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Promoting Awareness of Teen Pregnancy Through Multimedia Storytelling: The Case of Elizabeth House in Ecuador

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PROMOTING AWARENESS OF TEEN PREGNANCY THROUGH MULTIMEDIA STORYTELLING:
THE CASE OF ELIZABETH HOUSE IN ECUADOR

By

Mary Hall

Honors Scholarship Project

Submitted to the Faculty of

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Promoting Awareness of Teen Pregnancy through Multimedia Storytelling:
The Case of Elizabeth House in Ecuador

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Abstract

Advocacy journalism takes the basic principles of journalism—factual integrity, clear concise writing, storytelling, and educating the public—and uses them to tell the story of a particular cause or organization. Advocacy journalism moves one step past the traditional confines of journalism to reach an audience with a particular message. As Reader (2011) said, “Objectivity is about presenting what is, but advocacy is about changing what will be” (p. 2).

The goal of this project was to use advocacy journalism within a blog platform to raise awareness of the work of the not-for-profit organization, Casa Elizabeth, a home for pregnant teenagers in crisis situations in Quito, Ecuador. The project represents a creative project begun during the summer 2014 (when the researcher served as an intern living in Casa Elizabeth for two months with five teen moms and their children) and continued through the 2014-2015 school year.

The project was accomplished through a blog that told the stories of the home — the participants’, the workers’, and mine (as participant-observer journalist) — to gain support for Casa Elizabeth. The blog posts were both Spanish and English, incorporating media such as photography, audio and info graphics. To measure effectiveness, a record was kept of followers, hits, shares, and likes of particular posts. This record was used to create a best practices methodology. Conclusions show that consistent posting increases blog participation over time, builds a social media network surrounding the blog and creates a greater reader-investment in the cause.

Literature Review

Journalism Versus Advocacy Journalism

At its most basic level, journalism is rooted in storytelling. Unlike other prominent fields of storytelling, such as literature or film, journalism limits itself to telling true stories. Storytelling is essentially a human activity—one that shapes our identities both as individuals and within a community. A 2010 study found that, “Narrative allows individuals to express identity statements including ‘who we are’ and ‘who we are becoming’” (Mayer, p. 62). This is why journalism has the potential to enact powerful change through identity transformation. It does not just impact the subjects being written about (the girls or workers of the home), but also the journalist herself. Thus, through storytelling, meaning is created.

One aspect of a journalist’s job is to set the news agenda. While the media draws attention to certain topics, it is the journalist who chooses those topics (“Framing”). This theory is called agenda-setting news. Agenda-setting news educates the public and allows them to make better decisions based on that education.

Advocacy journalism is a category under agenda-setting news. Within advocacy journalism, the journalist tells the story of a specific cause. In the case of this project, the cause is the work of the not for profit Casa Elizabeth. Reader (2011) wrote, “Advocacy journalism extends beyond holding others accountable to actually being a proactive player in bringing about change” (p. 1). While sharing similarities with traditional journalism, advocacy journalism has one essential difference: advocacy journalism has an intentional and transparent bias (p. 6). In the same article Reader wrote, “While still rooted in gathering, organizing, and presenting reliable information, the advocacy journalist is openly trying to make a case, rather than affecting objectivity”

(Quoting Sterling, p. 6). In this project I will be working from the bias that Casa Elizabeth is an organization worthy of support.

“Framing” the Story

It is in this intentional and transparent bias that the journalist has to be particularly careful. How a journalist presents a story creates meaning. Journalists cannot tell every detail or fact about every single story. Thus, they must decide the most important angle to present. This theory is called “framing.” McNair said, “The ways in which journalists frame events—from camera angle and soundtrack to word choice and narrative genres—based on subjective choices made by journalists... work to transform an event into a true and authentic story and, finally, into a form of expertise” (Galusca quoting McNair, 2012, p. 3-4). Journalists make conscious (and unconscious decisions) to tell a story with a certain medium in a certain way.

The framing process has several ramifications. Each choice a journalist makes when telling a story demonstrates the journalist’s angle to the audience. However, it is in framing stories that certain ethical questions can arise (Wade, 2011, p. 1175). In one study done on how the messages of journalists correlated with general knowledge about female genital cutting in Africa, researchers found that the way the reporter presented the issue greatly impacted how readers understand it. How the reporter told the story caused the reader to view Female Genital Cutting as either a social, cultural, political, or human rights issue.

In situations where not much is known about a cause, journalists have incredible power to shape how the public not only understands the topic but those involved. When this is the case (as it is working with Casa Elizabeth in Ecuador), the journalist has an even greater responsibility report accurately. It falls on the journalist to continue to employ the standards of journalism while still delivering engaging stories that appropriately demonstrate the culture (Cohen, 1988, p.

17-20).

Controversy Versus Consensus

Open and transparent bias may also cause some to question the ethical legitimacy of advocacy as true journalism. However, some have proposed that within the context of societal consensus, advocacy journalism becomes an acceptable practice (Wade, 2011, p. 1167). Hallin (1986) outlined two spheres within society: the sphere of legitimate controversy and the sphere of consensus (p. 197). If society has divided opinions about a cause, then that cause falls into the sphere of controversy. A reporter cannot advocate for the cause because the controversy requires professional objectivity. For example, a reporter would not be able to ethically advocate for a Pro-life cause because American society is very strongly divided on that issue.

Wade (2011) proposes that in contrast, the sphere of consensus does not require a neutral mediator. “Consensus issues are ones that most everyone, including politicians and corporations, can safely support” (p. 1167). Because society as a whole agrees to a certain opinion, then the reporter’s bias is immaterial: “Consensus, once built, open[s] up options for media actors that would otherwise have been largely foreclosed” (p. 1167). Therefore, when advocating through journalism, it is important to assess in what context the message is being sent: the sphere of controversy or the sphere of consensus.

Similarly, societal consensus surrounding an issue is even stronger when that issue takes place in another country. This is known as the idea of “other” (Wade, 2011, p.1176). American society is more apt to accept the bias of a reporter advocating for an organization overseas than for one in the U.S. It is more acceptable for advocacy journalism to take place in this context. The cause of Casa Elizabeth is thus more solidly placed in the sphere of consensus.

