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Results of a Review of the Canadian Health Network (CHN)

FINAL REPORT

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EXECUTIVE SUMMARY

Background and Methodology

This study was designed as one component in a multi-phase research plan initiated by the CHN to clearly identify the visitor base (including Internet users, seekers of health information), current views on the website from users (as well as what non-users would want), competitive information and best practices. This particular project will help the CHN track and determine the additional needs and characteristics of the users of its website. This project also examined the extent to which the current format, navigation and brand of the website is appropriate and user-friendly.

The study relies on two lines of evidence; an online survey, and a series of focus groups and key informant interviews with users and non-users of the CHN site. The survey was completed online by visitors to the CHN website during the course of two weeks in March 2007, and resulted in a total of 4,800 completed cases. In addition to seeking feedback on the CHN website and the information contained on the site, the survey also sought to recruit potential participants for focus groups and key informant interviews. EKOS then conducted nine two-hour focus groups with users and non-users of the CHN website in Montreal and Toronto, and 11 key informant interviews with physicians.

Profile of Users and Site Usage

A majority of the CHN users who responded to the online survey are women. Users vary widely in terms of age. Educational attainment (and income) of users is also quite varied, although more than half the users surveyed have some type of university education. The frequency with which CHN users in the survey visit the website is quite varied, although there is obviously a loyal following to the site. Well over half the users surveyed visit the site weekly or monthly; while one-quarter use it one to six times a year. Based on survey results, the site also appears to be attracting a significant number of new users, as appeared to also be the case in the 2005 survey results. The loyalty of users to the site is also evidenced by the fact that half have bookmarked the site for easy referencing.

Focus group participants drawn from the general public confirm that the frequency of online searches for health-related information varies widely, although the majority of participants indicate using the Internet to find health information fairly sporadically.

Users of the site who responded to the survey are most commonly accessing the site for personal reasons (half do), while one in three are using the site for a combination of personal and professional reasons. One in ten or less are using the site for purely professional reasons or for reasons related to work and studies.

A significant proportion of users surveyed first discovered the CHN website electronically through the Health Canada or the Public Health Agency of Canada (PHAC) website, a general search engine, or through a link from another health-related website. Others first discovered the website through the Healthlink newsletter, through personal referral or word of mouth, or at a conference or other public event.

In addition to the CHN, the Health Canada website is the website most often used by CHN users surveyed to obtain health-related information. Other websites used by one-quarter or more of CHN users surveyed include the PHAC website, Women's Health Matters, Medline Plus, Web MD, and provincial or territorial health websites. Two in ten also use the Mayo Clinic website. Fewer than one in ten CHN users do not consult any other health-related websites.

General public focus groups participants indicate that they most commonly use a search engine to find information online, although some do visit specific sites for information on a particular condition or specific medication. Health professionals consulted through focus groups and interviews are more apt to obtain information online from a variety of websites.

Use of the Site/Information Searching and Satisfaction with Site

a) *Survey Results*

Users of the CHN site surveyed are interested in information on a wide range of topics, although healthy eating, environment and health, and active living are the topics most often sought; followed by cardiovascular disease, children, and respiratory diseases.

Half the users responding to the survey report having found all the information they were looking for during their most recent visit to the site, while just under half found at least some of the information they were looking for. Virtually no one reported that they were unable to find any of the information they were looking for. Those visiting the site for personal reasons are more likely than those using the site for professional reasons to report finding all the information they were looking for, which is not surprising given that the information being sought for personal reasons is likely more generic in nature.

Overall, respondents to the survey provide very positive ratings of the CHN website, and indicate a very high level of satisfaction with the information available from the site; the ease of obtaining this information; the usefulness, level of detail and currency of the information; and the level of trust in the information obtained. Most users also accord high ratings to the links provided to external sites and to the search function. However, satisfaction ratings for the number of steps required to obtain information, the left hand navigation bar, and the help function are not quite as high. Even with the large numbers of "don't know" cases removed (i.e., respondents who had likely not used these features), between one in three and one in four survey respondents using the site are not positive about these elements of the site, with the help function bringing up the rear. Overall satisfaction with the website is high at 88 per cent.

A regression model was tested to identify the predictors of satisfaction with the CHN website. Results indicate that the level of satisfaction with the CHN website is primarily driven by respondents' appreciation for the level of detail, the ease of finding information, the number of steps taken to get the information sought, and the usefulness of information. These predictors are then followed by the frequency of visiting the CHN website and the incidence of finding the information sought.

Articles, public health updates, and special features on the Home page are at the top of the list of most useful features of the website according to survey respondents.

b) Focus Group Findings

The website tested well as a whole in both focus groups and interviews, with the general layout of the Home page being well received and described as "user-friendly". Most were able to easily obtain information on the site. The visibility of information about the CHN, the more advanced search function, and the sorting option were, however, found to be poor by some and were bypassed by several participants. Physicians interviewed also reacted positively to the site, indicating that it is a good general public site to which they would be willing to direct patients.

Participants in the general public focus groups were given the task of searching information on three topics: school bullying, information for seniors on healthy eating to prevent Type II diabetes, and reducing the risk of heart disease. The school bullying search was found to be easy to complete, although some users were confused by the number of search options available. Similarly, the search relating to the risk of heart disease was found simple to complete. The second search (prevention of Type II Diabetes) was found to be more complex given the combination of topics (i.e., seniors, healthy eating, and diabetes) and few noticed that an advanced search option was available to facilitate this.

Health professionals who participated in focus groups were asked to search for information for women to reduce their risk of heart disease; for Aboriginal seniors on healthy eating to prevent Type II diabetes; and to find a resource to provide to a client. Similarly, physicians interviewed were asked to complete the first two searches (women and heart disease, Aboriginal seniors and prevention of diabetes). As with the public, the search to obtain information relating to heart disease was found to be fairly straightforward, while the information for Aboriginal seniors on prevention of Type II Diabetes was more complex.

Focus group and interview results suggest that the search functions could be simplified, making the various search options easier to distinguish and understand; making the advanced search easier to find; and making the possibility to narrow a search available or more visible at all times. Furthermore, the ability to sort results was missed by a number of participants and could be made more visible. Physicians interviewed were more apt than focus group participants to express an interest in the ability to sort results (e.g., by date, source, topic).

All research participants generally expressed a high level of satisfaction with the information obtained from these searches. The information surpassed expectations for many non-users. The site was found to be easy to navigate; the labels and language clear; and information fairly simple to find.

Comparison to CHN

Users surveyed generally find the CHN site to be comparable or better than others they have visited. Half or more indicated that the CHN is as good as other sites in terms of ease of use or information provided; and roughly one-third feel it is better than other sites.

Physicians interviewed (most of whom had never visited the CHN site before) also describe the site as being as good, or better than alternative sites, indicating that it provides much more reliable information to the public than that obtained through a “Google” search.

Impacts

Seven in ten users surveyed would recommend the website to family, friends and colleagues. Furthermore, just over half would be likely to make a lifestyle or behavioural change based on the information they found on the website, and similar numbers would recommend a lifestyle or behavioural change to someone else.

Interactive Features

CHN users captured in the survey were asked about their use of a variety of interactive and new media tools available on the Internet. Users most commonly reported having sent someone an email of a web page or article via a link from the content page on a website, followed by signing up to receive information updates from a site through an automatic feed. One-quarter of respondents or less have rated the quality or usefulness of web content on a site; downloaded and listened to podcasts; signed up for text message updates; participated in online discussion groups, web logs (blogs) or video logs (vlogs); or participated in webcasts.

