

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



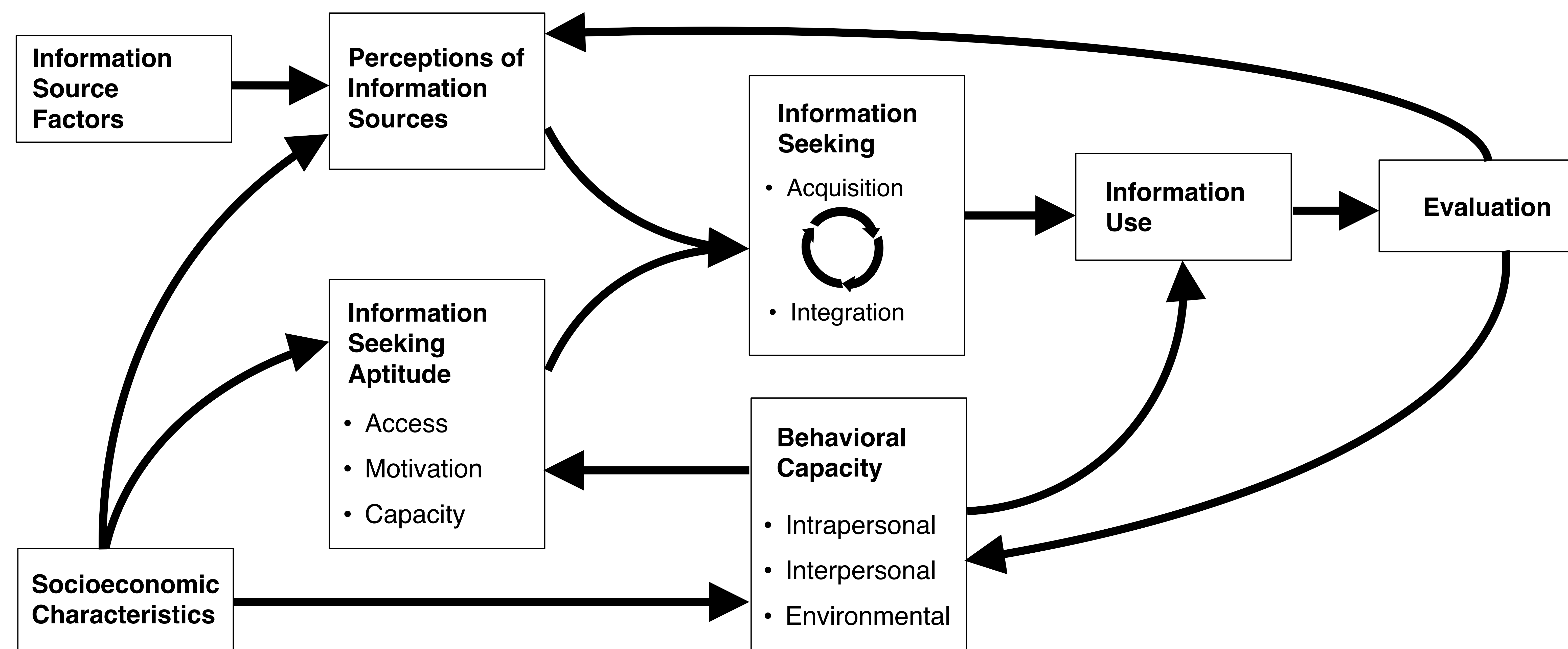
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Background

- 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.¹
- Numerous theories exist that predict where individuals obtain information and whether individuals exhibit certain health behaviors.²
- To date, no single theory exists that predicts the entire information seeking and use process.^{3,4}

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

