

Senior Citizens' Credibility Assessment of Online Health Information: A Proposal of a Mixed Methods Study

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INTRODUCTION

Why does the Credibility of Online Information Matter?

The amount and types of online resources have become massive and varied. The credibility of online information is relatively lower than that of printed information due to anyone can easily and anonymously post and edit information on the Web.

Why does Online Health Information Matter?

Majority of U.S. Internet users (approximately 75%) have searched for health information online (Fox, 2006). Decisions on selecting and using health information can affect the overall quality of human's life dramatically.

Why are Senior Citizens Important?

The proportion of senior citizens is expected to reach 20% of overall U.S. population in 2050 (CDC, 2009).

DEFINITIONS

What Is Credibility?

Perceived **Trustworthiness** + Perceived **Expertise** = Perceived **Credibility** (Fogg, 2003; Wilson, 1983)

Who are Senior Citizens?

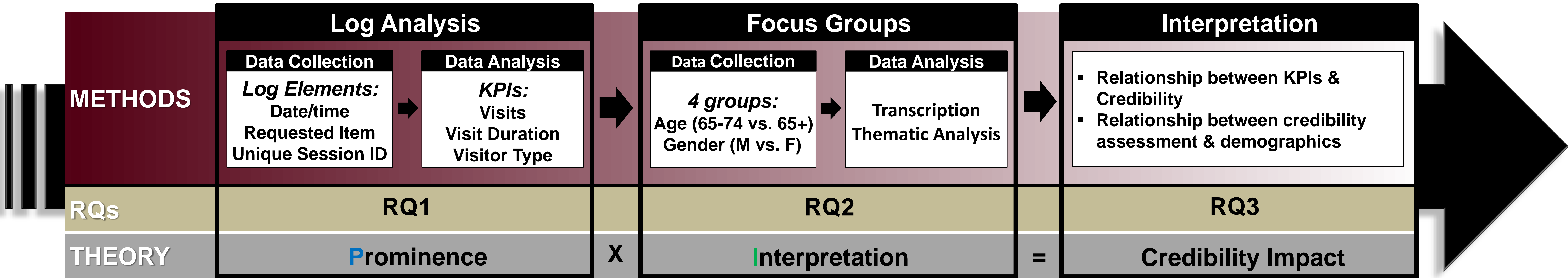
People who are **65 years old or older**, the full retirement age in the United States under the Social Security Act (Social Security Online, 2012)

RESEARCH QUESTIONS

- RQ1:** Which health related websites catch seniors' attention?
RQ2: What markers affect seniors' perceived credibility of health related websites?
RQ3: Are there relationships between credibility assessment and demographics?

RESEARCH DESIGN

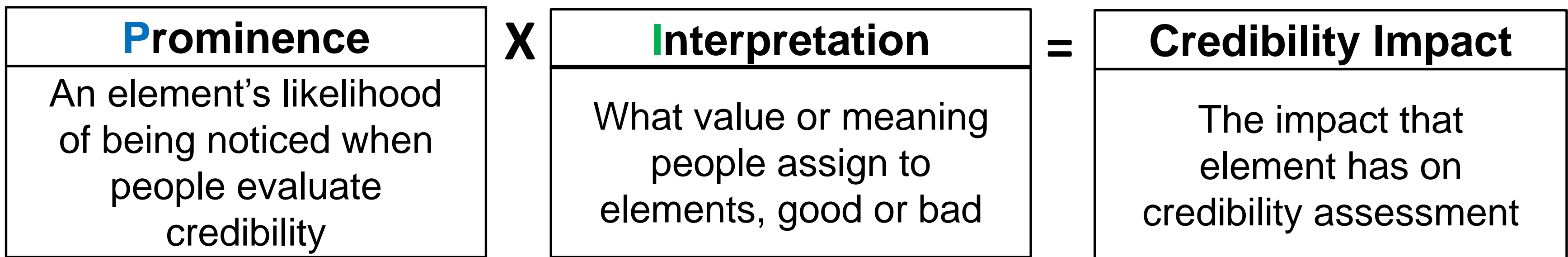
A Sequential Explanatory Mixed Methods Design



THEORETICAL FRAMEWORK

How do People Assess Credibility?

Fogg's (2002) **P-I Theory** posits that two things happen when people assess credibility: A person notices something (**P**rominence), then makes a judgment about it (**I**nterpretation).



EXPECTED FINDINGS

Popular Health Related Websites among Senior Citizens

This study will find **which** health related websites catch senior citizens' attention, in terms of the number of visits and the length of visit duration.

Markers (Elements) Affecting Senior Citizens' Credibility Assessment

By analyzing senior citizens' discussions about the credibility of the websites that are identified as popular through log analysis, this study will investigate **why** seniors visit certain health related websites frequently and for long periods of time.

Relationships between Demographics and the Credibility Assessment

This study will examine if demographic factors, such as age and gender affect seniors' credibility assessment.