Over six in ten users surveyed expressed an interest in being able to send someone an email of a web page or article via a link from the content page on the CHN site. Close to one-quarter are interested in being able to rate the quality or usefulness of web content or in signing up to receive text message updates.

Interest among CHN users in various interactive features was further explored in the survey in relation to a number of specific topics or issues. Across all of these issues, being able to sign up for information updates through an automatic feed is the feature that captures the most interest among site users. Furthermore, various interactive features are of greatest interest to users in the context of living a healthy lifestyle in that most features receive a higher proportion of interested users on this topic. The topics

or issues of living with chronic disease or disability and interacting with a health professional follow in terms of CHN users interested in interactive features.

Participants in the general public focus groups expressed limited interest in the addition of interactive media on the CHN website, although some expressed interest in online discussion groups led by health care professionals. Health professionals (from focus groups and physicians interviewed) were more apt to express interest in interactive media, either for the public or professional audience (e.g., conference presentations). Some health professionals, however, expressed concerns regarding the importance of ensuring the credibility and reliability of any audio-visual components introduced to the site.

Awareness and Promotional Material

Awareness and understanding of the Network was limited among focus group participants, who assumed that CHN is solely a Government of Canada website. Many did not notice the “About Us” or “What can you expect to find at the Canadian Health Network?” Physicians interviewed (who were previously unaware of the site) also suggested the need to create public awareness of the site.

The promotional material tested well in both general public and health professional focus groups.

1. INTRODUCTION

1.1 STUDY BACKGROUND

The Canadian Health Network's (CHN) mission is to support Canadians in making informed choices about their health by providing access to multiple sources of credible and practical e-health information. CHN was established with the intent of becoming top of mind for Canadians as their preferred choice in Canada for helpful, e-based health promotion and injury and disease prevention information they can trust.

To accomplish its mission, the CHN works with 20 expert health organizations across Canada, referred to as Affiliates, who act as content experts. These Affiliates help build and maintain the collection of over 19,000 web resources from multiple Canadian sources, assist in increasing the audience of CHN users, and build and maintain the network of 1,500 external Contributors who provide content to the site and assist in promoting the CHN.

To support its mission, a multi-phase research plan has been designed to provide CHN with reliable research that supports its strategic goals and provides information that supports evaluation processes. The research plan is designed to clearly identify: the visitor base (including Internet users, seekers of health information); current views on the website from users (as well as what non-users would want), competitive information and best practices. These insights will be used to enhance the site and the effectiveness of marketing and communications efforts.

As part of this research plan, the CHN requires quantitative data on a regular basis to track attitudes towards their site and whether they have been successful at turning visitors into repeat users. This project will help the CHN track and determine the additional needs and characteristics of the users of its website. This project will also examine the extent to which the current format, navigation and brand of the website is appropriate and user-friendly, and recommend changes as necessary in order to improve and to meet the Public Health Agency of Canada's (PHAC) communication objectives.

1.2 METHODOLOGY

The study relies on two lines of evidence; an online survey and a series of focus groups and key informant interviews with users and non-users of the CHN site.

a) Online Survey

The first is a self-administered online survey of CHN users. This survey included both professional and non-professional users. Professional users included healthcare professionals who use the CHN as part of their practice while non-professional users were individuals seeking health information for their own personal use. Some professional users would also have been accessing the site for non-professional/personal use.

In addition to seeking feedback on the CHN website and the information contained on the site, the survey also sought to recruit potential participants for focus groups and key informant interviews. This was done through a question in the survey seeking contact information from respondents who were willing to participate in further research.

The survey questions for CHN users were largely developed by Health Canada and the CHN, with some advice from EKOS. The questionnaire was kept to minimum length in order to avoid response burden that would reduce participation in the survey. The survey instrument was tested online informally through CHN contacts (in English and in French) prior to fielding. The process that was implemented by the CHN to encourage response included the following:

- Banners were placed on the CHN home page, and group and topic pages, alerting users to the survey;
- Affiliates were informed in advance that the survey was being implemented and the Affiliates spread word of the survey throughout their Networks;
- A message about the survey was included in the bi-monthly Healthlink newsletter that is emailed to approximately 75,000 subscribers.
- When response was low in the first week of the survey, Affiliates were reminded to publicize the survey and generate response,
- Banners were reconfigured to display more prominently on the home page and group and topic pages, and;
- A message with a special request to complete the survey was sent to Healthlink newsletter subscribers.

These efforts resulted in a total of 4,800 completed cases over the course of two weeks from the middle to the end of March, 2007.

A review of the survey data, however, indicated the likelihood of a strong oversample from young respondents, living in Quebec. Since the profile of these respondents tended to be quite systematically different than the rest (i.e., younger, less educated, reporting less income, more often students and less often health professionals, more often using the site for personal, rather than professional

reasons), some form of weighting was required. Little information about CHN users was available, however, from which to re-align the survey data set, with the exception of information about language of using the site, as well as whether users were coming from inside or outside of Canada. These population targets were used to weight the sample and re-align the sample. The weighted data file was then used throughout the analysis in all survey figures cited in this report (and in the detailed tables in Appendix F under separate cover). It is difficult to assess, however, the extent to which the sample of respondents captured by the survey is truly representative of the wider population of CHN users. To the extent that this sample is a random selection of CHN users, and is reflective of this universe (which cannot be established with existing data), the associated margin of error would be as wide as +/- 1.4 per cent, at a confidence interval of .05 (19 times out of twenty). Wider margins of error would be associated with smaller sub-samples used in the analysis (although most are less than five per cent).

b) Focus Groups and Interviews

EKOS also conducted nine two-hour focus groups with users and non-users of the CHN website in Montreal and Toronto. Key informant interviews were also conducted with 10 physicians who had not previously used the CHN site, and one who had used it (and completed the survey online and volunteered to conduct an interview).

A total of 10 participants were recruited for each group to ensure that at least seven participated (based on our experience, we have found that the use of computers necessitates the reduction in the number of participants from eight to seven). Existing users of the CHN website (both public and health professionals) were recruited based on a question posed at the end of the quantitative survey, asking for participation in further research. Non-users were recruited from the general public. The only criterion imposed was that they use the Internet to look for information on a regular basis. During the recruitment for the key informant interviews with physicians, physicians were asked to visit the site and perform two types of searches prior to the interview (and were also e-mailed the interview questions in advance). The groups in Toronto were conducted in English, while those in Montreal were held in French in late March and early April.

2. STUDY FINDINGS

This chapter presents the results of the web-based survey that users completed while online in late March. It begins with a profile of who completed the survey, as well as some findings regarding their frequency of use and reason for visiting the website, as well as the methods of learning about the site. Ratings of the site begin with an understanding of general success in finding the information sought, overall satisfaction with the site and ratings of a number of aspects of dimensions of the site, as well as indications of the most useful features of the site, according to users. Findings are also presented on impact of the site (with regards to recommendations to others and actual changes in behaviour resulting from information found on the site), and a comparison of the site to other sites. Finally, findings are outlined with regard to survey respondents' general use of interactive features when visiting websites and their interest in such features on the CHN website specifically.

