



UNIVERSITY OF ICELAND

Perceived Barriers in Relation to Health and Lifestyle Information among Icelanders

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Aim of the study

- Main aim of the overall study is to examine the development in health and lifestyle information behaviour in Iceland in the period 2002 to 2012
- Purpose - to gain a better understanding of how different groups within Icelandic society take advantage of information about health and lifestyle

Background

- It is vital for people's well-being and quality of life to possess the competence that information literacy stands for, and – thereby - the capacity to improve their understanding of the importance of a healthy lifestyle through life-long learning.

- People's potential for life-long learning and informed decision making is a crucial issue - yet there are still a number of unanswered questions about the barriers that exist and that may impact their information literacy, e.g.:
 - Beliefs about access and availability of information
 - Ability to seek information
 - Lack of time to seek it
 - Financial cost
 - Difficulty at interpreting information
 - Beliefs about reliability
 - etc.

Focus in the presentation

- Focus: The perceived barriers to health and lifestyle information among Icelanders, as well as their motivation and information seeking behaviour
- Research questions:
 - What barriers do different groups of Icelanders experience in relation to health and lifestyle information?
 - How do the perceived barriers reflect the motivation and information seeking behaviour of different groups of Icelanders?

Data collection - Sample characteristics

- Data collection in spring 2012
- Two random samples – 1.200 people:
 - Telephone survey – Random sample of 600 people from The National Register of Persons
 - Internet survey - Random sample of 600 people from the Social Science Research Institute at the University of Iceland Net panel
- Sample characteristics:
 - Size: 1.200 people
 - Age: 18 years and older
 - From the whole country
- Response rate: 58.4%

Socio-demographic characteristics of the respondents compared with the population

	<u>Sample</u>	<u>Confidence intervals</u>	<u>Population</u>
<u>Sex:</u>			
Men	46,4%	42,7-50,1%	49,9%
Women	53,6%	49,9-57,3%	50,1%
<u>Age:</u>			
18 – 29	18,1%	15,2-21,0%	24,2%
30 – 39	17,8%	15,0-20,6%	19,8%
40 – 49	18,3%	15,4-21,2%	20,3%
50 – 59	18,3%	15,4-21,2%	17,0%
60 +	27,5%	24,2-30,8%	18,7%
<u>Education:</u>			
Primary shchool	19,5%	16,4-22,6%	28,7%
Secondary school	42,9%	39,0-46,8%	40,1%
University	37,6%	33,8-41,0%	31,1%

Measurements 1/2

- Background: sex, age, marital status, residence, education and income
- Purposive seeking - Information-seeking clusters – : 'Have you sought information about health and lifestyle in any of the following sources'?
 - A list of twenty five information sources, 5-point response scale (5: Very often – 1: Never)
 - Four information channels: Media - Health specialists - Internet - Interpersonal sources
 - Total mean scores were computed for each channel
 - Cronbachs alpha: 0.95, 0.90, 0.94 and 0.85

