

Background

- ✓ Source credibility (i.e. communicator trustworthiness and expertise) has long been considered an important factor in developing effective communications.
- ✓ Further, it is important that we understand the channel(s) through which various populations are most likely to be receptive to health communications.
- ✓ As perceptions of source credibility vary across different segments of the population, health communications that have been targeted for specific audiences or tailored for particular individuals have been shown to be more effective than generic, "one-size-fits-all," messages.
- ✓ The development of effective health communications requires a detailed comprehension of audience preference for communicators and communication channels.

Study Goals

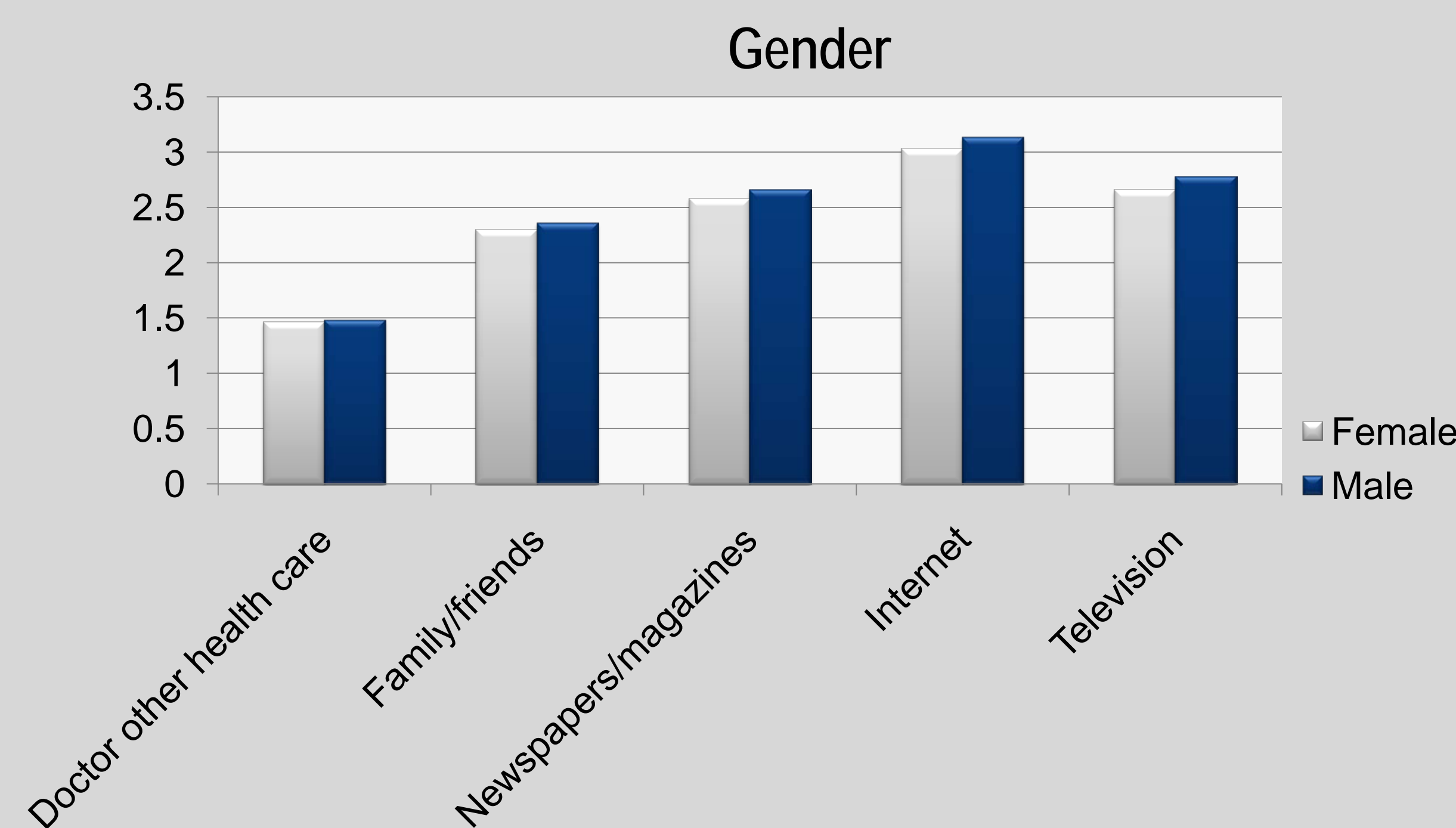
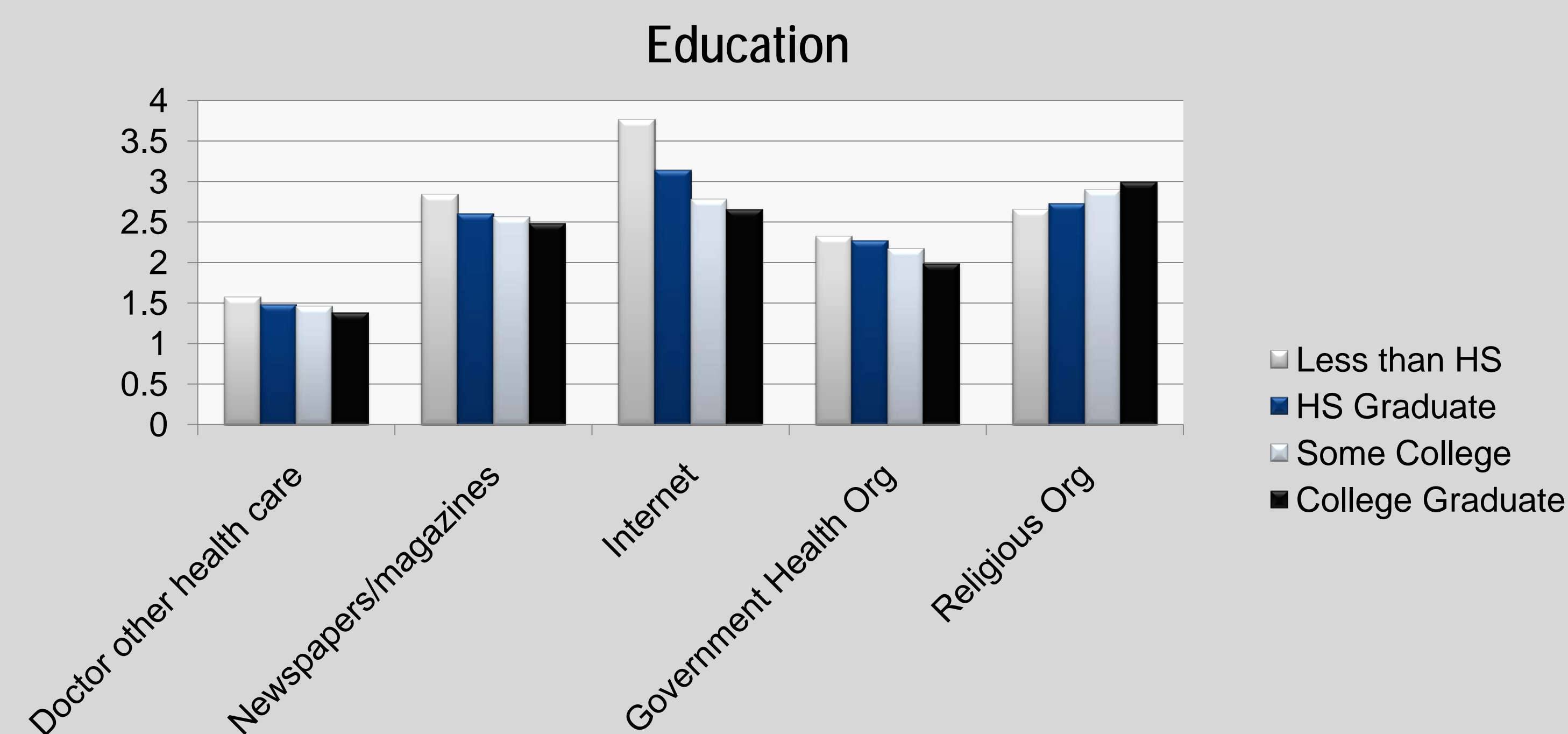
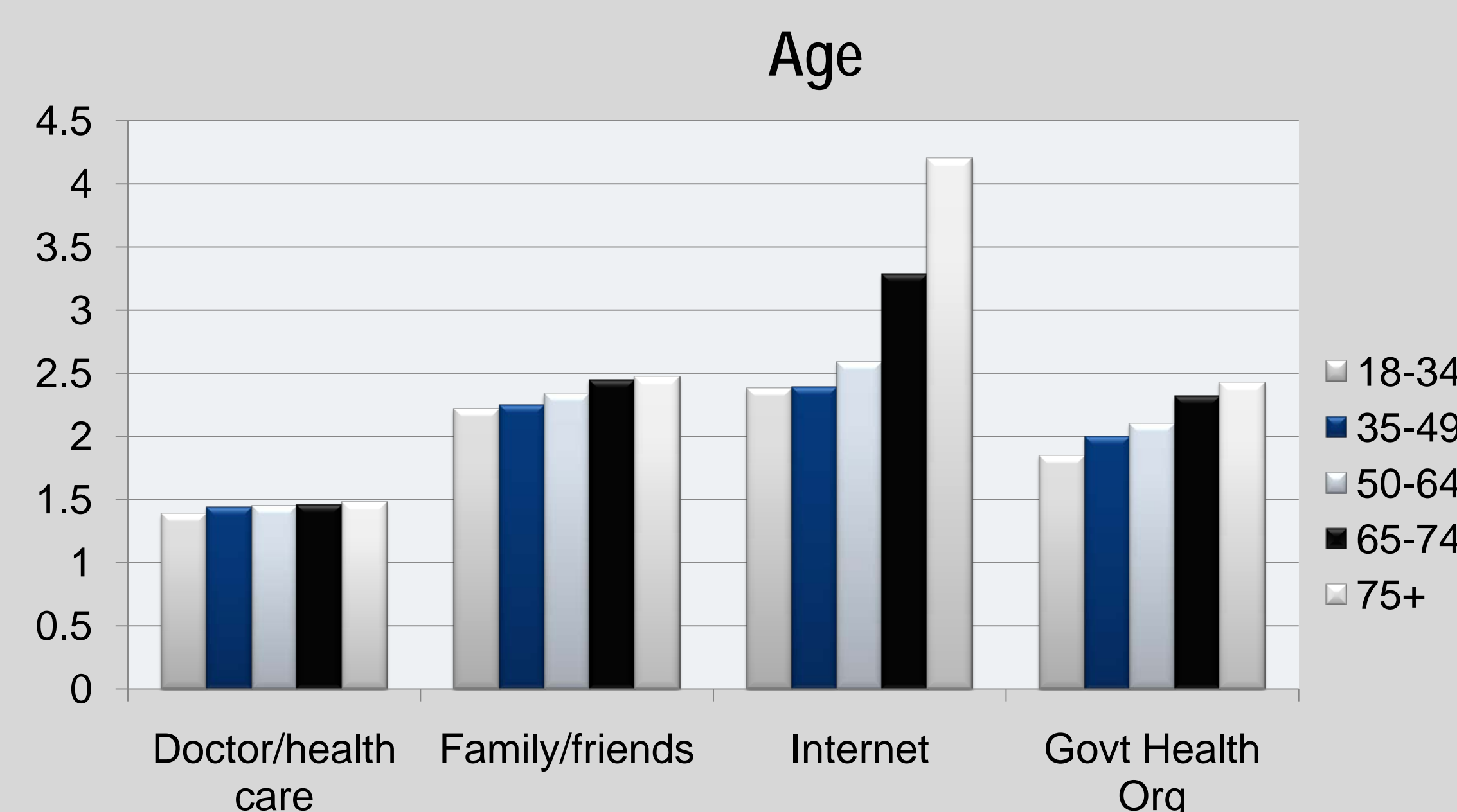
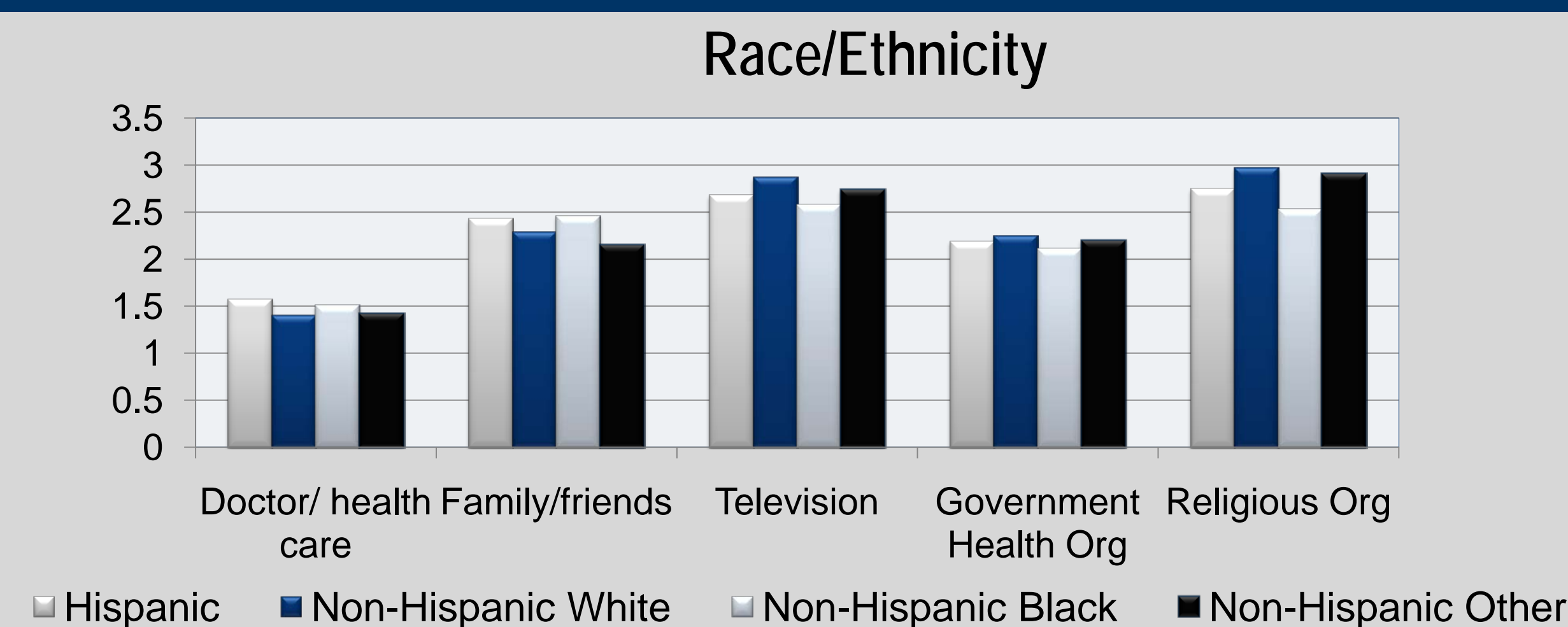
- ✓ Examine differences by race/ethnicity, education, age, and gender for trust in different communication sources.
- ✓ Examine differences in preferences for communication channels by race/ethnicity, education, age, and gender.

Methods

Data were from the 2007 Health Information National Trends Survey (HINTS). Analyses were conducted using SPSS 17.0. All data were weighted to provide representative estimates of the population. The SPSS complex module was used to take into account the complex sampling design and to adjust for the population sampling weight.

Results

Lower numbers indicate a higher degree of trust for all results.



Conclusions

- ✓ Doctors and health care providers were the most trusted source of health information for all groups.
- ✓ However, there were significant differences across racial/ethnic groups in the degree of trust for doctors and providers as information sources, with Whites trusting doctors and health professionals more than African Americans and Hispanics.
- ✓ African Americans trusted religious organizations more so than other racial/ethnic groups.
- ✓ Individuals over 65 were much less likely to trust information from the internet compared to those under 65.
- ✓ There was a positive relationship between educational attainment and trust for both the internet and government health agencies, and a negative relationship between education and trust for religious organizations.
- ✓ Females were more likely than males to trust print media, the internet and television as sources of health information.

Contact information

John Harvey Wingfield, PhD

720 Westview Drive, SW
 Atlanta, Georgia 30310

T: 404.756.5025
 F: 404.765.9771
 E: jwingfield@msm.edu