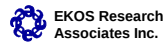
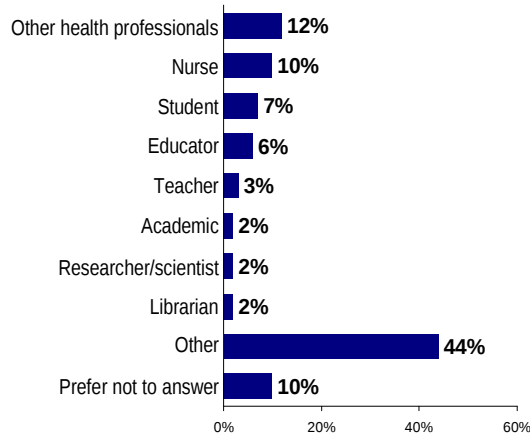
This chapter also presents results from the focus groups and key informant interviews, with users and non-users, health professionals and members of the general public. The findings present general impressions, search results from scenarios that participants were asked to conduct and suggestions for improvements based on overall impressions and the scenario results. These results are interlaced with the survey findings throughout the chapter, and are organized under similar (although not using exactly the same) themes as the survey findings.

2.1 SURVEY PROFILE OF USERS

The occupational profile of survey respondents to the CHN web survey is varied. One in ten are nurses, and a similar number (12 per cent) are other health professionals (although there were almost no doctors completing the survey). A total of seven per cent are students, and nine per cent are teachers or educators. A small proportion are academics (two per cent) or researchers or scientists (two per cent). Under half report other occupations (although the numbers are very small for any one occupation stream). A user survey was also conducted in 2005, and that sample included a higher proportion of health professionals. That survey included 14 per cent who were nurses and an additional 24 per cent who other health professionals.

Profile of Users - Profession

"What is your current occupation?"



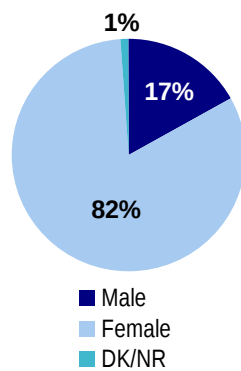
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CHN Web Site Survey, 2007

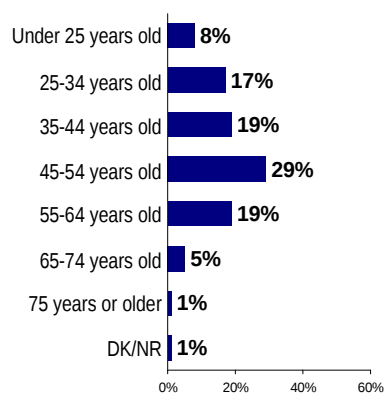
A majority of the CHN users surveyed are women (82 per cent). The age of surveyed respondents is quite wide ranging. One-quarter are under 35 years of age (8 per cent are under 25 and 17 per cent are 25 to 34); 48 per cent are between 35 and 54 years of age; and 25 per cent are 55 or older. The 2005 results showed similar gender and age profiles.

Profile of Users Demographics (I)

GENDER



AGE



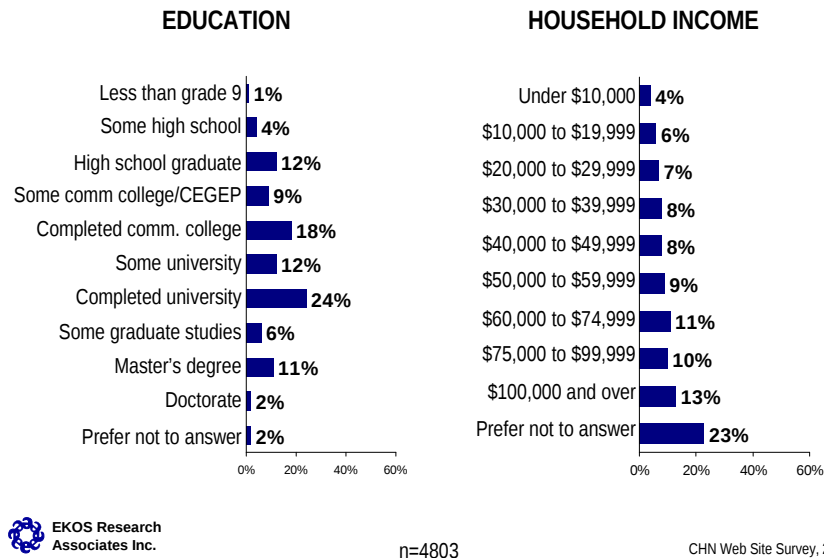
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CHN Web Site Survey, 2007

- Women using the website are typically much younger than male users (42 per cent of male users are 55 or older, compared to 23 per cent of female users), and are more often visiting the site for professional reasons (or a combination of personal and professional reasons), whereas as the male respondents were more apt to report visiting for personal reasons.
- Quebec respondents are typically much younger than CHN users in the survey from other regions (41 per cent are under 35).
- The younger visitors (under 35 years of age) are typically less frequent visitors to the site (visiting one to six times a year or first-time visitors), while those 45 and older are more often frequent visitors.
- Youth (under 25) are more apt to visit the site for work or studies compared to other age groups. The oldest visitors (55 and older) are the most apt to visit the site for personal reasons while those 35 to 44 are the most apt to use the site for professional reasons. Respondents between 25 and 34, as well as between 45 and 54 are the most apt to use the site for a combination of professional and personal reasons.

The educational attainment of users is also varied, although more than half (55 per cent) have some type of university education. Less than one in five (17 per cent) hold a high school education or less; 27 per cent have a college education. The 2005 results show similar profiles in this regard.

Profile of Users Demographics (II)



- CHN users from Quebec (who tend to be younger) are much less likely to possess a university education, and are more apt than users from other regions to report a college education or less.
- Rural respondents are typically less educated than urban respondents (who more often have completed university).

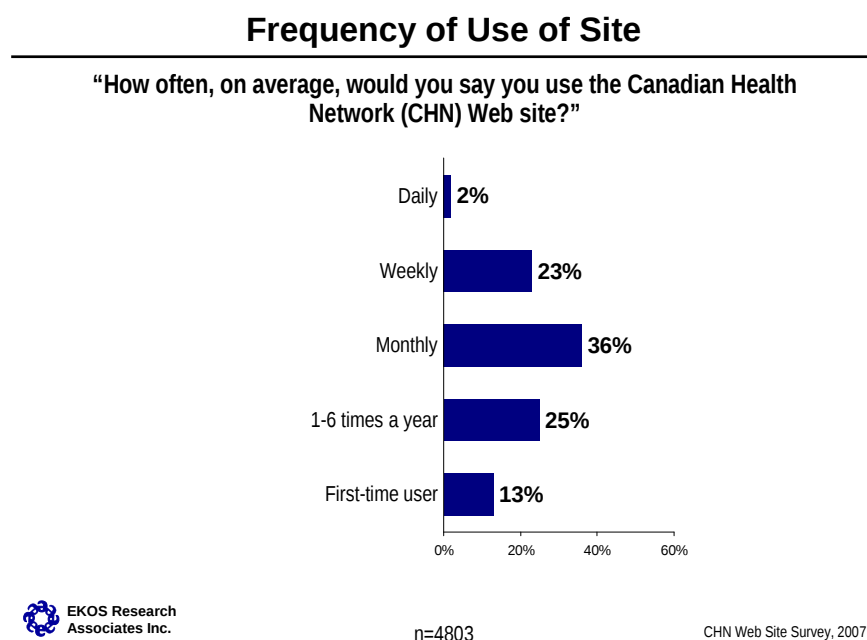
One in ten survey respondents report household incomes of under \$20,000. About a third report incomes of \$20,000 to \$59,999, one in five report incomes of \$60,000 to \$99,999, while over one in ten per cent report household incomes of \$100,000 or more.

