

Evaluating Information-seeking Behavior among Reproductive Health Audiences Using Electronic Communications

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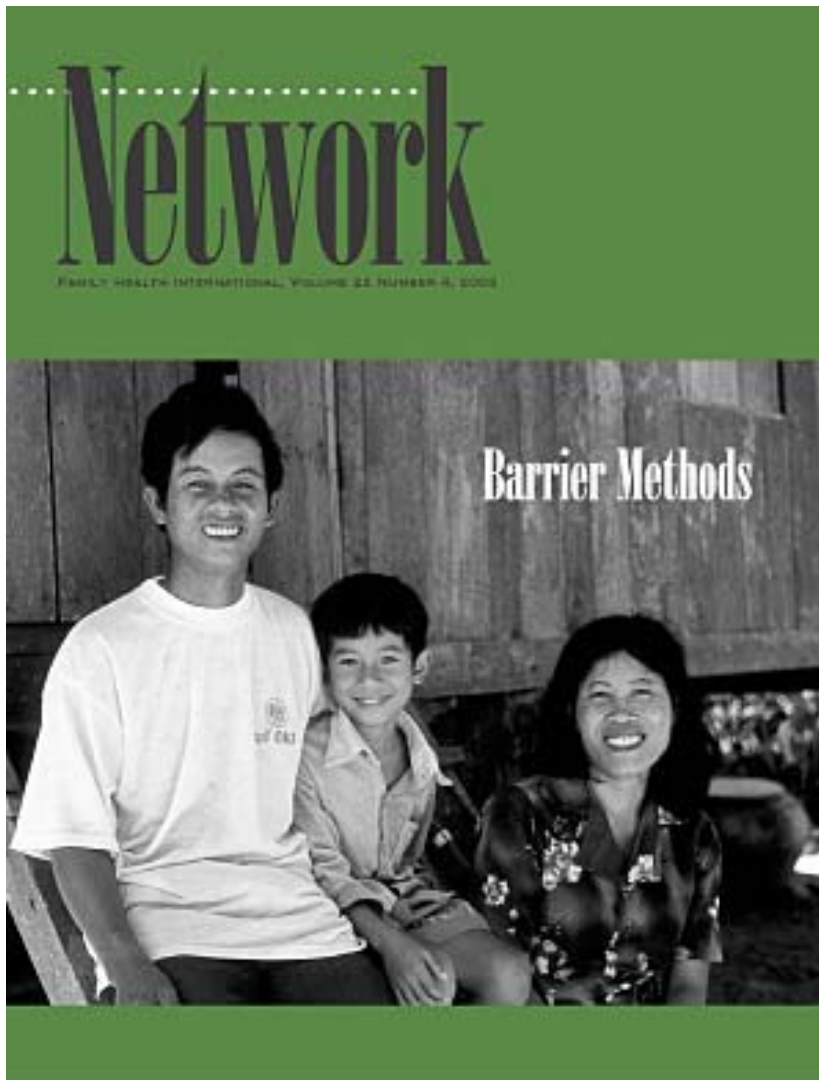
Ellen Hager

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Dissemination vehicles used by FHI

- www.fhi.org for full text (Eng/Fr/Span)
- **Listserv announcements**
- **Customized e-mail distribution lists**
- **CD-ROMs**
- **Licensing agreements** to redistribute over other channels
(Africa Learning Channel, via SATELLIFE; JHPIEGO's ReproLine)
- **Online bibliographic indexing services**
(POPLINE, PubMed, SilverPlatter)
- **Web portals**
(Reproductive Health Gateway, UNFPA Development Gateway, ArabMedicare)
- **Print materials**, especially *Network*





- 69,000 print subscribers

- Most accessed material by 1.1 million Web visitors/year to <http://www.fhi.org>

<http://www.fhi.org>

HOME | IDENTIFICAR | BÚSCAR | INVENTARIO PRODUCTOS | PUBLICACIONES | TEMAS DE INTERÉS | FORO | SERVICIO | CONTACTO

Network Cuadro: Infecciones comunes del aparato reproductor

Se ofrece una descripción concisa de 11 infecciones comunes del aparato reproductor, incluidas las enfermedades de transmisión sexual virales y bacterianas. Se resuman las consideraciones relativas a los anticonceptivos. Las infecciones son SIDA (HIV), vaginosis bacteriana, candidiasis, chancroida, clamidia, gonorrea, herpes, papiloma humano, hepatitis B, sífilis y tricomoniasis.