Social Consensus and the Case of Casa Elizabeth

The case of Casa Elizabeth derives its social consensus from the American ideal of “unalienable human rights,” one of the foundational core beliefs of American society. The concept of unalienable rights traces back to the Magna Carta, which “helped to create a legal culture which rested on the conviction that the liberties of the individual had a solid legal foundation” (Dippel, 2004, p. 713). When American Revolutionaries later decided to break with England, orators such as John Adams claimed the revolution was more an issue of human rights than of political arguments (Dippel, 2004, p. 714). These ideas—that every human no matter the nationality, religion, ethnicity, or social status has the same rights— became not just a political ideology, but a cultural core value. Therefore, social justice causes fall under the societal consensus that America protects human rights (Wade, 2011, p. 21178).

Casa Elizabeth is a crisis pregnancy center and home for teenage girls. It seeks to provide for the physical, emotional, and spiritual needs of women who do not have proper support during their pregnancy. In Ecuador, teen pregnancy rates are extremely high. Ecuador has the highest teen pregnancy rate in South America or the Caribbean. Some estimate as many as one in five Ecuadoran women have their first child before the age of eighteen (UNICEF, 2007, p. 12). The Ecuador National Report in 2013 indicates that there are 81 births per 100 girls aged 15-18 (UNFPA EATA, 2013, p. 19). Not only are these rates surprisingly high, but the problem is increasing exponentially in the country as well (UNICEF, 2007, p. 5-7).

There are a variety of socio-cultural and socio-economic reasons for this phenomenon. These births are often the result of insufficient sexual and reproductive education, abuse, or cultural stereotypes that generally blame the mother and absolve the father. It is a pandemic that impacts the poorest of the country the hardest. UNICEF (2007) data demonstrate that the fertility rate is drastically higher among those below the poverty line, at least four times more prevalent than

those among the upper class. Pregnancy in a young woman's life can keep her in a cycle of poverty. Teen pregnancy has been correlated with vulnerability, early school dropouts and economic disadvantages in the country. Adolescent pregnancy places these girls at high risk for low educational and occupational attainment and low socioeconomic status within society (Goicolea, Wulff, Ohman, & San Sebastian, 2009).

The cause of Casa Elizabeth then also falls into the American society sphere of consensus. Because a core cultural value is human rights, the majority of society would also acknowledge the right of these mothers to have their needs met while pregnant. Because the cause of Casa Elizabeth falls into the sphere of consensus, writing on behalf of this organization could be seen as a legitimate and ethical form of advocacy journalism.

Online as a Platform for Storytelling

Once the journalist has decided to cover the stories of a particular cause, the journalist then has to choose the platform. Each media platform has its own strengths and weaknesses. Therefore, the platform chosen is an important consideration for the journalist. This project employed the online platform, blogging.

Blogs were chosen as the platform for this project for two reasons. First, blogs "give readers a rich sense of place" (Fanselow, 2008, p. 24). Because blogs allow readers to actively participate in the message through responses and comments, readers take ownership of the message. Secondly, blogs are considered one form of social media. Understanding and implementing social media such as Twitter, Facebook, and LinkedIn, "are key(s) to communicating a message to a large and targeted audience" (p. 12). Blogs are easy to link to other social media pages, giving readers another way to both take ownership of the message and share that message with their friends.

Beckett (2013) wrote, “Any ‘viral’ online media phenomenon achieves success thanks to one or more of three factors: source, content, network” (p. 14). It is not enough for a cause to be significant; the way the cause is presented, who is presenting it, and the community who receives the information all factor into the message’s success.

The information source in the context of this project will be the author of this paper. The source, or journalist, gives voice to message. The source must do the difficult work of finding the stories to be used, decide what diction to use, and shape the story to fit the message. If the source is weak, then the message is weak as well.

The content of the message is perhaps the most important factor. The content is the actual information presented, derived directly from the work to uncover stories worth telling. The content is crafted based on the needs of the story. In the case of this project, the content will be the stories of the women and workers of the home.

Price (2010) wrote, “Successful blogs have a clear purpose and the blogger typically sets this out within the first postings” (p. 36). This “clear purpose” is presented in several ways. Price (2010) further explained that each posting needs a clear and functional title, date, a series of paragraphs, and some form media (photograph, video, etc.) (p. 37). These guidelines create a blog both understandable and useable by its audience.

The blog network is also an essential component to consider. The network is the community that receives and surrounds the message. The network in this project will be the audience of the blog created. The best blogs “evolve into online communities where dozens—sometimes hundreds—of citizens regularly comment, offer news tips, and generally gather around these blogs just as they might meet at a local coffee shop” (Fanselow, 2008, 24). When a blog is done well, the audience members actively participate in sharing the message. As the

audience members share links through social media and word of mouth, the message reaches farther than even the source originally intended.

Methods

A journalist should care deeply about their community and world. This project is an expression of that desire to not just write about the world, but enact social change in that world. The goal was to create a product that would not only uphold the ethics and dictates of journalism, but also bring awareness to an overwhelming social issue in Ecuador: teen pregnancy.

The method was a combination of traditional journalism skills paired with an understanding of multimedia technology and social media. The product produced from the project was a blog created for the purpose of advocacy journalism. The blog was designed to be used as place of greater understanding of the social issues surrounding teen pregnancy, specifically from the standpoint of one organization: Casa Elizabeth.

The content for the blog was gathered during the summer of 2015, when the author served as an intern with Casa Elizabeth. During the summer, the author lived the life of the members of the home. She shared a room with two teen moms and their newborn babies; shared chore and cooking responsibilities; and followed their regular schedule (wake up, meals, lights out, etc.). The purpose of this was to experience their lives firsthand, an absolute necessity in seeking to write about a different culture and socio-economic situation.

Over the course of the two months living in the home, eight interviews were conducted and ran approximately from thirty minutes to an hour. Each of the five teen moms, two workers in the home and the president of Casa Elizabeth were interviewed. For privacy protection, the teen moms choose a different name for reference on the blog. Photography and audio excerpts from the interviews were also collected at this time. Because of the data collection concerning human subjects, it was necessary to receive IRB approval, which was done during the spring semester of 2014 before leaving for Ecuador.