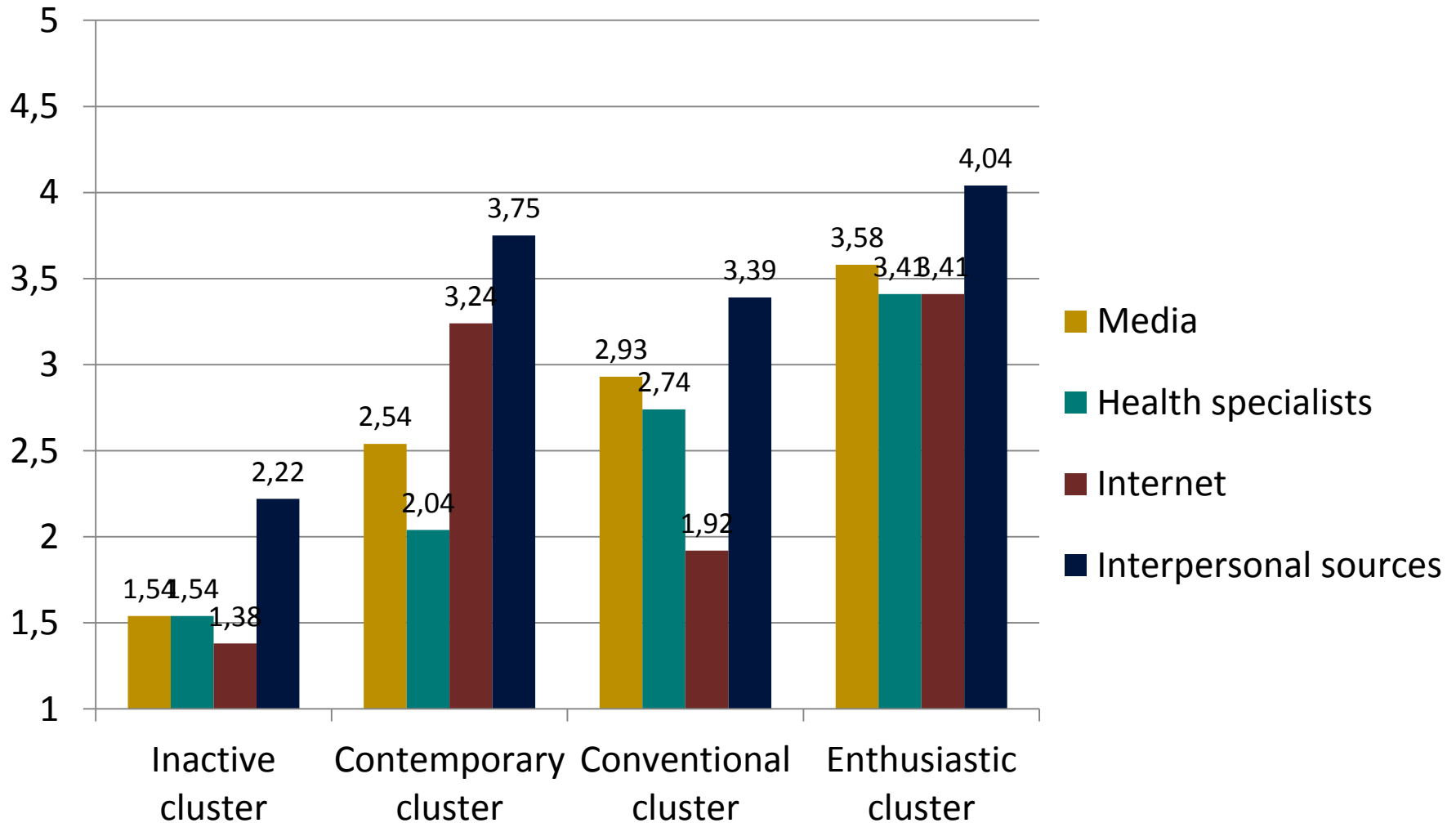
Measurements 2/2

- Motivation: Questions about interest in information about health and lifestyle – and how often people discuss the topic with others
- Information barriers: 13 statements about possible barriers that participants experienced, five-point response scale was used (5: Strongly agree – 1: Strongly disagree)
 - Factor analysis (PC): External barriers – Internal barriers
 - Cronbachs alpha: 0.84 – 0.82

