

*Cancer-related information seeking:
How does the American public rate its
experience?*

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Why Study Information Seeking?

- ◆ The shared/informed decision-making paradigm calls for greater patient participation across the cancer care continuum.
- ◆ Active information seeking results in greater patient participation.
- ◆ The Internet revolution has drastically improved access to health information.
- ◆ More informed patients report more positive health outcomes.

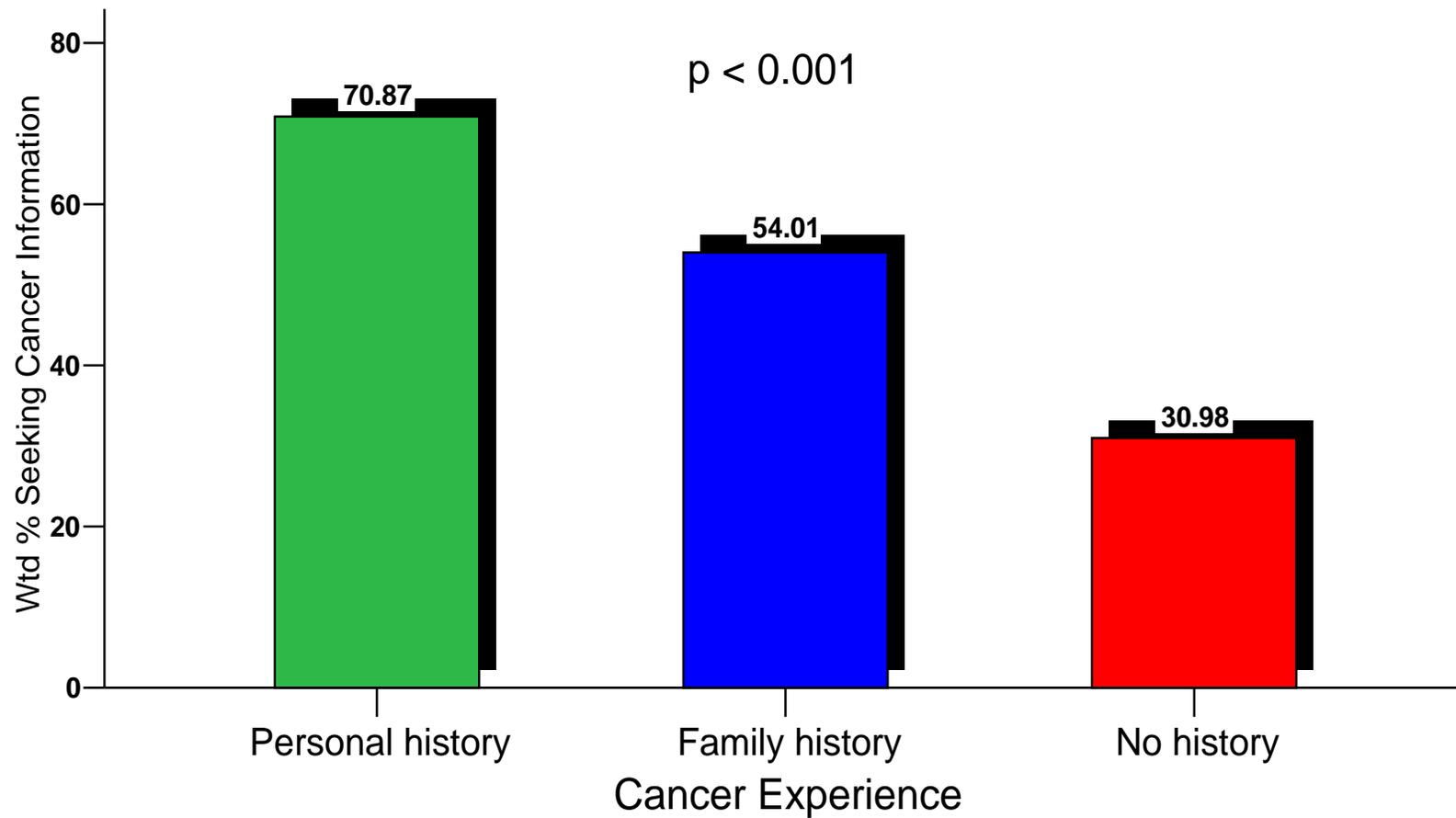
HINTS & Cancer Information Seeking

1. **Who** is seeking cancer information?
2. **What** information are they seeking?
3. **Where** are they seeking the information from?
4. What are their information seeking **experiences** like?
5. What are the **consequences** of their information seeking?

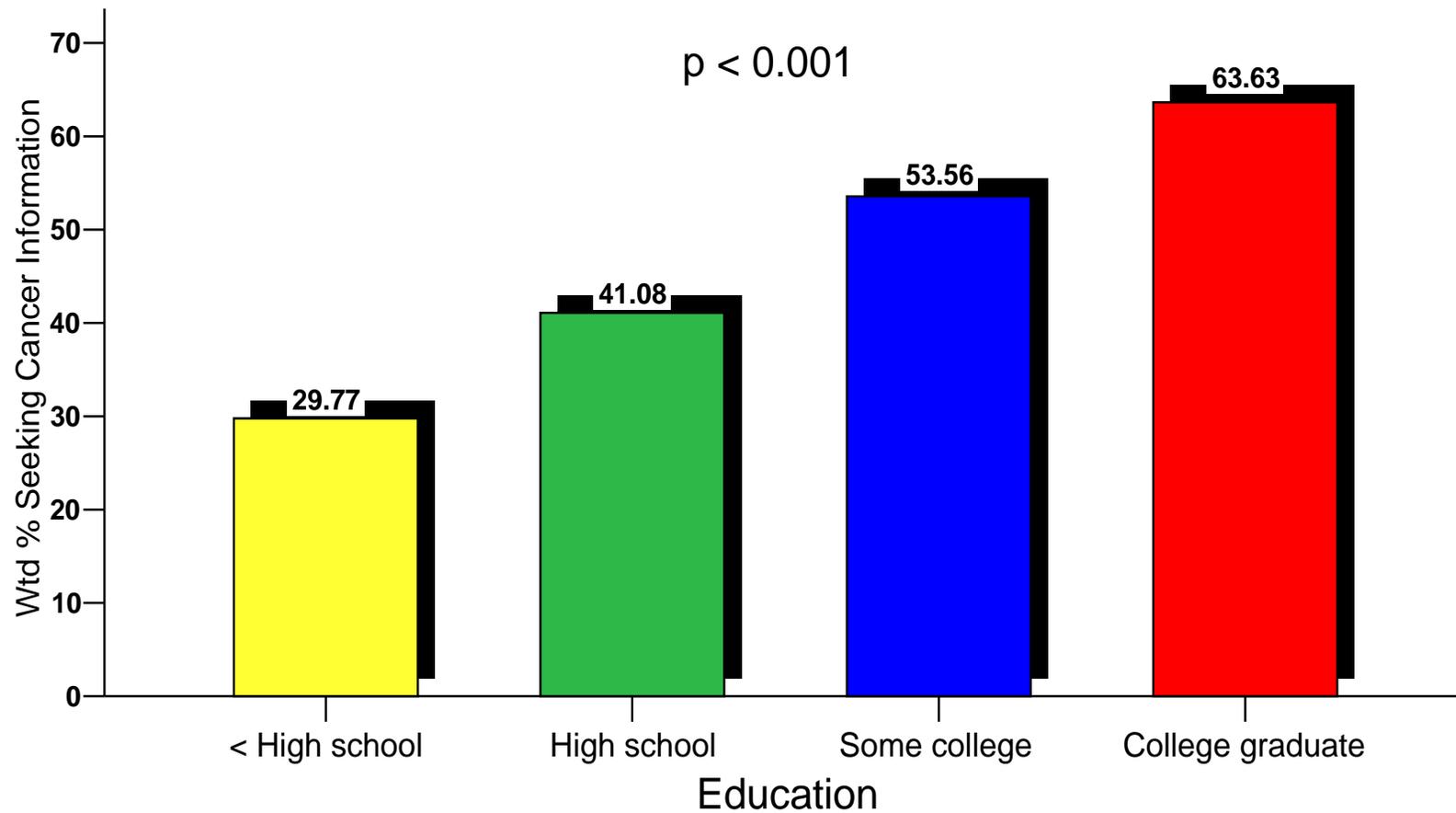
Who Seeks Cancer Information?

