

Request #: 527 - NHP - Other

Medicine and the Media: A Look Into How the Media Influences Health Literacy

Baylee Dusenberry [A01730859] - Bachelor Student (w/Dr. Carma Miller)

March 19, 2021

Background

DESIGN: A quantitative study that utilizes a sample survey to gather data for the targeted population of American adults ages 18 years old and older. Participants are asked to answer nine questions about their habits in using media to answer personal medical questions. Media access, likelihood of use, and application of medical information is evaluated. The preference of media or professional sources for information is also assessed.

The main goal of this survey is to examine the impact of media on medical knowledge of the average American adult.

Sample

Data has been collected for a sample size of 358 American Adults.

Hypothesis

Research question: In American adults, is health information obtained from media sources preferred to health information obtained from medical professionals and are consumers verifying accuracy of this information?

Project hypothesis: American adults are more likely to consult media source (i.e. internet) before consulting a physician with no regard to accuracy of medical advice retrieved.

Potential null hypotheses: American adults utilize media to answer medical questions without checking for accuracy. American adults utilize media sources before consulting professional healthcare providers when medical information is needed.

Progress

data collection, data cleaning

Request

Mainly running statistical analysis. First, I need to confirm the chosen type of analysis (ANOVA with post hoc tests) and then need help running the analysis.

Timeline

Statistical analysis and understanding results will need to be completed by April 11th.