

Reaching the hard to reach: Using the Internet as a strategy to reach young, non-gay identifying homosexually active men.

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An overview of www.bigayguy.com

**A Website targeting non-gay
identifying homosexually
active young men 16-25 years**



[welcome to]

bigayguy.com

the place where young guys
16-25 learn about themselves
and their sexual identity



You are
visitor
number

 Hit Counter

to this
site

This website contains adult,
all-male material of an explicit
nature.

You must be of legal consenting
age in your community to
access this site.

By clicking **ENTER**, you
expressly warrant that you are
a consenting adult who wishes
to view sexually explicit
materials.

If you are a minor, you must
leave now by clicking **LEAVE**.



leave enter



CENTRAL SYDNEY SEXUAL HEALTH SERVICE *Close to YOU!*

Non-gay identifying, homosexually active young men

- Hidden target group, difficult to reach
- Little contact with gay community
- Socially isolated (feeling alone)
- Minimal exposure to relevant MSM safe sex info (if any)
- Engage in risky behaviours for HIV & STI transmission



Aims of bigayguy

- Increase knowledge about sexual identity & sexual health issues, including HIV and STI transmission & prevention
- Decrease social isolation
- Normalise MSM
- Increase access to sexual health clinical services & social support services
- Site was established in 1996



Content of the site

- Guys who have sex with men (identity)
- Coming out
- Meeting guys
- PEP
- HIV increases
- STIs
- Accessing health services
- Links
- Contact us (email project officer)



HOME	ABOUT THIS SITE	CONTACT US	SITE SEARCH	DISCLAIMER
SEX WITH MEN	COMING OUT	MEETING GUYS	CONTACTS/LINKS	
HEALTH SERVICES	EXPOSED TO HIV?	HIV RATES RISING	STIs	

bigayguy.com

If you are one of the guys described on this page then this site is for you.

Don't worry, you are not alone.

Explore this site to find more information about sexual identity whether it be gay, bisexual or someone who just likes sleeping with guys as well as girls, as well as how to find other guys like you, how to protect yourself by having safe sex and much more.



Welcome to Bigayguy.com, the website for young guys...



- who think they may be bisexual or gay, or
- who are having sex with guys, as well as girls, or
- who are exploring their sexuality and want to know about mucking around with other guys

There is very little info out there that explores sexual diversity in men, especially with men who are married or have girlfriends.

However, many straight, married or bisexual men enjoy getting off with other guys. These guys are from all walks of life, from labourers to lawyers. Its quite normal for men who enjoy sex with other men to have feelings of loneliness and guilt, and to be concerned about confidentiality, meetings others, finding a place to have sex and, not getting sexually transmitted diseases, including HIV (the virus which leads to AIDS).

There are also many young guys out there who have been thinking about what it would be like to have sex with another guy. Others may have these feelings deep inside them and don't know what to do about it, many are acting on these feelings and having sex with men.



CENTRAL SYDNEY SEXUAL HEALTH SERVICE *Close to YOU!*

Site statistics

- Between October 2001 & May 2004
97, 031 visits
- Approximately 40,000 visits per year
- Typical visitor examines 33 documents/pages
- A typical visit lasts 2-5 minutes
- Longest visit 45 minutes



How did visitors get to bigayguy?

- Links from other sites (753 Websites)
- Search engines:
 - Google (49%)
 - Yahoo (40%)
- Search keywords:
 - Info on STDs
 - Gay guys
 - Bisexual guys
 - Young guys
 - Guys fucking guys
 - Gay guys having sex



How did visitors use the site?

- Most visited pages:
 - Guys who have sex with men
 - Meeting other guys
 - Coming out
 - STI info
 - oral sex
 - rimming
 - pulling out before cumming



Where are the visitors from?

Top 10 visitor domains:

com	39%	unknown	22%
net	16%	Australia	13%
Europe	3%	Asia	2%
Nth America	2%	edu	1%
Sth America	.2%	org	.2%



Email from visitors

- Anonymity of the Internet facilitates rich interactions with otherwise 'hidden' population
- Emails responded to within 48 hours
- Number of emails has reduced over time, though core questions asked by visitors remains the same



Summary of volume of emails

- 1996-1999:
19 emails/month 228 emails/year
- 2002-2004:
35 emails/year → 80 email interactions
- Volume reduced from almost a message a day, to 3 messages per month



Snapshot of types of email messages

Emails generally fall into following categories:

- Feedback about site
- Support & counselling
- Questions (seeking info, seeking others)
- Referral



Feedback from visitors

“I’m a young guy in Adelaide in the process of coming out. I think your site is excellent and very informative/helpful”

“Thanks for such a great informative site. It’s good to know that we aren’t alone. I was glad to see many of those quotes of guys saying and doing the same things I’m doing – being freaked out by gay nightclubs and trying to slowly get into the community”



Support & counselling

“I am quite confused about things. How do you know if you are gay or not. I have been fantasising about guys for ages. I don’t know what to do if I am or not. When I think about guys I get butterflies in my stomach. What do you think?”

“I am a 27yo male uncertain of my sexuality with men & women. I like women, but I like men more. Not just in the sexual sense, but in the relationship sense. I’m confused. Can you help?”



FAQs from visitors

“I know I’m gay but I have no idea how to meet or date other guys and I’m afraid to ask someone out knowing they might be straight. How can I meet guys?”

“I’m a young guy new to all this and am after some info on beats & cruising. I want to know how it feels to be with a guy – where in Sydney can I go to do this? I’m not confident to venture to Oxford St just yet – where else can I go?”



“I’m wondering if I don’t have any diseases and my boyfriend doesn’t, can we create one if we ejaculate and my sperm goes on his penis or vice versa?”

“I need to know a place where I can go and get checked for everything. Where is somewhere that I don’t have to tell them who I am and won’t cost me heaps? When I was overseas a pimple popped up on my dick, it went away, but I’m worried I might have something”



Costs of maintaining the site

- Web hosting fees \$50/month
- Domain name registration \$60/year
- Updating site content \$50+/hour

- \$660 per year to reach 40 000 young guys



Conclusions

- Anonymity of web facilitates reaching, engaging & educating hidden group
- Cost-effective
- Potential to conduct research with visitors
- Email feedback from visitors is useful tool for evaluating & improving/updating the site



Conclusions (cont.)

- Web stats allow you to gauge how visitors use the site, how best to improve/update the site and other information useful for evaluation
- ‘Live’ resource that can be updated regularly to respond to emerging issues & needs
 - Changes in epidemiology (HIV & STI increases)
 - Emails from visitors (keeping site relevant)