Network en español: Diciembre 1997, Vol. 11, No. 2

Infecciones vaginales		
Consideraciones relativas a los anticonceptivos		
<ul style="list-style-type: none">• Dado que algunas infecciones se transmiten sexualmente, el uso sistemático y correcto de condones de látex puede ofrecer protección.• Las mujeres que sufren de infecciones vaginales deben recibir tratamiento y curarse antes de usar el DIU.		
Vaginosis bacteriana	Tricomoniasis	Candidiasis
En el mundo, las infecciones vaginales más comunes son las siguientes: vaginosis bacteriana, causada por bacterias anaerobias entre las que figura la <i>Gardnerella vaginalis</i> ; la tricomoniasis, infección protozoaria causada por <i>Trichomonas vaginalis</i> ; y la candidiasis (muguel), infección micótica causada por <i>Candida albicans</i> .		
Los síntomas de la vaginosis bacteriana pueden incluir flujo vaginal maloliente, aunque muchas mujeres infectadas no tienen (o no reconocen) síntomas. La tricomoniasis puede causar un flujo vaginal espeso y amarillento, picazón o malestar. La candidiasis puede manifestarse con flujo espeso y blanco, con picazón e hinchazón. Los síntomas solos no sirven para identificar de forma fiable los organismos vaginales específicos.		
Tratamiento – Todas se pueden tratar con antibióticos u otros medicamentos.		





Sources of evaluation information

- Number of visits to *Network* on the FHI Web
- Length of time spent by Web visitor on specific documents
- Trend data on Web visitors: geographic origins, key search terms, top materials downloaded
- Analysis of e-mail traffic/ requests and questions
- Content analysis of letters from readers
- Completed surveys of *Network* recipients

Additional sources of data

- Index factor analysis: Number of time specific articles are cited in Journal Citations Reports (Science Citation and Social Science citation databases)
- Survey of libraries receiving FHI CD-ROMs containing *Network*
- Direct observation of Web users' ease in locating *Network* online
- Focus groups of Web usability testers

Where are Web visitors from?

Web visitors represent over 160 countries

During the week of June 1-7, 2003, the top 10 countries visiting FHI's Web were:

- US
- Mexico
- UK
- France
- Spain
- Canada
- Germany
- Saudi Arabia
- Peru
- India

Who links to us? Who are “they” – the users of Web information?

- 39,000 links from other Web sites to ours. Among others, the organizations or institutes that link to www.fhi.org include:

American College of Nurse-Midwives, American Embassy in Brazil, American Medical Association, BBC, Benjamin Franklin School of Medicine in Berlin, CDC National Prevention Information Network, Center for Demography and Ecology at University of Wisconsin-Madison, Center for International Cooperation in Health and Development, Centre Hospitalier Universitaire de Rouen, City University of New York, Emory University School of Public Health, Florida State University Population Center, Harvard School of Public Health, HIV InSite at UCSF, Institut Fédératif de Recherche en Epidémiologie, International Development Research Centre, JHPIEGO, Navy Environmental Health Center, Office of Population Research at Princeton University, Österreichische Gesellschaft für Gynäkologie und Geburtshilfe, PAHO, Partners in Population and Development, Sciences sociales et santé publique, Penn State Population Research Institute, Programa Latinoamericano de Capacitación y Investigación en Reproducción Humana, Sierra Club, South Eastern Sydney Area Health Service (SESAHS), UC Berkeley Public Health Library, UCLA, Ukrainian Medical Society, United Nations Population Information Network (POPIN), University of Alabama at Birmingham, University of Pennsylvania, University of Washington Health Sciences Libraries, US Agency for International Development (USAID), World Bank, World Health Organization, Yale-New Haven Medical Center, Tulane University, UNESCO-Bangkok.

