

# Is Health Condition Affect The Online Health Information Seeking Behavior?

## A Report from Indonesia

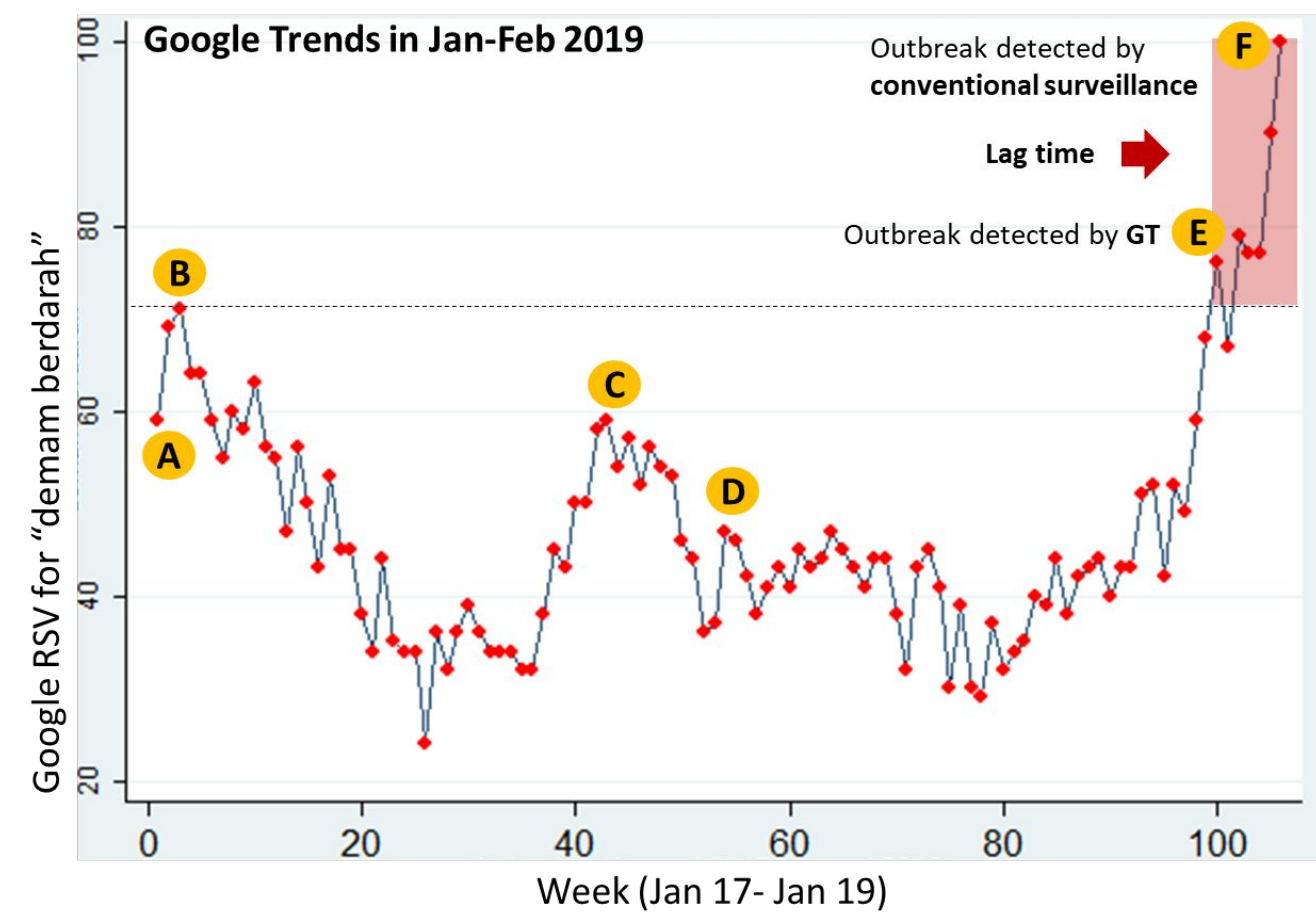
Atina Husnayain, Lastdes Cristiany Friday, Anis Fuad

Department of Biostatistics, Epidemiology and Population Health, Faculty of Medicine, Public Health and Nursing, Universitas Gadjah Mada



