not hesitate to contact either of us!

Gävle, 24 February 2014
Alexandra Svedström

Alexandra Svedström, student
Study Programme in Media and Communication
Alexandra.svedstrom@hotmail.com
+46766444616

Dr. Eva Åsén Ekstrand, Assistant professor
University of Gävle, Sweden
Eva.Ekstrand@hig.se
+46 26 648500
9.6 Informed consent document

Dear [participant],

Thank you for agreeing to participate in my study. It is part of the Faculty of Education and Business Studies, Media and Communication Studies at University of Gävle. The title of the research is [name of project].

All information gathered will remain strictly confidential, and I will use a pseudonym when referring to you. When the research is complete, all questionnaires and answers will be disposed of. Your participation will take place at a time and place that is convenient to you.

If you choose to refuse to participate, then you will not be at any disadvantage. Similarly, choosing to withdraw at any point during the research will not leave you disadvantaged in any way. You will not be expected to justify or explain your reasons for withdrawal.

If you give consent to participate in this study by answering questions, please sign this form to show that you have read the contents.

I ___________________________ (fullname) on ________________ (date) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

If you have any questions please feel free to contact me:

Alexandra Svedström
+46766444616
alexandra.svedstrom@hotmail.com

Alternatively, contact my supervisor:
Dr. Eva Åsén Ekstrand, Assistant professor
Eva.ekstrand@hig.se

Thank you for your time!
Alexandra
9.7 Focus group guide

Semi-structured Interview guide

Introduction / Presentation
- Why are we here? (Easy-going talk about the project, about social media and health campaigns, for example, ZAZI)
- A short presentation of who I am (Alexandra 24 years old, moderator, student, interested in health organizations' use of social media)
- Presentation of the respondents (Their name and age)
- I have a short presentation about the arrangement (I will tell the participants how will the interview will be structured, about the confidential guidelines and inform the participants that they can cancel the participation, without giving reasons)

Theme 1 – Attitudes towards Facebook online
- What do you primarily use Facebook for?
- What are the positive aspects of using Facebook?
- What are the weaknesses of using Facebook?
- Do you think the use of Facebook has significance on young adults?

Theme 2 – Notions of boundaries between private and public
- How do you define private matters?
   (Example relationships, sex, ethics, friendship, love etc.).
- Do you think that Facebook is a suitable place to talk about private matters?
- Have you used Facebook as a place where you discuss/write about private matters?

Theme 3 – Comments on Facebook as a platform for health issues
- Do you think Facebook is a good place for health campaigns to spread their message?
- Do you think Facebook is a good way for health campaigns to reach their target?
- Would you write/answer questions on health campaigns Facebook pages concerning private matters?

Theme 4 – ZAZI campaign/private matters
(I show a draft from ZAZI's Facebook page containing some of the private questions from there)
- Could you imagine answering similar questions at their Facebook page?
- Do you think it would strengthen you by answering these questions and chat on the page?
- If you had responded to any of the private questions on ZAZI's Facebook page, what do you think it would contribute to you?)
9.8 Ethical approval

Alexandra Svedström

Your planned study "Facebook as a public diary – A field study of using Face-book in the ZAZI campaign" elucidate an interesting topic.

Your application is well written and you have identified relevant ethical issues that you address when planning the study, in the letters to participants as well as in the application to the operational manager/s.

The Research Ethics Council approves the performance of the planned study.

Gävle 5th of March 2014

Bernice Skytt
Chariman