- CHN users in the survey who are from Quebec (who are younger and report less education) typically also report less household income, while respondents in Alberta and Ontario typically report the highest household incomes. Similarly, first-time visitors (who are also younger and less educated) typically report lower incomes.
- Naturally, household income rises with educational attainment among survey respondents.
- Most users (86 per cent) reside in urban areas; while 14 per cent of users are rural.

- Users from Quebec and the Prairies are more apt to be rural residents than users in other regions.
- Rural users are somewhat younger overall and more apt to be first-time visitors to the site.

2.2 FREQUENCY OF USE REPORTED BY SURVEY

The frequency with which CHN users in the survey visit the website is quite varied, although there is obviously a loyal following to the site. Over one-third visit the site monthly (36 per cent), and close to one-quarter use the site on a weekly basis (23 per cent). A further one-quarter use it one to six times a year. The site also appears to be attracting a significant number of new users, according to survey results, as 13 per cent of respondents were first-time users¹. A small minority (two per cent) report using the site daily.



¹ Although not strictly comparable as a result of changed response categories, the 2005 results show a similar pattern of new visitors and frequent users as found in the current study. Thirteen per cent had used the site one or two times in 2005, and 22 per cent had used the site more than ten times in the past. The current response categories will likely be repeated in future measures and the current result will form the new baseline for tracking purposes moving forward.

Variations in use by background variables (Table 2.1) include:

- Those visiting the site for professional reasons, or for a combination of personal and professional reasons, tend to use the site more frequently (on a weekly or monthly basis). On the other hand, those visiting for personal reasons are more often first-time users or infrequent users, and those using the site for studies or work are also less frequent visitors to the site (one to six times a year);
- Perhaps related to this, the most frequent users of the CHN site (according to survey results) tend to be women, individuals who are older (frequency increases with age), and those who report higher income and education. Conversely, the least frequent users are more often men, youth (under 25), those with less education and income;
- Quebec respondents are less frequent visitors to the site than those from other provinces, as are rural respondents. Ontario respondents are typically the most frequent visitors to the site.

Table 2.1: Frequency of Use by Background Variables

Variable	Frequency of Use			
	Weekly	Monthly	1-6 Times a Year	First-Time
Overall	23	36	25	13
Region				
BC/Territories	29	41	25	4
Alberta	30	42	21	7
Prairies	28	41	23	6
Ontario	25	47	21	5
Quebec	16	25	31	25
Atlantic provinces	31	39	20	10
Gender				
Male	25	31	25	17
Female	23	37	25	13
Age				
<25	8	26	41	23
25-34	13	38	33	15
35-44	21	40	25	12
45-54	29	36	23	11
55-64	29	38	19	11
65+	35	30	16	15
Education				
High school or less	21	26	22	26
College	23	33	28	15
University	24	41	25	8

Variable	Frequency of Use			
	Weekly	Monthly	1-6 Times a Year	First-Time
Reason for Visit				
Personal	21	34	28	14
Professional	31	41	22	5
Work/studies	22	34	33	9
Personal and professional	27	42	21	8
Obtained Information looking for				
Yes	27	37	23	11
Somewhat	21	39	29	10
No	10	37	22	32

n=4803

The most frequent users of the CHN website are fairly distinctive in their profile. The following are highlights of how they are different from other CHN visitors included in the survey:

- 25 per cent of CHN users surveyed report using the site daily or weekly and can be described as frequent users.
- Frequent users are much more likely than other users to indicate that they also use a number of other health-related web sites for information, including Health Canada (74 per cent do), PHAC (38 per cent), Women's Health Matters (32 per cent), provincial sites (32 per cent), Medline Plus (31 per cent), Web MD (29 per cent), and the Mayo Clinic (26 per cent).
- Frequent users are more apt than others to report their occupation as nursing (16 per cent compared to 10 per cent average across all users).
- There is no difference between frequent users and others in terms of gender (81 per cent of frequent users are women and 18 per cent men).
- There is also no significant difference between frequent users and others in terms of educational attainment or income.
- Frequent users are somewhat older than other users (59 per cent are between 45 and 64 years old, compared to 48 per cent average across all users). Furthermore, an additional 10 per cent are 65 or older.

Use of the Site

- Frequent users are more often using the site for a combination of personal or professional reasons (33 per cent) or for purely professional reasons (13 per cent) in comparison to less frequent users.
- Frequent users are more likely than other users to have first discovered the CHN site through the Health Canada or PHAC web site (25 per cent did).
- Frequent users are much more likely than other users to have bookmarked the site for easy reference (72 per cent have, compared to 50 per cent on average across all users).
- Frequent users are more apt than other users to express an interest in or indicate having searched for information on a variety of topics on the site, including cardiovascular disease, healthy eating, active living, respiratory disease, tobacco, and environment and health.
- Perhaps because of their familiarity with the site (or because of a selection bias), frequent users are more likely to report having been able to find all of the information they were looking for (59 per cent found all the information they were looking for, compared to less than half of infrequent users).

Satisfaction with the Site

- Naturally, frequent users are more positive than other users in their rating of the CHN site. In fact, satisfaction ratings increase with the frequency of use.
- The vast majority of frequent users rate the CHN site as good in terms of the ease of finding information (93 per cent), the level of detail (93 per cent), the language and terminology (96 per cent), the usefulness of information (96 per cent), their level of trust in the information (97 per cent), and how up-to-date the information is (91 per cent).
- Frequent users are also more positive in their rating of specific features of the site such as the left-hand navigation bar (68 per cent rate this as good, compared to 61 per cent on average), the number of steps to obtain information (77 per cent), the help function (51 per cent), the links provided to external sites (80 per cent), and the search function (75 per cent).
- Overall, 95 per cent of frequent users express satisfaction with the CHN site (compared to an average of 88 per cent across all users).

Impact of the Site

- Not surprisingly, frequent users are much more likely to agree that they would recommend the CHN site to family, friends and colleagues (84 per cent would, compared to 71 per cent on average across all users). They are also more apt than other users to agree that they would

make a lifestyle or behavioural change based on the information obtained from the site (67 per cent would, compared to 54 per cent on average across all users), or to recommend a change to someone else (69 per cent would, compared to 54 per cent on average across all users, which is also likely linked to their greater propensity to use the site for professional purposes).

Comparison to Other Sites

- In addition to expressing a higher level of satisfaction with the CHN site than other users, frequent users also compared the site favourably to alternative web sites, which is notable in light of their increased use and familiarity with alternative sites.
- Frequent users are much more likely than other users to rate the CHN site as better than others in terms of the ease of navigation (42 per cent think it is better than others on this score), and in providing the information sought (44 per cent rate it as better).

Interactive Media

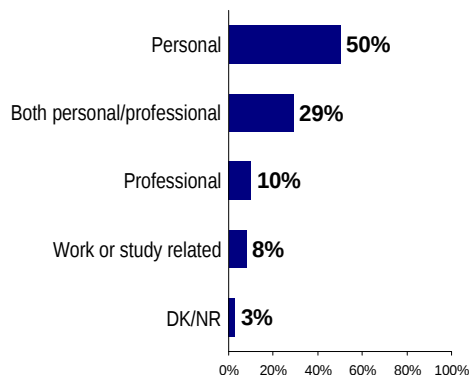
- Frequent users are somewhat more likely than other users to have used the Internet for interactive media, including signing up to receive information updates via an automatic feed (49 per cent), for text message updates (21 per cent), or to have participated in webcasts (15 per cent have). They are less apt, however, to have participated in on-line discussions.
- Similarly, they are more likely than infrequent users to express an interest in sending e-mail links to content from the CHN site (68 per cent), in signing up for text message updates (32 per cent), or in being able to rate the quality of content (30 per cent).
- Frequent users express much more interest in being able to receive information updates on a variety of topics, including living with chronic illness (48 per cent are interested compared to 38 per cent average across all users); living a healthy lifestyle (56 per cent compared to 48 per cent on average); interacting with others like themselves (30 per cent compared to 23 per cent on average); and personal health stories of Canadians (34 per cent compared to 26 per cent on average).

