

## **Participant Information Sheet**

### **Online Health Information Seeking Survey**



#### **Background**

We are inviting individuals (18+ ) in both Northern Ireland and the Republic of Ireland to participate in a research study. This study is being carried out by a team from the School of Communication at the University of Ulster, Jordanstown and focuses on the area of online health information seeking. The aim of the study is to compare the characteristics and motivations associated with the use of public (governmental e.g. NHS/HSE) versus private (non-governmental e.g. Bupa, irishhealth.com) websites by individuals seeking health related information online. As part of this study, we are conducting an online survey with adults over 18 years of age.

#### **What is required?**

If you decide to participate in this research study, you will be required to complete an online survey. The total time to complete this survey should be a maximum of 10 minutes duration. The web address and password for access will be provided. You will be required to give informed consent (online).

#### **What is the online survey?**

The online survey aims to compare the characteristics and motivations associated with the use of public (governmental, e.g. NHS/HSE) and private (non-governmental e.g. Bupa, irishhealth.com) websites as sources of health care information by health information seekers in the Republic of Ireland and Northern Ireland. The online survey consists of four sections, 1. demographics of the participants (e.g. gender, age); 2. access to health information (e.g. who or what do you refer to when seeking health related information); 3. sources of health information (e.g. what sources you prefer to use); 4. evaluation of online health information (e.g. what your experiences of different sources of health care websites are).

#### **What are the benefits of taking part in this research project?**

You will be part of a valuable project which will help to determine the characteristics of those people who are accessing health related information online and their motivations for accessing either public (governmental e.g. NHS/HSE) or private (non-governmental e.g. Bupa, irishhealth.com) websites.

#### **Contact details**

If you would like further information or to discuss participating in the online survey, please do not hesitate to contact the project team using the following contact details:

Sarah Fisher

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