



Open, Honest, Sex Friendly

How to foster intimate conversations online

The case of Love Matters Kenya



Utrecht University



Love Matters

19 hrs · ✨

Whenever I have sex with my husband I feel pain – what should I do?



Julia . sex starts with the mind, avoid stress and anxiety when you are about to start the action; if your mind wanders elsewhere during the action it can limit you from enjoying sex coz your body won't be in a position to produce fluids that will liburicate the process. Talk to your husband, let him know what you are going thru, if he is a loving partner ,he will know how to prepare you before the main course.

Like · Reply · 109 · 18 hrs



Ronoh mmh dctr

Like · 1 · 17 hrs



Maria . . . i like ua advice n i agree with u.

Like · 3 hrs



Julia Ronoh jst trying hehe.

Like · 17 hrs



Siz . . . i wow!...well said

Like · 1 · 3 hrs



Collonel . . . My wife is so disturbing during sex

Like · 1 · 15 hrs



Mimie . . . collonel lol

Like · 13 hrs



Julia collonel, talk to her . dialogue plays a big role in rship then u will find a way out. May there is something that u usually do n she doesn't like... be gentle during the game, it's nt a battlefield hehe

Like · 7 hrs



LOVE MATTERS

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My journey



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Learn to “listen” to your public
and
build relationships

Methodology



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- Passive observation
- 6 weeks
- Media platforms



Information overload



To what do we pay attention?



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Phatic communication

=

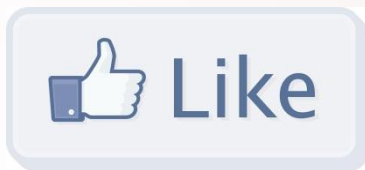
Small talk

“Phatic” Media



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- It is called “social” media!!
- Online interactions have become superficial?
- It has no content-value, it is “non-informational and non-dialogical”(Miller 2008)
- “the communication allows for a looser commitment for response and sending personal information”



Love Matters Kenya conversations



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Busisiwe . Apr 28th, 11:00
Good morning administration. Please keep us talking with hot matured topics we are waiting

Busisiwe . Apr 28th, 9:00



Busisiwe Apr 28th, 9:00
Good evening chomi our super tonight

Mohmad .


hi love matters,,my name is Saum,, I broke up with my fiancée last week I lied to him so so bad,, he got so upset,, he now never replies my texts nor my calls,, have asked for forgiveness severally even through my friends calling him but non of these seem promising,, its so hard coping,, am so much depressed ,, n I love him so very much,,, can you just call him telling how sorry I am n am requesting for his forgiveness I love him and need him back,, am hurting so much n the pain is unbearable,, having sleepless nights, no appetite ,, its so hurting his number is 0720250296 Ken,,and my number is 0701752470,, will appreciate your response

Lilian Help here,whats "threesome"?..i dont get it...@Dan..I don want insults frm athas thts why am askn u nd no one else...
Like · 4 hrs

Charlie . Lilian . A threesome is sexual activity that involves three people at the same time. Eg : a man having sex with 2 women at the same time or vice versa
Like · 2 hrs

Marshall . bullshit
Like · Reply ·  1 · 5 hrs

Violet . eeeew the mental picture of stool as lubricant eww
Like · 1 hr

Wed, 04/08/2015 - 20:31
at which age should one start using the combined pills or mini-pills?
reply

Love MattersWed, 04/08/2015 - 21:52
Kalenche,
generally, they are safe for women from about 16 on, but it really depends on the individual and the choice should be discussed with a doctor.
• reply



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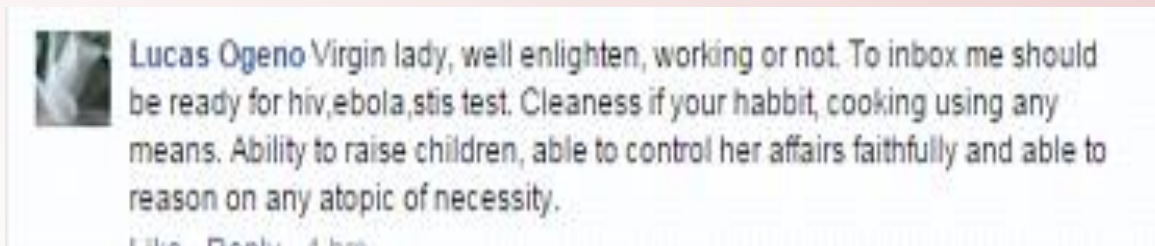
- Phatic is also an easy way for people to engage with the taboo topics, it makes it non-threatening.

Disruptive behavior



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- What is important is that the conversations stays supportive and fun. So beware of behavior that is mean/ unsupportive.

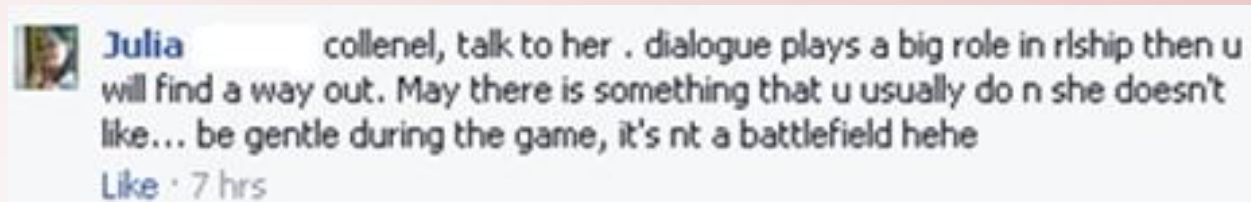


How to use phatic?

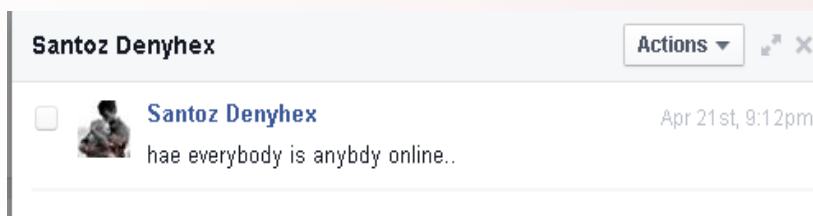


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- As a organization, like or reply to comments to signal this person gives good advice



- Online presence: It is important to build capacity to answer and respond quickly to private messages on email and Facebook



Name: Meshack Mutuku

Email: meshackmutuku286@yahoo.com

Subject: lovematters

Message: I want your contact coz there's something i want to ask

So Phatic can help



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- **As a way to open up lines of communication,** both between audience members and audience and organization.
- **Only when the lines are open, further interaction can occur**
This makes it easier to share information with each other and ask Love Matters for help when it matters
- **When the communication lines are open, you also have to maintain those connections**



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Thank you for listening