

**Lay information mediary behavior uncovered: exploring how nonprofessionals seek health information for themselves and others online**

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**APPENDIX A**

**Survey instruments**

**Appendix A.1: NC Health Info (NCHI) survey: searching on behalf of another**

Question 1. How did you arrive at the NC Health Info website today?

- I typed in www.nchealthinfo.org
- Through a bookmark/favorite
- Via a search engine (e.g., Google, MSN, Yahoo, AOL)
- It is my home page/default page
- Via a link
- Other (please specify)

Question 2. What is the primary reason you are visiting www.nchealthinfo.org today? Please check all that apply

- To find information on a specific condition
- To find information on medicines or prescriptions
- To find information about a health-related program or service
- To search for a health care provider
- To search for a health facility, e.g., a hospital or nursing home
- To find general health information
- To keep up with breaking health news
- Other (please specify below)

Question 3. If you answered "other" in the previous question, please tell us more:

Question 4. Please describe your relationship with the person for whom you are conducting this search.

- Family
- Friend
- Colleague or coworker
- Other (please specify)

Question 5. Please rate the closeness of your relationship with the person for whom you are conducting this search:

- Extremely close
- Somewhat close
- Not close

Question 6. How did you know that this search would be of interest to the person for whom you are searching?

- You were asked to conduct the search
- You were interested in the person's situation and volunteered
- Other (please specify)

Question 7. Where else have you turned for information on this topic? Please check all that apply.

- Friend or relative
- Health care provider
- Other person (please specify below)
- Newspapers/magazines/books
- Other website (please specify below)
- TV/radio
- Scholarly or professional journals
- Yellow pages
- I have not searched on this topic before
- Other source (please specify below)

Question 8. If you answered "other person," "other website," or "other source," please specify:

Question 9. Which of these has been most helpful to you? Please check all that apply.

- Friend or relative
- Health care provider
- Other person (please specify below)
- Newspapers/magazines/books
- Other website (please specify below)
- TV/radio
- Scholarly or professional journals
- Yellow pages
- I have not searched on this topic before
- Other source (please specify below)

Question 10. If you answered "other person," "other website," or "other," please specify:

Questions 12–19 concern obstacles you face while looking for health information, in general.

Please rate the frequency for which the following occur.

- Always
- Often
- Sometimes
- Rarely

Never

Question 11. I find it difficult to locate health information.

Question 12. I find it difficult to determine the quality of health information.

Question 13. I find health information to be written too technically or with too much jargon.

Question 14. I have found that health information is not specific to my needs.

Question 15. I find health information from health care providers difficult to understand.

Question 16. I am not sure of what questions to ask based on the health information I have.

Question 17. I am uncomfortable asking questions about a certain topic.

Question 18. Please feel free to explain any of your above answers further:

Questions 20 and 21 concern obstacles you face while looking for information on health services, i.e., health care providers or health-related programs or facilities, in general. Please rate the frequency for which the following occur.

Always

Often

Sometimes

Rarely

Never

Question 19. I find it difficult to find information on health services.

Question 20. I find it difficult to predict the quality of health services based on the information I have found.

Question 21. Please feel free to explain your above answer further:

Question 22. What do you do to overcome challenges to getting the health and health services information you need?

Question 23. How did you learn about [www.nchealthinfo.org](http://www.nchealthinfo.org)? Please check all that apply.

Nurse, doctor, or other health care provider

Some other person (please specify your relationship to this person below)

Search engine (e.g., Google, MSN, Yahoo, AOL)

Link from another website (please specify below)

Library

Brochure/flyer

Newspaper or magazine article

Professional contact/conference

Other (please specify below)

Question 24. If you specified "other person," "other website," or "other," please explain:

Question 25. How often do you visit [www.nchealthinfo.org](http://www.nchealthinfo.org)?

At least once a day

A few times a week

A few times a month

Once a month

Less than once a month

This is my first visit

Questions 26–28: In what ways is [www.nhealthinfo.org](http://www.nhealthinfo.org) helpful to you? Please check all that apply.

