

## Measurement Instruments

Construct	Scale/Scoring	Items
Compliance (COMPLY) <sup>i</sup>	<ul style="list-style-type: none"> <li>• 7-point Likert</li> <li>• Strongly Agree to Strongly Disagree</li> </ul>	<ol style="list-style-type: none"> <li>1. I am following/did follow the doctor's suggestions exactly.</li> <li>2. I am following/did follow the doctor's drug/medication recommendations.</li> <li>3. I am following/did follow the doctor's orders, such as to stay in bed.</li> <li>4. I have returned or plan to return to the doctor on the schedule he/she suggested.</li> <li>5. I have had or plan to have the follow-up tests recommended by the doctor.</li> </ol>
Perceived Information Asymmetry (PIA) <sup>ii, iii</sup>	<ul style="list-style-type: none"> <li>• 7-point Likert</li> <li>• Strongly Agree to Strongly Disagree</li> </ul>	<ol style="list-style-type: none"> <li>1. In comparison to me, this doctor is/was in possession of more information regarding the specific health situation</li> <li>2. In comparison to me, this doctor is/was more familiar with the specific health situation.</li> <li>3. In comparison to me, this doctor is/was able to better assess the specific health situation.</li> <li>4. In comparison to me, this doctor has/had a better understanding of the specific health situation.</li> </ol>
Patient-Physician Concordance (PPC) <sup>iv</sup>	<ul style="list-style-type: none"> <li>• 7-point Likert</li> <li>• Not At All to Completely</li> </ul>	<ol style="list-style-type: none"> <li>1. To what extent do you think the doctor understood why you came in to see him/her?</li> <li>2. To what extent did you and the doctor agree on the diagnosis with respect to the significant health situation?</li> <li>3. To what extent did you and the doctor agree on what part you play in making decisions about the significant health situation?</li> <li>4. To what extent did you and the doctor agree on the recommended treatment for the significant health situation?</li> <li>5. To what extent did you and the doctor agree on the possible outcomes associated with the recommended treatment for the significant health situation?</li> </ol>
IHI Quality (IQI-QUAL) <sup>v</sup>	<ul style="list-style-type: none"> <li>• 7-point Likert</li> <li>• Varied (Not At All to Very and Did Not At All Contain to Completely Contained)</li> </ul>	<p><b>Relevance:</b></p> <ol style="list-style-type: none"> <li>1. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was applicable to your needs.</li> <li>2. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was related to your needs.</li> <li>3. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was pertinent to your needs.</li> <li>4. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was relevant to your needs.</li> </ol> <p><b>Understandability:</b></p> <ol style="list-style-type: none"> <li>1. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was clear in meaning.</li> <li>2. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was easy to read.</li> </ol>

Construct	Scale/Scoring	Items
		<p>3. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was easy to comprehend.</p> <p>4. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was understandable.</p> <p><b>Adequacy:</b></p> <p>1. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was sufficient.</p> <p>2. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was complete.</p> <p>3. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was adequate.</p> <p>4. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website contained the necessary topics/categories.</p> <p><b>Usefulness:</b></p> <p>1. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was informative.</p> <p>2. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was valuable.</p> <p>3. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was helpful.</p> <p>4. For your health information needs, to what degree do you believe the Internet Health Information (IHI) provided by the website was useful.</p>
<p>Physician Quality (P-QUAL)<sup>vi, vii, viii</sup></p>	<ul style="list-style-type: none"> <li>• 7-point Likert</li> <li>• Strongly Agree to Strongly Disagree</li> </ul>	<p><b>Competence:</b></p> <p>1. This doctor is competent and effective in providing medical/health advice and treatment.</p> <p>2. This doctor performs his/her role of providing medical/health advice and treatment very well.</p> <p>3. This doctor is a capable and proficient medical/health advice and treatment provider.</p> <p>4. This doctor is very knowledgeable about medical and health related information.</p> <p><b>Empathy:</b></p> <p>1. This doctor respects my feelings.</p> <p>2. This doctor shows interest in my issues.</p> <p>3. This doctor shows concern for my wellbeing.</p> <p>4. This doctor cares about me.</p> <p><b>Communication:</b></p> <p>1. Communication between me and this doctor is excellent.</p> <p>2. This doctor is willing to share all relevant information with me.</p> <p>3. There is good communication between this doctor and myself.</p> <p>4. This doctor is willing to answer all my questions.</p>

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<sup>i</sup> Hausman A. *Modeling the Patient-Physician Service Encounter: Improving Patient Outcomes*. *Journal of the Academy of Marketing Science* 2004 Oct 01; 32(4):403-417

<sup>ii</sup> Pavlou P, Liang H, Xue Y. *Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective*. *MIS Quarterly* 2007 Mar; 31(1):105-136

<sup>iii</sup> Dunk AS. *The effect of budget emphasis and information asymmetry on the relation between budgetary participation and slack*. *Accounting Review* 1993 Apr; 68(2):400-410

<sup>iv</sup> Kerse Ngaire, Buetow Stephen, Mainous Arch G, Young Gregory, Coster Gregor, Arroll Bruce. *Physician-patient relationship and medication compliance: a primary care investigation*. *Ann Fam Med* 2004; 2(5):455-61

<sup>v</sup> Zahedi F, Song J. *Dynamics of Trust Revision: Using Health Infomediaries*. *Journal of Management Information Systems* 2008 May 12; 24(4):225-248

<sup>vi</sup> McKnight DH, Choudhury V, Kacmar C. *Developing and Validating Trust Measures for e-Commerce: An Integrative Typology*. *Information Systems Research* 2002 Sept; 13(3):334-359

<sup>vii</sup> Kim Sung Soo, Kaplowitz Stan, Johnston Mark V. *The effects of physician empathy on patient satisfaction and compliance*. *Eval Health Prof* 2004 Sept; 27(3):237-51

<sup>viii</sup> Hausman A. *Modeling the Patient-Physician Service Encounter: Improving Patient Outcomes*. *Journal of the Academy of Marketing Science* 2004 Oct 01; 32(4):403-417