USING MOBILE SOCIAL NETWORKS TO BUILD SOCIAL CAPITAL AND REDUCE RISK TOLERANCE AMONG YOUNG PEOPLE IN SOUTH AFRICA

2010 Health Summit
Washington DC
November 2010
Young people account for most new infections in South Africa

Proportion of all new infections projected between 1995 and 2010 (2001 projections)

Why do young people take risks?

**Individual**
- Low self-esteem
- No sense of future
- Uncertain identity

**Social**
- Coercion
- Peer pressure
- Lack of parental communication
- Expectations of womanhood
- Male sense of entitlement

**Structural**
- Poverty
- Low education
- Marginalization
- Inequality

Helplessness in the face of challenges

Sense of constrained choices

Perception of scant opportunity

High risk tolerance
loveLife’s Approach

Risk reduction + reduction of risk tolerance

Connected: Confidence

Creative: Seize opportunities

Complete: Identity, belonging, purpose

Knowledge: Inform through the network
MYMsta: Background

What is MYMsta?

MYMsta is a mobile social network, built using WAP Technology

- Launched in June 2008
- Was the first Mobile Social Network in the world dedicated to youth empowerment and HIV prevention
You are invited to witness an international first!

As a valued member of the media you are invited to join loveLife for light refreshments as you witness the birth of MYMsta and an era where young people can Make their Move and stay HIV free – all with the help of mobile technology.

Come share in the excitement as we launch this new loveLife platform to the media at a press briefing held on the 19th of June 2008. Media members attending will be the first to access this new platform. This is not only a first in South Africa, but a first in the world. We are making our move – are you?

When?
Thursday 19 June 2008

What time?
Briefing and product launch to the media: 11:00 – 12:00
Light refreshments: 12:00-13:00

Where?
loveLife head office
48 Wierda Road West
Wierda Valley
Sandton

RSVP
Please RSVP by 18 June 2008 @ 14:00
RSVP to: botha@lovelife.org.za

WANNA PLAY AND MAKE YOUR MOVE?
THEN BRING ALONG YOUR CELL PHONE!
loveLife unveils new network for youth

BY TAPASHI MIKA

It’s fun, interactive, dedicated to empowering the youth and is the result of its kind in South Africa.

loveLife, a mobile-based social network, MYMsta, and is officially launched nationwide today.

Trina DasGupta, loveLife’s chief executive officer and head of the youth marketing consultan, said the project—which took six months to set up—is designed to provide a safe space for teenagers to express themselves better.

They will be able to define their identity and inspire others to achieve success via their profiles. “We want young people to know how they’re making their move.”

This made loveLife-based technology a powerful tool to spread HIV prevention messages and get the youth to share their daily struggles with their friends.

Teenagers are more likely to protect themselves if they have a strong sense of identity, belonging and purpose in life,” said loveLife chief executive David Harrison.

loveLife media director Sabinet Africa said “it goes beyond a conversation because it’s for the youth to facilitate, connect and be part of the conversation.”

MYMsta users will be able to download music, upload photos, search for friends with similar interests, keep up to date with the latest news and check the latest news and updates.

News, savings, options, search and prizes

MYMsta applications—

- Create a personal profile
- Up Your Game: relate to being involved so that you can share your options and take risks. It includes a quiz after the article to test your knowledge. The calculator then will help you determine how much money you need to save for an item, for how long, and how to get it.
- What’s Hot: movers and shakers will allow you to choose other youth content and see what other youth are doing, and how to do it. The latest news in the country and around the world.
- What’s New: you can choose any content and save it for later.
- What’s New: points and levels. Get higher points and level for a chance to win.

ERRY: how your user and can your voice on issues affecting the youth.

PURCHASE: points and levels. Get higher points and level for a chance to win.
MYMsta: Background

Why a Mobile Social Network?

More than 70% of young South Africans own WAP enabled Mobile Phones, only 10% of the population has traditional internet access.

