Health Information Seeking Behaviors among Black Newspaper Readers who do not have Internet Access

Barbara D. Powe, PhD, RN, FAAN
Dexter L. Cooper, MPH
Charlene Caburney, PhD
Glen Cameron, PhD

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Purpose

• Compare and contrast information seeking behavior trends among African Americans based on Internet access.

• Discuss implication of findings for cancer messaging.
Background

• Definition of health / cancer information seeking.
• Characteristics of cancer information seekers.
• Cancer burden among African Americans.
• Traditional sources of health / cancer information for African Americans.
• Trends in technology use by African Americans.
Overview of Ozioma

• To characterize coverage of cancer and health stories in Black newspapers.

• To evaluate the effect of a news service intervention which provides locally relevant, race-specific cancer stories.
Data Collection

Inclusion Criteria

• Read Black newspaper within 30 days
• 21 years or older
• Self identified as Black or African American

Questions

• Access to Internet
• Exposure to media / health stories
• Exposure to cancer story
• Information seeking
• Action steps
• Trust of information sources
• Demographics
Sampling


• Random telephone numbers from census tracts with at least 60% African American population were called.
Results
Demographics (N=719)

Age
- Internet (n=455)
- No Internet (n=264)

Education
- Internet (n=455)
- No Internet (n=264)
## Demographics (N=719)

<table>
<thead>
<tr>
<th></th>
<th>Internet (n=455)</th>
<th>No Internet (n=264)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>38%</td>
<td>23%</td>
</tr>
<tr>
<td>Divorced</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>≤$25,000</td>
<td>33%</td>
<td>59%</td>
</tr>
<tr>
<td>&gt;$50,000</td>
<td>35%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Employment</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>55%</td>
<td>28%</td>
</tr>
<tr>
<td>Retired</td>
<td>19%</td>
<td>37%</td>
</tr>
</tbody>
</table>
Media Usage

Radio

Television
Media Usage

Magazines

Newspapers
Sources Used to Seek Cancer Information

- Internet
- No Internet

- Print Materials
- Newspapers
- Internet
- Provider
- Family
- Radio
- TV
- Cancer Orgs

Percentage (%)
Likelihood of Using a Website or Calling a Number in an Article

![Graph showing likelihood of using a website or calling a number in an article with internet availability.](image-url)
Discussion

• Cancer Burden across the Continuum
• Digital Divide
  – Economic divide
  – Usability divide
  – Empowerment divide
• Health and Digital Literacy
• Strategic Use of Multimedia Approaches
Implications for Practice: Partnerships

A Critical Catch

Messaging
Implications for Research

• Representative sampling
• Demonstration projects
• Rapid translation of findings with ongoing evaluation
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