What do “they” want to know?and how do we know it?

- Patterns in Web searches by key words

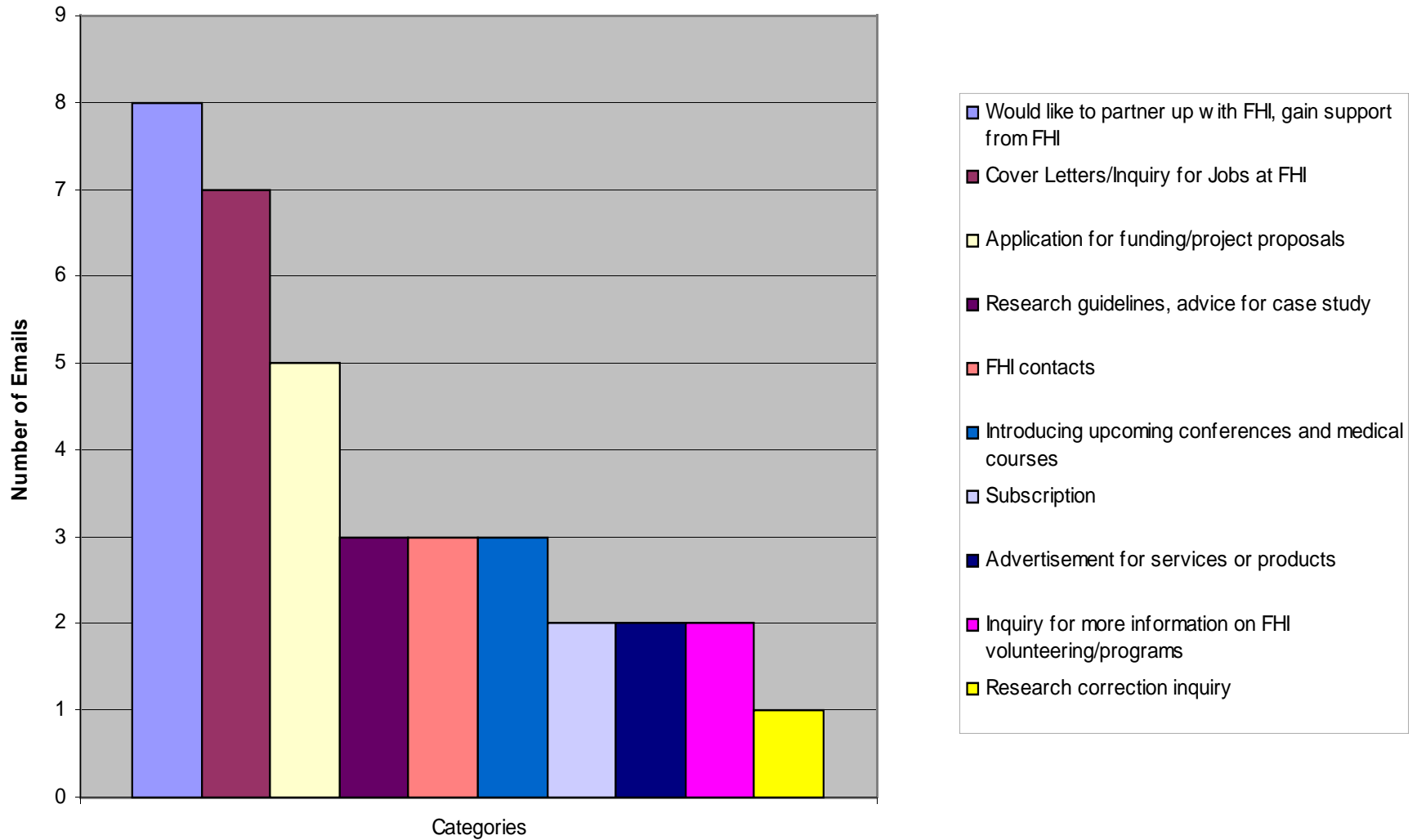
“....’Depo provera’ made notable gains in popularity, as did ‘condoms’ and ‘SIDA,’ the Spanish translation of AIDS.”

