MEDICINE AND THE MEDIA

BACKGROUND

- Media defined
- Mass media has great influence within society (Potter, 2011 & Bandura, 2002).
- Medicine and media: the relationship defined
  - Internet is the most frequently accessed platform for health information in the U.S. (Pluye, et al., 2019).
- Research is needed to assess the current situation among American adults

QUESTION & OBJECTIVE

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?

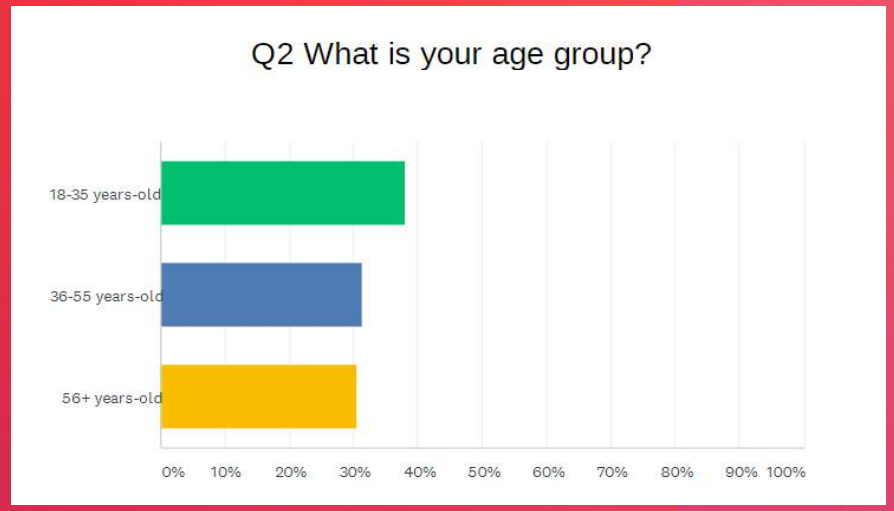
Hypothesis: American adults are more likely to consult media sources before consulting a physician with no regard to accuracy of medical advice.

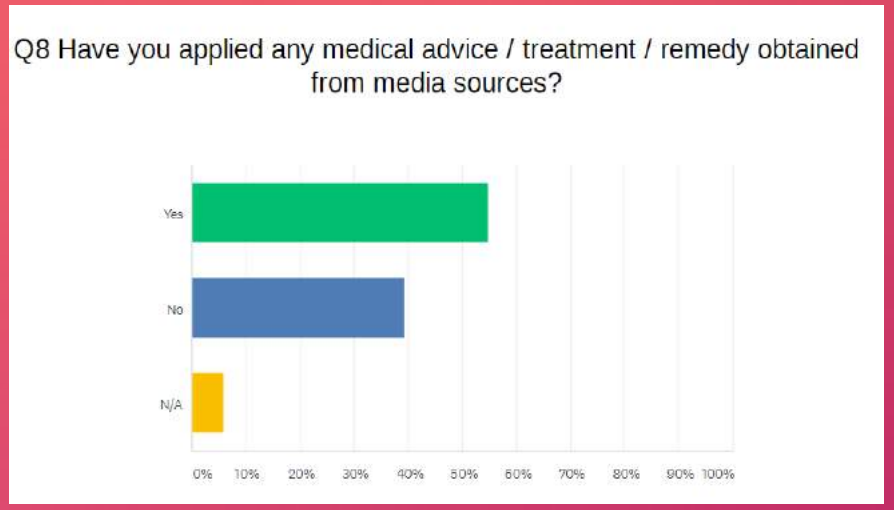
The overall goal of this research is to learn more of the media habits of American adults in seeking health information to determine media's impact on health literacy.

