### Social Media for Sensitive Disclosures and Social Support: The Case of Miscarriage

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**Problem**

How do we design social computing systems that allow people to disclose stigmatized experiences, and seek and provide support in their online social networks?

**Motivation**

- Barriers to support seeking and providing
- Desire to create positive impressions and save “face”
- Difficult to disclose stigmatized experiences, often associated with negative impressions
- Social support: potential outcome of disclosure

Miscarriage is often stigmatized, traumatizing, associated with negative well-being, challenging to identity, not socially acknowledged as a loss that deserves to be grieved.

Unsupportive reactions to miscarriage disclosers

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### Sensitive Self-disclosures, Responses, and Social Support on Instagram: The Case of #Depression (Andalibi et al., CSCW 2017)

Understanding Social Media Disclosures of Sexual Abuse Through the Lenses of Support Seeking and Anonymity (Andalibi et al., CHI 2016)

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### Pilot Work

15-20 out of every 100 pregnancies end in miscarriage in the US.

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### Studies and Methods

<table>
<thead>
<tr>
<th>Study</th>
<th>Data Collection Method</th>
<th>Data Analysis Method</th>
<th>Recruitment Criteria</th>
<th>Recruitment Method</th>
</tr>
</thead>
</table>
| 1     | • Semi-structured interviews  
• Constant comparative approach | • Miscarriage within the past 2 years  
• Social media user  
• Lives in US  
• Fluent English speaker  
• 18+ | Screening Survey shared via:  
• Social media  
• Word of mouth  
• Snowball sampling  
• Local flyers  
• Facebook support groups (upon permission)  
• Subreddits (upon permission) |
| 2     | • Semi-structured interviews  
• Vignettes  
• Constant comparative approach | • Have seen sensitive posts online  
• Social media user  
• Lives in US  
• Fluent English speaker  
• 18+ | |
| 3     | • Semi-structured interviews  
• Social media data collection  
• Constant comparative approach (interviews)  
• Iterative qualitative thematic content analysis (social media data)  
• Regression models & correlations | • Use miscarriage-related subreddits  
• Lives in US  
• Fluent English speaker  
• 18+ | |

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