An independent, multimedia blog was then created. A page to a previously created journalism blog, multimedystoryteller.wordpress.com, was added. A small following had already been created through posts on other subjects providing a network base. The website management system WordPress was chosen because it gives the user the ability to incorporate all forms of media: audio, graphics, photography and text. It also offers free statistics and analytics of followers, hits, shares, and likes of particular posts for users.

The next step was to write the stories. Each interview was transcribed in Spanish and then translated into English. The microcosm profile was chosen as the format. The microcosm profile uses one person's story to demonstrate a larger trend. Blundell (1988) wrote, "We are using [the microcosm profile] as a vehicle to tell a wider tale, as a representative of other subjects that are going through the same experiences" (p. 30). Each girl interviewed was related to one of the socio-cultural or socio-economic causes: culture of sexual abuse, lack of reproductive education, cycle of poverty, lack of a father figure in the home, or cultural stereotypes . Each story gave the real-life example that verified what statics, psychologists, sociologists and economists have reported. The microcosm profile worked well in this project because it directly related to the goals; it used the stories of the organization to represent the wider social issue. Photography, graphics and audio were incorporated into the article as appropriate. The posts were mainly in English; however, some Spanish was incorporated in certain postings.

The blog was then updated with the stories. Social media were utilized to drive traffic to the blog site. Statistics during two different time periods were collected. The first time period spanned one year: from April 2014-April 2015. It is important to track this period of time because it shows how traffic to the site ebbs and flows. The second period of time was over the "trial month:" March 16, 2015 through April 12, 2015. During this month, articles were posted

once a week. Those posts were linked to Facebook and Twitter to increase readership. This period is important to evaluate how consistent posts to the blog and social media sites changes readership and followers. The statistics were then analyzed with the purpose of creating a best practices methodology for advocacy blogging.

Results and Discussion

Like any scholarship project, there were several limitations encountered throughout the process. While these did not ultimately hinder the project, they did have to be overcome in order for the project to succeed. The next section will discuss these limitations.

Technical limitations

While in Ecuador, access to programs needed to finish the project was not available. These programs included Photoshop, audio software and graphic software. These limitations meant that final postings of blogs had to be postponed until the author returned to university where these programs were available.

Time limitations

While living at Casa Elizabeth, the author had several different responsibilities, including that of being an intern with Casa Elizabeth, Spanish classes to fulfill university requirements and the interview process for this project. This limited the amount of time that could be scheduled to do the translation and writing of the blog posts. While the original plan was to write each post while in Ecuador, it soon became clear that this was not practical due to these time limitations, and the “trail month” was substituted. The limitations with this substitution are that tracking changes in readership and followers over a one-month period is not as indicative as a longer period of time.

Culture limitations

Any time a person participates in the life of another culture, there are misunderstandings that potentially can occur. This includes misunderstandings that take place during daily life, misunderstandings of language differences during interviews and misunderstandings in the translation process. These misunderstandings are even more common when language is

considered. In this project, the interviews and daily interactions took place in Spanish, the author's second language. While the author speaks Spanish fluently, it is admitted that some error could occur. In order to counteract these misunderstandings, each interview was recorded and transcribed. Great care was then taken with the translations and, if a meaning was in doubt, the quote was not used. Information gained from the interviews was cross-referenced with information received from staff of the home to double check stories for accuracy.

Privacy limitations

All of the adolescent mothers except for one were under the age of eighteen at the time of the interviews. Each was placed in the custody of the nonprofit Casa Elizabeth and was labeled as minors by the government. Several of the teen mothers were involved in court cases. Great care had to be taken to protect the privacy of these individuals, to protect the girls physically, and the organization and the author legally. Some of these limitations included changing the names of individuals in the blog posts, not using certain photos and keeping certain information private.

Results

As stated previously, statistics over two different time periods were analyzed. The first period took place over one year, from April 2013 to April 2014. Two spikes in the data emerged, directly related to the blog posts for this project (Graph 1.1 and 1.2). The first spike was directly before the author left for Ecuador. During the months of April and May 2013, ten blog posts were posted and there was a similar spike in views, visitors, likes and comments. The second spike was during the trial month, March-April 2013. Again, during this period six blog posts were posted and the same spike in views, visitors, likes and comments was seen.

The data from the second time period, March-April 2014, showed similar, although slightly different, results (Graph 2.1 and 2.2). There were similar spikes in the data in regards to

views, visitors, likes and comments. It is important to note however, that these spikes are not as easily related to number of posts, because this number of posts a week stayed the same over this period of time. Perhaps it is better to correlate these spikes with similar spikes on refers from social media (Graph 3.1). A “refer” references the way a person finds out about and decides to visit blog or a particular page. For example, after a blog post, the author may share that post on Facebook or through email alerts. When their friends or followers see the post and decided to click on it, the person has been “referred” to the blog site. The spikes in likes, comments, visitors and views during the trial month are very similar to the spikes seen charted in Graph 3.1, particularly the spikes in Facebook and email refers.

It is also important to analyze how particular posts did when shared on other social media sites. Likes, comments and shares were tracked on the posts to Facebook throughout the trial month (Graph 3.2). Posts on Facebook stayed standard throughout the entire trial period except for the last week; twice as many were posted the final week (4/6-4/12). The most significant changes were in number of likes on these posts — they spiked significantly the first and last weeks of the project. Number of comments increased slightly over the month, as did number of shares.

Perhaps one the most interesting results from the study was that there was not an increase in the views per visitor data (Graph 1.2 and 2.2). The “views per visitor” refers to how many posts a visitor looks at once they are on the blog site in a single visit. The views per visitor stayed steady over both time periods, although it lowered towards the end of both time periods. In fact, the only spike seen is in September, when no blog posts were posted at all. One possible explanation for this could be repeat visitors. The first time a person visits the site, they are likely to click on other posts and explore the blog; however, if they return to read the next blog post,

they are less likely to navigate away from that page, since they have read the other posts previously. Wordpress does not provide statistics on repeat visitors and so there is no way to know conclusively the reason for this. Possible future study could compare the data of views per visitors with that of returning visitors to evaluate this further.

In relation to this idea, one result that was unexpected was the increase of views on project related pages and a similar increase in non-project related pages (Graph 1.3). The increase followed the similar spikes seen in number of posts over one year.

