
A Second Look at Media Complementarity & Incidental Health Information Use on the Internet

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Cancer Patients

- ...often desire more information about their illness, treatment options, & side effects of treatments.
 - ...often turn TV, newspapers, magazines, & the Internet for cancer information (Tian & Robinson, 2005; Mills and Davidson, 2002; Leydon, et al., 2000).
 - ... use media channels complementarily and new channels do not necessarily replace other media resources.
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Study One: RQ_1

- Among cancer patients the amount of attention paid to health information presented on the Internet was positively associated with the amount of attention paid to health information presented in
 - newspapers ($r = .25$, $n = 389$, $p = .01$)
 - magazines ($r = .37$, $n = 388$, $p = .01$)
 - radio ($r = .13$, $n = 388$, $p = .01$)
 - TV ($r = .24$, $n = 386$, $p = .01$)
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Study One: RQ₂

- Among cancer patients the amount of time spent with the various media channels looking for information about cancer was also positively related to the frequency of office visits to a health care provider
 - TV ($r_s = .14$, $n = 3449$, $p < .00$)
 - Newspapers ($r_s = .11$, $n = 3448$, $p < .00$)
 - Magazines ($r_s = .15$, $n = 3449$, $p < .00$)
 - Radio ($r_s = .08$, $n = 3448$, $p < .00$)
 - Internet ($r_s = .13$, $n = 3442$, $p < .00$)
 - This represents an extension of the theory from media channels to interpersonal channels.
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Study One: RQ_3 - RQ_4

- Among adults diagnosed with cancer the amount of time spent with the various media channels looking for information about cancer was also positively related to the frequency of office visits to a health care provider
 - Among adults never diagnosed with cancer the amount of time spent with the various media channels looking for information about cancer was also positively related to the frequency of office visits to a health care provider
 - This represents an extension of the theory from media channels to interpersonal channels.
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Study One: RQ₅

- Among adults diagnosed with cancer and among adults never diagnosed with cancer,
 - after controlling for illness severity, the frequency of visits to health care providers was still positively associated with the amount of attention paid to health information presented on all of the media channels.
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Study Two

- Examines the relationship between incidental media use and intentional media use behaviors.
 - Specifically focuses on the relationship between “running across” information on the various media channels and intentional efforts to use the media to gain information.
 - This study extends media complementarity into the realm of unintentional media usage patterns of adult cancer victims and adults never diagnosed with cancer.
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Study Two: $H_1 - H_4$

- Incidental health information use on the internet was positively associated with
 - overall internet use
 - active health information seeking on the internet
 - incidental health information use in traditional media
 - health knowledge.
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Study Three: RQ₁

- This study investigates the correlates of incidental health information use of the internet among elderly cancer patients.
 - Not surprisingly, the data reveals that cancer patients 65 years of age and older are less likely to use the Internet for health information, purposively or incidentally, than younger adults diagnosed with cancer.
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Study Three: RQ₂ - RQ₅

- Adults 65 years of age and older diagnosed with cancer use the traditional media channels complementarily.
 - Specifically older adults report their levels of TV, radio, newspaper, magazine, & newspaper usage as being complementary.
 - Similarly, younger adults also use TV, radio, newspaper, magazine, & newspaper complementarily.
 - In fact, no significant differences were observed between older and younger adult cancer victims in their incidental health information behavior when the analyses focused on the traditional media channels.
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Study Three: RQ₆ - 7

- Active health information seeking and incidental health information exposure on the internet among both senior and non-senior cancer patients is also complementary.
 - Older adult cancer patients are less likely to use the Internet in general and when they do they are less likely to report internet use as being incidental.
 - It appears that for older adults Internet usage is perceived as being more purposeful than it is for younger adults seeking health information.
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