Question 26. It provides

- Information about diseases and health issues
- Links to health care providers and services
- Advice on how to lead a healthy lifestyle
- Credible information

Question 27. It has

- A good search tool
- Understandable language
- Privacy protection (since it does not collect personal information)
- Fast-loading pages
- Simple visual design and layout
- Other (please specify below)

Question 28. If you answered “other” in the previous question, please tell us more:

Questions 29–31: In your opinion, what would make [www.nhealthinfo.org](http://www.nhealthinfo.org) more helpful to you?

Question 29. More information on

- Doctors and health care providers
- Alternative and complementary medicine health care providers
- Support groups
- Online patient forums and chat rooms
- Financial assistance, health insurance, and other social services
- Current health issues in North Carolina

Question 30. The following features:

- Further instructions on how to use the site
- A health care provider answering questions online
- Faster-loading pages
- Simpler visual design
- Other

Question 31. If you answered “other” in the previous question, please tell us more:

Please tell us a little bit about yourself.

Question 32. Do you currently reside in North Carolina?

- Yes
- No

Question 33. You are (age):

- 18–25
- 26–34
- 35–44
- 45–54
- 55–64

65+

Question 34. You are (gender):

Male

Female

Question 35. The highest level of education you have attained:

Less than high school diploma

High school diploma or GED

Vocational/technical training

Some college

College graduate

Post graduate

Question 36. Please describe your occupation.

Question 37. Does the person on whose behalf you are searching reside in North Carolina?

Yes

No

Question 38. The person on whose behalf you are searching is, in age:

Below 18

18–25

26–34

35–44

45–54

55–64

65+

Question 39. The person on whose behalf you are searching is

Male

Female

Question 40. The highest education level attained by the person for whom you are searching today is:

Less than high school diploma

High school diploma or GED

Vocational/technical training

Some college

College graduate

Post graduate

Question 41. Occupation: Please describe his/her occupation.

Would you be available for a follow-up 20–30 minute telephone interview regarding your use of [www.nchealthinfo.org](http://www.nchealthinfo.org)? If yes, please provide your name, telephone number, and email address and indicate the best day and time to call you:

Question 42. Your name:

Question 43. Your telephone number (including area code):

Question 44. Your email address:

Question 45. The best time to contact you:

**Please note:** Any personal information collected in the survey process will be destroyed at the end of the research project. Thank you very much for your participation.

### Appendix A.2: NCHI survey: searching for yourself

Question 1. How did you arrive at the NC Health Info website today?

- I typed in www.nchealthinfo.org
- Through a bookmark/favorite
- Via a search engine (e.g., Google, MSN, Yahoo, AOL)
- It is my home page/default page
- Via a link
- Other (please specify)

Question 2. What is the primary reason you are visiting www.nchealthinfo.org today? Please check all that apply

- To find information on a specific condition
- To find information on medicines or prescriptions
- To find information about a health-related program or service
- To search for a health care provider
- To search for a health facility, e.g., a hospital or nursing home
- To find general health information
- To keep up with breaking health news
- Other (please specify below)

Question 3. If you answered "other" in the previous question, please tell us more:

Question 4. Where else have you turned for information on this topic? Please check all that apply.

- Friend or relative
- Health care provider
- Other person (please specify below)
- Newspapers/magazines/books
- Other website (please specify below)
- TV/radio
- Scholarly or professional journals
- Yellow pages
- I have not searched on this topic before
- Other source (please specify below)

Question 5. If you answered "other person," "other website," or "other source," please specify:

Question 6. Which of these has been most helpful to you? Please check all that apply.

- Friend or relative
- Health care provider
- Other person (please specify below)

- Newspapers/magazines/books
- Other website (please specify below)
- TV/radio
- Scholarly or professional journals
- Yellow pages
- I have not searched on this topic before
- Other source (please specify below)

Question 7. If you answered “other person,” “other website,” or “other,” please specify:

Questions 8–15 concern obstacles you face while looking for health information, in general.

Please rate the frequency for which the following occur.

- Always
- Often
- Sometimes
- Rarely
- Never

Question 8. I find it difficult to locate health information.

Question 9. I find it difficult to determine the quality of health information.

Question 10. I find health information to be written too technically or with too much jargon.

Question 11. I have found that health information is not specific to my needs.

Question 12. I find health information from health care providers difficult to understand.

Question 13. I am not sure of what questions to ask based on the health information I have.

