PROJECT DETAILS

Project Title:

Exploring an Ecosystem of Influence: The Role of Micro and Nano Influencers in Shaping Health Narratives through Social Media – A Case Study of Child Health Literacy and The Little Aussie Bugs

Project Summary:

This research explores how micro and nano influencers, including children, shape social media narratives around child health literacy, using *The Little Aussie Bugs* book series as a case study. By analysing social media discourse via user-generated content (UGC) on Hootsuite for key themes and mapping an eco-system of influence, the project aims to understand how authenticity drives online advocacy and how children can influence carers' health behaviours. The study's significance lies in its interdisciplinary approach, combining public health, social media studies, and consumer behaviour. Its impact includes informing health communication strategies, child-centric health literacy campaigns, and new evidence to support leveraging everyday influencers in digital health promotion.

Preferred Applicant Skillset:

The ideal HDR applicant needs strong research and analytical skills. A background in health promotion, health communication, media, marketing or a related field is preferred. Proficiency in academic writing and critical appraisal of evidence is essential, alongside familiarity with social media platforms/applications for health literacy messaging is preferred. Knowledge of quantitative and qualitative data collection methods and analysis tools (e.g. NVivo, SPSS, Leximancer and/or others) are required. The candidate should be capable of working independently, have strong communication skills, and a keen interest in child health literacy, to drive understanding of the role of social media in creating digital ecosystems to build good health.

Primary Contact:

Dr Ruth Wallace, Senior Lecturer in Public Health, Edith Cowan University

+61 86304 2731

Ruth.wallace@ecu.edu.au