Discussion

These results point to the relationship between an increase in posts and a growing network and can be explained through an understanding of how social media sites and their networks function. We see this relationship clearly in the analysis of the data over the one year period. As the number of posts increased, so did the number of visitors and views, as well as likes and comments. It is important to note that the spikes in posts also related to posts related to this project. This indicates that a network related to the project was begun during the first spike and continued during the second spike.

The results during the trial month reveal relationship between the number of posts and the growing network with other social media sites. As stated previously, during this period of increased posting (once or twice a week) spikes in views, visitors, likes and comments on the blog increased as well. However, these spikes cannot be related to the number of posts, because that stayed consistent throughout the month. Instead, these spikes can be related to the refer data from Facebook and other social media sites.

To understand this, it is important to understand how these social media sites work to create networks. The largest amount of refers were from Facebook. This is best explained in that

the author's greatest social media network is on Facebook. Posts to this site have the farthest reach. What comes up in a person's Facebook home page is directly related to how much traffic a post is receiving. As likes, comments and shares increase, the more likely it is to show up in friends' homepages. In this way, a growing network in action can be seen through this site. Throughout the trial month, shares and comments increased on Facebook posts, as well as refers from Facebook to the blog site. This indicates that as members of the network interacted with the Facebook posts, more traffic was driven to the blog. Although Twitter works in a similar way, the results from Twitter refers were inconclusive; the author supposes that this is because of the much smaller network previously generated on that site.

Wordpress works to build networks among bloggers in a similar way. In addition to the blog site each author publishes, they are provided with a home page which features other recent posts the author may find interesting from other bloggers. The interest level is related to tags (key words associated with certain posts) and similarity in topics. Blogs that are more active are also more likely to show up on this home page. Some traffic to the blog site was generated through the Wordpress homepages, indicating that one particular strategy may be to follow and cultivate networks with similar-topic blogs.

Email was also an unexpected source of refers, particularly in the second week. Some of these refers most likely came from previous followers to the blog. Wordpress sends out emails to follows letting them know when a new blog post is published. However, the spike during week two can be explained through the Facebook network. One Facebook network member stated that she sent out emails with the blog post from that week to many in her contact list.

Search engine refers is related to the tags the blog author associates with his or her blog post. The most common tags associated with this project's posts were "Casa Elizabeth,"

“IncaLink,” “Journalism/Multimedia,” “Teen Pregnancy,” “Abuse,” “Honors,” “Advocacy” and “Ecuador.” Tags connect a blog post to a specific topic; then, when a person searches those topics in a search engine (called terms), the blog post is likely to pop up. This expands the network further than an author could do through simply social media. In regards to this project, these terms accomplished this goal. The blog posts related to this specific project can be found by a Google search through several different combinations of these terms.

It is also important to note that an increase in views on the project related pages increased views on non-project related pages on the blog site. This is an unexpected result, but one that points again to the formation of a network around a specific person or a specific cause. It stands to reason that if a reader is interested in one blog post of an author, he or she might be interested in another. This can be applied to blogs that cover several different topics and seek to build a network around the blog as a whole. Increased activity over several different pages and topics could potentially increase support for the organization as a whole exponentially as networks around one topic overlaps to other topics.

Conclusion and Future Study

Perhaps the overarching conclusion that can be reached from this data is that social media networks build on themselves. As an author increases the posts he or she writes and shares, the more their followers will be notified to those posts. The more they are notified, the more likely they are to interact with those posts, which often results in their friends or acquaintances coming into contact with the posts. The network perpetuates a greater network, which grows as it is cultivated consistently. Most importantly, as a network grows, it gives the blog site credibility. A person is more likely to click on something shared by their social media friend, or on a site that has a consistent network surrounding it.

This project accomplished its goal of building such a network. Views, visitors, comments and likes all increased on the blog throughout the project. When those posts were linked to Facebook, many members of the network began sharing the posts, and one emailed the posts to several friends, generating more traffic to the blog.

Best practices

In conjunction with these results, the author proposes the method of five best practices to use blogs for journalistic advocacy purposes. The goal of this best practice methodology would be to both increase the blog network and that network's loyalty to the particular blog and advocacy topic. The following are five ideas proposed by the author to accomplish this goal.

Post weekly. There is a demonstrated relationship between increasing posting and increasing the social media network. Posting at least once a week ensures new content and captures the interest of potential network members. Posting weekly also makes the blog more likely to be posted on other authors' Wordpress homepages.

Post consistently. This is a credibility builder. It is easy for a person to start a blog, post a few times and then never post again. Posting consistently shows the social media network that the blog's contents is worth receiving emails from and worth promoting or sharing. Basically, it shows the network that the blog is credible to be associated with publically.

Integrate between social media sites. The majority of the traffic this project's blog received was through refers. Those refers occurred because of the integration between many social media sites: Facebook, Twitter, email, search engines and Wordpress. This integration between sites is key because once again it expands the network to new potential members, and, when done well, the network will expand on itself to grow exponentially.

Utilize social media networks that already exist. An author seeking to begin a blog already has established a social media network — their own personal one. If an author is a tweeter, use that. If a facebook-er, use that. A person has already established some credibility with their social media friends or followers; take advantage of that credibility to promote the message.

Utilize search engine tags related to the project. This project saw an increase in search engine ranking as a result of the use of tags. Using a group of tags over and over will increase this ranking, once again expanding the network to new potential members.

Future study

What cannot be shown in the statistical data related to this project is the why behind a network member's choice to click to the blog page. That particular discussion is outside the boundaries of this project; however it is potential area for future study. The author would like to propose two reasons beyond the credibility created through the network: use of multimedia and use of human stories. Multiple studies have supported the idea that blog posts that utilize several

different forms of media (photography, video, graphics etc.) and human stories are more attractive to the reader and therefore more widely read (Parker, 2012; Merry, 2010; Price, 2010).

Blogging, particularly in regard to journalism and advocacy, is an emerging field that does not have much research associated with it. There are a wide variety of topics that could be further explored. Some possibilities are: Would a vlog (video blog) change the advocacy message of a traditional blog? How does a nonprofit's blog differ from a personal blog? How would greater integration with multimedia (more videos, audios bits, etc.) increase viewership? How would the project change if the "trial month" was expanded to over a year or two?