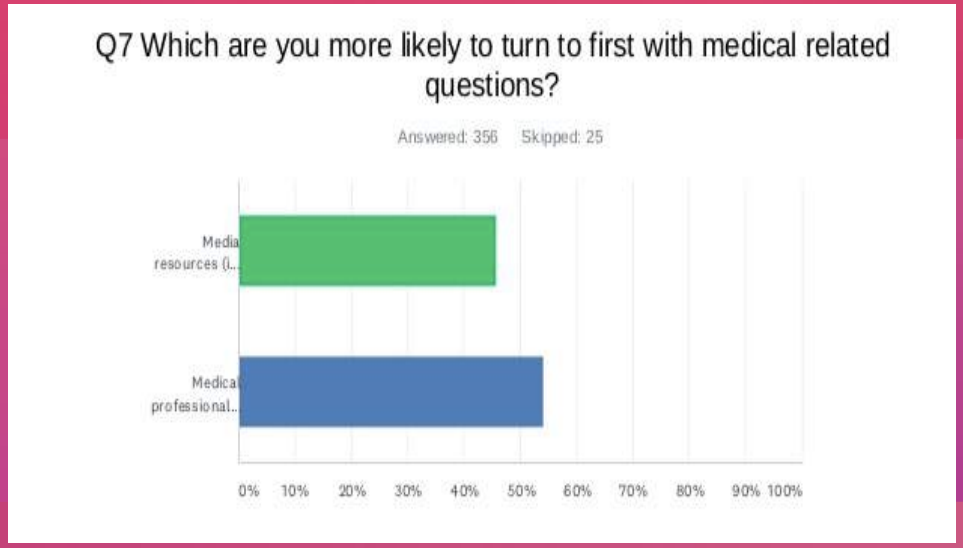
METHODOLOGY

- Study design is an online survey with a representational sample size of 358 American adults ages 18 years and older
- The survey consisted of one preliminary qualifying question and nine questions regarding media use in obtaining and implementing medical information.
- Two separate univariate ANOVA analyses were done to analyze the significance of age, media use, and application to the preference of source and likelihood to check for accuracy.