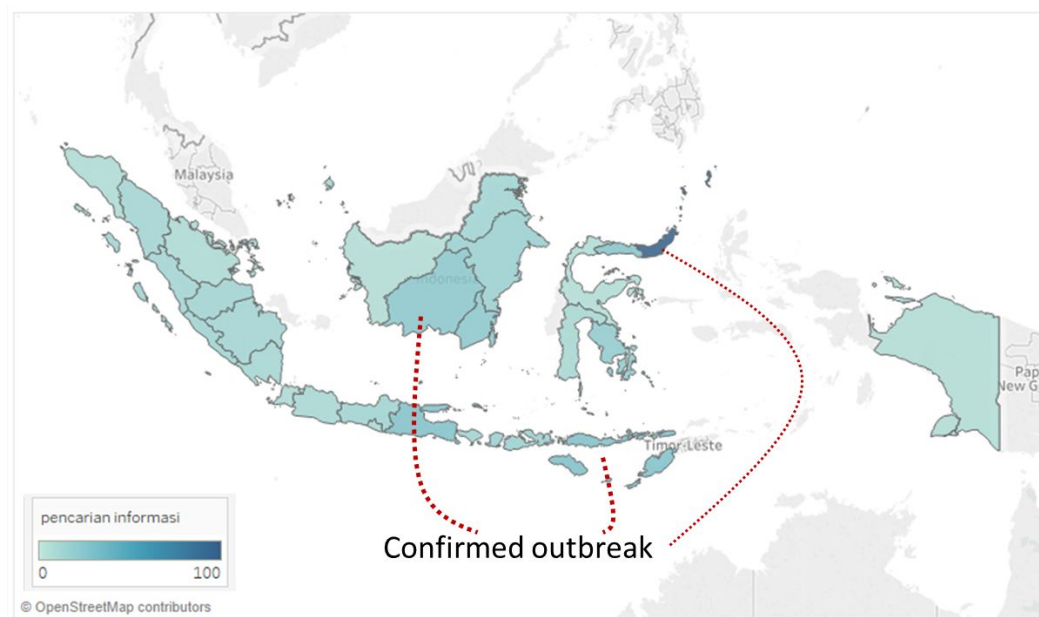
### 01 Use of Google Trends

In Indonesia, Google Trends was detected as a novel predictor for dengue outbreak in national and sub-national level [1,2].



Although the accuracy depends on online health information seeking behavior, no study was performed at the state level.

This approach is **necessary** to measure the **representativeness** of the online health information seeking pattern captured by **Google Trends**.



### What we did?

Online health information seeking behavior' survey

385 internet users  
\*calculate using checkmarket calculator

Using quota sampling adapted from APJII' survey. Allocated **by region, gender, and age**.



examine the **online health information seeking behavior** according to **the history of health condition** among Indonesian aged 15-60 years old

### what we got?

### Social Media

Used by...



The person who ever experiences **ill** in last three months is **more likely** to have **access to the online health information on social media** (POR **1.60\***; CI 95% 0.95-2.74)  
\*not statistically significant at  $p < 0.05$

The person who ever experiences **ill** in last three months is **more likely** to **looking for disease information on social media** (POR **1.61\***; CI 95% 1.04-2.49)  
\*statistically significant at  $p < 0.05$

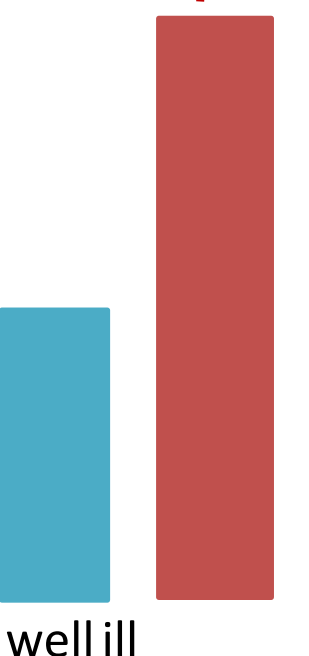
**what's captured on social media?**

### 02 Online Health Information Seeking Behavior

Prevalence odds ratio (POR) was assessed to examine the ratio of online health information seeking behavior according to the history of health condition



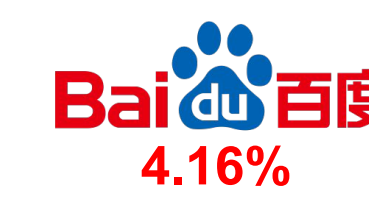
POR shows that person who **ever experiences ill** in the last three months is **1.63\*** (CI 95% 1.06-2.50) more likely to have **access to the online health information on the Internet** [3,4].  
\*statistically significant at  $p < 0.05$



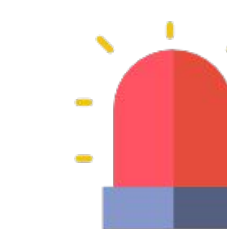
The person who ever experiences **ill** in last three months is **more likely** to **looking for disease information in search engines** (POR **2.23\***; CI 95% 1.43-3.51)  
\*statistically significant at  $p < 0.05$

So, in brief, history of health condition affects online health information seeking behavior

and,...



### Search Engines



The person who ever experiences **ill** in last three months is **more likely** to have **access to the online health information in search engines** (POR **2.89\***; CI 95% 1.63-5.28).  
\*statistically significant at  $p < 0.05$

Utilization?..

