

Media selection for the announcement of childbirth

Oren Malberger

Mentors: Sheizaf Rafaeli*, Dan Waisman **, David Bader ***,
Arie Drugan ****

* Department of information and knowledge Management, Business School,
Haifa University, Israel

**Department of Neonatology, Carmel Medical Center, and Faculty of
Medicine, Technion, Haifa, Israel

***Bnei Zion Hospital, Haifa, Israel

**** Labor & Delivery Department, Rambam Health Care Campus, Haifa,
Israel

This paper investigates the choice of media systems to use for the announcement of childbirth in relation to media perception theories. We focus on the usage of different social networks theories combined in a new method. The research reported here grades media systems according to the media perception theories and examines both geographical and social distances and their reflections on media choice theories. We concentrate on the outcomes of media selection as the outgrowth of the subjects' social capital at the announcement of childbirth and their impact on media selection.

The study was conducted among patients in three hospitals in the Haifa district, Israel as well as in social media at large. The study population consisted of families who gave single child birth since January 2012, with no medical complications to the newborn or the mother. Target and snowball sampling were used.

Data was collected by use of both print and online questionnaires. 153 responses were received and tested for similarities between the different sampling methods. Data was analyzed by use of descriptive statistics and a Spearman test for the prediction theories. We conclude that the subjects' social capital can be associated with certain characteristics and propose theoretical implications for new media perception.