SOCIODEMOGRAPHIC PREDICTORS OF ATTENTION TO MEDIA CHANNELS FOR HEALTH INFORMATION: RESULTS FROM THE HEALTH INFORMATION NATIONAL TRENDS SURVEY (HINTS)

Angela L. Falisi, MPH, Chan L. Thai, PhD, MPH, Wen-ying Sylvia Chou, PhD, MPH, Kelly Blake, ScD
Behavioral Research Program, National Cancer Institute

Background

- Exposure to messages has been suggested as one of the most significant determinants that influence the effectiveness of health communication efforts[1]

- Differential attention is one factor that may impact exposure to information channels, which could influence dissemination of relevant health messages[2]

- With health information becoming increasingly available through multiple channels, understanding which channels people are most likely to focus their attention on can help understand exposure to health information

- This analysis aims to:
  1. Provide unadjusted population estimates of attention to media channels for health information
  2. Explore how sociodemographic factors may predict attention to different media channels

Data Source

HINTS is a cross-sectional, nationally representative survey of the U.S. adult population that gathers data on the public's access to, need for, and use of health-related information.[3]

Health Information National Trends Survey fourth iteration, Cycle 1 (HINTS 4, Cycle 1)

Collected from October 2011 to February 2012 (N=3959) through mailed questionnaires.[4]

Table 1. Respondent Demographics, HINTS 4 Cycle 1 (n=3959)

Characteristic	n (%)	Characteristic	n (%)
Sex		**Education**	
Male	1552(48.5)	Less than HS	391(12.8)
Female	2304(51.5)	12 yr or HS	785(23.1)
Age (years)		Post-HS, no college	1167(31.1)
18-29	327(22.2)	College	936(20.5)
30-49	1187(35.5)	Post-Grad	595(12.5)
50-69	1669(30.4)	**Income**	
70+	708(12.0)	<15K	588(17.2)
Race/Ethnicity		15-34999K*	825(24.3)
White	2431(66.8)	35-74999K	1114(29.4)
Black	576(11.4)	75+K	1031(29.0)
Hispanic	461(14.5)		
Other	271(7.4)		

*Oversampling for Hispanic and African American populations

Results

Figure 1. Attention to Specific Sources for Health Information (Unadjusted % of all respondents)
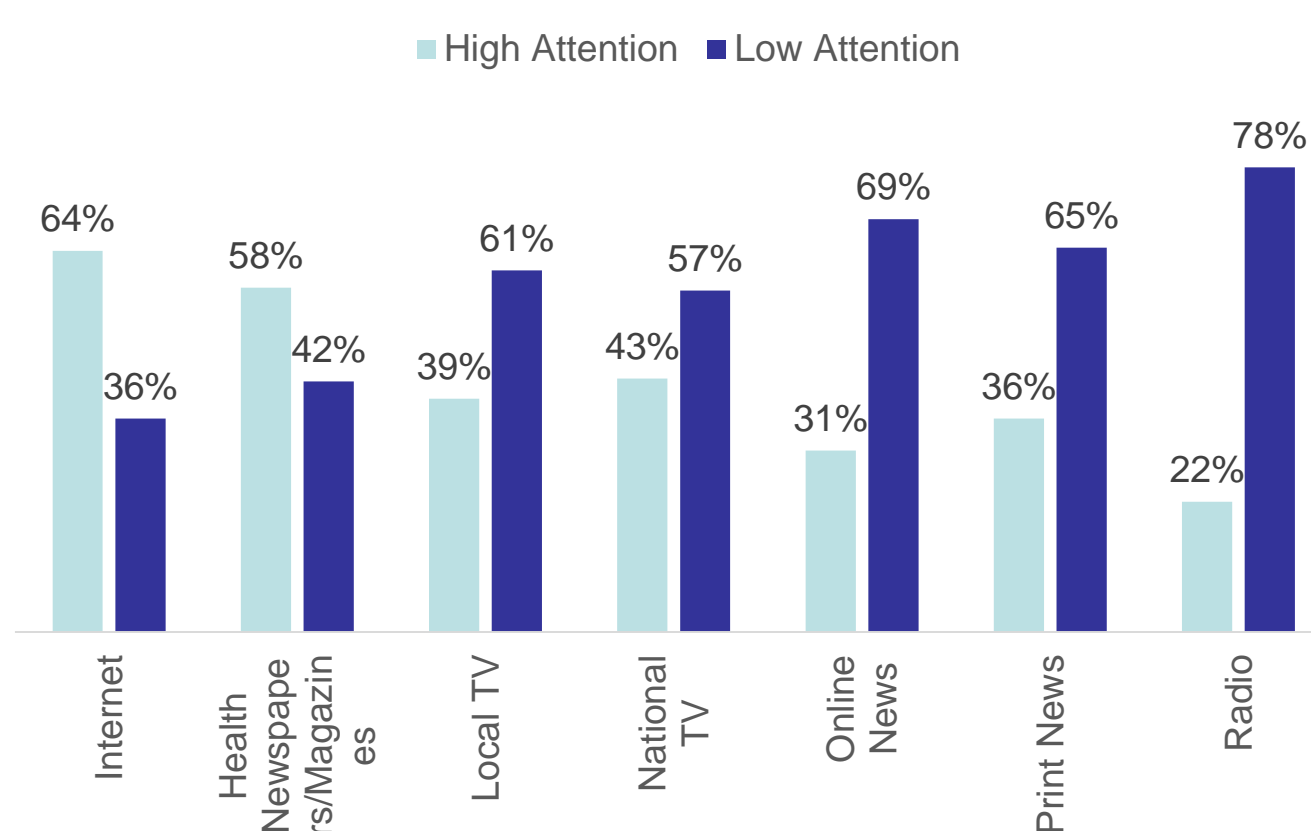
Results

