Mobile Phones and Health Communication for Young Adults: An Exploratory Case Study about Incorporating Text messaging in Pregnancy Care Support in Edmonton

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Research shows that reproductive health initiatives for youth, using SMS (texting), are successful worldwide. The purpose of this qualitative case study was to explore and describe how introducing SMS in an agency supporting people facing unplanned pregnancies in Edmonton could enhance agency-client relationships. Six counselors and six young adult clients were individually interviewed. Findings exposed that adopting a technology in a non-profit agency is a complex process, where technological, social, economic, cultural, and personal factors all play a key role. The clients belong to the mobile phone culture and were open to receiving relevant SMS from the agency; however, the counselors did not adopt SMS because of their beliefs and behaviors towards this technology. This study reveals that introducing SMS to the agency did not improve the agency-client relationships, but it could if the service becomes useful for clients. Further research in this area is needed and would be valuable.

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Health communication is the study and practice of communicating promotional health information, such as in public health campaigns, health education, and between doctor and patient. The purpose of disseminating health information is to influence personal health choices by improving health literacy. Because effective health communication must be tailored for the audience and the situation, research into health communication seeks to refine communication strategies to inform people about ways to enhance Review of Use of Asynchronous Technologies Incorporated in Mental Health Care. Current Psychiatry Reports, Vol. 20, Issue. 10 Investigating the utility of mobile phones for collecting data about adolescent alcohol use and related mood, stress and coping behaviours: lessons and recommendations. Drug

Lupton, D (2013). With the mobile phones increasing demand on younger generation, there are positive effects towards the academic status of the students. From just a slow-paced communication system to a fast and advance method of communicating, all individuals are affected especially the younger generation which include students in schools. Today, cell phones and other devices are used by millions of people across the country. Cell Phone technology has advanced to the point where they have the functions and capacity of a computer, allowing students and adults to access the internet, music, take pictures, send messages, etc.

Mobile phone usage patterns amongst university students: A comparative study between India and USA.