

# A new conceptual model of information seeking and use can inform obesity prevention and treatment



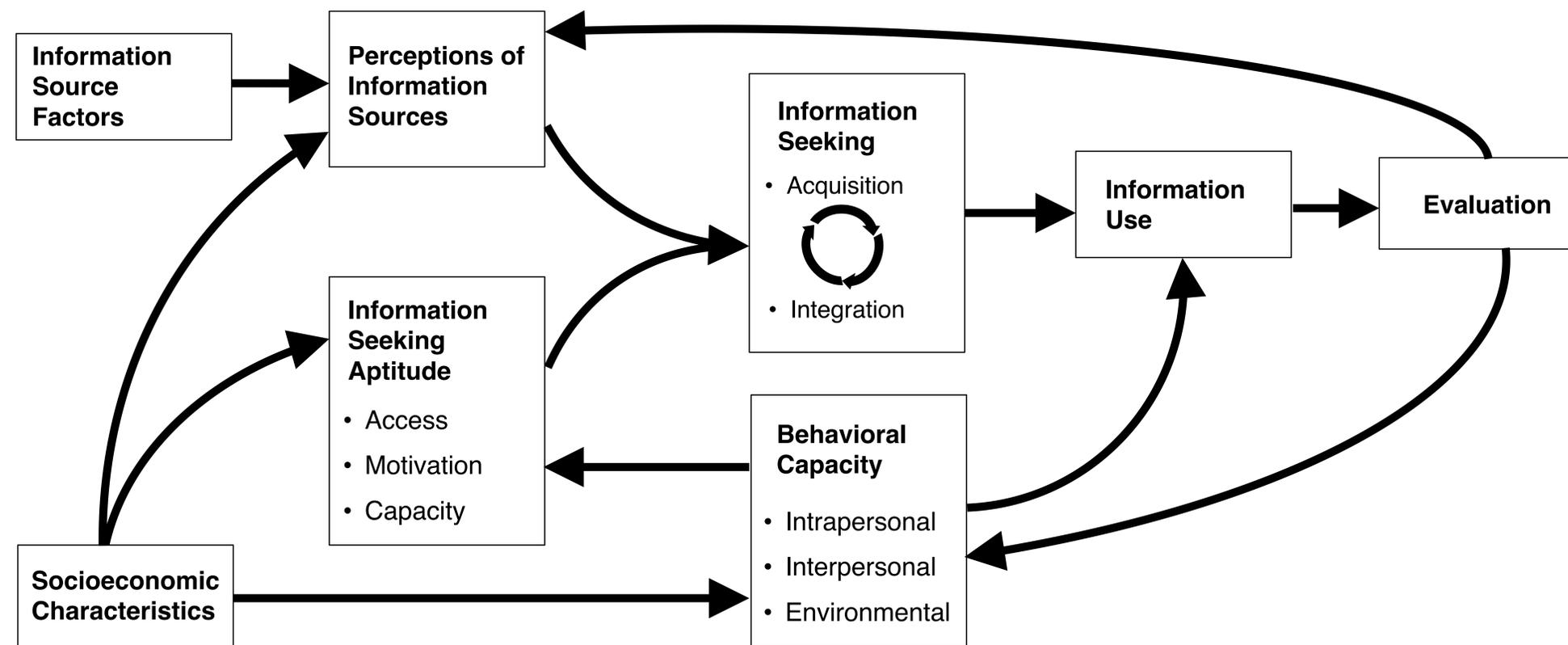
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## Background

- Information exposure is considered essential for individuals to adopt and maintain positive health behaviors.
- However, it is also widely accepted that information alone is insufficient to prompt and sustain positive health behaviors.<sup>1</sup>
- Numerous theories exist that predict where individuals obtain information and whether individuals exhibit certain health behaviors.<sup>2</sup>
- To date, no single theory exists that predicts the entire information seeking and use process.<sup>3,4</sup>

## Information Seeking and Use (ISU) Model



## Research Objective

To present a new conceptual model that combines information theories with theories of behavior change that can be broadly applied across health behaviors, including those related to obesity

### References

1. Glanz, Rimer, Viswanath. (2008). Health Behavior and Health Education. Theory, Research, and Practice [Book]
2. Case & Given (2016). Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior [Book]
3. Davison et al. (2015). *International Journal for Equity in Health*, 14
4. Greyson & Johnson (2016). *Journal of the Association for Information Science and Technology*, 67(12)

## Constructs

- **Information Source Factors:** elements of effective behavior change interventions; user experience
- **Socioeconomic Characteristics:** age; gender; income
- **Perceptions of Information Sources:** utility; trust; effort; social acceptability
- **Information Seeking Aptitude:** information source accessibility; information literacy; knowledge; interest
- **Information Seeking:** search strategy; comprehension
- **Behavioral Capacity:** self-efficacy; social capital; policies
- **Information Use:** learning; planning; acting; sharing
- **Evaluation:** goal attainment; cost vs. benefits; sustainability

## Implications for Obesity Interventions

- Interventions should be designed to optimize user perceptions
- Recruitment efforts should acknowledge the information seeking aptitude of the target audience
- Behavioral capacity for the targeted health behavior(s) should be assessed and monitored because it predicts intervention engagement
- Interventions should support information comprehension and integration with previous knowledge and other information sources
- Programming should adapt based on the users' evaluation of component acceptability, effectiveness, and sustainability

