DISRUPTIVE E-PREVENTION FROM 2019: DUMMY ONLINE DRUG SELLING SITES TO REACH NEW CONSUMERS

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KEY WORDS: E-PREVENTION / OUTREACH / DRUGS

BACKGROUND

- EMERGENCE OF CHEMSEX AS PUBLIC ISSUE IN THE PAST 3 DECADES
- DIVERSIFICATION OF SUBSTANCES (NEW PSYCHOACTIVE SUBSTANCES (NPS)),
- NEW TECHNOLOGIES TO BUY ONLINE AND FIND PEERS TO CONSUME ON APPLICATIONS WHILE REMAINING IN PRIVATE SPHERES (TREND, CADET-TAILLOU, 2020)
- DIFFICULTIES FOR RESEARCHERS TO REACH USERS TO DOCUMENT THEIR USES AND THE POPULATION.
- DIFFICULTIES FOR STAKEHOLDERS TO DESIGN ADAPTED PUBLIC HEALTH SCHEMES AIMED AT USERS, EXCEPT THROUGH TARGETING METAPOPULATIONS KNOWN TO CONSUME MORE THAN THE GENERAL POPULATION (LÉOBON ET AL., 2018; TALLEY ET AL., 2011).

METHODS

- PLAYSAFE DESIGNED TWO DUMMY WEBSITES, ONE SELLING GBL, THE OTHER NPS.
- THESE WEBSITES USE THE SAME GRAPHICS AND SYNTACTIC CODES AS THE MAIN WEBSITES OF THE FIELD (INCLUDING, HOWEVER: FAKE DRUG NAMES SUCH AS "LOVE MACHINE")
- AT THE END INSTEAD OF PAYMENT FINALIZATION AN AUTOMATIC REDIRECTION TO A HEALTH PROMOTION PAGE.
- GATHERED INFORMATIONS: DELIVERY REGION, BIRTH YEAR, GENDER, PERCEIVED USEFULNESS OF THE HEALTH PROMOTION MESSAGES, WHETHER PEOPLE WOULD RECOMMEND TO FRIENDS, THE CONTENTS AND QUANTITIES OF THE SHOPPING CART, THE TIME SPENT ON EACH PAGE, AND DATA GATHERED VIA GOOGLE ANALYTICS.

RESULTS

COLLECTED UNTIL APRIL 2022

	SHOPGBL **GBL DUMMY SITE** LAUNCHED SEPT 2019	MYGRAMS **NPS DUMMY SITE** LAUNCHED APRIL 2021
RESULTS BASED ON	30 MONTHS	12 MONTHS
ORDER ATTEMPTS PLACED	10 716	12 790
HYPOTHETICAL TURNOVER	779 667€	2 770 832€
UNIQUE VISITORS	6 203	7 927
AVERAGE TIME SPENT ON PREVENTION PAGE	1 MIN 35 S	1 MIN 27 S
OVERALL TIME SPENT ON PREVENTION PAGE	11 DAYS 18H 47 MN	12 DAYS 21H 05 MN
PEOPLE CONSIDERING THE CONTENT USEFUL	85%	64%
PEOPLE THAT WOULD RECOMMEND THE WEBSITE TO FRIENDS	75%	75%

CONCLUSIONS

1/ THIS INNOVATIVE APPROACH CAN SERVE TO REACH ONLINE DRUG BUYERS AND CONSUMERS.

2/ IT ALLOW RESEARCHERS TO CHARACTERISE DRUGS USERS AND THEIR PRACTICES.

3/ STAKEHOLDERS TO DESIGN PREVENTION SCHEMES AND ACTIONS.

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