- ◆ 47.7% of the American public had at some point looked for information about cancer.
- ◆ 93.8% searched themselves; 6.2% relied on others.
 - Of these 6.2%, majority (56.9%) relied on other family members.
- ◆ 75.5% had looked for cancer information within the past one year.

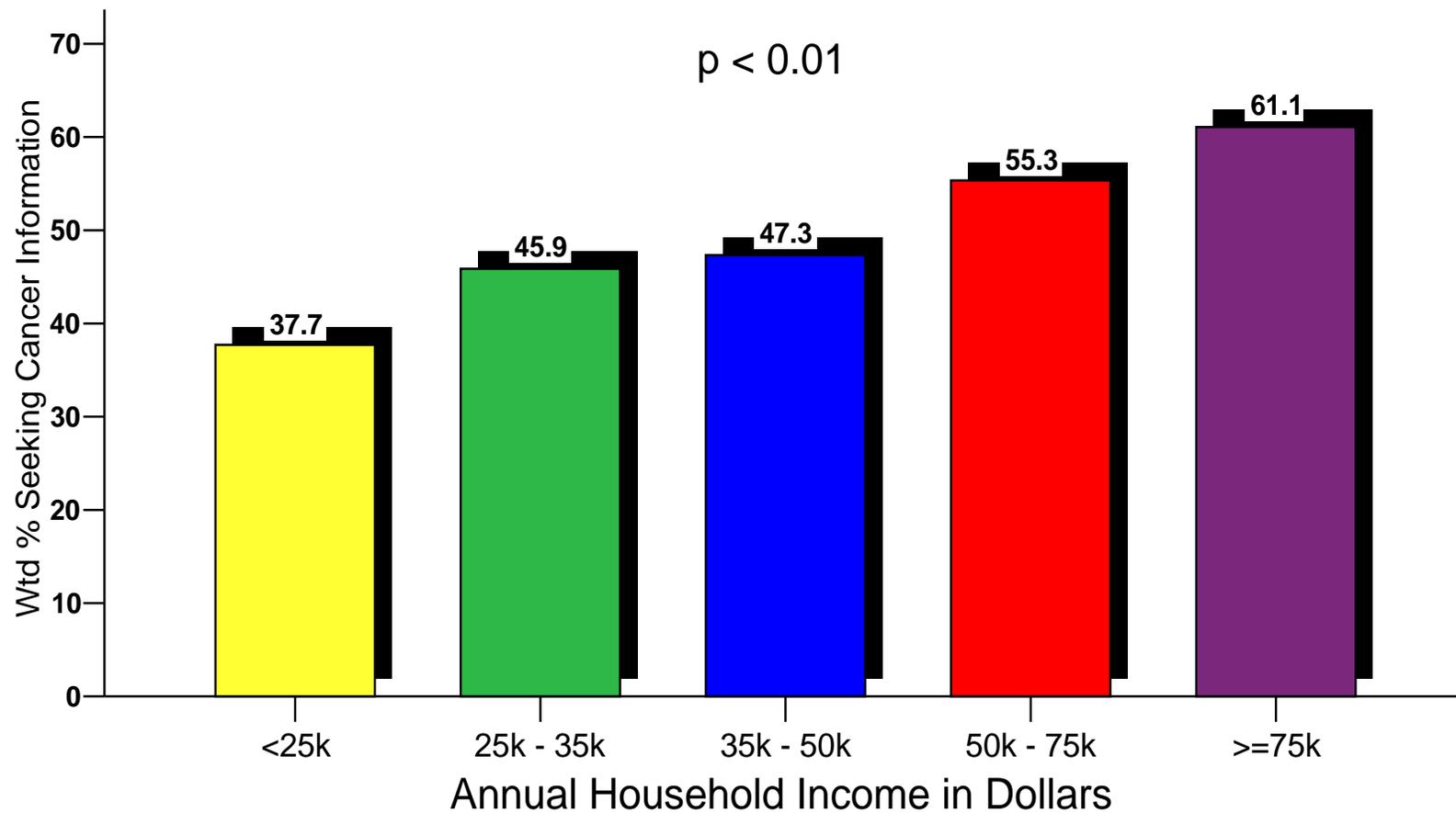
Who Seeks Cancer Information?



