

The Internet and the End of Life

DEMOS

The Art of
Dying Well

>110,000 Posts
7 forums

Three Methods

Five Categories

Data Collection

Clustering

Keyword
filters

Training
classifiers

Care

Existential

Grief

Online
forums

Pets as grief
companions

**People using these spaces are
seeking:**

Comfort

Capability

Community

Comfort

**People feel they
have nowhere
else to turn to**

**Sharing advice
on how to cope**

**Seeking
validation of
others with
shared
experiences**

Capability

**Spaces become
a repository of
collective
knowledge**

**Voicing
frustration at
not being
listened to**

**Lack of
communication
during Covid-19**

Community

**People share
intensely
personal
experiences**

**Conversations
about many
different aspects
of life - not only
death**

**Better support
in times of
Covid-19**

Where now?

**Supporting
people to
engage and
build healthier
online spaces**

**Addressing
systemic
problems in the
offline world**

**Increasing public
discussion
around death
and dying**