Teen Health Information Behavior and Social Q & A: A Study to Investigate Teens’ Assessments of the Accuracy, Credibility, and Reliability of Health Information about Eating Disorders

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Study to investigate teens’ heuristics for determining the credibility, reliability, and accuracy of health information.
Goals of this research project

- Understand how teens interpret the credibility, reliability, and accuracy of health information in Social Q&A.
- Work toward a model of adolescent health information behavior in the context of Social Q&A;
- A set of design recommendations for information systems and services that support the health information needs of young people.
We asked teens what *they* think about the content on eating disorders in Yahoo! Answers

How do they rank it?
What meaning does it have for them?
Does it inform them?
How do they determine it’s credibility, reliability, and accuracy?
Background

Teen health information in Social Q & A
Where do teens find answers to their health questions?

- **90% of online teens** in the United States look for health information on the Web! (Rideout, 2001);

- Teens often use the Internet as the **primary source of information on sensitive or embarrassing health topics**, among them weight-related issues (Eysenbach, 2008, p. 127).
Eating disorders and teens: A serious health problem

- Many teens suffer from eating disorders (Neumark-Sztainer and Hannon, 2000).

- There can be serious complications from eating disorders (Katzman et al., 2010).

- Eating disorders can have lifetime effects (Rome et al., 2003, p. 107).
A source for health information...Social Q&A sites

• **Yahoo! Answers** is:
  • The **fifth most visited social media web site in the United States**, preceded only by the social media power houses of Facebook, YouTube, Twitter, and Pinterest (Dayton Business Journal, 2012).
  • Part of the **health information ecology of teens**.

• We decided to look at Yahoo! Answers, as one source where teens might seek answers to their questions about eating disorders;
Yahoo! Answers
Example of a “best answer” chosen by asker

How eating disorders have changed over the years?

Hi, I am writing a paper on the effect of advertising on eating disorders. I need some concrete statistics on how the prevalence of eating disorders has grown over the past decades. Does anybody have some/know where I could find some? Thanks :)

8 months ago

Best Answer - Chosen by Asker

I don't know the statistics. But I believe that eating disorder have increased because back in the day (80s and back) models had a more healthy bigger body type now a days models are so stick skinny it's just not realistic or healthy for the average girl to be that skinny.

8 months ago

Asker’s Rating: *****

thanks :)
Yahoo! Answers

Example of a “best answer” chosen by user community
Methods

Teen health information in Social Q & A
Methods

• Web-based survey:
  – N=18
  – Ages 14-17
  – Five question/answer sets from Yahoo! Answers.
  – Participants asked to select the “best” answer.
  – Combination of numeric ranking and written responses.

• Focus group:
  – N=7
  – Ages: 15-16
  – 4 females, 2 males.
  – Re-visited five question/answer sets from web survey.
    Clarified meaning and explored dominant themes.
  – Sketching exercise.
Yahoo Answers Verification Quiz

- Ask questions about various health subjects
- Political questions verify
- Make it so users can't leave page
- Make a poll of 10 questions but only given (IF participants pass, they will receive this badge showing that they are a professional.)
Preliminary Results

Teen health information in Social Q & A
When presented with a selection of question and answer sets about eating disorders from Yahoo! Answers, how do teens rate the accuracy, credibility and reliability of the answers?
Satisfaction with health information on Yahoo! Answers.
Helpfulness is as important to teens as credibility, reliability, and accuracy.
### Table 1: Scores for Accuracy, Credibility, and Reliability

<table>
<thead>
<tr>
<th>All Questions (n=5)</th>
<th>Accuracy</th>
<th>Credibility</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>32</td>
<td>44</td>
<td>40</td>
</tr>
<tr>
<td>Medium</td>
<td>43</td>
<td>36</td>
<td>33</td>
</tr>
<tr>
<td>Low</td>
<td>9</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Not at all</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>I don’t know</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

### Table 2: Scores for Helpfulness

<table>
<thead>
<tr>
<th>All Questions (n=5)</th>
<th>Helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very helpful</td>
<td>46</td>
</tr>
<tr>
<td>Somewhat helpful</td>
<td>37</td>
</tr>
<tr>
<td>Not helpful at all</td>
<td>7</td>
</tr>
</tbody>
</table>
### Scores for Credibility

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<tr>
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- $\frac{44}{90} = 48.8\%$ of participants' scores suggest they rated the credibility of the “best” answer as “high”.
- $\frac{80}{90} = 81.3\%$ (High and medium credibility combined.)
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46/90 = 51.1% of participants' scores suggest they thought the “best” answer was “very helpful”.