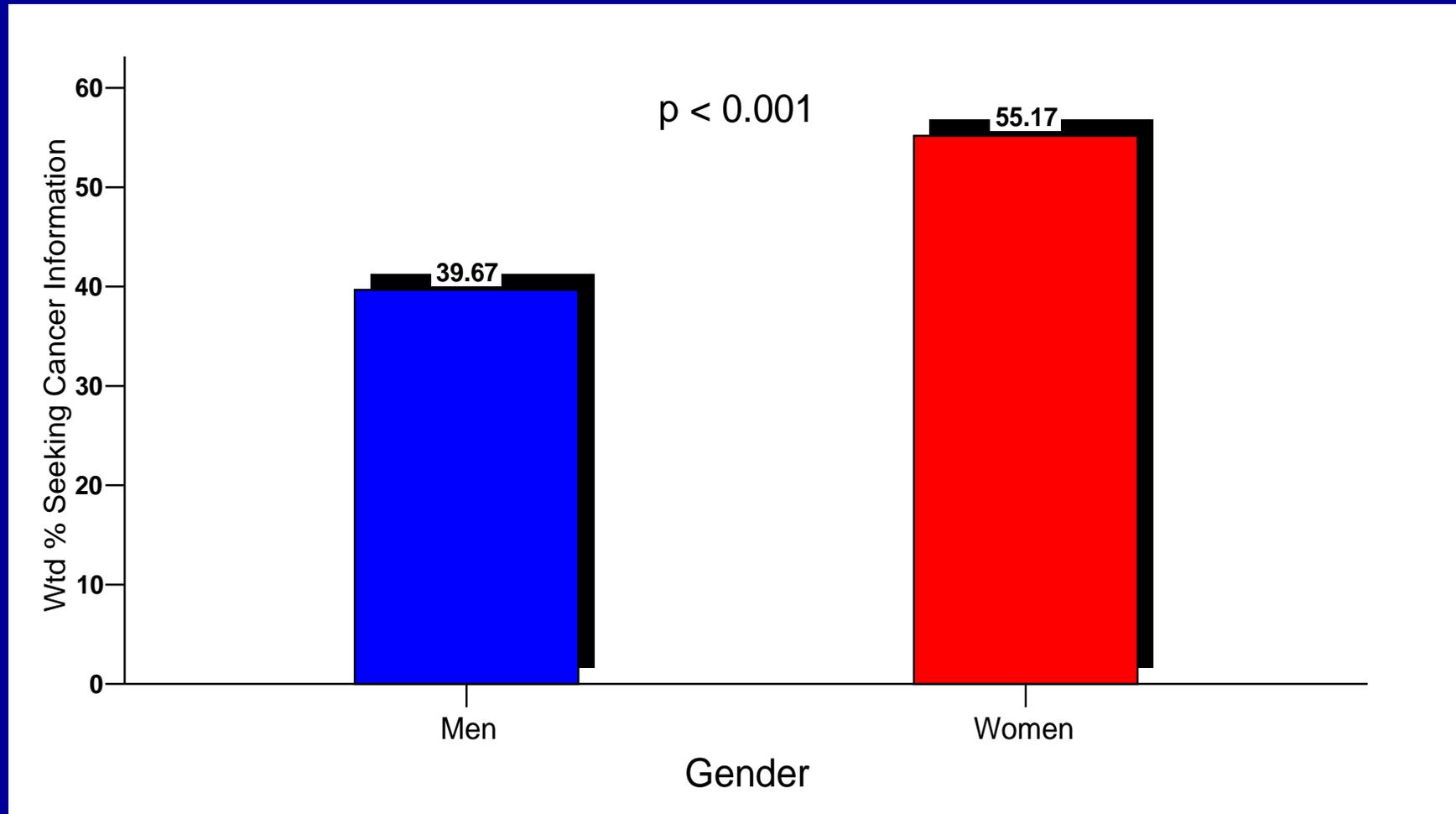
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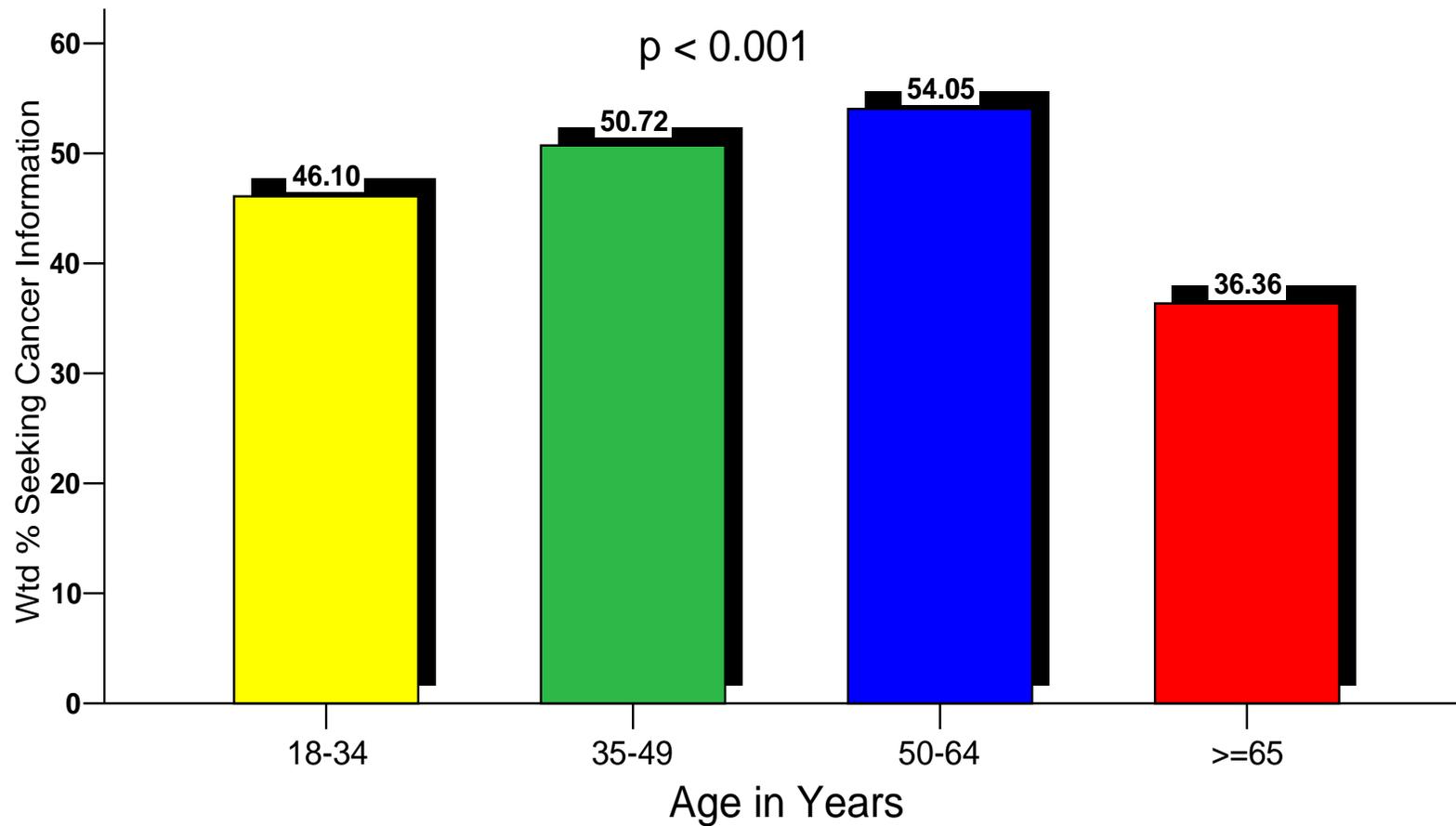
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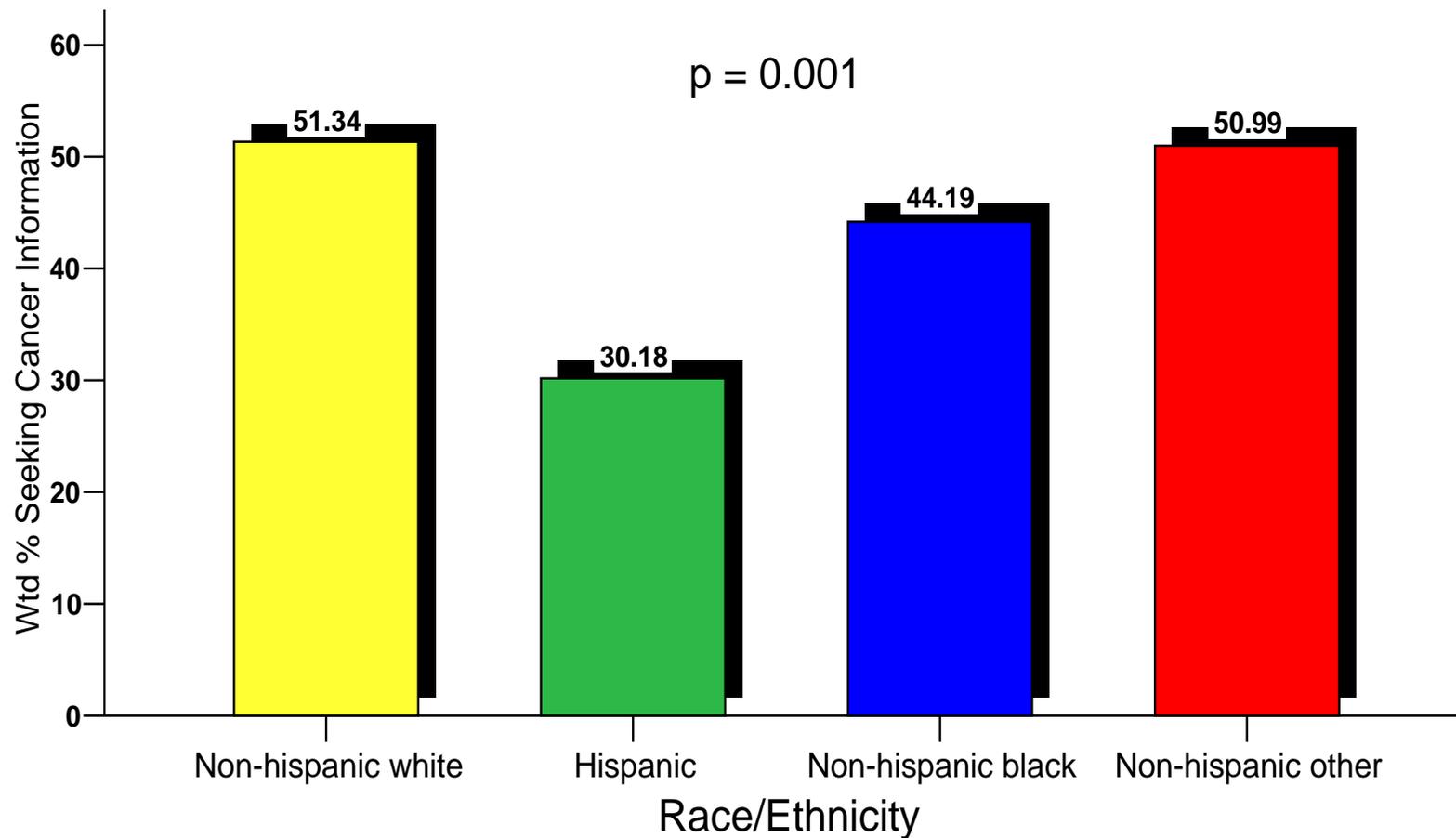
Who Seeks Cancer Information?



