Reading behavior

Design ideas for selecting threads	how users determine information quality	In choosing what to read...	While reading	Browsing inside OHC

she thinks that a traditional forum and discussion group is different.
reading enough pages is the indicator of reading more or not
since 1998; long history
likes to read posts with the same stance as the reader's
experienced bad moments
when skimming keywords are used

- users regret not choosing to use a useful — In choosing what to read... — attention span for reading thread — Browsing trail in OHC
- the second class might not pay the class. / personalizing for implicit needs — elements making up information scant for t — having hard time defining what is a positive response — attention span for reading t
- ask one's own question like symptoms, a / Design: how can it read users' mind for small text vs stink text — Design: including how many people liked/disliked is not enough to pursue the re — half an hour is the attention span for reading t — focused search
- Try to resolve misspell from user-general / Design: ask user to explain what they / numbers provide scent for business, helpfulness, conse — spends 20 minutes
- s/he explains multiple roles / Design: depending on the person, the — number of replies represent business of forum; — focused searcher; has a focus — skims using subset of search topics related to personal constraints
- praise what the user has been doing / not knowing terminology is frustrating — Numbers show general consensus more easily — people visit OHC to find something that "grabs" them — having a specific goal to achie
- taking two classes quite common / showing the meat — guess commonality of symptom from the amou — reads half of 25-30 in depth — t
- Knows of the Atkins diet / Design: show the meat — fewer postings mean people do not want to kn — picture is helpful in making threads interesting

knowledge seeking attitude

Attitude towards knowledge	independent/dependent knowledge seeker

Scientific information is important / Relying on community members

- believes in science; importance of scien / evaluate based on group's opinion
- believes in science / Whether to trust one's opinion is dependent on how others comments about it
- Looks for Science-based information in / trust for posters' expertise: see whether people defend them
- would not read posts that people don't like

...

Understanding OHC participation

OHC participation can have ups and downs
amount of traffic on OHC is like waves
whether overweight or diabetes management, people go on and off

trigger to start OHC	Participation role in OHC	Varying frequency, degree, and depth of OHC participation	Summary should provide...		Meta-data, keywords	
			what to provide	how to provide	Keywords work	Keywords don't work

- don't know — OHC participation roles — Varying participation frequency
- trigger to start OHC: cannot remember / mileage is an interesting metaphor for experie — landing user: opportunistic use — context
- through search, curiousity, and recommendation / Post-reader, shy, forum-er, time-saver, science — scattered forum user (reads forum from search only); read forums when it comes out as a search result

summary and metadata

Summary should provide...		what to look out for	Keywords work	Keywords don't work	trust for automated meta-da	other ideas etc

posts when asked to share "how do yo | posting behavior will emerge after a few years | sharing

posts when I have expertise for the an	practical reasons for the ability to become a regular	shares what worked
Post-reader; to become post-creator, o	how regular you can be on OHC depends on h	s/he has some success story and s/he is proud of it.
she likes to post comments on what s/	regulars	share recepies of own also
for socializing purpose	active posters read more too	finds places to contribute
posting on OHC highly intertwined with	reading 80% posting 20%	would like to give advice
socialization in the back of mind when	moderators: police, moderate content	posts about experiences
social aspects of OHC: putting my two	moderator role	

keywords should have immediate connection with the main topic

need to consider social consequences for a function

policing the forum; s/he would act as a moderator if s/he finds some wrongful myths start spreading

By clicking some keywords, s/he has some particular expectation as to what s/he'll see, but if such expectation is not met, s/he might be easily frustrated from suggested keywords

Sometimes online forums can get negative to shut down

interface may lead to wrongful judgement about the general consensus

newbies could see only bad scale and leave

keyword search results should show obvious connection to the keyword

she likes to post comments on disagreeing posts to prevent them from mislead people.

I follow things for her/it to parse and extract information (mad structure)

forums need: BS detector—ways to make people sincerely share information

altruistic participation

altruistic participation; post information to help people; Guide newbies for correct use of OHC; s/he likes to help a newbie.; feel responsible for newbies; likes to give advice to newbies; Recurring question is not necessarily a bad thing. s/he is willing to help newbies with such questions; cares newbies; likes helping other members

makes effort to provide personalized help for each member

thinks about what to post

Strong opinion holder in a forum also seems to have opinions about "how to help others"

she complains that some forums are suitable just for novice level.

Design: suggesting posts following one's line of thinking

HOW USERS VALUE OHC, WHAT FROM OHC THEY WANT TO USE FOR THEM

Valuable of OHC

Here's a reason for doing forums.