*--Excerpt from Web trends report,
January 2003*

Who writes to us by e-mail? What do they want to know?

- E-mail queries are mostly from U.S., Latin America, Africa
- Often contain medical questions, submitted anonymously
- Want print copies of publications
- Request funding/support for research or projects

Emails Categorized (in numbers) May and June 2003



What does this tell us about our users?

- 53% of FHI Web visitors used search engines to find URLs
- 25% of visitors clicked on a link or typed in the specific URL

(March 2003)

Pssst! Pass it on!

Electronic users talk to each other

Direct linking into URLs is evidence of
knowledge-sharing



Adolescent service delivery handbook:

- Targeted e-mails to 1,444 individuals working in adolescent health
- E-mail requests from individuals we hadn't initially contacted
- Our listserv announcements re-broadcast by five more listservs (Nigeria-AIDS, OR listserv, Kabissa-Fahamu newsletter, GAIN, Gender Working Group)
- 7,685 total accesses to online Web version in English; 8,932 Spanish

What do indexing databases tell us about users?

- Impact factor reports suggest the potential effect of research reported in journals based on number of citations of articles in each journal
- FHI tracks bibliographic impact factors, showing how frequently the journals we publish in are cited, according to Science Citation and Social Science citation databases (Seglen and Garfield).

**Content analysis of
4,000+ survey
responses (Eng/Fr/Span)**



Survey methods

- Code surveys by hand and organize this data using EZ Code software from the CDC
- Determine the most requested articles both in hard copy and online

How do survey respondents use *Network*?

Service delivery

- Counseling of patients or adolescents (82)
- Patient education (42)
- Improve services (41)
- Generate discussion in health education (34)

“As a clinician (family medicine), the articles provide me references and relevant information to update my private practice. As a public health worker, it provides me new strategies/approaches in developing family health care programs/projects in the context of life-course approach.”

--Health program manager, Philippines

How do survey respondents use *Network*?

Training

- Training and education (434)
- Medical training (62)

“We use the FHI materials for meetings and health workers training programs. We translate the relevant topics in our regional language and discuss in the health camps and...non-formal adult education centers. Sometime we take help for making charts and posters on health issues.”

--Health program manager at women's NGO, India

How do survey respondents use *Network*?

Knowledge sharing

- Use as tool to disseminate information among groups (234)
- Share with colleagues (126)
- Library resource (113)
- Adaptation and reprinting (48)

“Any issue we receive is thoroughly studied by the medical and program officers, as well as...population studies and research work committee and the medical committee. The articles picked are translated into Arabic and distributed to our RH/FP clinics all over the country...”

-- Family planning association executive director, Iraq

How do survey respondents use *Network*?

Professional updates/awareness

- Update knowledge (410)
- Reference (259)
- Compare country beliefs, context, data with global findings (56)
- Awareness (44)

“I find Network quite invaluable for the development of drama scripts for my community theater projects. And for personal counseling of the young adolescents/teenagers I encounter during ...outreach.”

-- Nurse at major teaching hospital, Nigeria

How do survey respondents use *Network*?