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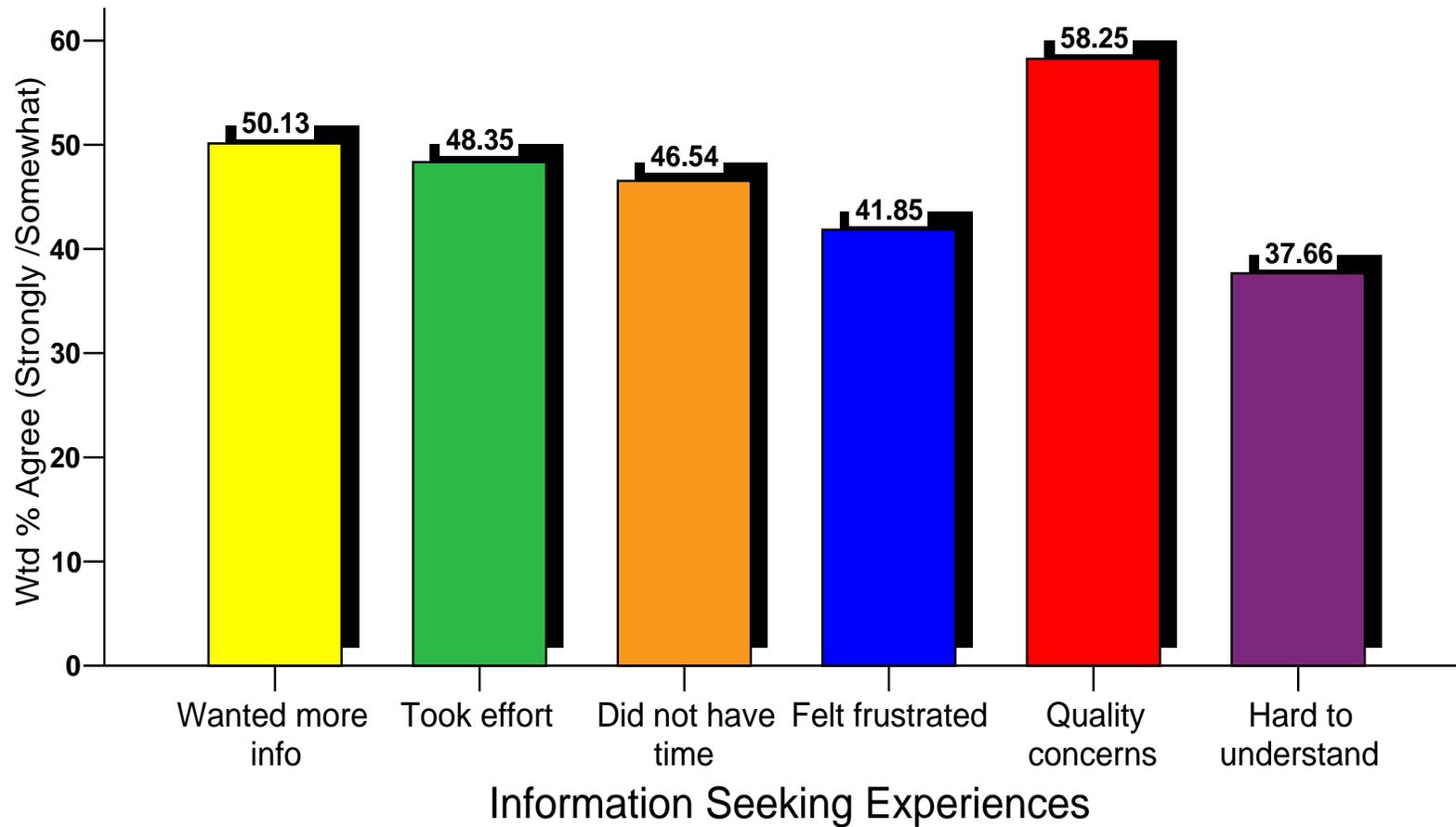
Who Seeks Cancer Information?



Information Seeking Experiences

- ◆ Six item **I**nformation **S**Eeking **E**xperience (ISEE) scale
- ◆ Based on your overall search for information on cancer, how much do you agree/disagree with: (HC-19)
 - You wanted more information, but did not know where to find it.
 - It took a lot of effort to get the information you needed.
 - You did not have the time to get all the information you needed.
 - You felt frustrated during your search for the information.
 - You were concerned about the quality of the information.
 - The information you found was too hard to understand.

Information Seeking Experiences

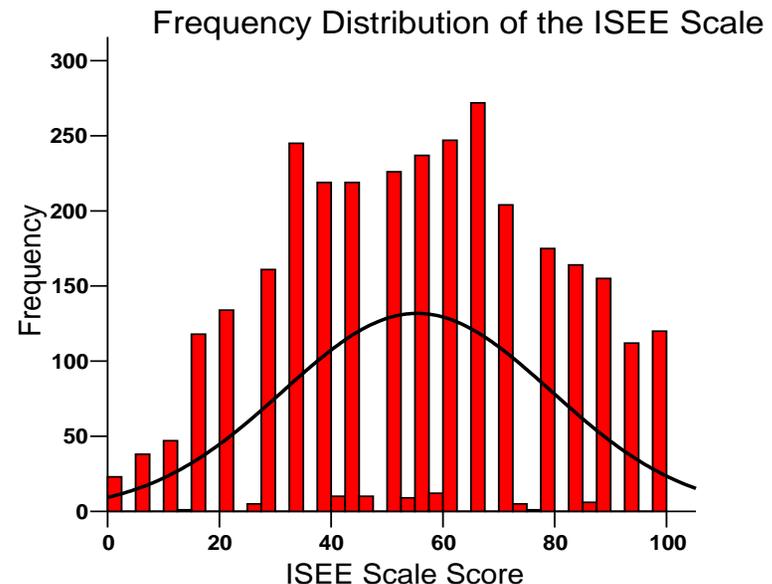


Information Seeking Experiences

Wtd Mean ISEE score: 54.21
(range: 0-100)

