

The 9 Tribes of the Internet and Their Interests in Healthcare (analysis by M. Tremblay based on the Pew 9 Tribes work)

The 9 Tribes of the Internet (% of US population data)	What each tribe wants from technology	Type of Health Person and their specific health expectations using technology		
		The Well	The Newly Diagnosed	Those with Long Term Conditions
Digital Collaborators (perhaps 8% of population): always connected through broadband or wireless	a place to jack into the grid tools for collaboration want to be involved in experiments to enhance grid services	expect access to health information symptom-checking and self- diagnosis	smart devices (e/m-health) access to other people like themselves through social media	mobile and telehomecare in the smart home
		expect electronic prescribing, test results, electronic appointment booking and access to their health record expect email/text based links with care providers as a normal feature		
Ambivalent Networkers (7%): use mobile technology selectively, but feel obliged to be connected	need help navigating information overload		may be non-compliant with services that are only digitally provided	
		offer choices between traditional and technologically enabled services		
Media Movers (7%): engaged in sharing content online; but it is not about creativity or personal productivity	offer help to share their ideas, creations and content offer social networking and opportunities to make connections	access to health information resources, directories and ability to personalise	access to social networking like-minded patients	
			opportunity to connect quickly and drive content	grid-based communities, and opportunities to drive content
Roving Nodes (9%): actively use mobile devices to organise their social and work lives	help them be efficient, especially as a parent as the majority are female offer technologies that help them check up on things, particularly using cloud technologies	expect electronic prescribing, test results, electronic appointment booking and access to their health record		
		symptom-checking and self- diagnostic services that are very user-friendly	use push alerts and reminders for medicines, appointment, treatment plans provide service options that do not require users to be adopters of the technologies but only of its functionality	

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Mobile Newbies (8%): really like their mobile phones, but don't use internet much	offer how-to and coaching material offer technology support provide pathways to make finding information and services easy	mobile (on-demand) health information services	offer choices between traditional and technologically enabled services make sure technologies come with a support service	
		focus technological support through the mobile device, not the desk-based computer		
Desktop Veterans (13%): early internet adopters are happy to work from a desk to search for and access services and information; mobile phones are used to make phone calls	offer good technology and connections highly self-sufficient searching for services, so offer self-service options would value tutorials to help them engage in social media	expect electronic prescribing, test results, electronic appointment booking and access to their health record	symptom-checking and self-diagnostic services	may require accessibility technologies to meet their at-home preferences, rather than mobile health may become an adopter though as long as it meets their self-sufficiency expectations
Drifting Surfers (14%): infrequent online users and users of mobile services; use technology for basic information gathering and would be unlikely to miss loss of internet or phone	don't force technologically based applications at this group most likely to drop technology that is hard to use	offer traditionally structured services		
			make sure any technologies are easy to use, as compliance may be more a function of the technology than the patient's willingness to comply with a care regime	

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Information Encumbered (10%): see no great benefit from technology in their lives and are firmly rooted in old media	don't force technologically based services or solutions at them help them find information, navigate to services	make sure information is organised for easy use and access and not from multiple sources (will value a single authoritative provider)	offer choices between traditional and technologically enabled services but may be non-compliant with services that are only digitally provided	
Tech Indifferent (10%): not heavy internet users, and don't use mobile phones much and generally don't see their value	technology is seen as not having any benefit to their lives value public access facilities if they need access to digitally based services as they unlikely to have the necessary technology	depend on traditionally organised health services in physical locations	are more likely to think of high tech healthcare as low touch, as they associate care with people, not devices	May be prepared to learn to use technology, but it must work easily, and not require special expertise, and not detract from interaction with people
Off the Net (14%): do not use the internet or mobile phone and do not possess the technology, but may have in the past, but found it didn't offer them anything of value	traditional services are most useful community-based activities and social venues may be influenced by baby steps internet courses	depend on traditionally organised health services in physical locations are likely to be reluctant users of specialist health technology devices, but if required to may have difficulty even with relatively simple procedures are more likely to think of high tech healthcare as low touch, as they associate care with people, not devices		