Appendix

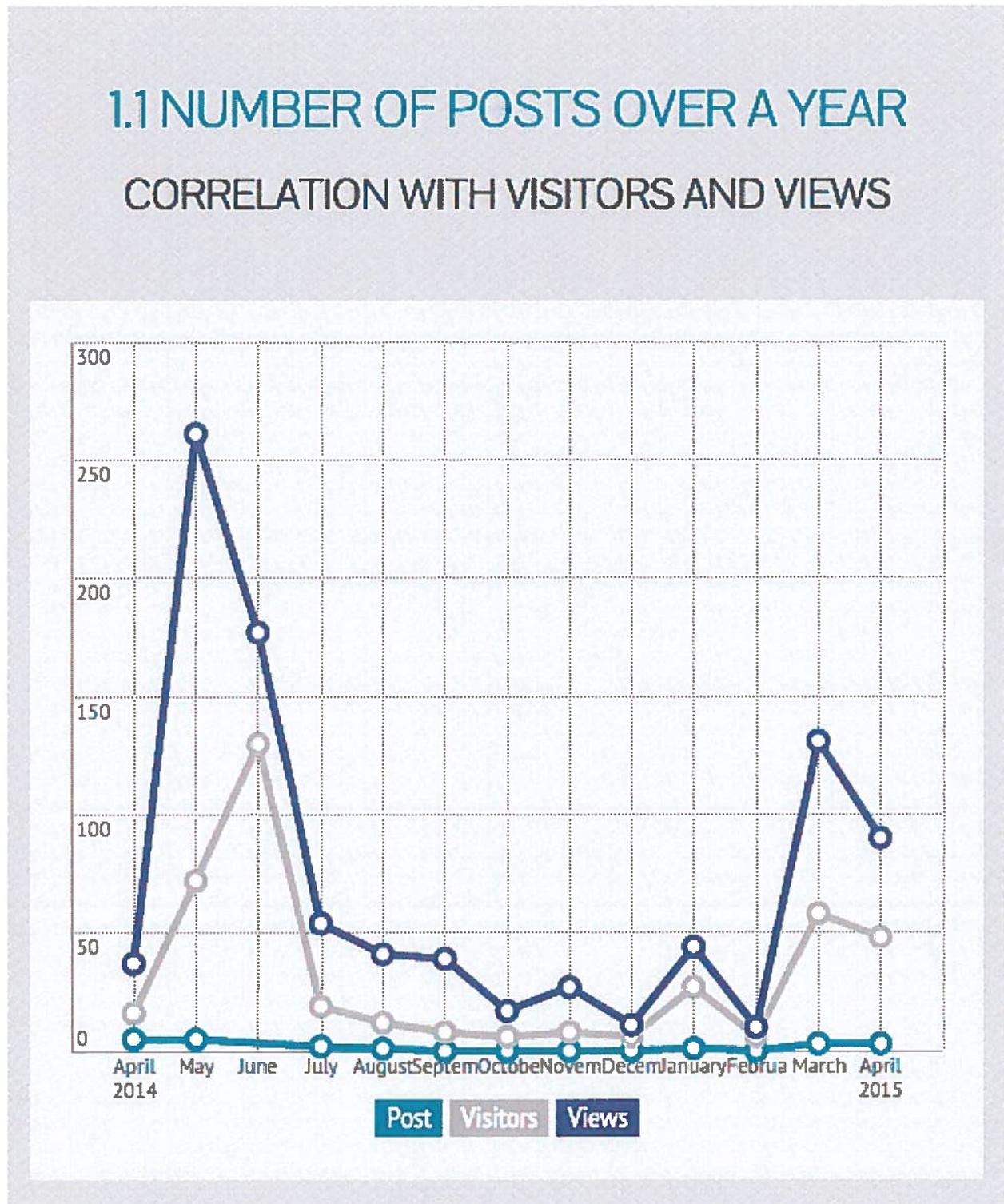
Table 1.1 Views on blog posts over a year

Views on blog posts over one year													
	Apr-14	May	June	July	August	September	October	November	December	January	February	March	15-Apr
Views	37	261	177	54	41	39	17	27	11	44	10	131	90
Visitors	16	72	130	19	12	8	6	8	6	27	6	58	48
Views per visitor	2.31	3.36	1.36	2.8	3.42	4.88	2.83	3.38	1.83	1.63	1.67	2.26	1.88
Post	5	5	2	1	0	0	0	0	0	1	0	3	3
Likes	1	18	0	0	0	0	0	0	0	4	0	1	1
Comments	0	6	1	0	0	0	0	0	0	1	0	1	2
Views on project related pages	0	5	137	18	19	17	0	1	0	29	4	40	57
Views on other pages	46	249	36	35	22	24	15	26	11	15	3	20	33