PCA: Single factor accounts
for 52.8% of the variance

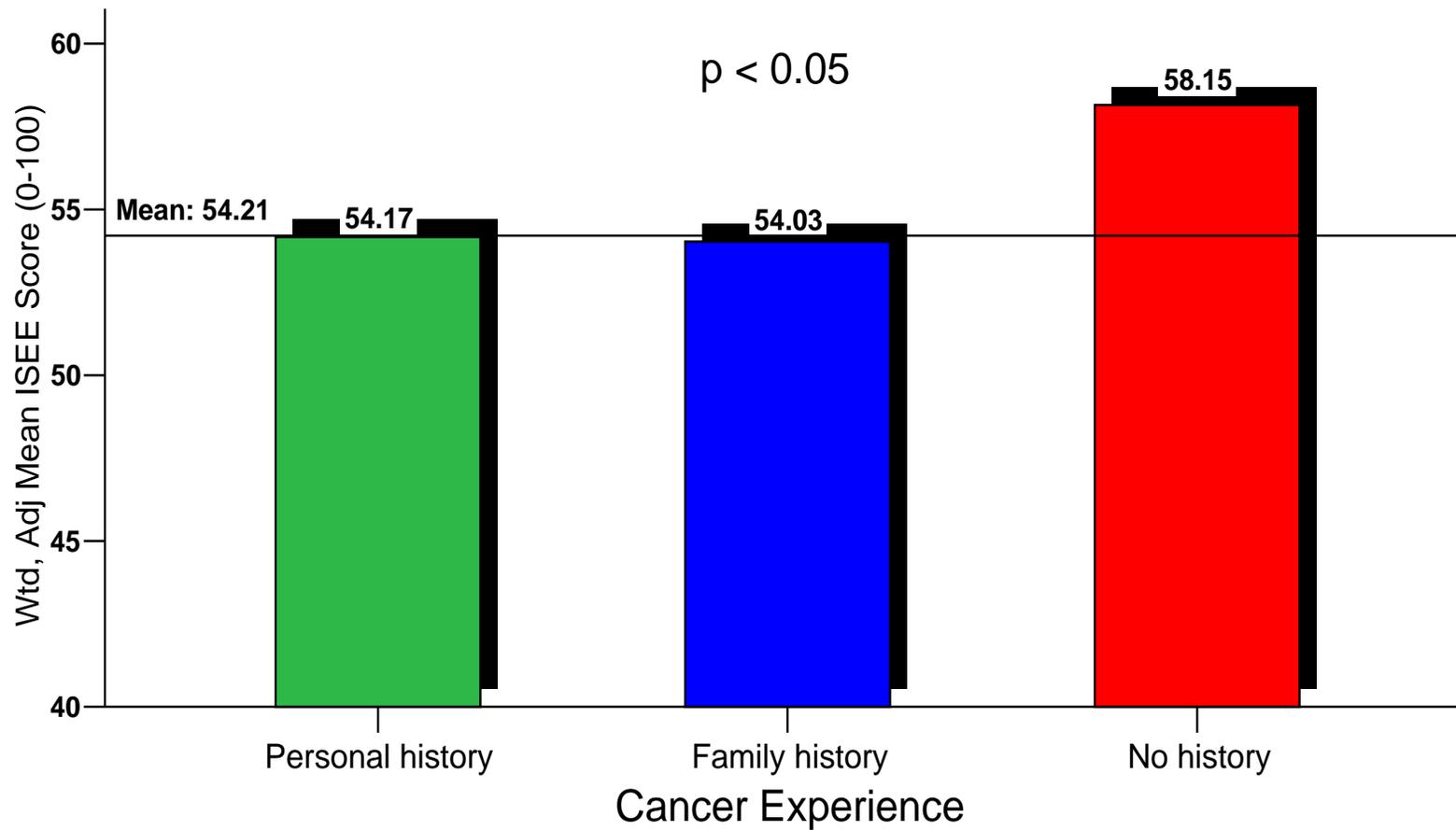
Cronbach's $\alpha = 0.82$



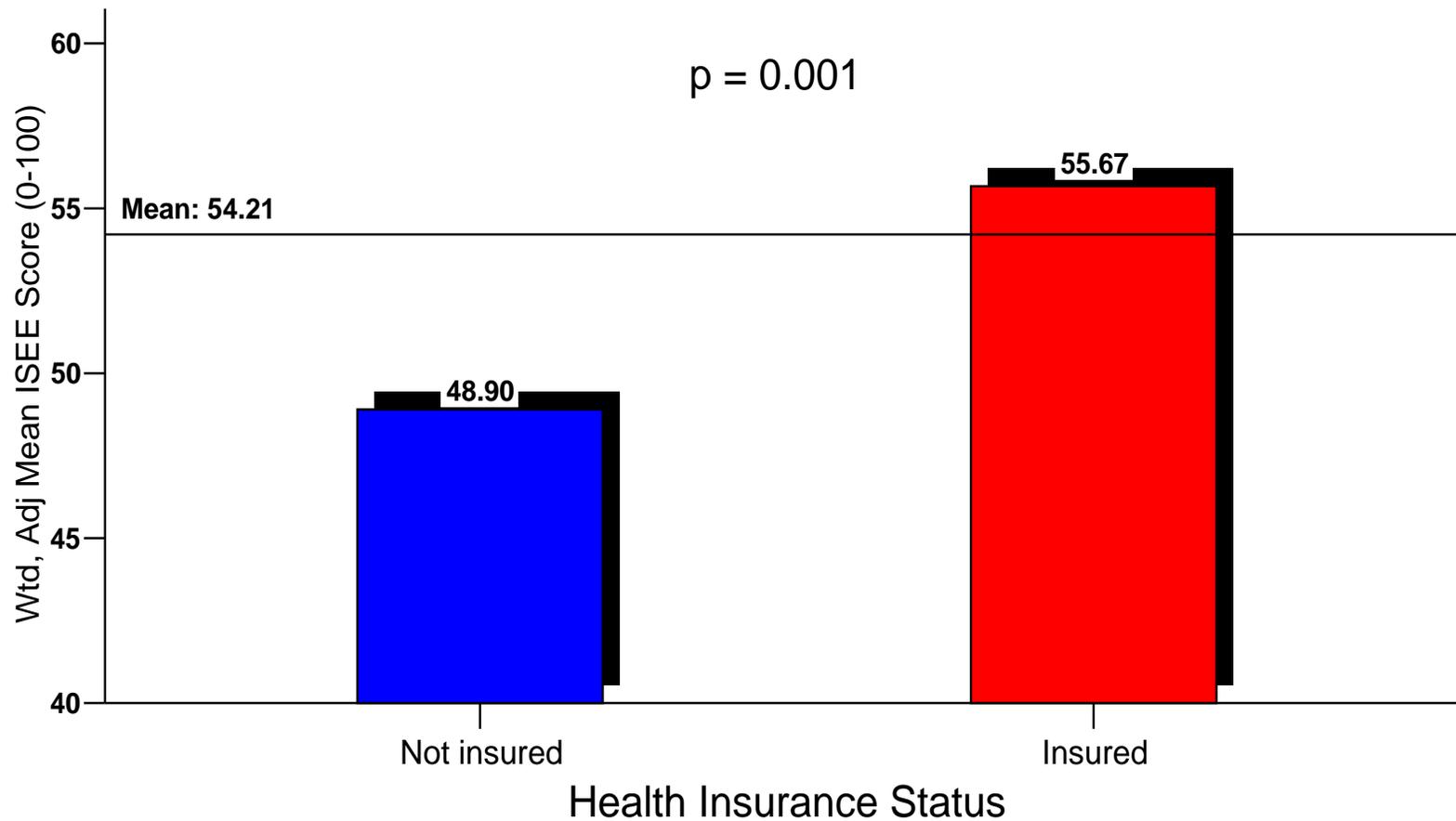
Linear regression model estimated the extent to which sociodemographics and cancer experience were associated with ISEE scores.

Age, Gender, and Race had no effect on information seeking experiences.

