Is Health Condition Affect The Online Health Information Seeking Behavior? 
A Report from Indonesia

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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.

what we got?

what's captured on social media?

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

but...

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

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

What we got?

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

The person who ever experiences ill in 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

02 Online Health Information Seeking Behavior

Social Media

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 1.61*; CI 95% 1.04-2.49)
*statistically significant at p<0.05

Search Engines

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

Utilities...

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

Utilization?..