

Use of Social Networking Applications and Sexual Interactions among Latino MSM

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Abstract

New advances in communication technology have drastically altered the manner in which people interact with each other. Finding romantic and sexual partners can now be done so on the Internet as well as on cell phone devices. This exploratory case study focuses on Latino Men who have Sex with Men (MSM) who use GPS (Global Positioning System)-based social networking applications on cell phones and other electronic devices. Specifically, this project utilizes a mixed methods approach—surveys and in-depth interviews—to examine how Latino MSM between the ages of 18-24 living in Chicago utilize such social networking applications to meet other MSM and negotiate condom use. Little is known about how the use of location-based social networking applications contributes to users' participation in spontaneous sexual encounters and importantly, how condom use unfolds during sexual encounters. The findings of this study will provide insight into how Latino MSM communicate with other MSM about STD and HIV status and negotiate condom use. This knowledge can be utilized to inform sexual health interventions and programs for Latino MSM.