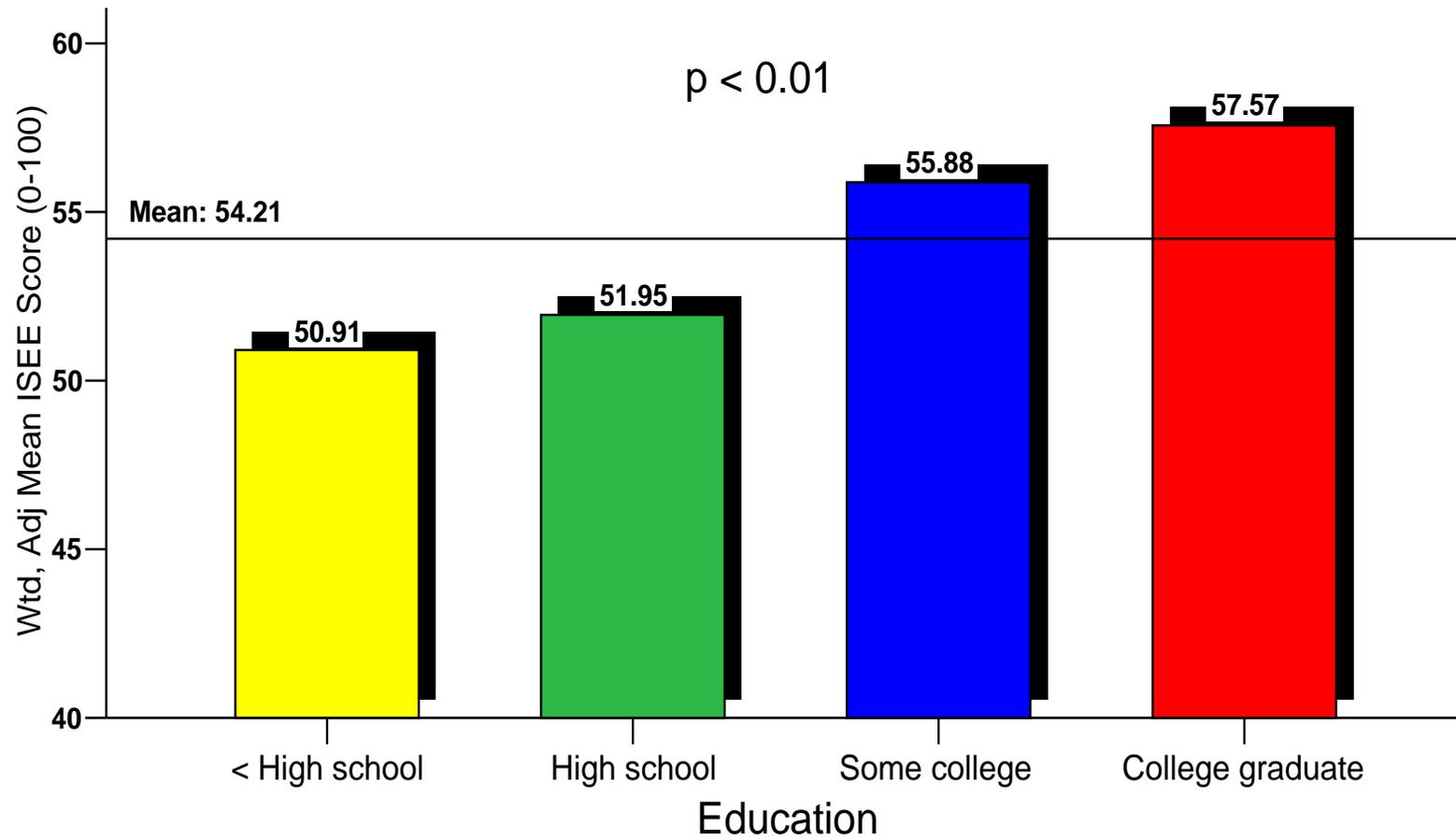
Information Seeking Experiences: Correlates



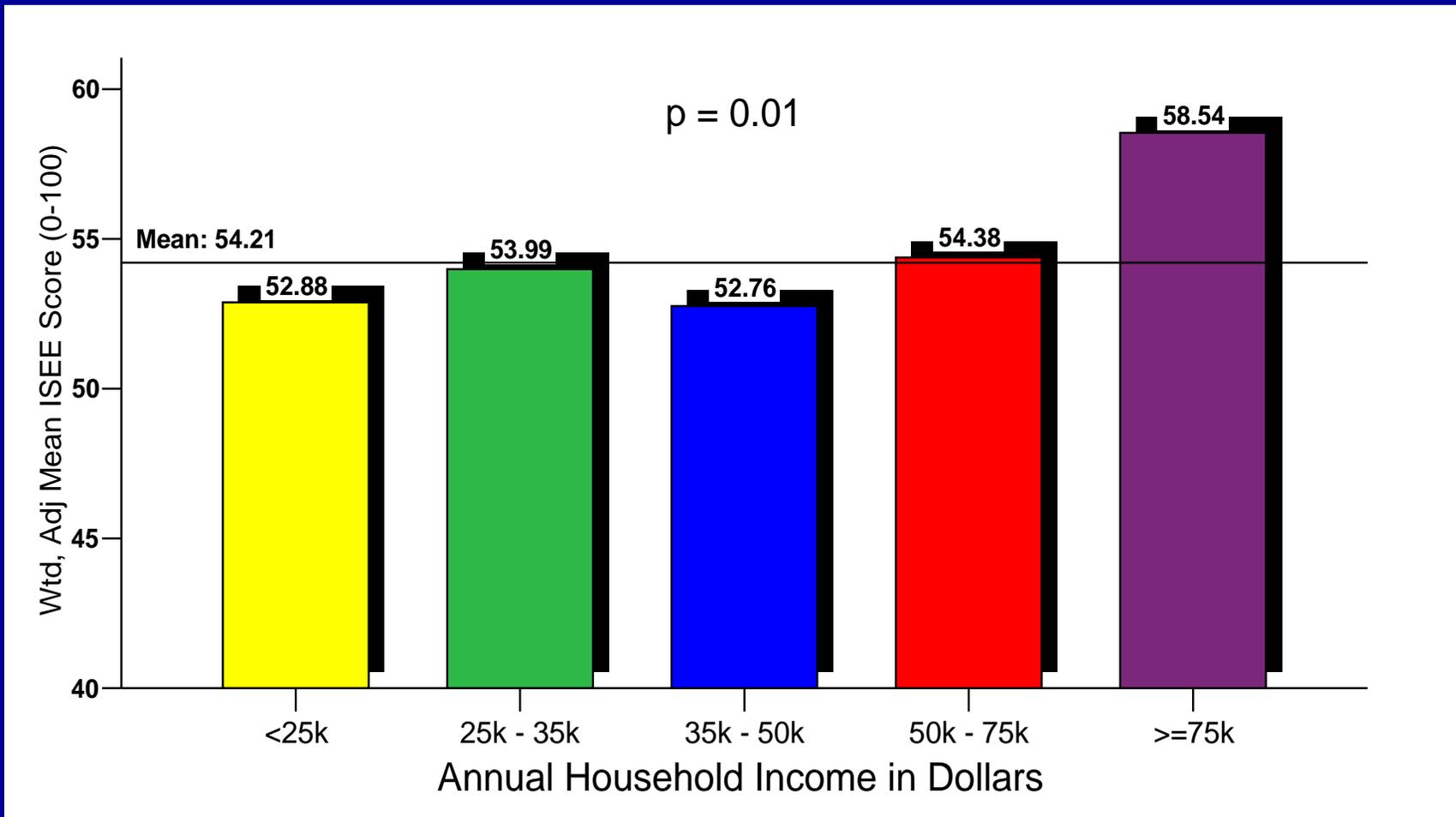
Information Seeking Experiences: Correlates



