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

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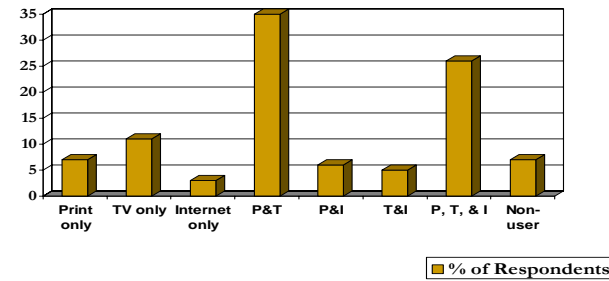University of Pennsylvania
sjeong@asc.upenn.edu

## Background

- Health knowledge is important for behaviors
- Knowledge can be obtained from health information in the media
- Print, broadcast and online media are thee 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



## Predicting Exercise Knowledge

| Variable | Step 1 | | | Step 2 | | |
|---|---|---|---|---|---|---|
| | B | SE B | ß | B | SE B | ß |
| 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 | .05 | .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 | ß | B | SE B | ß |
| 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.* $N = 5586$. * $p < .05$, ** $p < .01$, *** $p < .001$.

## 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

## 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