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What Target Populations Want from Text Messaging

Overview:

Distinct texting “personas”—each with specific uses for texting, attitudes towards texting, and reasons for doing it—were found among specific target audiences. By focusing on the characteristics of the personas, public health communicators can craft more enticing marketing campaigns to increase opt-in and inform the development of text messages that resonate with the audience

Method/Participants:

We used Q method to interview over 125 texters from five different communities: 1) Spanish speaking young adults, 2) adults who are Deaf and hard of hearing, 3) young adults from the general population in urban and rural environments, 4) young Native American adults.

Results and Recommendations:

See our website for summaries of our findings about the following populations:

- Overview of texting types
- Spanish speaking young adults
- Deaf and hard of hearing adults
- Urban young adults
- Rural young adults
- Native American young adults

