

**Yan Zhang****Jiaying Liu**

Modeling Health Video Consumption Behaviors on Social Media: Activities, Challenges, and Characteristics

JIAYING LIU, School of Information, The University of Texas at Austin, USA

YAN ZHANG, School of Information, The University of Texas at Austin, USA

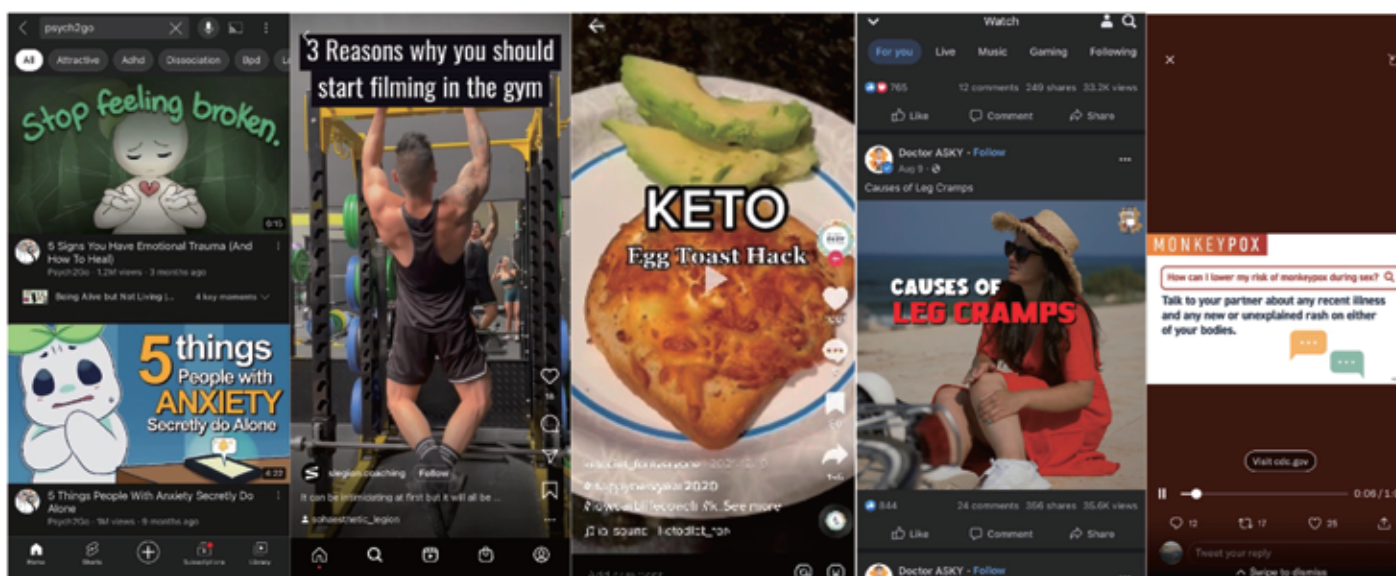


Fig. 1. Examples of health videos on social media (from left to right: a mental health video on YouTube, a Gymhack exercise video on Instagram, a keto diet video on TikTok, a physical injury video on Facebook, and a monkeypox video on X (previous Twitter))

Many people now watch *health videos* on various topics, such as diet, exercise, mental health, COVID-19, and chronic disease videos, on social media. Most existing studies focused on video creators, leaving the motivations and practices of viewers underexplored. We interviewed 18 participants and surveyed 121 respondents and derived a model characterizing consumers' video consumption practices on social media. The practices include five main activities: *deciding* to watch videos driven by various motivations, *accessing* videos on social media through a socio-technical ecosystem across different types of platforms, *watching* videos to meet informational, emotional, and entertainment needs, *evaluating* the credibility and interestingness of videos, and *using* videos to achieve health goals. Through an iterative video consumption process, individuals strategically navigate across multiple platforms, seeking better accessibility, higher reliability, and cultivating a stronger motivation. They actively look for longer and more in-depth videos. We further identified challenges consumers face while consuming health videos on social media and discussed design implications and directions for future research.

CCS Concepts: • **Human-centered computing** → **Empirical studies in HCI**; *HCI theory, concepts and models*.

Additional Key Words and Phrases: Socio-Technical Ecosystem, Video Sharing Platforms, Visual Information, Multimodal Presentation, Qualitative, Cross-Platform, Multiple Platforms

Authors' addresses: **Jiaying Liu**, jiayingliu@utexas.edu, School of Information, The University of Texas at Austin, USA; **Yan Zhang**, yanz@utexas.edu, School of Information, The University of Texas at Austin, USA.