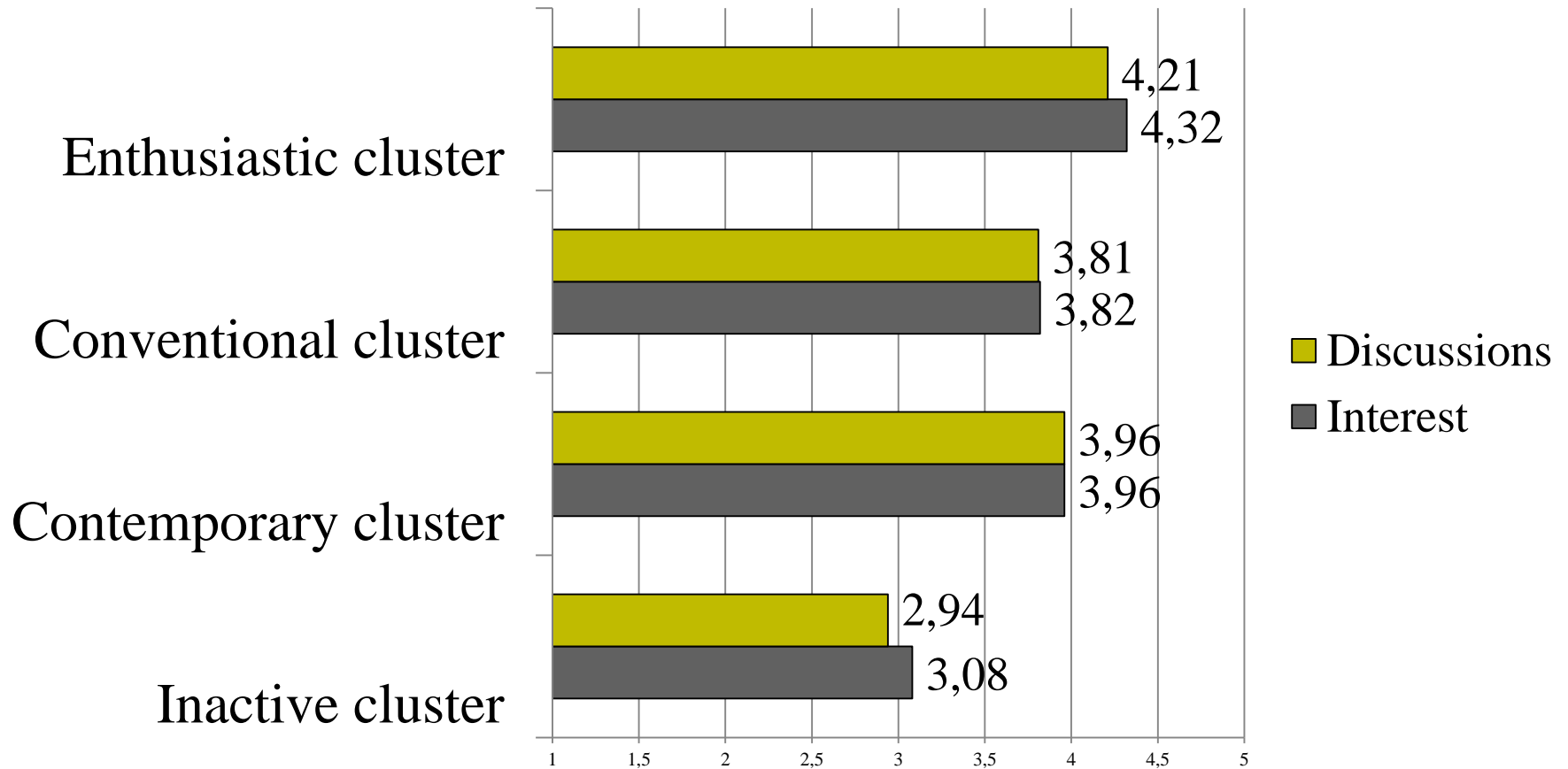
Analysis

- The data was weighted to ensure that each group has the correct proportionate weight compared to the population
- K-means cluster analysis:
 - Four information behaviour clusters based on respondents purposive seeking:
 - Inactive cluster (N=214)
 - Contemporary cluster (N=63)
 - Conventional cluster (N=176)
 - Enthusiastic cluster (N=217)
- FANOVA, controlling for background variables:
 - Motivation
 - Barrier scales
 - Each of the 13 statements about perceived barriers