for motivation and behavior change	as an information source		others' experiences	Socialization	Spams
for diabetes management	what doctors do not give	factual information source	importance of knowing other	the sense of community	downside of forum: spams
upside of forum: helps communicate wi	authoritative advice not helpful	dominancy of information source over experiential knowl	experience over information	bonds with other members and message info	Design: more control over spamming
upside of forum: builds confidence	authoritative health advice not helpful	finding information is more important than the s	can see what I experienced in o	perceives the social aspect of OHC important	s/he complains about the numerous spam posts in the forum.
skeptical whether her/himself could ma	authoritative health advice: success	OHC is sufficient as an information source	Seek others' experience on OH	guru and the commenters: has supportive po	OHC has trolls
consequences to me is important	doctor advice is about common, safe info	upside of forum: provides everything under the	more interested about others ex	Being part of community, connectedness	
personally experiencing diabetes care	MD provides a common treatment; nothing sp	S/he thinks OHC > Google for reputable, straig	replies are people's experience	forums are good for: sense of community--emotional support	
thanks to OHC, the P could learn that i	medical community only deal with safe recom	online forums are used for the sake of verificati	importance of evidence or one'	socialization eats up time; not into coddling	
	OHC provides non-traditional info	forum did a good job in giving all info	specific information on people's	the person isolated her/himself for quite a while so communicating with others over OHC gives companion	
	S/he likes forums b/c s/he can get info about 'a	a thread can give extensive amount of info	Prefer face and fun tone for soci	In the forum, there are some misrepresenting people who likes to show their knowledge, and at the same time, there are people hating them	
	forums are good for: get information outside th	there are information that is helpful to anyone	understanding people are different	benefits of OHC: sense of community	
	Gems are hidden in OHC	upside of forum: helps to build knowledge	upside of forum: learns everybo	specific ways to socialize	
	what doctors did not cover	forum is not for getting outsiders of stuff; forum	Design: visualize varying degre	reaching out to each other is also an important part of OHC	
	whyOHC: not enough info from docs; upside of	the more of forum: hard to find what I'm looking	Reason to visit OHC: personal	social aspect completes a post	
	upside of forum: provides what I wonder about	should not research about diet in OHC	Diet can have diverse aspects	benefits of OHC: encouragement	
	people search for answers on uncertainties/inc	Google is the way to search information	people share various levels of e	guru and the commenters: one format in which social interaction occur	
	upside of forum: provides what I wish I had kn	skepticism about forums to believe what is writte		complete posts include praise	
		overload of forum: repeated messages	information develops throug	s/he enjoys sharing his knowledge and experience and likes to be part of the community by communicating people.	
	helps to find personalized information	OHC provides cutting edge info	two-way conversations	benefits of OHC: share personal information	
	personal sphere development	each OHC has a unique purpose: cutting edge i	upside of forum: two-way conve	interact personally with OHC members	
	spheres evolve over time along with life events	very open and satisfied with alternative recipies	each member posts a kind of in	OHC helps to bring out emotions dealt with for a long time in real life	
	spheres: lazy	not just about weight loss but about is	upside of forum: tells you what I have not thought about	chat channels: ask questions o	close to father to share pictures over facebook
	although people share their information, event	OHC provides diverse info		guru and the commenters: one format in which social interaction occur	
	specific filtering feature: condition of the patien	collect diverse information through online forum	informed by others' experien	characteristics of the illness with coddling	
	tailoring	upside of forum: this format an get information	others' experience with medical devic	diabetic patients tend to coddle each other	
	finding ways to customize for one's need		ask one's own question like me	coddling is helpful for diabetics	
	benefits of OHC: get more tailored information	practical information source	Switched her medication/device	diabetes patients have emotional issues.	
	interested in reading post when it hits on spher	working around what could potentially be head knowledg	learn from others' failures		
	upside of forum: get to learn about tweaks	online advice becomes "real knowledge" not p	what worked or not worked for others	coddling, uninformative contents	
	replies give additional cues for personalized st	solely can one find useful posts	guru and the commenters: gain	too emotional	
	adjust to one's need	low income is a barrier to consider certain diet	"this works for me" helps	downside of forum: people wanting emotional response (trolling)	
	magic cure does not exist: people need to find	Other advantages like money saving, than losin	learns from younger people on	s/he sometimes love seeing "emotional", "dramatic" comments as fun	
	rather than strictly following other recommend	search information just the sake of getting to kn	s/he wants to figure if this speci	It hints that s/he sometimes wants to avoid "emotional posts" and obvious repetitions. However, s/he also acknowledges it's necessary to have them for forum as a community.	
	settling down with a personal interpretation of	people want quick fix; prefer a quick fix	getting at what others think	I don't divide	
	is able to translate obtained information into ex	need straight forward answer not indirect infere	community's feedback is important		
	preserves too individualized information regard	annoying when no "quick fix"	Values what other people think valuable		
	personalized specific help is not helpful	skeptical about OHC as they did not have pract	she again tries to see how people think about a particular thing		
		upside of forum: helps to adopt strategy	guru and the comments: litany of people's immediate thoughts		
		medical information	many replies can bring "aha" piece		
		skeptical about interpreting casuality between	random questions occurs --> wa	agnostic attitude towards OHC	
		You have to be specific about what is demand	people likes debates on OHC	more worried about looks than health	
		learned about metabolic symptoms	seeing debate is fun, but there	read for fun	
		There are go-to sites for medical information se		web surfing as a killing time	
			profiling members for matchi	making killing time useful by reading health forums	
		Meet expert consultation	profile based info gathering	when killing time, no need to look in depth	
		Need expert reviews on forum posts	I like seeing what other type 's are going through		
		encourages to work closely with doctor	want to cluster 'users' who have similar experience; then, post them or get information from them		
		doesn't believe in subjective opinions on forums	details of the person is important		
		"Ask the Expert" helps addressing specific, pers	Look for similar person's story (to recycle their decision?)		
		she complains about the incorrect information	finds commonalities in one's everyday practice others' posts		
		has a close working relationship with the doctor	compares one's profile with that of the poster to relate to		
		some health professionals are more helpful tha	use profile to bring personalized info		
		information quality is the biggest issue and it ha	Design: filter by age, carbs, diets; Design: show age as relatedness		
		although anonymous, believes in the informatio	Filter by people or similar others		
		Confirms knowledge from OHC with doctors an	pays attention to age of the poster; age becomes important profile similarity for older ones; who to connect on OHC: age does not matter although perceptive of age		
		doesn't believe all the personal stories and they	Filter by condition/characteristics/taste		
			It seems that every person has to own set/set of interest		
			runs into same poster for different threads since finding similar patient profile		