2.3 REASONS FOR USE

Half of the CHN users surveyed generally access the site for personal reasons (50 per cent), and one in three (29 per cent) use the site for a combination of personal and professional reasons. One in ten accesses the site for purely professional reasons, and slightly fewer use the site for reasons related to work or studies (eight per cent).

Use of the Site

“Do you generally access the CHN Web site for personal or professional reasons?”



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n=4803

CHN Web Site Survey, 2007

- Respondents using the site for professional (or a combination of personal and professional reasons) are more often women, in their 30's and 40's, with higher levels of education and income. Those using the site for personal reasons only are more often men, older (over 55), with less income and education. Naturally, it is youth who are typically using the site for their studies.
- Quebec users are more apt to report using the site for personal reasons and are less likely to use the site for other reasons compared to users in other provinces. Users from Alberta are more apt than those from other regions to access the site for purely professional reasons.
- Those using the site for personal reasons typically report less experience with the Internet.

Table 2.2: Reason for Use by Background Variables

Variable	Reason for Use			
	Personal	Professional	Work or Studies	Both (Personal and Professional)
Overall	50	10	8	29
Region				
BC/Territories	44	8	11	36
Alberta	39	20	6	34
Prairies	44	11	8	35
Ontario	40	15	8	36
Quebec	65	3	6	19
Atlantic provinces	44	14	11	31
Gender				
Male	61	8	8	20
Female	48	11	8	30
Age				
<25	46	3	21	23
25-34	45	10	9	32
35-44	46	15	8	28
45-54	45	12	7	35
55-64	58	10	5	25
65+	80	3	4	10
Education				
High school or less	79	1	2	11
College	58	6	7	26
University	37	16	11	35
Household Income				
<\$20,000	62	2	11	17
\$20-\$39,999	61	6	6	23
\$40-\$59,999	53	8	9	28
\$60-\$74,999	43	14	7	35
\$75-\$99,999	38	15	9	37
\$100,000+	33	18	9	40
Frequency of Visit				
Daily or weekly	45	13	8	33
Monthly	47	12	7	33
1-6 times a year	56	9	10	24
First time	54	4	6	18
Obtained Information looking for				
Yes	54	10	7	28
Somewhat	47	12	10	31
No	47	14	4	18

a) Focus Groups Findings

From the input provided in the focus groups with the general public, the frequency of online searches for health-related information varied from one participant to the next. On average, the majority use the Internet to find health information fairly sporadically. For the most part, health information that is being sought online serves to inform the individuals doing the searches; although, it should be noted that some said they conducted searches on behalf of family and friends.

Health professionals that participated in the focus groups were far more likely to search online for health information than members of the general public, with a significant portion of the health information sought online being work-related. Health professionals had a tendency to look for information to better serve their clients, for professional development and to share with colleagues. Several noted that they also seek health information in relation to their personal health and on behalf of friends and family.

2.4 SOURCES OF FINDING OUT ABOUT THE SITE

A significant proportion of users captured in the survey first discovered the CHN website through the Health Canada or PHAC website (19 per cent), a general search engine (14 per cent), or through a link from another health-related website (12 per cent). Others first discovered the website through the Healthlink newsletter (15 per cent), through personal referral or word of mouth (14 per cent), or at a conference or other public event (10 per cent). A small number learned of it in the newspaper (three per cent) or were referred to the site by a health professional (three per cent).

How First Learned of Site

“How did you first find the CHN Website?”



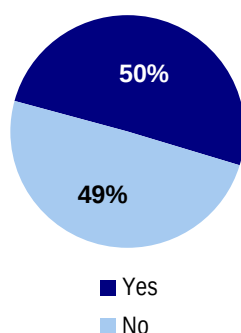
- CHN users in the survey who are from Quebec more often cited a search engine or personal referral as their source of awareness of the site compared to those from other provinces; while those in B.C. and Atlantic Canada more often cited the PHAC or Health Canada website.
- Respondents who discovered the website through a search engine or through personal referral typically report less income and education, are using the site for personal reasons and tend to be under 25 or in their 50s and 60s, while those discovering it through the Health Canada/PHAC websites or at a conference are typically in their 30s and 40s, are more often health professionals, using the site for professional reasons, and report higher income and education.
- In particular, those under the age of 35 are more apt to have learned of the site from personal referral. Those 55 and older are more apt to cite the Healthlink newsletter or newspapers.

2.5 USE AND INTERESTS

Exactly half the users surveyed (50 per cent) report having the site bookmarked for easy referencing, while the other half do not. Naturally, those who use the site more frequently (monthly or more often) are more apt to have bookmarked the site than are infrequent visitors (one to six times a year) or first-time users.

Bookmarking of Site

“Do you have the site bookmarked for easy referencing?”

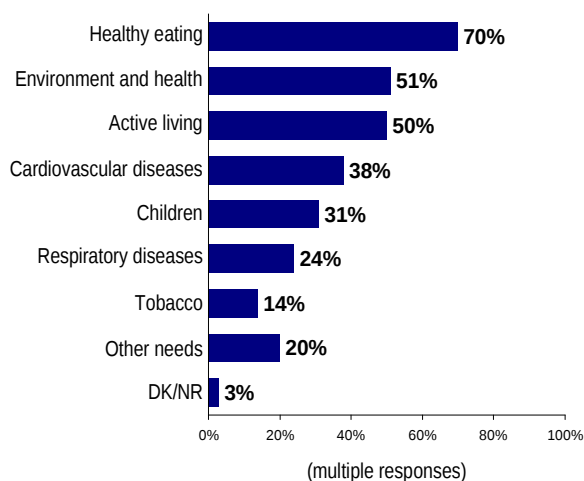


- As profiled earlier, less frequent users are less apt to have bookmarked the site and, as such, are more often using the site for personal reasons, from Quebec, younger, report lower levels of education and income.
- Bookmarking the site is most popular in Atlantic Canada, and among the older respondents. In fact, the proportion of users who have bookmarked the site increases steadily with age (from 23 per cent of users under 25 to 55 per cent of users 65 and older).
- As might also be expected, those reporting that they obtained the information they were looking for are more apt to have bookmarked the site, as are those with more web experience.

Information on healthy eating (70 per cent), environment and health (51 per cent), and active living (50 per cent) are the topics most often sought, according to survey respondents. Other popular topics include cardiovascular disease (38 per cent), children (31 per cent), and respiratory diseases (24 per cent). Over one in ten also seek out information on tobacco (14 per cent). Other topics of interest to a considerably smaller number of users include: general up-to-date health information (four per cent); chronic conditions such as diabetes, hypertension and high cholesterol; and mental health and addictions (three per cent).

General Information Requirement

“In general, what information do you look for on the CHN Web site?”