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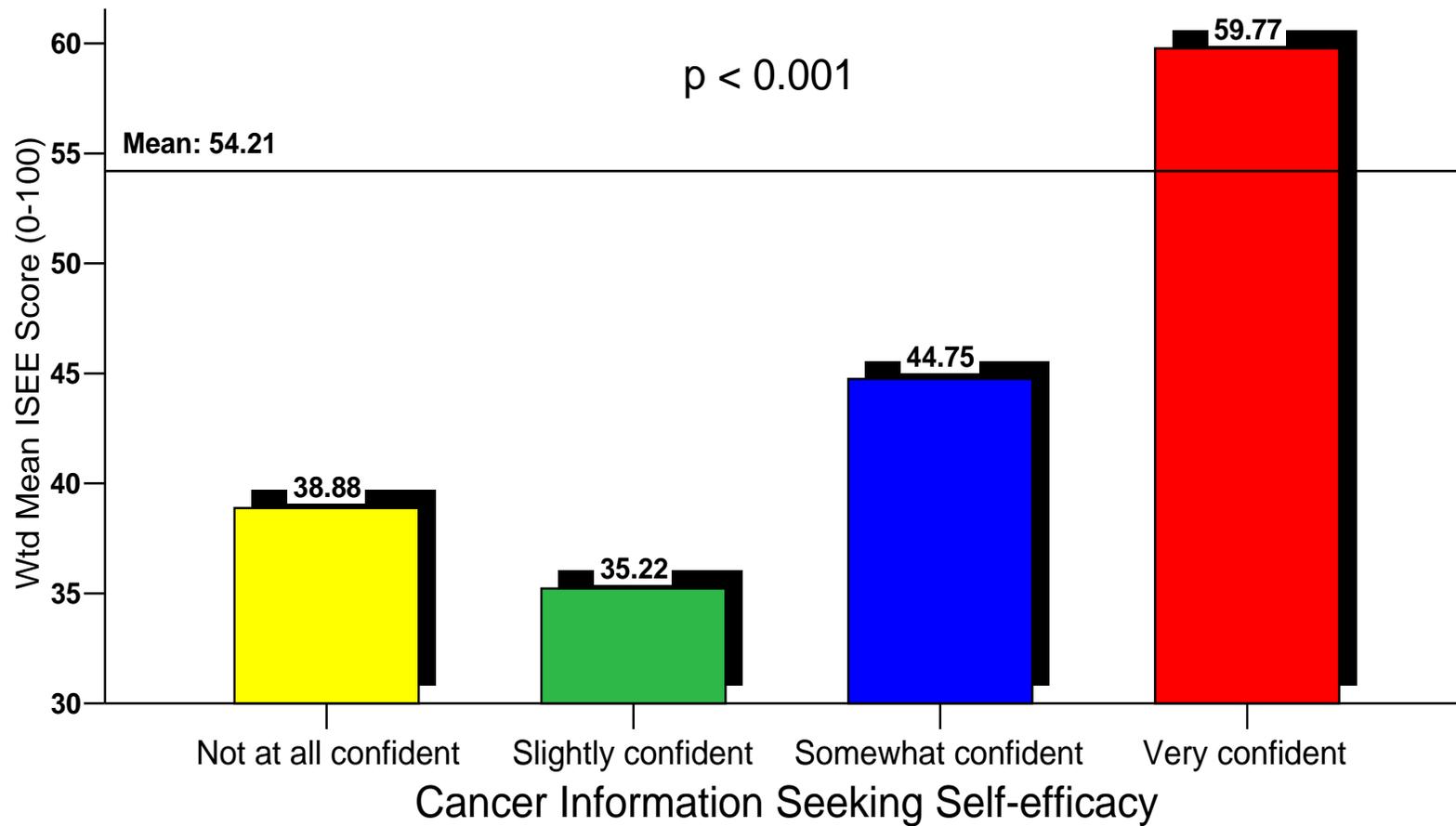
Information Seeking Experiences: Correlates



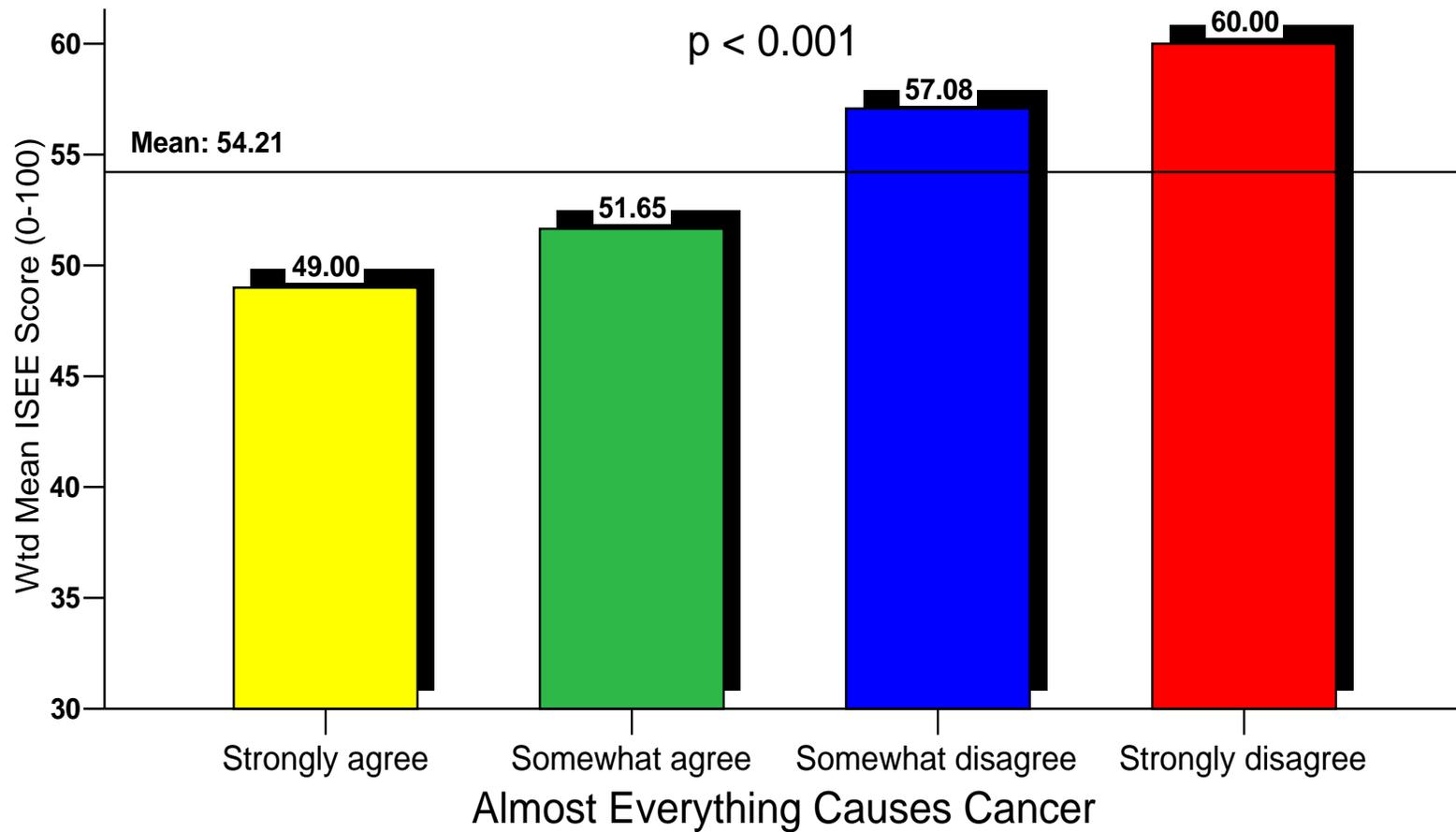
Information Seeking Experiences: Consequences

- ◆ Examined the association of prior cancer-related information seeking experiences with:
 - Current level of confidence in getting advice or information about cancer if needed
- and
- Current beliefs about cancer and its prevention

