

***SocialMovez*: Effective and responsible health campaigns for adolescents using online social networks**

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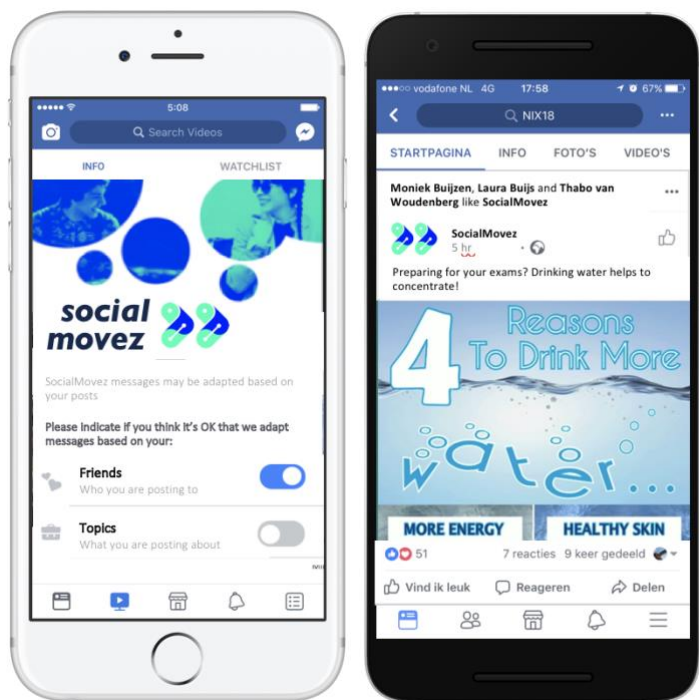
In the worldwide battle against obesity, adolescents are a crucial target group for public health campaigns. In recent years, however, it has become increasingly problematic to reach adolescents. They have turned away massively from traditional mass media, moving to online social networks (OSN), such as *Instagram* and *Snapchat*. Fortunately, OSN hold great potential for health campaigns. Digital OSN features allow automated mass delivery of messages as well as precision targeting of influential individuals in the networks. There is a need, however, to reveal the complex mechanisms how these “peer influencers” can be *identified* and *motivated* using OSN. In addition, OSN campaigning calls for stringent *digital privacy* policies, which may interfere with a campaign’s effectiveness. To harness OSN’s potential effectiveness while respecting users’ privacy, there is an urgent need for an integrated theory- and evidence-based approach, investigating how OSN campaigns should be designed and implemented.

The aim of this project is to develop and test a framework for effective and responsible health campaigns, using OSN to identify and motivate peer influencers while safeguarding digital privacy.

A team of five researchers will address this aim in a four-step multimethodological approach, including automated analysis of OSN communications, qualitative co-creation focus groups with (end-)users, controlled experiments, and a large-scale controlled field intervention validating an OSN-based obesity-prevention campaign in a real online social network ($N = 10,000$ adolescents).

The project will develop and use groundbreaking computational methodologies that allow collection and analysis of complex OSN data. To do so, the team will develop and test the ***SocialMovez WebLab***—a web application for data collection, analysis, and intervention.

The project is theoretically innovative, being the first to provide a comprehensive theoretical framework for OSN campaigning. It is methodologically pioneering in being the first to use innovative digital technologies for data collection, analysis, and intervention. The project also has great societal importance in providing evidence-based instruments for the implementation of public health campaigns.



Sketch of *SocialMovez WebLab*, with privacy-by-design consent feature (left) and campaign message (right)

Specifically, the *SocialMovez WebLab* will result in a science-based *eHealth* campaign instrument that can be used for the implementation and impact evaluation of health campaigns, by researchers as well as health practitioners. Dissemination and use of this instrument will be ensured by a societal advisory board and close collaboration with end-users throughout the project.