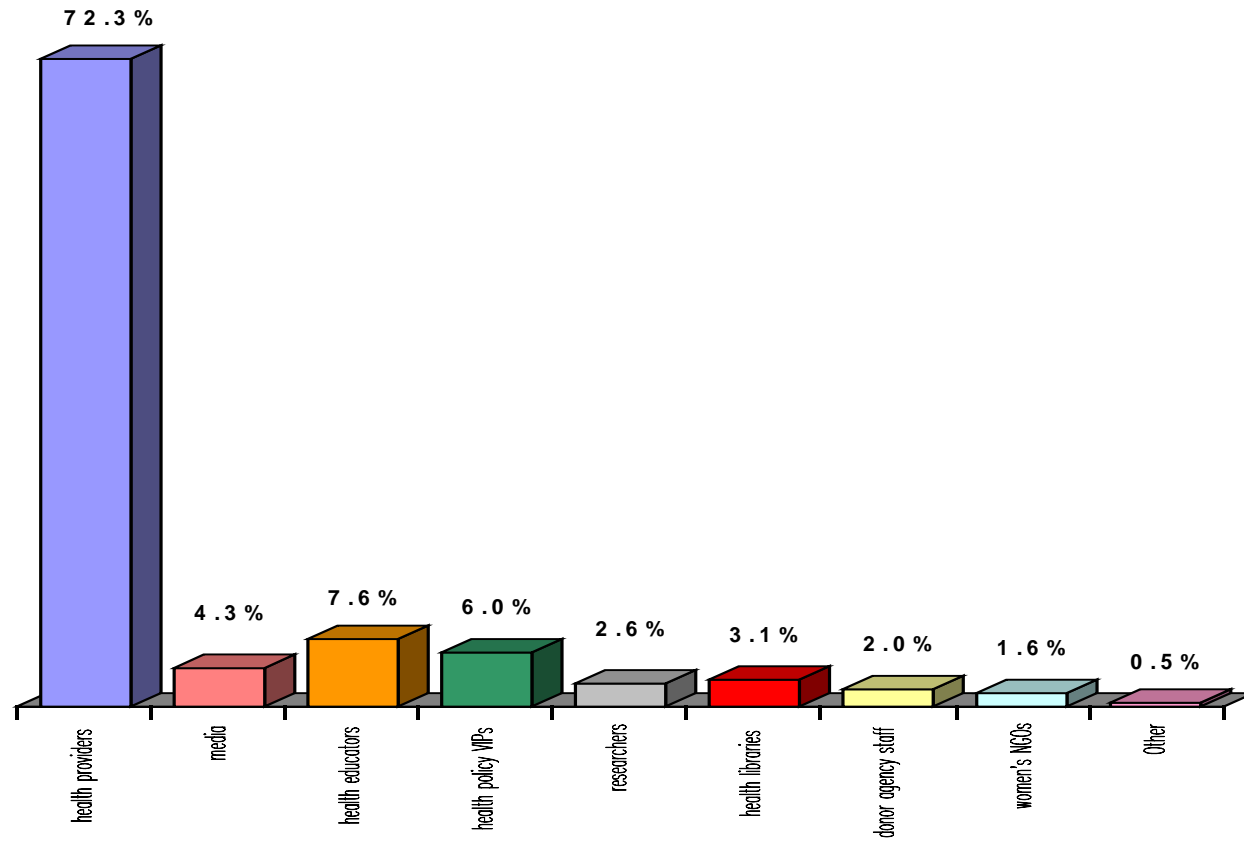
Decision-making

- Research (126)
- Program development (70)
- Identify new ideas, practices that influence research, policy or practice decisions (42)

“I did not know about home to home condom distribution service. Now we [have] start[ed]...”

-- Assistant health worker, Ethiopia

Who reads *Network*?



Impacts of dissemination

- Persistent enhancement of, and level of, mutual understanding of terminology or language used by different groups (researchers, politicians, community members) to describe reproductive health concepts.
- Increased accuracy in the information that stakeholders share in dialog or debate (Rockefeller Foundation 2000)
- The number, variety, frequency and persistence of forces that can be mobilized to utilize the knowledge generated (Havelock 1969).

Impact indicators

- Changes in reproductive health services or policies attributable to research dissemination.
- High level of citations in international bibliographic indexing databases.
- Increased long-term news media coverage of the topic
- Systematic use of study findings in public health, educational and training institution curricula.
- Use of evidence-based model of services to family planning clients, or research-based interventions in line with research findings

(Ulin et al., 2002)