Quality of Health Answers in Social Q&A: Comparison across Librarians, Nurses, and Yahoo! Answers Users

**Research Seminar:** Social Q&A is a social media service, which allows people to ask questions and answer one another in many different topic areas, including health. It is free and easy to access and use. People can benefit from the varying levels of knowledge, expertise, and experiences of others, but little is known about the quality of information. This study investigates perceptions of experts and users regarding the quality of online health answers that people share. Librarians, nurses, and users of Yahoo! Answers were invited to assess the quality of health answers posted in Yahoo! Answers. Forty participants from each group reviewed a total of 400 health answers, rating them with a 5-points Likert scale according to 10 evaluation criteria: accuracy, completeness, relevance, objectivity, source credibility, readability, politeness, confidence, knowledge, and efforts. In this presentation, the study design, methods and findings from the study will be explained. It is expected that the findings from this study could help librarians and nurses understand how lay people evaluate online health information in social contexts, which could lead to offering better health information services.

**Research Workshop:** In the Web 2.0 era, social media have been widely used in many different ways for lay people to seek and share information online. The purpose of the workshop is to explore the different approaches in conducting social media research and to practice designing studies using social media from a group activity. Oh has conducted several studies about social media with her colleagues about 1) people’s motivations for sharing information in social media, 2) quality of health information in social media, 3) Web resources that people share in social media, 4) the use of social media for undergraduate students in maintaining their own health, and 5) nurses’ purposes and use of social media. She used several different methods of data collection and analysis, such as surveys, content analysis, and data (text) mining. In the workshop, she will introduce the pros and cons of her methods in conducting social media research based on her experiences. Oh’s experiences of research have been focused on understanding the social media users in the United States and South Korea. The cultural differences of using social media between Australia and these countries will also be discussed with the audience.

**EVENT DETAILS**

**Seminar:** 12:00-1:00pm Wednesday 18 July, 2012
**Workshop:** 11:00-12:30pm, Thursday 19 July, 2012
School of Information Studies Seminar Room, Building 05
Charles Sturt University, Wagga Campus
VC Admin Sydney

**Bridgit SIS Seminar**
**Password** <no password required>

For additional information please contact
Dr. Paul Scifleet
**Phone** 02 6933 2744
**Email** pscifleet@csu.edu.au