

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

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APPENDIX B

Telephone interview guides

Appendix B.1: Telephone interview guide: lay information mediaries

In your response to the online survey, you said that the purpose of your visit to NC Health Info that day, (day and date), was (x). *[Question 2 on survey.]*

1. Could you tell me a little more about the kinds of information you were searching for that day? *[See Plan B if participant cannot recall, even after memory helps as to what NC Health Info is/what it looks like.]*

2. Could you briefly describe the steps you took to find this information?

The next set of questions relate to your experience searching for information on behalf of another person.

You indicated, in the online survey, that you were searching for information on behalf of (x).

[Question 4 on survey.]

3. Could you tell me something about what prompted you to begin your search on behalf of this person?

4. Could you tell me a bit more about your relationship with the person for whom you were obtaining information? *[*Probe—closeness?]*

Moving to other experiences you may have had in searching for health information for others,

5. Have you previously searched for health information on behalf of (this person)? *[If yes,] How often do you search on behalf of this person?*

6. Have you searched for health information on behalf of people other than (this person)? *[If yes,] Whom have you searched for, and how often do you search on their behalf?*

7. What kinds of health or health services information have you been asked to search for in the past?

8. What has made it difficult for you to get the information on health or health services you need, whether the information was for yourself or for others? (What kinds of barriers or obstacles have you faced?)

The final set of questions is related to your use of the NC Health Info website.

9. Why did you choose to use NC Health Info?
10. Which parts of the NC Health Info site did you use?
11. What did you do with the information you obtained at the site?
12. *[Did they give the info to the person? If yes,]* What did (your person) do with the information you gave (him/her)?
13. What impact has the information you obtained had on how (your person) manages his/her health (in this area or in general)? What impact do you *anticipate* this information will have on how (your person) manages his/her health?
14. What benefits have you derived from this instance of searching for information on behalf of (your person)?
15. Are you likely to use the NC Health Info site again? Why or why not?
16. Are you likely to recommend the site to others? Why or why not?

In closing,

17. Is there anything else you would like to add, about your experience using the NC Health Info site, or about other experiences you have had in looking for health information?

“Plan B” questions (lay information mediary)

1. What kinds of information regarding health or health services have you looked for in the past year?

2. Could you briefly describe steps you took to find this information?

The next set of questions relate to your experience searching for information on behalf of another person.

You indicated, in the online survey, that you were searching for information on behalf of (x).

3. Have you searched for health information on behalf of (this person) more than once? *[If yes,]* How often do you search on behalf of this person?

4. Have you searched for health information on behalf of people other than (this person)? *[If yes,]* Whom have you searched for, and how often do you search on their behalf?

5. What kinds of health or health services information have you been asked to search for in the past?

6. What has made it difficult for you to get the information on health or health services you need, whether the information was for yourself or for others?

The final set of questions is related to your use of the NC Health Info website.

7. Why did you choose to use NC Health Info?
8. Which parts of the NC Health Info site did you use?
9. What did you do with the information you obtained at the site?
10. What did [your person] do with the information you gave (him/her)?
11. What impact has the information you obtained had on how (your person) manages his/her health (in this area or in general)? Or what impact do you *anticipate* your use of the NC Health Info site having on how you manage your health?

12. What benefits have you derived from this instance of searching for information on behalf of (your person)?
13. Are you likely to use the NC Health Info site again? Why or why not?
14. Are you likely to recommend the site to others? Why or why not?
15. Is there anything else you would like to add, about your experience using the NC Health Info site, or about other experiences you have had in looking for health information?

Appendix B.2: Telephone interview guide: direct users

The first set of questions has to do with your experience looking for health information in general.

1. What kinds of information regarding health or health services have you looked for in the past year?
2. What made you decide to look for this information?
3. What has made it difficult for you to get the information on health or health services you need? (What kinds of barriers or obstacles have you faced?) [**Probe.**]
4. Have you ever asked someone else to search for health information on your behalf? [*If yes,*]
 - a. Could you please describe the circumstances that led you to decide to enlist this person's help?
 - b. Why did you choose to ask *this* person in particular to help you?
5. Have you ever searched for health information on behalf of someone else? *If yes,* Could you please describe the circumstances that led you to decide to search for information for this person?

The next set of questions relate to your responses to the NC Health Info online survey.

You said that the purpose of your visit to NC Health Info on [*day and date*] was (x). [*Question 2 on survey.*]

6. Could you tell me a little more about the kinds of information you were searching for that day?
 7. Could you briefly describe the steps you took to find this information?
- You said, in your response to the online survey, that you consulted (x, y, z) sources for information on your topic. [*Question 4 and 5 on survey.*]

8. What are some of the benefits of using the information sources you consulted?
9. What are some of the shortcomings of using the information sources you consulted?

The final set of questions has to do with your specific use of the NC Health Info site.

10. Why did you choose to use NC Health Info as an information source?
11. Which parts of the NC Health Info site did you use?
12. What specific actions have you taken as a result of your use of the NC Health Info site?
13. What impact has using the NC Health Info site had on how you manage your health? Or what impact do you *anticipate* your use of the NC Health Info site having, on how you manage your health?

14. Are you likely to use the NC Health Info site again? Why or why not?
15. Is there anything else you would like to add, about your experience using the NC Health Info site, or about other experiences you have had in looking for health information?

Appendix B.3: Telephone interview guide: providers

[Verify professional status, type of organization.]

The first set of questions has to do with your specific use of the NC Health Info site.

In your response to the online survey, you said that the purpose of your visit to NC Health Info that day was (x). *[Question 2 on survey.]*

1. Could you tell me a little more about the kind of information you were searching for in that instance?
2. Could you briefly describe the steps you took to find this information?
3. Why did you choose to go to NC Health Info?
4. Which parts of the NC Health Info site did you use?
5. What actions did you take as a result of using the site? *[e.g., what did you do with the information you obtained?]*
6. As far as you know, what actions did your client take as a result of the information from NC Health Info that you provided to him/her?
7. As far as you know, what impact has the information you obtained from NC Health Info had on how your client manages his/her health (in this area or in general)?
8. What benefits have you derived from this instance of searching for information?
9. Are you likely to use the NC Health Info site again? Why or why not?
10. Are you likely to recommend the site to your colleagues or to your clients? Why or why not?

The second set of questions has to do with your role as a service provider and your experience searching for health information in general.

11. What kinds of health or health services information have you searched for in the past? What was the impetus for searching for this information?
12. What kinds of barriers or obstacles have you faced in searching for health information for your client?
13. What kinds of barriers or obstacles have you faced in providing health information to your client?
14. Could you tell me a little more about the type of relationship you have with your clients? *[Long-term, short-term, close, casual?]*
15. What strategies do you use to determine the needs of your clients?
16. Is there anything else you would like to add, about your experience using the NC Health Info site, or about other experiences you have had in searching for or providing health information?