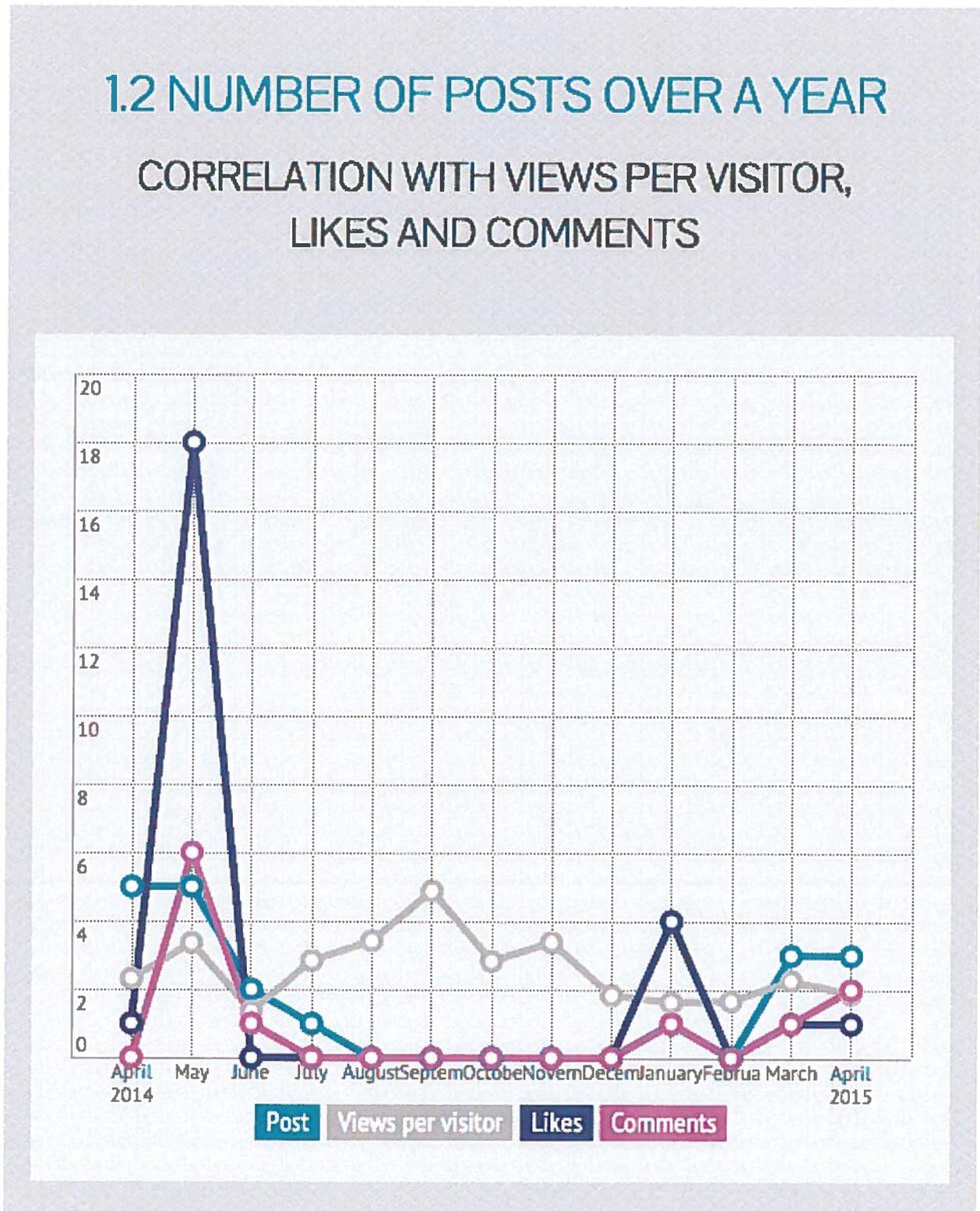
Table 1.2 Views on blog posts over trial month

Views on blog posts over trial month				
	3/16 to 3/22	3/23-3/29	3/30-4/5	4/6-4/12
Views	18	94	43	65
Visitors	7	49	18	35
Views per visitor	2.57	1.96	2.39	1.86
Post Published	2	1	1	2
Likes	0	1	0	1
Comments	0	0	0	2
Views on project related pages	10	56	19	74
Views on other pages	8	38	24	18

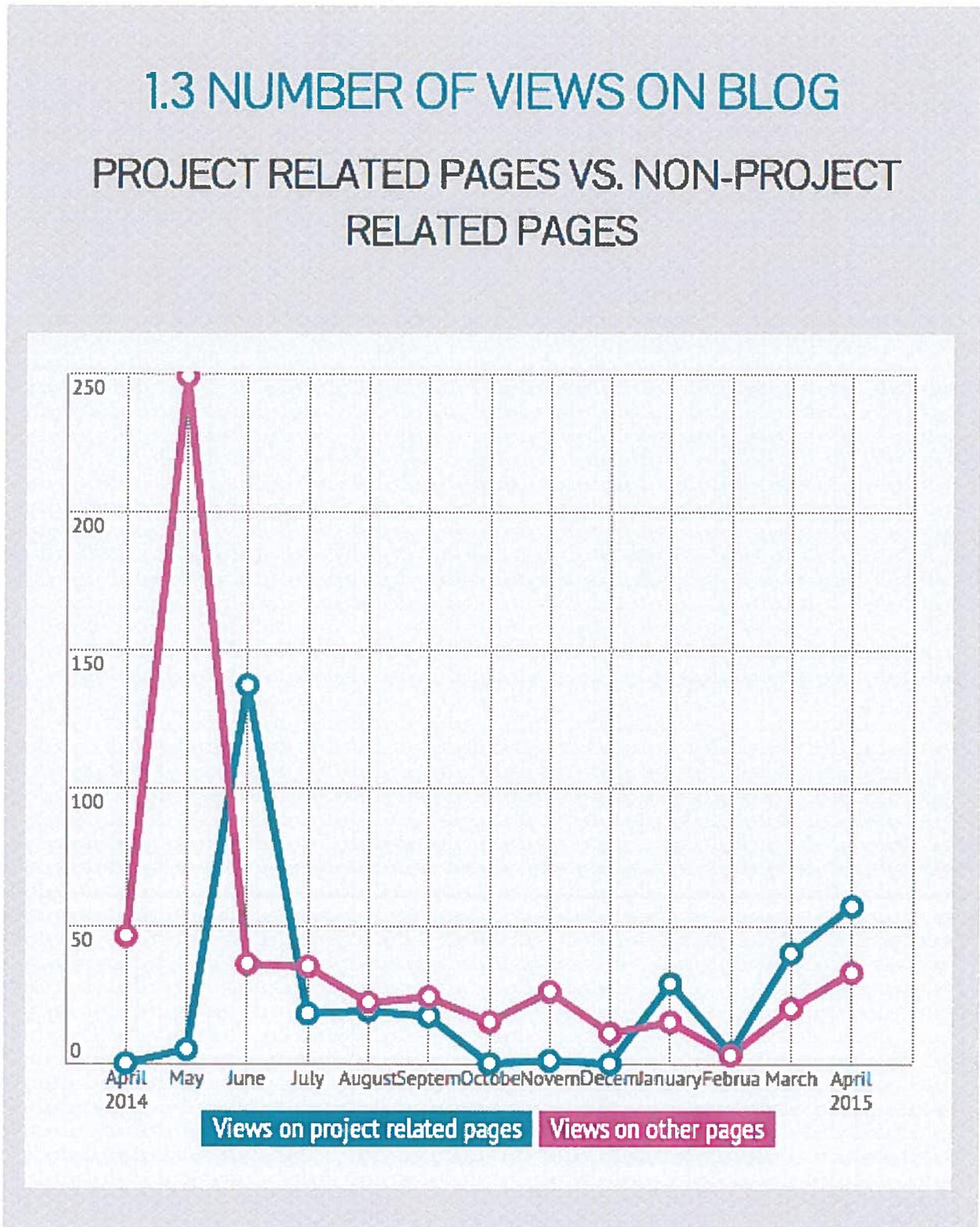
Graph 1.1 Number of posts over a year: Correlation with visitors and views



