

3 Types of Texters Among Deaf and Hard of Hearing Ages 18-52

1. Convenience Texter

This type of texter chooses texting because it's an easy way to communicate, especially since it's fast and enables multi-tasking. From this texter's perspective, it works well in deaf culture, since deaf people perceive texts more as conversations (whether you like to stay short and to the point, or whether you like to have long conversations). The Convenience texter likes texting because it allows you to have communication whenever you need it. In contrast, a phone is too cumbersome for this texter.

A sample marketing message to target the Convenience texter would be:

"Sign up for emergency message service. It's quick & easy, and faster than a phone call. Best of all, texting fits right into your busy lifestyle."

2. Informational Texter

For this person, texting is for planning and managing work and life, and for facts and information. It provides security by enabling fast communication in emergencies. It's useful and necessary, but not for chatting, conversation, or building relationships. Calling on video phone or meeting in person is a more natural conversation for this type of texter.

A sample marketing message targeting Informational texters is:

"Sign up for emergency message service. It's an easy way to get updated information to keep you safe."

3. Social Texter

Communication is enjoyable for the Social texter and texting makes communicating easy and fun. This person uses it for all kinds of communications all the time: videos, gossip, pictures. Texting is a fundamental way to communicate. In this texter's opinion, texting gives independence to deaf people. Texting is the best option because not everyone has video phone and it offers better coverage than the internet. The Social texter values texting because it helps you stay connected to people.

A sample marketing message for Social texters to opt-in to an emergency texting service:

"Sign up for emergency message service. It's a great way receive important emergency health information you can forward to your close friends and family."