Article 2: Information-Seeking Behavior Decision-Making between Online Search and Interpersonal Networks: The Case of Covid-19 Vaccinations

Kelsey Gonzalez

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Contents

Table 1: Descriptive Statistics for Dichotomous and Numeric Variables

	Mean	SD
Received info	0.66	0.47
Received info, Doctor	0.47	0.50
Received info, Person	0.66	0.47
Received info, News	0.65	0.48
Received info, Social Networking Site	0.40	0.49
Received info, Online Forum	0.35	0.48
Sought Info	0.78	0.41
Sought Info, Doctor	0.44	0.50
Sought Info, Person	0.42	0.49
Sought Info, Social Networking Site	0.18	0.39
Sought Info, Online Forum	0.27	0.44
Sought Info, Online Search	0.41	0.49
Vaccination Status	0.84	0.36
Vaccination Favorability	0.87	0.34
Age	37.76	10.75
Race, Black	0.88	0.33
Race, Black	0.08	0.27
Race, Native American	0.03	0.16
Race, Asian or Pacific Islander	0.04	0.20
Some College, or above	0.93	0.26

Notes: 949 Surveyed, Conducted December 03 through December 12, 2021.

Table 2: Descriptive Statistics for Categorical Variables

		N	Percent
Income	Under $1,000	9	0.95
	$10,000 to $19,999	53	5.58
	$20,000 to $29,999	98	10.33
	$30,000 to $39,999	103	10.85
	$40,000 to $49,999	136	14.33
	$50,000 to $59,999	136	14.33
	$60,000 to $74,999	119	12.54
	$90,000 to $109,999	61	6.43
	$110,000 to $129,999	27	2.85
	$130,000 to $149,999	26	2.74
	$150,000 or over	30	3.16
Gender	Female	418	44.05
	Male	524	55.22
	Other	6	0.63
Highest Education Level	Graduate or professional degree	145	15.28
	Bachelor's degree	560	59.01
	Associate's or Technical degree	72	7.59
	Some college	100	10.54
	High school graduate	68	7.17
	Less than high school	3	0.32
Plan to be Vaccinated if not	Probably not	38	4.00
	Definitely yes	13	1.37
	Definitely not	61	6.43
	Might or might not	22	2.32
	Probably yes	13	1.37
Found Info Sought Useful	Very useful	345	36.35
	Moderately useful	112	11.80
	Extremely useful	264	27.82
	Slightly useful	18	1.90
	Not at all useful	2	0.21

Notes: 949 Surveyed, Conducted December 03 through December 12, 2021.

1 What predicts someone intentionally searched for information

Q171 And how about you yourself intentionally looking for information about a Covid-19 vaccine? Such information can include things such as advice, clarification, facts, and experiences.

- Yes
- No

Table 3: What predicts someone intentionally searched for information

	Model 1
Received Info, Doctor	2.831***
	(0.180)
Received Info, Person	1.938***
	(0.170)
Received Info, News	1.366+
	(0.175)
Received Info, Social Networking Site	1.257
	(0.184)
Received Info, Online Forum	2.443***
	(0.203)
Age	0.977**
	(0.009)
Some College +	2.009*
	(0.282)
White	2.140
	(0.586)
Black	3.234+
	(0.638)
Native American	1.696
	(0.731)
Asian	0.973
	(0.588)
Num.Obs.	948
BIC	984.7
Log.Lik.	−444.382
F	6.541