Graph 1.2 Number of posts over a year: Correlation with views per visitor, likes and comments



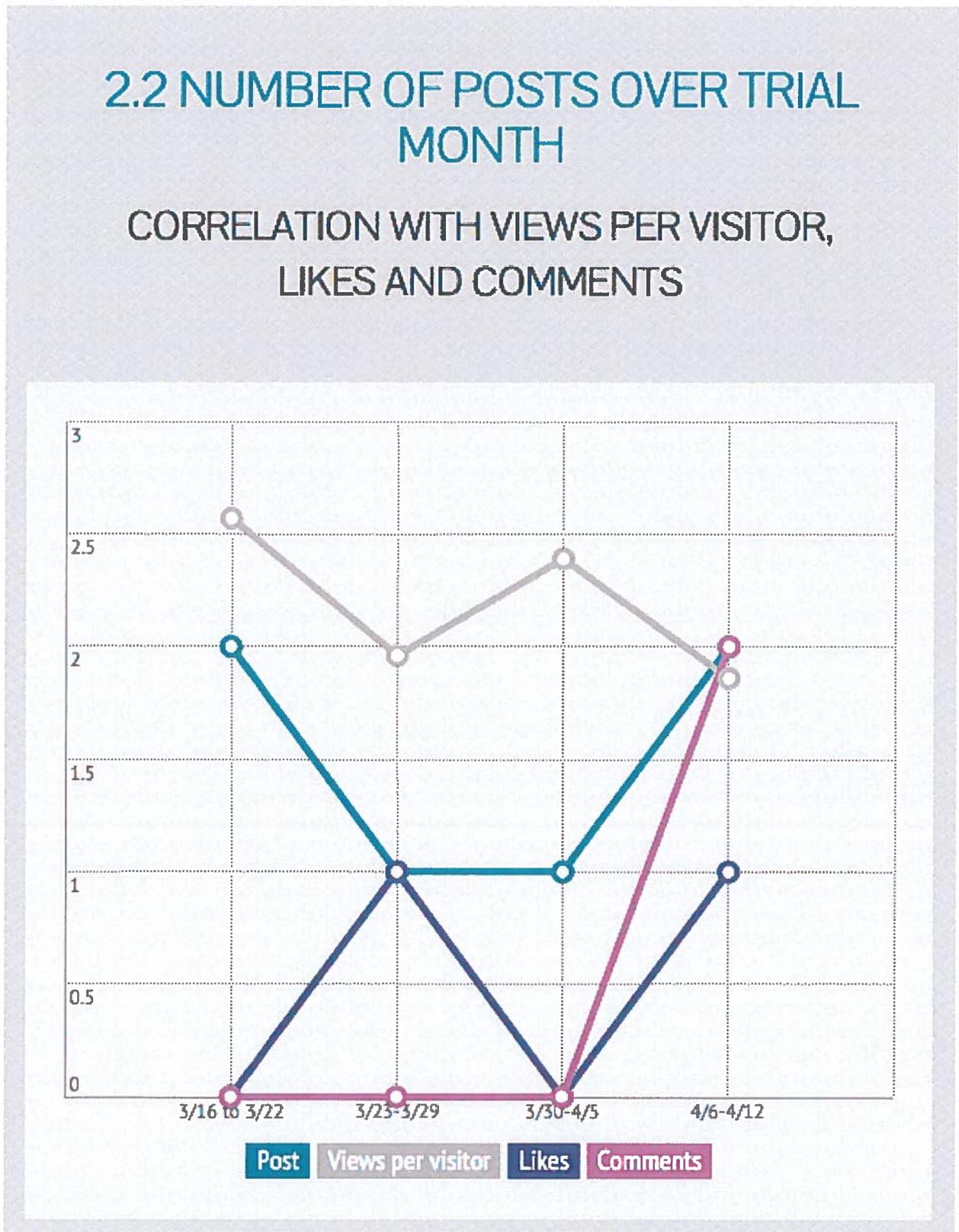
Graph 1.3 Number of views on blog: Project related pages vs. non-project related pages



