

Observance of the Superuser Effect in four web-based social networks designed to promote health behaviour change

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Interventions
(ISRII)

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April 1

Lets do this friends ~ time to find our abs. Fail to plan. Plan to fail — with Chad Mason and 8 others.



Like · Comment · Share

8 16 1





likes a link.
April 24

The coffee lover and bean snob meets my ridiculous side: I love this.



How 99.9% of people judge the quality of their coffee - I Love Coffee

en.ilovecoffee.jp

The Oatmeal did a guest post for me about how most people judge the quality of their coffee.

Like · Comment · Share



Thank God for Facebook!
Otherwise I'd have to
call 674 people
everyday to tell
them I just
went to the gym.



someecards
user card



All of my friends are posting intense political rants on facebook and I'm over here like, "Hey, I went to Starbucks & the Gym"



someecards
user card

Evolution
Health

stop smoking
MY PROGRAM COMMUNITY TOOLS HELP

Lolly 2

Quit Meter
\$28,121.25
Amount Saved

Profile: 3483
Joined: Jun 27, 2010
Last Visit: Oct 05, 2012

Community Statistics

Forum Replies	Forum	Given	Blog	Received	Blog	Given
35	0	1	1	1	0	0

Recent Posts

Topic	Post	Message Date
Starting my Journey Today!	Hallo again Cynthia, To answer your question...As I was doing all my preparations for my quit, I made up a basket of rewards such as sugar free gum, sugar free sweets, bath foams, bath salts, a/c, shower disks, allows to suck on, music I love etc, and nothing stopping at all. I made lots of what my rewards would be for the future, to encourage me to reach those goals, after one week, two weeks etc, after one month a meal out with someone for example and after six months a day trip destination abroad. I kept on with my 'Quit Corner' along with my 'NETS and hypnosis tapes for relaxation'. When I was having a stress, I could go there, do some deep breathing, do some cold water, and work through that stress. I got all these ideas from an BBC tv when I was connected second offer, and, at that time, we had to do for each contribution to the internet on our 'Where did I?' It was worth every penny to be honest, thank it again when the road, being in Freedom from my addiction. I did not have the courage to reduce my ciggs, gradually as you have done, but you started by to rearrange your days in order to change habits. I also used to try out of the door and walk round the block, taking cold water and taking to myself (without a stop, in the morning run to reassess.) "Inhabited" it takes, just don't smoke." N.O.P.E. "Not one puff ever!" Good Hobbies for these first days and weeks! Stay Strong Cynthia! Love Life, ☺	05/02/2012 4:05:00 AM

5 YEAR MASTER

stop smoking
MY PROGRAM COMMUNITY TOOLS HELP

astrofan

Quit Meter
\$28,121.25
Amount Saved

Profile: 1421
Joined: Mar 09, 2008
Last Visit: Oct 05, 2012

Community Statistics

Forum Replies	Forum	Given	Blog	Received	Blog	Given
3	0	0	0	0	0	0

Recent Posts

Topic	Post	Message Date
Starting my Journey Today!	Cynthia, 4 months like you are off is a great start. Icing it there...it's worth it one thing that really helped me it's drink more than water than a full. Lots of really deep breath too. Go get 'em girl! Nice!! Great posts! 3 tips for starters: #1. Drink water for the gallons. #2 Use a substitute (caramels, jelly, pickles, hard candy - whatever works for you). #3 when the craving get intense, practice slow deep breathing for about 2 minutes until the craving decrease or go away. Let's do this thing!	05/02/2012 2:44:02 PM
Welcome to the BBC, don't stop there!		13/04/2012 12:02:00 AM
Monday Morning Motivation	Super! I will gladly join today's parade! Four years ago today I started the last journey of my life...no smoking, not one puff.I could not have made it without the great folks here motivating me. God bless you all and thank you so much. Maureen/Jan	12/03/2012 10:43:00 AM
4th Anniversary for Jan	Janet, you know I love as brother...congrats on 4 great years. It is waking you up...I think I'll send you a really nice Langhorn T-shirt to celebrate your quit! Thank you for sharing. Mauri-Ann/Jan	08/03/2012 3:52:00 PM
Hi everyone	Nady Take ten tips from an old veterans brother...when the craving start practice a bit of deep breathing, and drink gallons of ice cold water.	01/03/2012 4:48:00 PM

156 Days, 3 Hours and 52 Minutes until next achievement

4 YEAR VETERAN

Evolution
Health

callgirl916 Jan 12, 2009 (12:35 PM)


Breanne, Health Educator Jan 12, 2009 (01:08 PM)

Todash Jan 12, 2009 (03:26 PM)

Lainey Jan 12, 2009 (05:22 PM)

MissMarple Jan 12, 2009 (07:32 PM)

Posts: 385
 Joined: Oct 22, 2008



My Blog: [Click to view](#)

Age: 49
 Gender: Female
 Country: United States
 Occupation: Detective

Ask me! Ask me! I am the patch mama--try the knuckle/fingertip bandaids over the patch. They fit all of them perfectly and keep them snugly in place. Avoid lotions and clean the area before hand if necessary. Also try placing it where an undergarment might keep it secure (the shoulder blade areas where your bra is...I have even put them on my backside where my undies keep them in place...However, I will deny this if you tell anyone! 😊)

My Miilage:

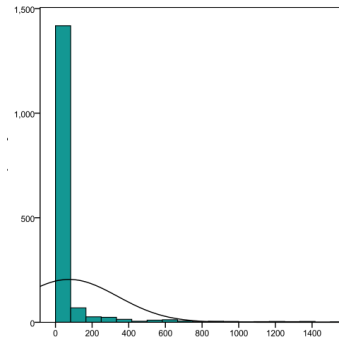
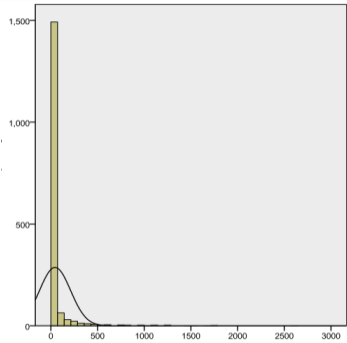
My Quit Date: 10/22/2008
 Smoke-Free Days: 82
 Cigarettes Not Smoked: 3,280
 Amount Saved: \$656.00
 Life Gained:
 Days: 9 Hrs: 7 Mins: 25 Seconds: 39



The 1% Rule

- 90% of those who visit an online community lurk
- 9% contribute infrequently
- 1% account for the vast majority of discussions





- y axis = number of actors
- x axis = number of posts
- The majority of posts were written by 95 (0.4%) SHO actors and 124 (1.1%) SSC actors



JOURNAL OF MEDICAL INTERNET RESEARCH

van Mieker et al

Original Paper

Superusers in Social Networks for Smoking Cessation: Analysis of Demographic Characteristics and Posting Behavior From the Canadian Cancer Society's Smokers' Helpline Online and StopSmokingCenter.net

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Abstract

Background: Online social networks are popular components of behavior-change websites. Research has identified the participation of certain network members who assume leadership roles by providing support, advice, and direction to other members. In the literature, these individuals have been variously defined as key players, posters, active users, or caretakers. Despite their identification, very little research has been conducted on the contributions or demographic characteristics of this population. For this study, we collectively categorized key players, posters, active users, and caretakers as superusers.

Objective: To analyze data from two large but distinct Web-based tobacco interventions (WATI) to help gain insight into superuser demographic characteristics and how they use social networks.

Methods: We extracted cross-sectional data sets containing posting behaviors and demographic characteristics from a free, publicly funded program the Canadian Cancer Society's Smokers' Helpline Online (SHO), and a free, privately run program (StopSmokingCenter.net; SSC).

Results: Within the reporting period (SHO: June 26, 2008 to October 12, 2010; SSC: May 17, 2007 to October 12, 2010), 21,118 individuals registered for the SHO and 11,418 registered for the SSC. Within the same period, 1676 (7.90%) registrants made at least one post in the SHO social network, and 1627 (14.25%) registrants made at least one post in the SSC social network. SHO and SSC superusers accounted for 0.4% (n = 95) and 1.1% (n = 124) of all registrants, and 5.7% (95/1676) and 7.62% (124/1627) of all social network participants, and contributed to 34.78% (59,472/84,599) and 46.72% (61,820/133,735) of social network content, respectively. Despite vast differences in promotion and group management rules, and contrary to the beliefs of group moderators, there were no statistically significant differences in demographic characteristics between the two superuser groups.

Conclusions: To our knowledge, this is the first study that compared demographic characteristics and posting behavior from two separate eHealth social networks. Despite vast differences in promotional efforts and management styles, both WATI attracted superusers with similar characteristics. As superusers drive network activity, organizations promoting or supporting WATI should dedicate resources to encourage superuser participation. Further research regarding member dynamics and optimization of social networks for health care purposes is required.

J Med Internet Res 2012;14(3):e46 | doi:10.1196/jmir.1834



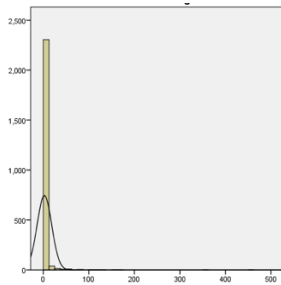
J Med Internet Res 2012 | vol. 14 | iss. 3 | e46 | p. 1 of 13
<http://www.jmir.org/2012/3/e46/>
 PMID: 22413100

Despite vast differences in promotional efforts and management styles, both sites attracted superusers with similar characteristics.



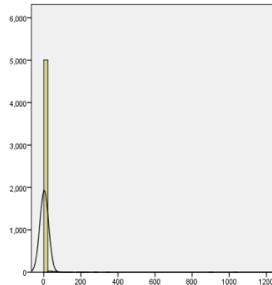
Observance of the *superuser effect* in four web-based social networks designed to promote health behaviour change

Problem Drinking



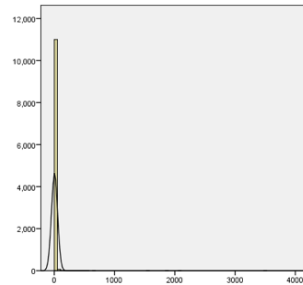
N=2,425 (100%)
n=474 (5.7%)

Depression



N=5,151 (100%)
n = 1,230 (23.8%)

Panic Disorder



N=11,372 (100%)
n = 2,767 (24.4%)

N = Program registrants
n = registrants who made at least 1 post in the social network



Research Question: Who are Superusers of Digital Health Social Networks?

1. Develop a mathematical model (computer algorithm) to detect superusers within existing digital health social networks (datasets)
2. Develop an algorithm for the early identification of superusers to be used online and offline



Thank You!

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