

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

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Table 5
 Other resources consulted/helpful besides NC Health Info (NCHI)

Source (multiple answers allowed)	Lay information mediaries (LIMs) n=38*		Direct-users n=91†	
	N	%	N	%
Where else have you turned for information on this topic?				
Health care provider	23	61%	39	43%
Friend or relative	16	42%	27	30%
Other website	13	34%	38	42%
Newspapers/magazines/books	11	29%	18	20%
Scholarly or professional journals	5	13%	14	15%
Other person	4	11%	3	3%
Yellow pages	3	8%	15	17%
Other source	3	8%	4	4%
TV/radio	0	0	5	6%
No response	0	0	3	3%
Which of these has been most helpful to you?				
Health care provider	12	33%	33	y
Friend or relative	10	28%	15	17%
Other website	6	17%	31	36%
Newspapers/magazines/books	3	8%	7	8%
Scholarly or professional journals	2	6%	2	2%
Other person	2	6%	7	8%
Yellow pages	1	3%	6	7%
Other source	1	3%	5	6%
TV/radio	0	0	1	1%
No response	7	19%	11	13%

* 36 respondents (5 LIMs and 31 direct users) indicated that they had not searched on this topic before; their responses were excluded.

† 43 respondents (7 LIMs and 36 direct users) indicated that they had not searched on this topic before; their responses were excluded.