Exponentiated Coefficients

What predicts someone intentionally searched for information
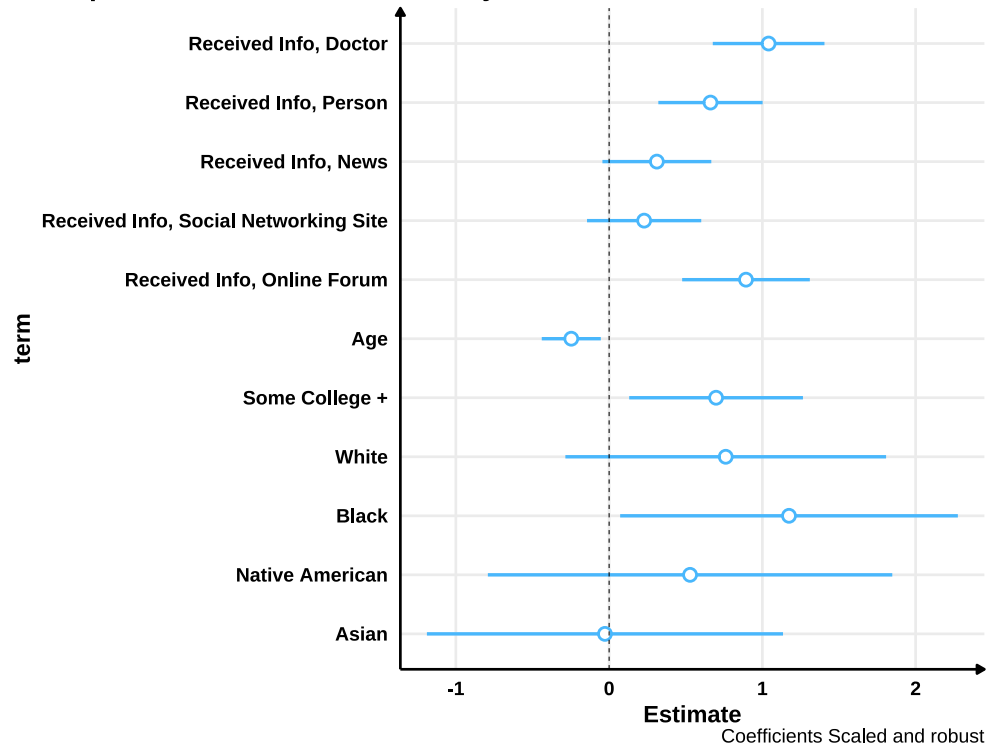
Figure 1: Plot of Coefficients, Model 1

2 What is associated with using different kinds of search vehicles?

Q172 How did you look for information about the Covid-19 vaccine?

- Asking a person like friend, neighbor, or family member that I know

- Asking my doctor or another health professional

- Posted queries in an online discussion group, listserve, or other online forum like a Facebook Group or Subreddit

- Posted queries on a social networking site such as Facebook timeline, Twitter status update, or Linkedin

- Searched for my question using an online search engine such as Google or Bing

- Other _____

Table 4: What predicts someone intentionally searched for information, by vehicle of information search

	Person	Doctor	Online Forum	Social Networking Site	Online Search
Received Info, Doctor	3.150***	7.049***	1.310+	1.924***	1.340+
	(0.147)	(0.154)	(0.160)	(0.183)	(0.154)
Received Info, Person	3.381***	2.287***	2.224***	1.457+	1.297
	(0.164)	(0.169)	(0.185)	(0.214)	(0.165)
Received Info, News	1.093	1.540*	1.369+	1.604*	2.952***
	(0.160)	(0.168)	(0.179)	(0.217)	(0.172)
Received Info, Social Networking Site	1.502**	0.806	0.472***	1.660**	3.975***
	(0.157)	(0.170)	(0.183)	(0.193)	(0.158)
Received Info, Online Forum	1.310+	1.576**	3.614***	2.776***	1.834***
	(0.160)	(0.170)	(0.171)	(0.189)	(0.165)
Age	1.000	1.000	1.010	1.006	0.969***
	(0.007)	(0.007)	(0.008)	(0.009)	(0.007)
Some College +	0.972	2.327**	2.447*	1.772	0.733
	(0.277)	(0.323)	(0.372)	(0.404)	(0.281)
White	1.246	1.725	0.913	1.506	1.148
	(0.381)	(0.410)	(0.451)	(0.424)	(0.404)
Black	1.218	1.301	1.590	1.589	1.554
	(0.398)	(0.428)	(0.454)	(0.439)	(0.421)
Native American	0.516	1.376	1.440	2.305+	0.405+
	(0.475)	(0.504)	(0.513)	(0.485)	(0.516)
Asian	0.549	0.677	0.080**	0.500	2.210+
	(0.440)	(0.465)	(0.786)	(0.567)	(0.449)
Num.Obs.	948	948	948	948	948
BIC	1232.0	1150.5	1070.8	894.4	1136.1
Log.Lik.	−568.012	−527.255	−487.407	−399.215	−520.059
F	9.840	14.659	7.831	6.927	14.192

Exponentiated Coefficients

Researching how you search for vaccination information affects vaccination status

Table 5: Does receiving or searching for information predict vaccination status?