Table 2. Sociodemographic Predictors of Attention to Media Channels for Health Information

	Channel						
	Health Newspapers/Magazines (n=3219)	Internet (n=3171)	Local TV (n=3212)	National TV (n=3208)	Online News (n=3158)	Print News (n=3201)	Radio (n=3165)
Sex							
Male (ref)	1	1	1	1	1	1	1
Female	**1.39****	**1.57****	**1.37***	**1.40***	1.19	1.23	1.25
Age (years)							
18-29 (ref)	1	1	1	1	1	1	1
30-49	1.41	1.02	1.29	1.07	0.79	1.04	1.15
50-69	**1.61***	1.04	**1.43***	1.27	0.7	1.17	**1.65***
70+	**1.78***	**0.45****	1.02	1.12	**0.48***	1.24	0.85
Race/Ethnicity							
White (ref)	1	1	1	1	1	1	1
Black	**1.83****	**1.50***	**2.51****	**2.66****	1.57	**1.60***	**2.44****
Hispanic	**1.66***	1.72	**2.29****	**2.33****	**2.59****	1.50	**1.96****
Other	1.20	1.04	1.37	1.12	**1.84***	1.33	1.37
Education							
Less than HS (ref)	1	1	1	1	1	1	1
12 yrs or HS	1.16	1.24	0.65	0.86	0.87	1.14	1.07
Post HS, no college	1.20	**2.22***	0.79	1.04	1.11	0.97	1.09
College	1.47	**2.51***	0.59	0.82	1.33	1.20	1.30
Post Grad	1.43	**3.28****	0.58	0.92	1.70	1.53	1.19

Fully adjusted multivariable logistic regression models

*Significant at p<.05
**Significant at p<.01
***Significant at p<.001

Key Findings: Significant differences in attention paid to media sources by <u>sex</u>, <u>race/ethnicity</u>, <u>age</u> and <u>education</u>

- **Sex** - Females have a higher odds of paying attention to <u>internet sources, health newspapers/magazines</u> and <u>TV</u> for health information as compared with males

- **Race/Ethnicity** – African Americans & Hispanics have a higher odds of paying attention to <u>TV, health news/mags, and radio</u> sources for health information, compared to White respondents

- **Age** - Individuals aged 70+ have a lower odds of paying attention to <u>internet sources</u> and <u>online news</u> as compared with those aged 18-29 years

- **Education** - Individuals with higher levels of education have a higher odds of paying attention to <u>internet sources</u>, as compared with those with a high school education or less

Conclusions

❑ Attention to health information on the internet is generally higher than attention to TV, radio and print news sources.

❑ Traditional media channels like TV, radio and magazines/newspapers remain an important source of health information, especially among African-American and Hispanic populations.

❑ While the Internet is a universally popular source of health information, other media channels should be considered during dissemination planning when targeted communication is necessary to reach at risk or traditionally underserved populations.

❑ Income does not play a significant role in predicting attention to different media channels (data not shown).

❑ Results can inform the planning, design and dissemination of health communication strategies in order to extend reach and understand potential exposure to health messages.

References

1. Hornik, R. (Ed.). (2002). Public Health Communication: Evidence for Behavior Change. New York: Lawrence Erlbaum.

2. Viswanath, K., & Finnegan, J. R. (1996). The knowledge gap hypothesis: Twenty five years later. In B. Burleson (Ed.), Communication Yearbook 19 (pp. 187-227). Thousand Oaks: Sage Publications.

3. National Cancer Institute. (2012). Heath Information National Trends Survey   URL: http://hints.cancer.gov/

4. Finney Rutten LJ, Davis T, Beckjord EB, Blake K, Moser RP, Hesse BW. (2012). Picking up the pace: changes in method and frame for the health information national trends survey (2011-2014). *Journal of Health Communication*, 17(8):979-989.