What’s trending in Asia? Drawing inferences from online HIV support seeking patterns of risk groups in Asia using regional Adam’s Love and TemanTeman.org big datasets

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**BACKGROUND**

Data on online HIV support seeking behaviors provide real-time, highly accurate estimation of HIV epidemic, outbreak conditions, and offer proactive data-driven insights into individual support needs. To inform robust HIV prevention interventions targeting risk groups, we harnessed Adam’s Love regional datasets.

**METHODS**

Big data gathered between September 2011–December 2019 were extracted and analyzed from www.adamslove.org and www.temanTeman.org regional websites in Thailand, Indonesia, Malaysia, Taiwan and South Korea. Data captured risk demographics and country-specific HIV support seeking patterns in Asia.

**RESULTS**

The hybrid data from 13.6 million users included search trends on Adam’s Love and Temanteman.org websites (>8 Million users), YouTube (>5 Million viewers), eCounseling platforms (>75,000 inquiries) and social media channels (>160,000 followers). Adam’s Love and Temanteman.org videos featuring medical doctors from Asia’s leading university hospitals garnered nearly 5.24 million views, watch-time 10.3 Million minutes (equivalent to 19 years, 161 days), primarily via mobile phones (72%), computers (20%) and tablets (8%). Indonesia and Thailand had approx. 35% of youth (aged 13–24 years) engaged in HIV support seeking, while 25–34 year group engagement was higher (>60%) in Malaysia, Taiwan and South Korea. Thailand and Indonesia saw relatively higher female engagement in online sexual health seeking with male/female ratio of 68:32, compared with predominantly male HIV support seeking in Malaysia (80:20) and Taiwan (90:10).

**CONCLUSIONS**

Our study shares evidence of high sexual health and HIV/STI support seeking in Asia. We propose intensive real-time interventions targeting risk group’s search patterns to enable early online-to-offline transitions and successful HIV testing and treatment linkages.

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For more information: [www.adamslove.org](http://www.adamslove.org)