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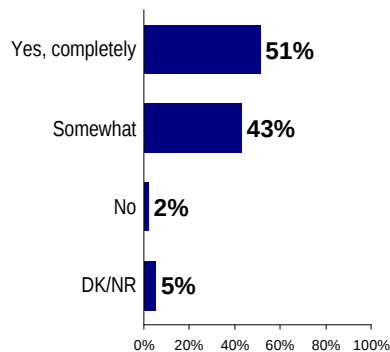
- Quebec respondents are typically less interested in cardiovascular disease and active living than respondents from other provinces.
- Urban respondents are somewhat more apt to seek for information on active living, while rural CHN users are slightly more interested in information relating to children and respiratory diseases.
- Men are more apt to look for information on cardiovascular disease, while women are more likely to seek information on healthy eating, children, and active living.
- The proportion of users seeking information on cardiovascular diseases, respiratory diseases, and environment and health increases with age. This increases steadily from less than half of visitors under 45 years of age, to 64 per cent among seniors 65 years of age or older.
- Users aged 25 to 44 are most likely to seek information relating to children. Interest in healthy eating is highest among youth (under 25) and those 55 to 64.
- Survey respondents reporting the most frequent use, and use for professional reasons, as well as the highest education and income typically report a fuller range of interests, seeking information on a number of topics, including cardiovascular diseases, active living, and environment and health.
- Those using the site for personal reasons, or for a combination of personal and professional reasons, are more apt than others to seek information on healthy eating in particular. Interestingly, those using the site for professional reasons or work and studies are more apt to seek information on tobacco.

2.6 SUCCESS IN FINDING INFORMATION

Half the users responding to the survey report having found all the information they were looking for during their most recent visit to the site (51 per cent). Another 43 per cent found at least some of the information they were looking for. Virtually no one (two per cent) reported that they were unable to find any of the information they were looking for. Those visiting the site for personal reasons are more likely than those using the site for professional reasons to report finding all the information they were looking for, which is not surprising given that the information being sought for personal reasons is likely more generic in nature and the CHN site is largely a more general (and less technical) site.

Success in Finding Information

“Did you find the information you were looking for?”



EKOS Research
Associates Inc.

n=4803

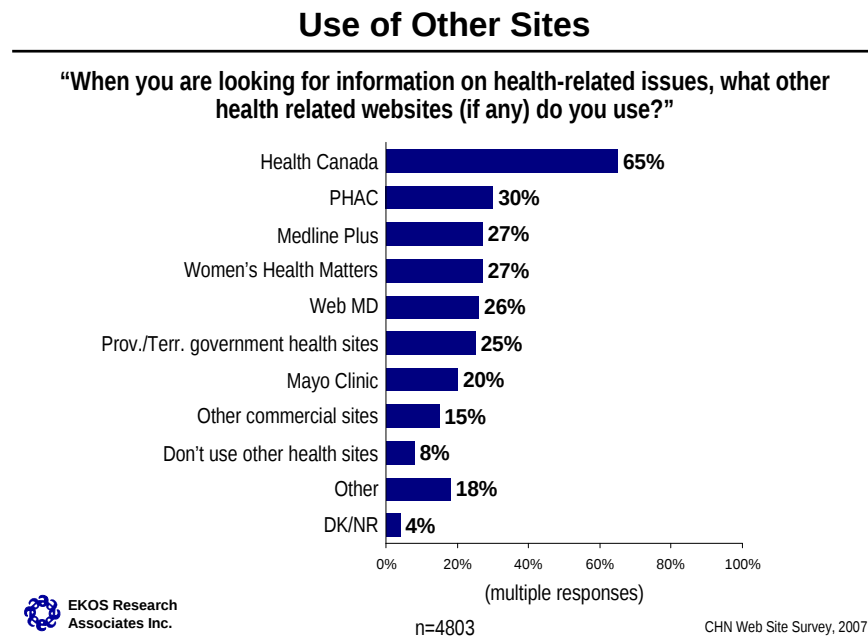
CHN Web Site Survey, 2007

- Given that those looking for information for personal reasons are largely more apt to have found it, the demographic patterns described earlier apply here. That is, Quebecers, rural respondents, and youth, as well as those with less income and education are generally more positive about the outcome of their search.
- On the other hand, women are more likely than men to report finding all the information sought.
- The most frequent users (those using the site daily or weekly) are more apt to report finding all the information they were looking for, while first-time users are least likely to have found everything they were looking for (42 per cent of first-time users found all the information they were seeking).

Users were also asked to indicate what specific information they had been seeking on the site. Topics on which users were seeking information are wide ranging and include: nutrition, dietary guidelines or healthy eating (six per cent); Canada's Food Guide (three per cent); child or adolescent health (three per cent); diabetes (three per cent); health promotion (two per cent); mental health or addictions (two per cent); heart disease (two per cent); workplace health (two per cent); and medication questions and alternative therapies (two per cent). A total of 13 per cent said that they were not seeking any specific information. It should be noted that almost half of respondents (43 per cent) did not answer this question. The highest non response came from those who found some of the information that they were looking for and from those who did not know if they had found what they were looking for.

2.7 OTHER WEBSITES USED

In addition to the CHN, the Health Canada website is the website most often used by CHN users in the survey to obtain health-related information (used by 65 per cent). Other websites used by one-quarter or more of CHN users surveyed include the PHAC website (by 30 per cent), Women's Health Matters (27 per cent), Medline Plus (27 per cent), Web MD (by 26 per cent), and provincial or territorial health websites (25 per cent). Two in ten also use the Mayo Clinic website and 15 per cent use other commercial sites. Fewer than one in ten CHN users (eight per cent) do not consult any other health-related websites.



- Respondents from Ontario and Atlantic Canada are more likely than those from other regions to use the Health Canada or PHAC websites. Those from Ontario are also more likely to use the Women's Health Matters site, while CHN users from the Prairies are more apt to use the Mayo Clinic site. Respondents from Quebec are more apt than others to indicate that they do not use other health websites, and are less apt to use any of the websites listed.
- Urban respondents are more apt than rural respondents to use the PHAC and Medline Plus websites.
- Men are more likely than women to indicate that they do not use other websites, while women are much more likely to use Women's Health Matters (31 per cent do, compared to five per cent of men), Medline Plus, and Web MD.
- Use of provincial websites, the Mayo Clinic, Women's Health Matters and Medline Plus increases with age, but peaks at age 55 to 64.
- Those with university education are more apt to use many of the websites listed (including Health Canada, PHAC, provincial/territorial sites, Mayo Clinic and Medline Plus), while those with high school education or less are more apt to indicate that they do not use other health websites. Similarly, usage of many websites (except Women's Health Matters and Web MD) increases with income, while those with the lowest household incomes are more apt to indicate that they do not use other websites.
- Frequent users of the CHN website are also more apt to use other sites listed, while first-time users to the CHN site are more apt to indicate that they do not use other health websites.
- Those visiting the site for personal reasons are more apt to indicate that they do not use other health-related websites, while those using the site for other reasons (professional, studies or a combination of personal and professional) are more apt to also use the Health Canada, PHAC, provincial/territorial, and Medline Plus websites.
- Those with less experience in using the Internet are more apt to indicate that they do not use other sites, while those with the greatest web experience are more likely to visit all the sites listed.

a) Focus Groups with the General Public

Non-users in the focus groups revealed that the most common means of finding information online is via search engine. It was widely noted that search engines, such as Google, are simple to use and most likely to yield the most relevant results. Those with specific conditions said they sometimes look for coping mechanisms on the websites of well known NGOs, such as the Heart and Stroke Foundation and the Canadian Breast Cancer Foundation. Participants seeking specific drug information were most likely to visit commercial sites (i.e., Pfizer). While there was some mention of general health sites by users and non-

users, including Web MD, Doctissimo and the Mayo Clinic, general awareness and use of these sites was low. CHN users said they rely on the website for health information to a great extent.