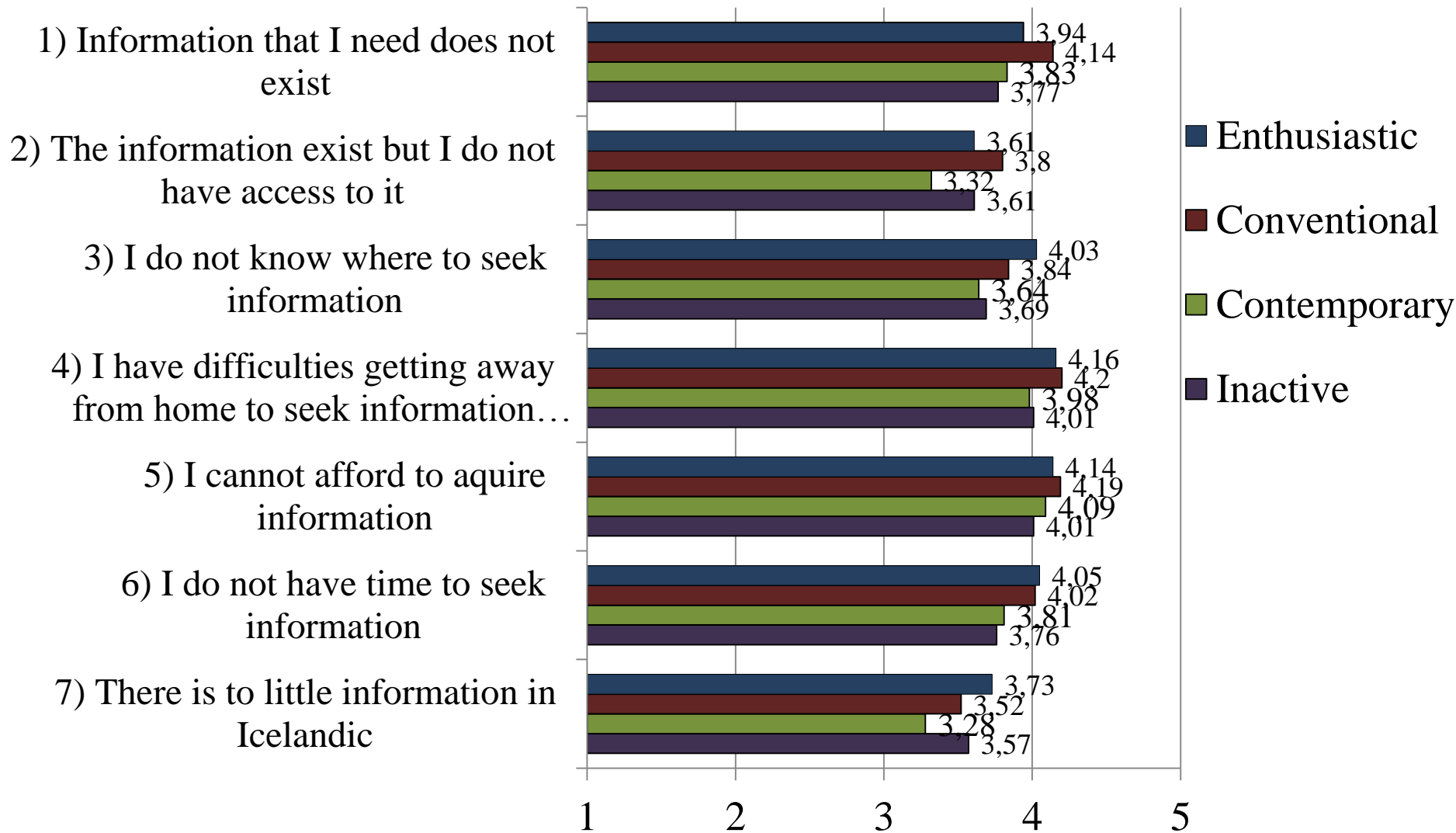
Purposive seeking



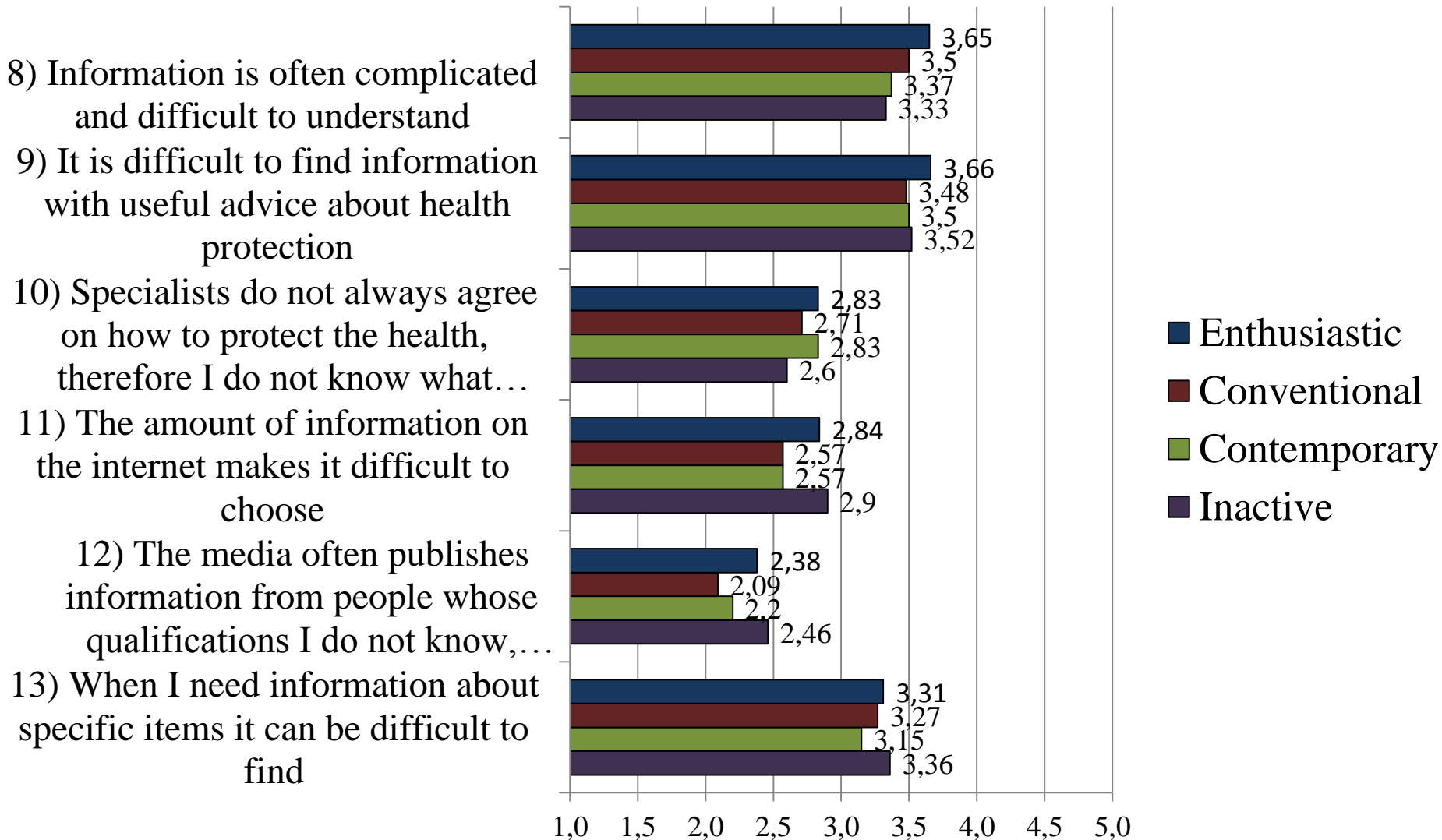
Motivation



Perceived Information Barriers – External barriers



Perceived Information Barriers – Internal Barriers



Summary

- Connection between motivational factors and information seeking:
 - The Enthusiastic cluster sought information most often and was most motivated
 - The Inactive cluster sought information least often and was least motivated.

Information barriers – Information literacy

- Participants in all clusters are faced with hindrances that may minimize their chances to benefit from information:
 - 10 out of 13 statements represent barriers for all the clusters
 - The experience of barriers varied – but all clusters had considerable problems related to information literacy
- The ability to make effective use of the information environment to enhance one's knowledge throughout life has been described as basic human right of lifelong learning.
- It is therefore a challenge of utmost importance for the society to react and remove, or at least minimize, the information barriers that people are confronted with



Thank you for the attention!

Questions?