• By using accessible cellular technology loveLife has created an opportunity for young people across South Africa to come together in a non-discriminatory environment

• Reach target audience, quickly, more effectively in a more measureable way
MYMsta: Objectives

Connect SA youth to one another

• Using the portal to generate debate and interaction – seeding topics

• Using the portal to create a place of ‘safety’ – a permanent link to friends and support (loveLife call center / Mizz B / MYMsta).

Extend loveLife’s on the ground programs

• Re-purpose the one on one programs making content accessible to more people. (Career Map / Movers Map)

• Career Map – Profile linked to opportunities database (featured later)

• Movers Map – designed to create movement (featured later)

Connect SA youth to information and access to opportunities

By using the mobile phone - and all the advantages that the immediacy and personal nature that this device offers – loveLife is able to connect with young people through a medium that speaks to them.
MYMsta: The Portal

What’s on offer?

- Personal Profile > Identify yourself; asks the question: “Who are you?”
- Connection to Like-minded users > Identifies where you fit in
- User generated groups and forums > Creates community and sense of belonging
- News / Gossip > Content of interest creates additional value driving usage and log ins. Usage and log ins keep Brand identity top of mind allowing for seeded messaging
- Blogging and comments > Allows for instant feedback on topics and testing of on the ground programs
- Coin it > A financial tool teaching users how to save money for dream items by breaking down savings into small amounts. This tool also demonstrates that although a goal may appear huge, if you break it into smaller pieces it becomes achievable
MYMsta: Unique Selling Points

• Career Map:
  • Users go through a career quiz which:
    • Identifies brain and personality profiles
    • Suggests 3 Career choices that match your Career profile
    • Allows users to subscribe to Opportunity alerts

• Why is it awesome?
  • A user no longer has to search for opportunities that ‘sound cool’ or that their friends or parents like, now they get RELEVANT opportunities, matching their Career profile delivered to their inboxes
MYMsta: Unique Selling Points

Movers Map:

- Users go through a series of quizzes that:
  - Identify a ‘movers quotient’ and drop practical tasks in each inbox
  - Allows users to see how far they have progressed highlighting the ‘small moves lead to BIG change’ approach
  - Encourages self improvement and monitoring through repeating the tasks in order to increase a users ‘movers quotient’

- Why is it awesome?
  - The tasks are practical and the results, using the mobile phone make it an immediate personal improvement or measurement tool
  - It provides focus for each user
step 5: explore the world of work
for each of your top three career fields, you will now choose 3 jobs you want to do one day.

landscaping and gardening
- arboriculturist
- bonsai culturist
- botanist
- bryologist
- florist
- forester
- garden designer
- gardener / groundskeeper

view opportunities across all provinces
- holiday/vacational job
- holiday/vacational job
- receptionist
- pictures editor
- girl friday

1 of 36 pages next back to hook it up

every problem has in it the seeds of its solution. if you don’t have any problems, you don’t have any seeds. – norman vincent peale

for more help call lovelife: 0800121900

bursaries
view offered | view wanted
jobs
view offered | view wanted
learnerships
view offered | view wanted
volunteer opportunities
view offered | view wanted

tertiary and further education facilities
search for opportunities
sign up for opportunity alerts

competitions
my points
i have a total of 798 points
career quiz: 5
did a quiz: 14
login points: 735
made a forum post: 18
referred a friend: 10
voted in a poll: 16

watcha up 2? submit

MYMsta

love life
make your move
Chat tool & Social Networking

- Incorporating JAVA technology to reduce cost of use in data expensive market
- Through Mobile, connect SA Youth – increase reach
- Through Mobile, introduce opportunities to instil a communal, network based sense of Identity, Belonging and Purpose
- Through Mobile, spread prevention messaging
- Through Mobile, reduce risk tolerance
- Through Mobile, test effectiveness of programs and adapt accordingly

AND

- Through Mobile, ELIMINATE POTENTIAL INFECTIONS OF HIV IN SOUTH AFRICA’S YOUTH