83/90 = 92.2% High and medium helpfulness combined.
When presented with a selection of question and answer sets about eating disorders from Yahoo! Answers, on what basis do teens choose the best answers?
Qualitative analysis of written responses on questionnaire

- **Open coding:** 122 codes along two axes:
  - 77 “best”; 45 “helpful”
- **Categories:** 18 (combined “best” and helpful”)
- **Cross-cutting themes:** 7 (plus a bucket called “miscellaneous”)
Themes

- **Communication style**: Grammar, spelling, tone, rhetorical style, complexity.

- **Emotional Support**: Empathy, compassion, gives hope, kindness, offers support.

- **Information Quality**: Sources and citations, accuracy, reliability, facts rather than opinion, comprehensive.

- **Guidance**: “tell me what to do”, “next steps”, directs to experts, warns.

- **Opinion**: Not grounded factual evidence.

- **Personal Experience**: evidence to support the answer is drawn from personal experience and reflects the realities of a teen world view (“my approach”), answer comes from another teen.

- **Professional Expertise**: Answerer status, someone with professional expertise.
## Best versus Helpful

<table>
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<tr>
<th>Answers</th>
<th>Same answer; Opposing views on “Best” and “Helpful”</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Best</td>
</tr>
<tr>
<td>Answer 1</td>
<td>“It gives a lot of good information” (S13)</td>
</tr>
<tr>
<td>Answer 2</td>
<td>“Answer 1 uses facts and believable evidence to support their claim” (S09)</td>
</tr>
<tr>
<td>Answer 3</td>
<td>“this is from an educated adult” (S17)</td>
</tr>
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# Best versus Helpful

**Compromise choices:**
Here the participant chooses the helpful answer, not the “best” answer. The participant chooses the answer that, in their estimation, a teen would actually use.

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<th>Helpful</th>
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<td>“I chose the answer that suggested a seemingly safe website for the girl. <strong>Teens are stubborn</strong> and will probably need more convincing…to actually go talk to a doctor, so this answer at least <strong>provides a more reliable website</strong>” (S07)</td>
<td>“The <strong>answer that suggested talking to a doctor or counselor is obviously the better decision</strong>, but I think that teens who are looking for health information about eating disorders will find the answer I chose helpful for them because <strong>it gives them a reliable website</strong> they can use” (S07)</td>
</tr>
</tbody>
</table>
Final Thoughts and Next Steps
Insights on Credibility and Teens

- “Best” is not always “helpful”; Calls into question the values that health/information professionals apply to health information.
- Teens are aware of credibility issues and threats to safety. And yet…answers that drew upon the personal experience of answerers were valued. A different form of credibility that is important for teens.
- Teens are highly attuned to the rhetorical structure of text and in Yahoo! Answers. It signals credibility;
- Tone matters, not just credibility. Kindness counts. No bullying teens! The socio-emotional piece is strong!
- Teens said they need help identifying the credentials of answerers. In-app tools like badges?
Next steps

• Further development of models and concepts:

• Collect new data: Same instruments but with health professionals, health educators, and information professionals

• Explore trust issues:
  • One direction future researchers could take is to develop a badging system for people who provide health information in social Q & A. Show health credentials (i.e. is this a real doctor?).
Acknowledgements

Many thanks to the young people who participated in this study.

Their contributions are invaluable.
Acknowledgements

We gratefully acknowledge ALISE and OCLC for supporting this research project.

Thank you!
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