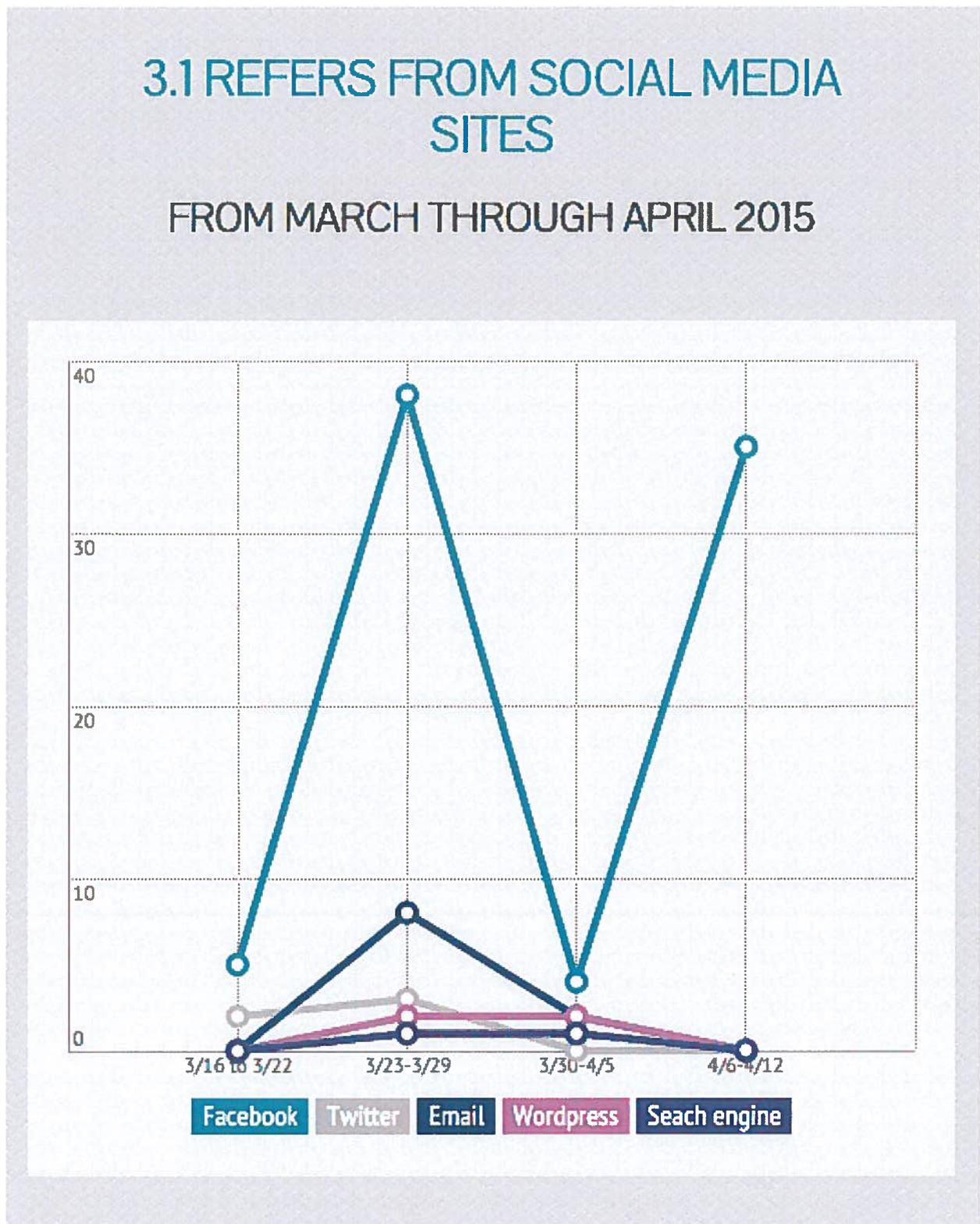
Graph 2.1 Number of posts over trial month: Correlation with visitors and views



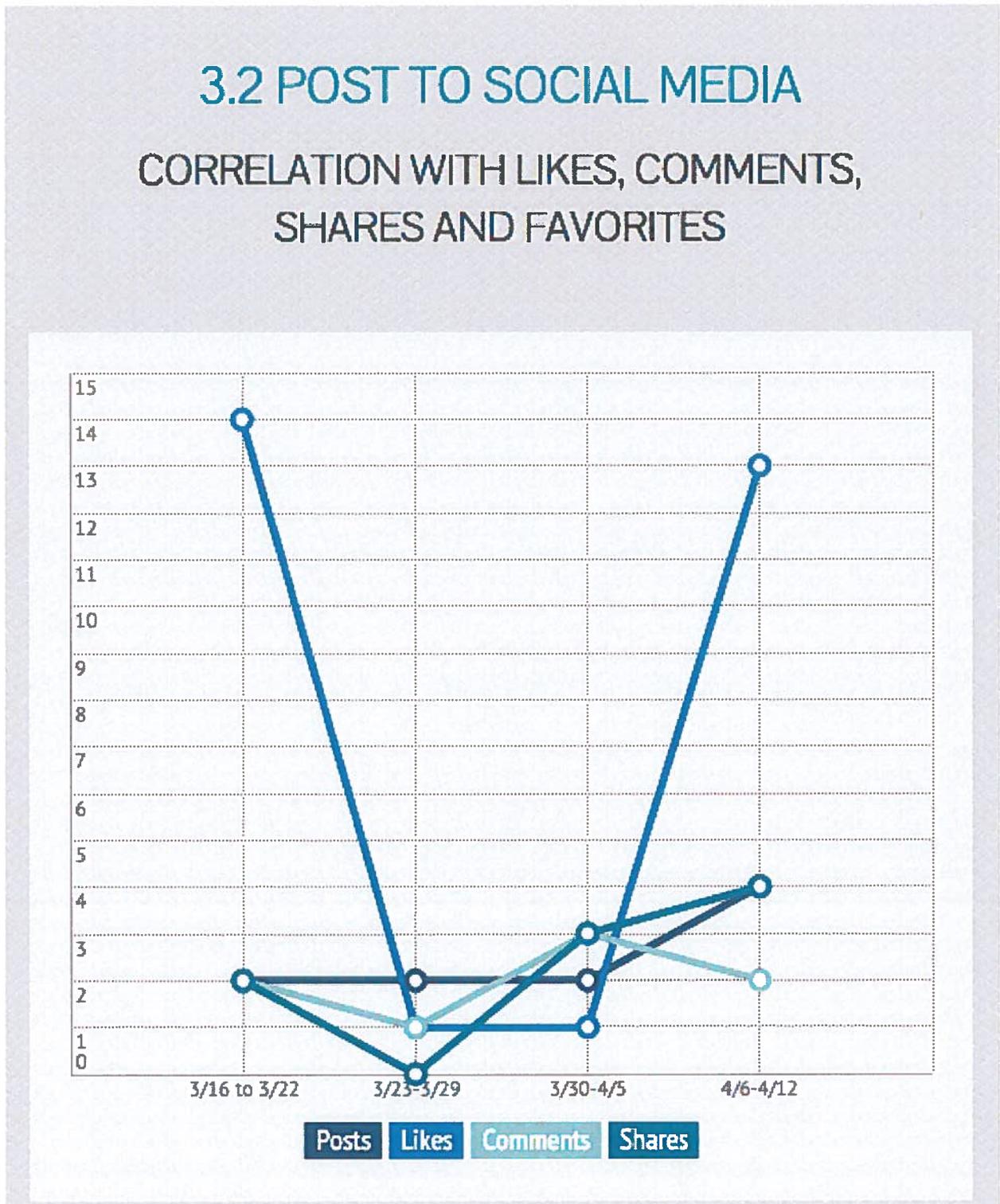
Graph 2.2 Number of posts over trial month: Correlation with views per visitor, likes and comments



Graph 3.1 Refers from social media sites: From March through April 2015



Graph 3.2 Posts to social media: Correlation with likes, comments, shares and favorites



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