Background

- The Internet and SNSs are common sources for health information.
- However, the Internet and SNSs are not perceived as credible sources.
- The impact of source credibility on users’ information behavior has been considered important (esp. Web).
- SNSs have become an important communication tool in public health.
Research Questions

**Research Question 1:**
Credibility
What are young adults' perceptions of credibility on health information sources on a social networking site?

**Research Question 2:**
Information Activities
What information activities do young adults do with health information sources on a social networking site?

**Research Question 3:**
Relationship
How does young adults' perception of credibility on health information sources influence their information activities on a social networking site?

Methodology

- Online survey with 200 responses
- Undergraduate and graduate students (Ages of 18-29).
- Health information sources on Facebook
  - Medical/health professionals
  - Medical/health organizations
  - Government agencies
  - Broadcasting & media
  - Friends
  - Family members
  - Patients & caregivers
Results

- RQ1: Credibility
- RQ2: Information Activities
- RQ3: Relationship

- Significant difference in credibility among health information sources.
- Medical/health organizations and government agencies are perceived to be the most credible health information sources on Facebook.
- Friends were considered the least credible health information source on Facebook.

Results

- RQ1: Credibility
- RQ2: Information Activities
- RQ3: Relationship

- Read posts
- Post questions
- Post answers
Results

• Overall, users prefer to read health information rather than actively post health-related questions and answers on Facebook.
• There is a significant difference in passive information activities (reading posts) among health information sources.
• No significant differences in active information activities (posting questions and answers) among health information sources.

• Significantly higher intention to read health information provided by medical/health professionals, medical/health organizations, government agencies, and family members.
• Higher intent to post health-related questions and answers on Facebook pages of family members.

Results

• Overall, significant influences were found between the credibility of information sources and information activities.
• Reading activity was explained by the credibility of information sources (39% ~ 52%), whereas less were explained for posting questions (~ 28%) and answers (~ 27%).
Discussion

• Facebook & general online health resources
• Facebook & in-person resources as health information source
• Health information on Facebook