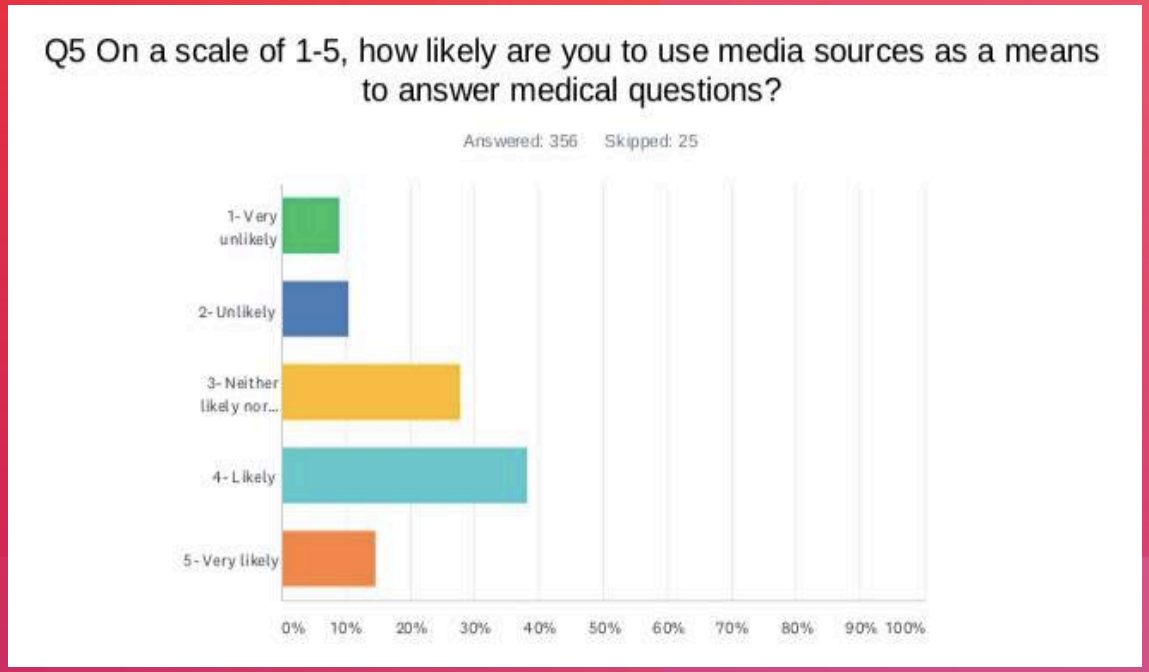
FINDINGS

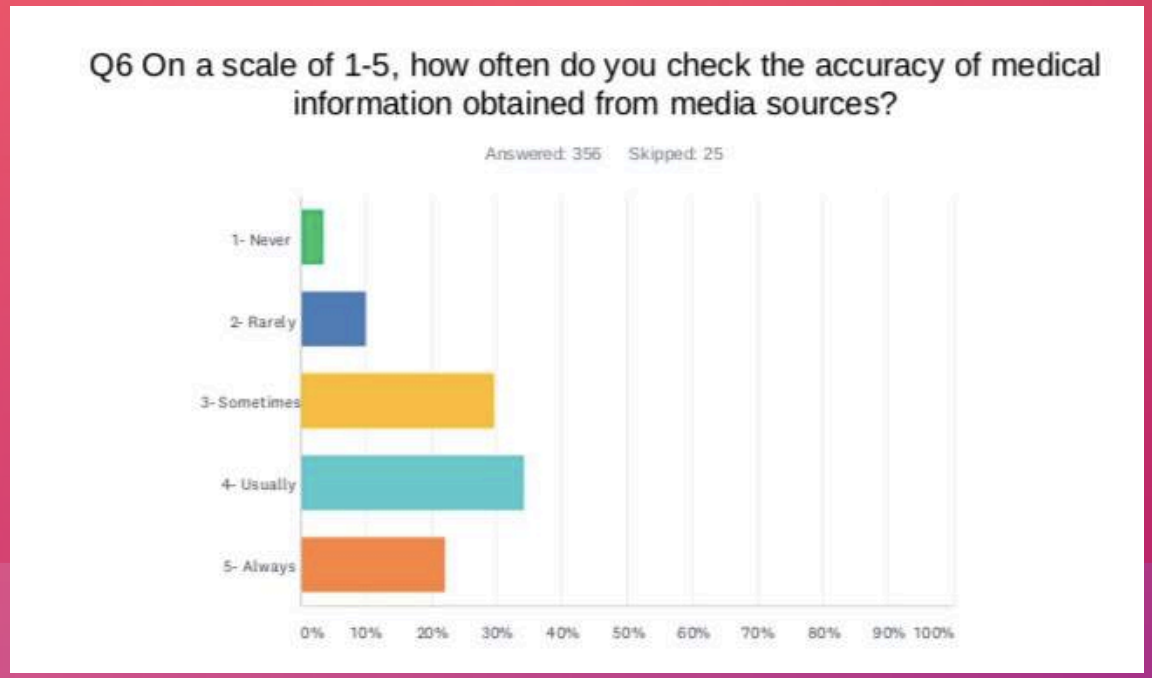

Q2 What is your age group?
18-35 years-old
36-55 years-old
56+ years-old
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%


Q8 Have you applied any medical advice / treatment / remedy obtained from media sources?
Yes
No
N/A
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%


Q7 Which are you more likely to turn to first with medical related questions?
Answered: 356
Skipped: 25
Media
resources (i...
Medical
professional...
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

FINDINGS CONTINUED





ANALYSIS RESULTS

Tests of Between-Subjects Effects

Dependent Variable: MediaSources2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	83.318[a]	11	7.574	7.098	.000
Intercept	3138.787	1	3138.787	2941.222	.000
MediavMedicine	24.931	1	24.931	23.362	.000
Application	20.870	1	20.870	19.556	.000
AgeGroup	5.656	2	2.828	2.650	.072
MediavMedicine * Application	.001	1	.001	.001	.973
MediavMedicine * AgeGroup	4.099	2	2.049	1.920	.148
Application * AgeGroup	1.608	2	.804	.754	.471
MediavMedicine * Application * AgeGroup	3.307	2	1.653	1.549	.214
Error	342.562	321	1.067		
Total	4274.000	333			
Corrected Total	425.880	332			

a. R Squared = .196 (Adjusted R Squared = .168)

Tests of Between-Subjects Effects

Dependent Variable: Accuracy2

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.438[a]	11	1.949	1.806	.052
Intercept	3508.120	1	3508.120	3250.996	.000
MediavMedicine	.412	1	.412	.382	.537
Application	14.319	1	14.319	13.270	.000
AgeGroup	3.709	2	1.854	1.718	.181
MediavMedicine * Application	.400	1	.400	.371	.543
MediavMedicine * AgeGroup	2.341	2	1.171	1.085	.339
Application * AgeGroup	.414	2	.207	.192	.825
MediavMedicine * Application * AgeGroup	3.626	2	1.813	1.680	.188
Error	346.388	321	1.079		
Total	4750.000	333			
Corrected Total	367.826	332			

a. R Squared = .058 (Adjusted R Squared = .026)

CONCLUSION

Overall

- More than half of the American adult population are likely to use media sources for medical information, check for its accuracy, and apply this information

The hypothesis was rejected.

- Medical professionals are reportedly used more than media sources as a first resource for medical information
- Media preference over medical professionals is not a significant factor in the likelihood of checking for accuracy

Next steps for current research

- Run different analyses with media verses medical professional preference as a dependent variable to see what factors are significant in that decision

Future research

- Test prevalence of the use of specific media sources in seeking medical information
- Test the impact of media medical information on health literacy directly

REFERENCES

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