

Predicting knowledge about health: Print, broadcast and online media as sources of health information

Se-Hoon Jeong
University of Pennsylvania
sjeong@asc.upenn.edu

Background

- Health knowledge is important for behaviors
- Knowledge can be obtained from health information in the media
- Print, broadcast and online media are three major sources of health information
- RQ1: What media combinations do people use to obtain health information?
- RQ2: How are the media combinations related to health knowledge?

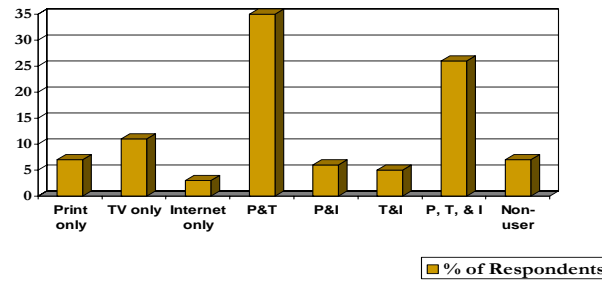
Methods

- Health Information National Trends Survey (N= 5586)

Measures

- Exposure to health information
 - Print (HC 04 & 05): Newspaper & magazines
 - TV (HC 08 & 09): TV news
 - The Internet (HC 10 & 11)
- Exercise knowledge: Days & How long
- HPV knowledge: Cervical cancer, PAP SMEAR

Percent of Respondents by Media Combination



Discussion

- Sources of health information
 - Print & TV
 - Print, TV & online
- Health knowledge best predicted by use of
 - Print, TV & Internet
 - Print & Internet
 - Print & TV
- Less by
 - TV & Internet

Predicting Exercise Knowledge

Variable	Step 1			Step 2		
	B	SE B	β	B	SE B	β
Demographic						
Age	-.004	.001	-.07 ***			
Female	.21	.03	.12 ***			
Education	.15	.02	.18 ***			
Income	.07	.01	.13 ***			
Whites	.14	.03	.07 ***			
Media Use						
Print only				.16	.07	.04 *
TV only				.12	.07	.04 *
Internet only				.23	.06	.05 **
P&T				.26	.08	.15 ***
P&I				.28	.05	.07 ***
T&I				.18	.07	.04 *
P, T, & I				.39	.05	.20 ***
R ²	10.1%			12.0%		

Note. N = 5586. * p < .05, ** p < .01, *** p < .001

Predicting HPV Knowledge

Variable	Step 1			Step 2		
	B	SE B	β	B	SE B	β
Demographic						
Age	-.01	.001	-.17 ***			
Female	.81	.03	.37 ***			
Education	.16	.02	.15 ***			
Income	.02	.01	.03			
Whites	.07	.04	.03			
Media Use						
Print only						
TV only						
Internet only						
P&T				.13	.07	.06 **
P&I				.26	.09	.06 **
T&I						
P, T, & I				.34	.07	.15 ***
R ²	18.9%			20.0%		

Note. N = 5586. * p < .05, ** p < .01, *** p < .001

Future Research

- Content analysis
 - Type of information delivered in print, broadcast, and online media
- Experimental research
 - Effects of types of media combinations on health information gain