	Model 1
Received Info, Doctor	2.981***
	(0.293)
Received Info, Person	0.909
	(0.234)
Received Info, News	1.066
	(0.242)
Received Info, Social Networking Site	0.395***
	(0.234)
Received Info, Online Forum	0.735
	(0.241)
Sought Info, Doctor	4.209***
	(0.334)
Sought Info, Person	1.775*
	(0.279)
Sought Info, Social Networking Site	2.602*
	(0.454)
Sought Info, Online Forum	1.681
	(0.332)
Sought Info, Online Search	0.877
	(0.249)
Age	1.022*
	(0.010)
Some College +	3.101***
	(0.310)
White	2.379
	(0.792)
Black	1.633
	(0.822)
Native American	1.478
	(0.881)
Asian	3.471
	(0.895)
Num.Obs.	936
BIC	688.4
Log.Lik.	−279.214
F	5.851

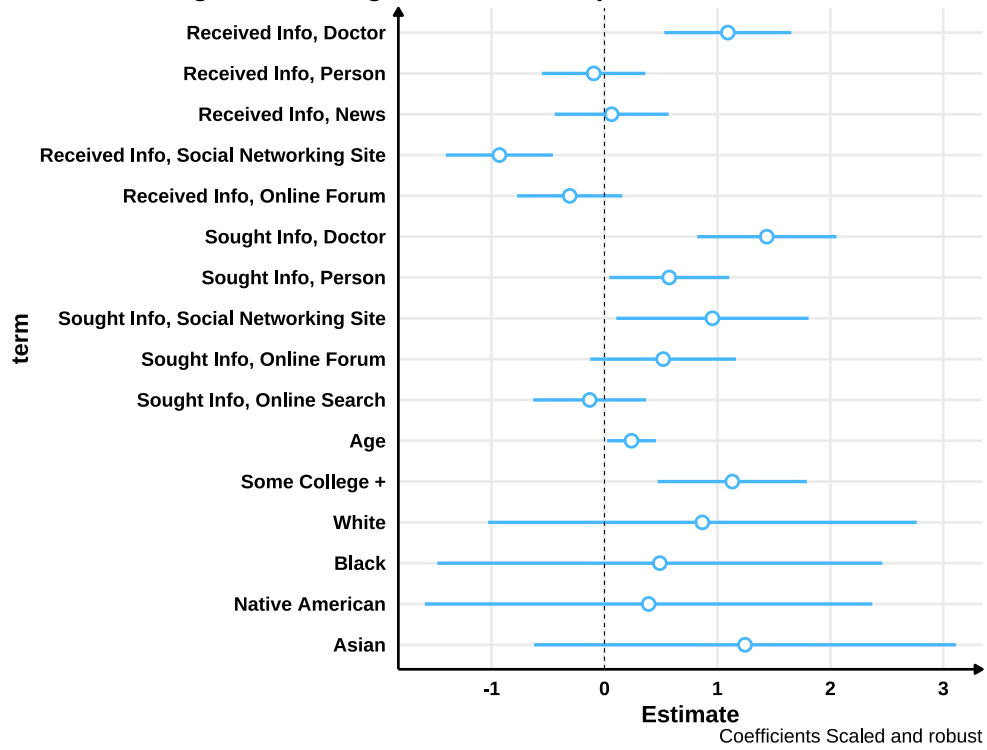Exponentiated Coefficients

Does receiving or searching for information predict vaccination status?

Figure 2: Plot of Coefficients, Model 3