Several non-users said they are unlikely to look for health-related information on government sites (provincial or federal). Some suggested that it is more difficult to find specific information on government sites, such as Health Canada's. Awareness of the CHN among non-users was very low. It is interesting to note that although most CHN users knew that the Government of Canada was involved in the website, few understood the nature of the wider network, including organizations beyond the federal government (i.e., most believed it to be solely the product of the Government of Canada).

While many focus group participants said that it is easy to find health-related information online, it was widely noted that it is more difficult to find reliable and credible data aimed at the general public. Non-users remarked that they are typically critical of the quality of health-related information found online. In fact, many said they tested the reliability of information by checking to see if it is repeated on other sites.

b) Focus Groups with Health Professionals

Both users and non-users in health professions suggested that there is general guidance on what websites they should navigate to find the most reliable and pertinent information. In other words, a number of participants indicated that there is a list of "approved" sites in the professional health community. As such, there is a tendency to bookmark specific health sites, instead of relying on general search engines to find information. Websites commonly used include the Mayo Clinic, Web MD and Doctissimo, as well as the sites for trusted NGOs, such as the Arthritis Society of Canada and the Canadian Cancer Society. A small number of participants involved in research said they referred to online medical journals.

Some health professionals said they use federal and provincial websites to access health information. Awareness of the CHN was very low among non-users. Although users were obviously aware of the site itself, the majority only understood that the Government of Canada was involved in the website. Very few had a full appreciation for the wider network involved in the site.

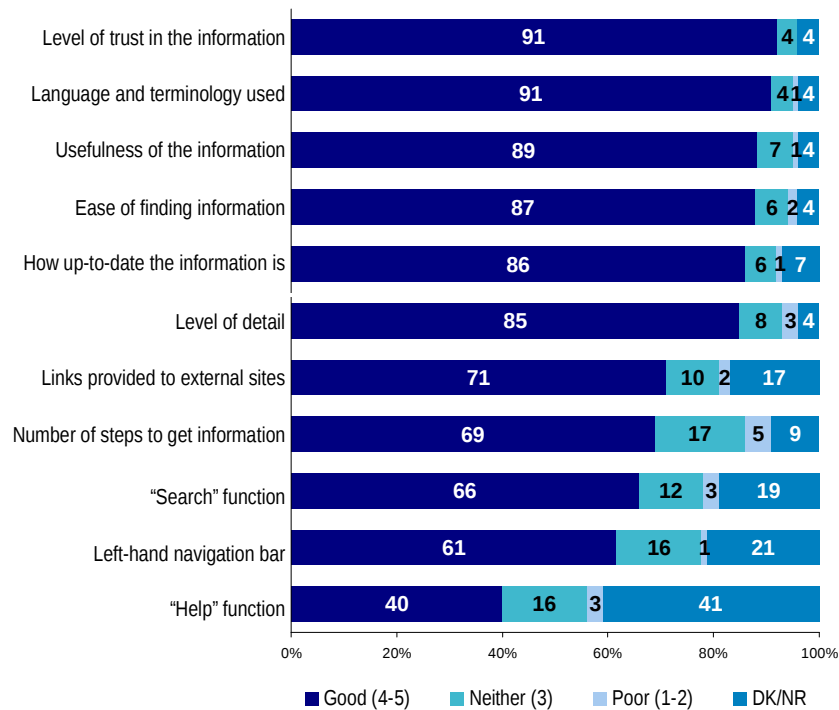
There was a general consensus that trustworthy and reliable information is fairly easy to find online, if one is already aware of trusted sources. On average, non-users noted that it takes them between 5 and 30 minutes to find relevant information on common diseases and conditions. In general, the overwhelming majority are satisfied with their search results when using the Internet for health-related information, although some felt that a large proportion of health information in cyberspace is not necessarily catered toward their needs. A number of Francophone non-users reported that it is often difficult to find research on the most recent developments in the area of health written in French (i.e., research pertaining to the Avian flu). The latter group said they sometimes employ general search engines, such as Google, when the information is not available on their list of approved sites.

2.8 SATISFACTION WITH THE SITE

Overall, survey respondents provide very positive ratings of the CHN website. These ratings suggest a very high level of satisfaction with the information available from the site, with the ease of obtaining this information, and the level of trust placed in the information obtained. Over nine in ten users rate their level of trust in the information provided as good (91 per cent), and the same number rate the language and terminology used on the site positively (91 per cent). The vast majority are also positive about the usefulness of information provided (89 per cent), the ease of finding information (87 per cent), the extent to which information is current or up-to-date (86 per cent), and the level of detail provided (85 per cent).

Rating of Site

“Rate the following about the CHN Web site...?”



- In general, women are more positive than men in their assessment of each aspect of the site tested, however, the search and help functions were rated as equally positive by men.
- Respondents in the 45-54 age group are moderately more positive than others in their assessment of each aspect of the site tested, with one exception of 55-64 year olds rating the help function as good (47 per cent).
- Those with a university education are more positive in their assessment of the language and terminology on the website (although even those with high school education or less are still satisfied at 87 per cent). Similarly, the language and terminology is more apt to be viewed positively by respondents with a household income of \$60,000 or more.
- The level of trust in the information provided, and the assessment of how up-to-date the information is also increases moderately with household income.
- The level of detail is less apt to be viewed positively by respondents with a household income of \$100,000 or more or with university education.
- Regular CHN users (those using the site monthly or more frequently) give the site higher ratings on all aspects than do first-time users (e.g., 70 per cent of first-time users rate the ease of finding information as good, compared with over nine in ten regular users).
- It is not a surprise to see that respondents indicating that they found the information they were looking for are much more positive in their assessment of the site on all aspects tested (e.g., 97 per cent rate the ease of finding information as good, compared to 83 per cent of those who found some of what they were looking for, and 25 per cent of those who did not find the information they were seeking).
- Those with limited web experience are somewhat more apt to rate the level of detail on the site as good.

Seven in ten survey respondents (71 per cent) rated the links provided to external sites positively and two-thirds (66 per cent) rated the search function positively. It should be noted, however, that larger proportions of respondents said that they “do not know” to these questions. Removing these from the equation, over 80 per cent of respondents (n=4521-4550 providing an answer) were positive in their rating on these two aspects of the site.

The remaining three elements: the number of steps required to obtain information (69 per cent), the left hand navigation bar (61 per cent) and the help function (40 per cent) were not rated positively as often. Even with the large numbers of “don’t know” cases removed, between one in three and one in four survey respondents using the site were not positive about these elements of the site, with the help function bringing up the rear.

- Respondents from Quebec and the Atlantic provinces were more positive than CHN users from other provinces in their assessment of the left hand navigation bar, the help function and

search function. Those from B.C. are less likely than others to rate the left-hand navigation bar and search function positively.

- Rural users are more positive than urban in their assessment of the help function.
- Women are more positive than men in their assessment of the left-hand navigation bar, the number of steps to obtain information, and links provided to external sites.
- The proportion who rate the help function and the external links as good increases with age. Those aged 65 and older are less apt to rate the left-hand navigation bar and the number of steps to obtain information as good compared to CHN users in other age groups.
- Those with university education are less likely than those with less education to rate the left-hand navigation bar, number of steps to obtain information, the “help” function, and the “search” function positively. The proportion of users who rate the “help” function as good also declines with income.
- Again, the proportion who rate each aspect as good increases with the frequency with which they visit the website. First-time users are least likely to rate each aspect as good, while those who visit weekly or even daily are most positive in their assessment of the navigation bar, steps to obtain information, help function, search function and external links.
- Also, those who are successful in finding the information they were seeking are much more positive in their assessment of each aspect tested.
- Those using the site for personal reasons are more apt to rate the help function and search function positively, but are slightly less positive in their assessment of external links.
- Those with limited web experience are more apt to rate the help function and external links as “good” than those with extensive web experience.