Question 14. I am uncomfortable asking questions about a certain topic.

Question 15. Please feel free to explain any of your above answers further:

Questions 16 and 17 concern obstacles you face while looking for information on health services, e.g., health care providers or health-related programs or facilities, in general. Please rate the frequency for which the following occur.

- Always
- Often
- Sometimes
- Rarely
- Never

Question 16. I find it difficult to find information on health services.

Question 17. I find it difficult to predict the quality of health services based on the information I have found.

Question 18. What do you do to overcome challenges to getting the health and health services information you need?

Question 19. How did you learn about [www.nchealthinfo.org](http://www.nchealthinfo.org)? Please check all that apply.

- Nurse, doctor, or other health care provider
- Some other person (please specify your relationship to this person below)
- Search engine (e.g., Google, MSN, Yahoo, AOL)
- Link from another website (please specify below)

- Library
- Brochure/flyer
- Newspaper or magazine article
- Professional contact/conference
- Other (please specify below)

Question 20. If you specified "other person," "other website," or "other," please explain:

Question 21. How often do you visit [www.nhealthinfo.org](http://www.nhealthinfo.org)?

- At least once a day
- A few times a week
- A few times a month
- Once a month
- Less than once a month
- This is my first visit

Questions 22–24 : In what ways is [www.nhealthinfo.org](http://www.nhealthinfo.org) helpful to you? Please check all that apply.

Question 22. It provides

- Information about diseases and health issues
- Links to health care providers and services
- Advice on how to lead a healthy lifestyle
- Credible information

Question 23. It has

- A good search tool
- Understandable language
- Privacy protection (since it does not collect personal information)
- Fast-loading pages
- Simple visual design and layout
- Other (please specify below)

Question 24. If you answered "other", please specify

Questions 25–27 : In your opinion, what would make [www.nhealthinfo.org](http://www.nhealthinfo.org) more helpful to you? Please check all that apply.

Question 25. More information on

- Doctors and health care providers
- Alternative and complementary medicine health care providers
- Support groups
- Online patient forums and chat rooms
- Financial assistance, health insurance, and other social services
- Current health issues in NC

Question 26. The following features:

- Further instructions on how to use the site
- A health care provider answering questions online
- Faster-loading pages



- Simpler visual design
- Other

Question 27. If you answered “other,” please tell us more:  
Please tell us a little bit about yourself.

Question 28. Do you currently reside in North Carolina?

- Yes
- No

Question 29. You are (age):

- 18–25
- 26–34
- 35–44
- 45–54
- 55–64
- 65+

Question 30. You are (gender):

- Male
- Female

Question 31. The highest level of education you have attained:

- Less than high school diploma
- High school diploma or GED
- Vocational/technical training
- Some college
- College graduate
- Post graduate

Question 32. Please describe your occupation:

Would you be available for a follow-up 20–30 minute telephone interview regarding your use of [www.nchealthinfo.org](http://www.nchealthinfo.org)? If yes, please provide your name, telephone number, and email address and indicate the best day and time to call you:

Question 33. Your name:

Question 34. Your telephone number (including area code):

Question 35. Your email address:

Question 36. The best time to contact you:

**Please note:** Any personal information collected in the survey process will be destroyed at the end of the research project. Thank you very much for your participation.

### **Appendix A.3: NCHI survey: searching as a service provider**

Question 1. How did you arrive at the NC Health Info website today?

- I typed in [www.nchealthinfo.org](http://www.nchealthinfo.org)
- Through a bookmark/favorite
- Via a search engine (e.g., Google, MSN, Yahoo, AOL)

- It is my home page/default page
- Via a link
- Other (please specify)

Question 2. What is your primary reason for visiting [www.nchealthinfo.org](http://www.nchealthinfo.org) today? Please check all that apply

- To find information on a specific condition
- To find information on medicines or prescriptions
- To find information about a health-related program or service
- To search for a health care provider
- To search for a health facility, e.g., a hospital or nursing home
- To find general health information
- To keep up with breaking health news
- Other (please specify below)

Question 3. If you answered “other” in the previous question, please tell us more:

Please answer questions 4–7 regarding your experience bringing together information for your clients. Please rate the frequency that this occurs:

When bringing together information for clients, how often have your clients told you that they have experienced the following problems?