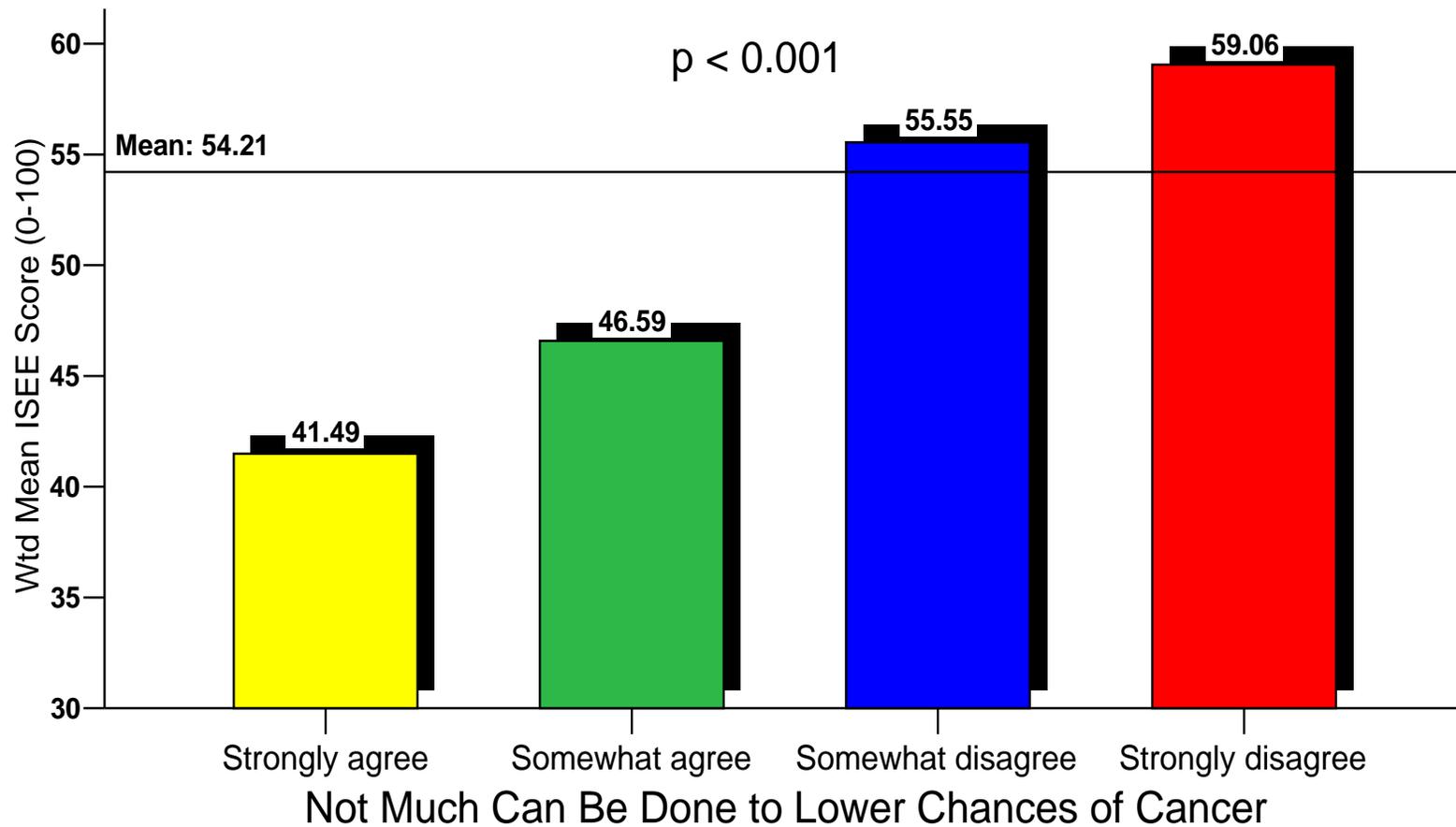
Information Seeking Experiences: Consequences



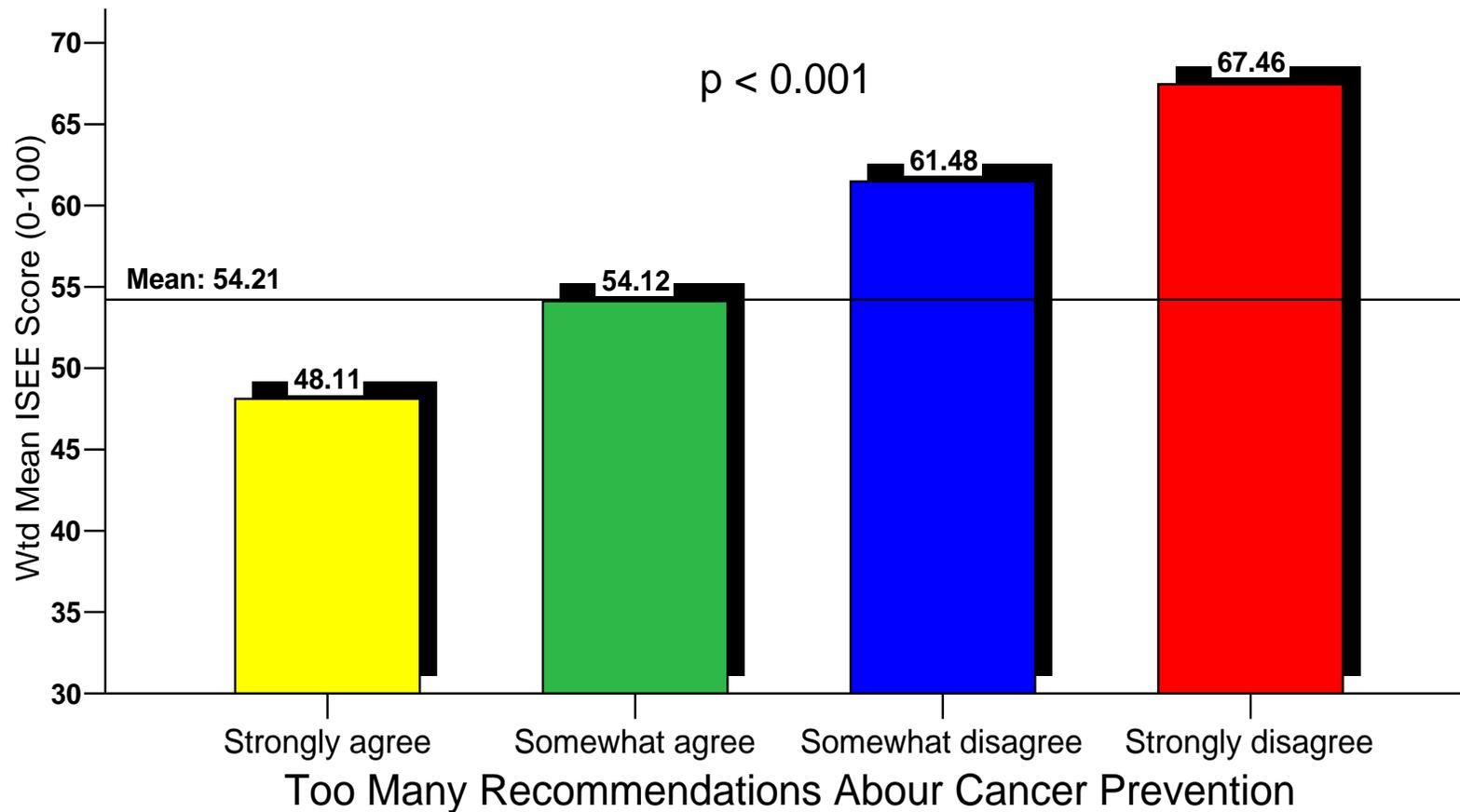
Information Seeking Experiences: Consequences



Information Seeking Experiences: Consequences



Information Seeking Experiences: Consequences



Summary

- ◆ A large proportion of the American public engages in cancer-related information seeking.
- ◆ Of these, a substantial percentage report suboptimal experiences, especially the underserved.
- ◆ Past information seeking experiences are likely to shape people's current levels of self-efficacy and cancer-related beliefs.

Conclusion

- ◆ Given the positive impact of health information on patient outcomes, greater efforts are needed to facilitate cancer-related information seeking by the American public, especially for the underserved.