- Always
- Often
- Sometimes
- Seldom
- Never

Question 4. My clients find that health information is written too technically or with too much jargon.

Question 5. My clients find it difficult to assess the quality of consumer health information sources.

Question 6. Other (please specify in next question)

Question 7. If you answered “other” in the previous question, please tell us more:

Questions 8–11: When bringing together information for clients, how often have you experienced the following problems?

- Always
- Often
- Sometimes
- Seldom
- Never

Question 8. I find that my clients are not aware of the need to assess the quality of consumer health information.

Question 9. I find that there is not enough time in an interview with the client to discuss information as much as I would like.

Question 10. Other (please specify in next question)

Question 11. If you answered “other” in the previous question, please tell us more:

Question 12. To what kinds of resources have you directed a client who wanted to obtain more health information on a particular topic? Please check all that apply.

- Person or organization (please specify in next question)
- Websites that I have identified as reliable (please specify in next question)
- Medical textbooks or reference works
- Other books
- Newspaper or magazine articles
- Biomedical or other scholarly or professional journals
- Informational brochures/pamphlets
- Other (please specify in next question)

Question 13. If you answered “other person,” “other website,” or “other,” please specify:

Question 14. What would make health information easier for people to use?

Question 15. How often do you visit [www.nhealthinfo.org](http://www.nhealthinfo.org)?

At least once a day

- A few times a week
- A few times a month
- Once a month
- Less than once a month
- This is my first visit

Question 16. How did you learn about [www.nhealthinfo.org](http://www.nhealthinfo.org)? Please check all that apply.

- Nurse, doctor, or other health care provider
- Some other person (please specify your relationship to this person below)
- Search engine (e.g., Google, MSN, Yahoo, AOL)
- Link from another website (please specify below)
- Library
- Brochure/flyer
- Newspaper or magazine article
- Professional contact/conference
- Other (please specify below)

Question 17. If you answered “other person,” “other website” or “other,” please specify:

Questions 18–20: In what ways is [www.nhealthinfo.org](http://www.nhealthinfo.org) helpful to you? Please check all that apply.

Question 18. It provides

- Information about diseases and health issues
- Links to health care providers and services
- Advice on how to lead a healthy lifestyle
- Credible information

Question 19. It has

- A good search tool
- Understandable language

- Privacy protection (since it does not collect personal information)
- Fast-loading pages
- Simple visual design and layout
- Other (please specify below)

Question 20. If you answered “other” in the previous question, please tell us more:

Questions 21–23: In your opinion, what would make [www.nhealthinfo.org](http://www.nhealthinfo.org) more helpful to you?

Question 21. More information on

- Doctors and health care providers
- Alternative and complementary medicine health care providers
- Support groups
- Online patient forums and chat rooms
- Financial assistance, health insurance, and other social services
- Current health issues in NC

Question 22. The following features:

- Further instructions on how to use the site
- A health care provider answering questions online
- Faster-loading pages
- Simpler visual design
- Other

Question 23. If you answered “other” in the previous question, please tell us more:

Questions 24–26: Please tell us how likely you will be to do the following, as a result of visiting [www.nhealthinfo.org](http://www.nhealthinfo.org):

- Definitely would
- Probably would
- Might or might not
- Probably would not
- Definitely would not

Question 24. Revisit the NC Health Info website

- Definitely would
- Probably would
- Might or might not
- Probably would not
- Definitely would not

Question 25. Recommend the NC Health Info website to someone else

Please tell us a bit about yourself.

Question 26. Do you work in North Carolina?

- Yes
- No

Question 27. What is your occupation (e.g., physician, nurse, medical librarian)?

Question 28. For what type of agency/organization/group do you work?

Question 29. How would you describe your primary clientele?

Would you be available for a follow-up 20–30 minute telephone interview regarding your use of [www.nchealthinfo.org](http://www.nchealthinfo.org)? If yes, please provide your name, telephone number, and email address and indicate the best day and time to call you:

Question 30. Your name:

Question 31. Your telephone number (including area code):

Question 32. Your email address:

Question 33. The best time to contact you:

**Please note:** Any personal information collected in the survey process will be destroyed at the end of the research project. Thank you very much for your participation.