Table 2.3: Rating of Specific Aspects of the CHN Site by Background Variables

Background Variable	% Rating Each Aspect as “Good”				
	Left-Hand Navigation Bar	Steps to Information	“Help” Function	External Links	“Search” Function
Overall	61	69	40	71	66
Region					
BC/Territories	49	65	32	69	58
Alberta	59	69	35	77	69
Prairies	57	64	36	74	65
Ontario	58	71	34	74	63
Quebec	67	70	47	69	71
Atlantic provinces	70	76	48	77	71

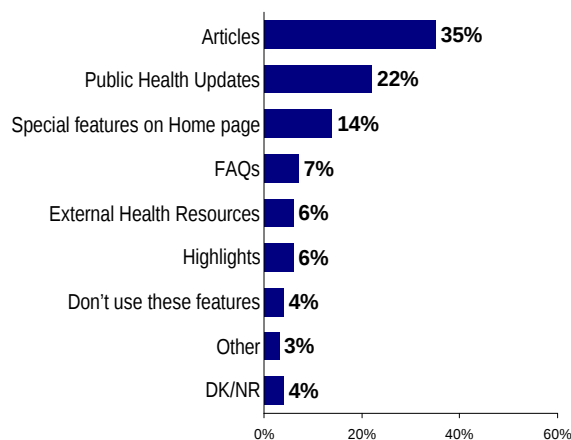
Background Variable	% Rating Each Aspect as "Good"				
	Left-Hand Navigation Bar	Steps to Information	"Help" Function	External Links	"Search" Function
Gender					
Male	56	65	42	67	66
Female	62	70	40	72	66
Age Group					
<25	63	67	36	60	65
25-34	61	66	29	64	59
35-44	60	70	37	71	65
45-54	64	73	42	77	69
55-64	60	68	47	76	70
65+	53	62	53	73	68
Education					
High school or less	69	74	59	73	76
College	65	72	46	73	70
University	57	66	31	71	61
Household Income					
<\$20,000	65	68	47	67	70
\$20-\$39,999	63	68	45	71	68
\$40-\$59,999	64	70	41	72	65
\$60-\$74,999	63	71	40	70	64
\$75-\$99,999	60	74	35	75	67
\$100,000+	58	68	30	73	64
Frequency of Visits					
Daily or weekly	68	77	51	80	75
Monthly	62	72	36	76	65
1-6 times yearly	58	63	34	65	63
First time	53	58	42	56	57
Reason for Visit					
Personal	63	70	46	70	69
Professional	59	71	34	77	64
Work or studies	55	65	32	75	64
Both personal and professional	63	71	36	75	66
Obtained Information Seeking					
Yes	74	85	50	80	79
Somewhat	50	56	31	66	56
No	33	30	15	37	32
Web Experience					
Little	62	73	43	75	69
Moderate	61	69	39	72	67
High	63	68	34	70	64

2.9 ADDITIONAL MEASURES OF SATISFACTION WITH SITE

Survey respondents were asked to indicate what they consider to be the most useful feature on the CHN website. Articles (35 per cent), public health updates (22 per cent) and special features on the Home page (14 per cent) were at the top of the list. Less than one in ten identified FAQs (seven per cent), external health resources (six per cent), or highlights (six per cent) as being highly useful features of the site.

Most Useful Feature of Site

“What feature do you find the most useful on the CHN Web site?”



EKOS Research
Associates Inc.

n=4803

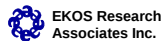
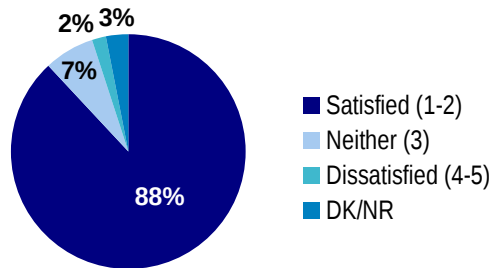
CHN Web Site Survey, 2007

- Quebec users are less apt to rate the articles and are more apt to identify public health updates as the most important feature compared to users from other regions.
- Those with high school education or less more often identify the special features on the Home page as the most useful feature (19 per cent do), while those with university education more often identify the articles (39 per cent). Similarly, the proportion of CHN users identifying the articles as the most useful feature increases with household income.
- The proportion of respondents identifying public health updates as the most useful feature increases with age. Furthermore, CHN users aged 65 and over express less interest in the special features on the Home page.
- Those who obtained the information they were looking for are more apt to identify special features on the Home page as the most useful feature of the site.

Overall satisfaction with the CHN website is high at 88 per cent, with only two per cent being dissatisfied.

Overall Satisfaction with CHN Site

“Overall, how satisfied are you with the CHN Web site?”



n=4803

CHN Web Site Survey, 2007

- Satisfaction is generally higher among women, those who are 45-54, frequent visitors, and those who are using the site for both personal and professional reasons.
- First-time users are least likely to express overall satisfaction (72 per cent are satisfied). It is also lower among those using the site for professional reasons only (although 85 per cent are nonetheless satisfied).
- Perhaps as an artefact of personal versus professional use, it is nonetheless interesting to note that those with limited experience on the Internet are more apt to be satisfied, compared to those with more experience.

A regression model was tested to identify the predictors of satisfaction with the CHN website. Results indicate that the level of satisfaction with CHN website is primarily driven by respondents' appreciation for the level of detail, the ease of finding information, the number of steps taken to get the information sought, and the usefulness of information. These predictors are then followed by the frequency of visiting the CHN website and the incidence of finding the information sought. Appendix E presents the results of the regression model and the relationship of each predictor to the satisfaction with the CHN website.

- Respondents who seldom visit the CHN website (less than 6 times a year) are less likely to be satisfied with it than the frequent users.

- Satisfaction with the CHN website increases with age and with the appreciation of the links provided to external sites.
- Higher education attainment, however, is negatively linked to the satisfaction with the CHN website.

a) General Public Focus Groups

In the focus groups with the general public, the layout of the CHN Home page tested very well. The design was generally thought to be “simple” and “intuitive.” Several found the multiple points of entry convenient and useful for different types of users. The first visible search engine, located on the top left hand corner of the page, was considered immediately obvious and easy to use for instance. Many participants also commented on the general handiness having major search categories available on the left hand side, under “Groups”, “Topics” and “Disease Prevention.” While non-users experienced a learning curve, most were able to find information on the site. It should be noted that some concern was voiced over the potential of the different search methods yielding dissimilar results. A few participants thought it important for different avenues to eventually bring users to the same place.

The majority of participants had little to no difficulty generating results for common searches. The various search engines were considered to be mostly straightforward to use. Finding specific information on the CHN site, on the other hand, was considered to be more challenging because the ability to refine searches seems very limited. It was common for participants to experience difficulty with scenarios requiring them to obtain results for a combination of search terms (i.e., seniors + healthy eating + prevention + Type II Diabetes). The overwhelming majority bypassed the search function that enables users to conduct more advanced searches (including searches with all the words, exact phrases, any of the words and Boolean phrases), as a result of its low visibility and labelling.

The sidebar enabling users to narrow a search was very well received. It was noted to be very useful and intuitive by those participants who noticed it and employed it in the case of certain searches. Unfortunately, this tool only appeared on occasion. Consideration should be given to increasing the overall visibility of the advanced search engine and making the side bar search option present all of the time.

Participants were sometimes overwhelmed by the number of search options made available on one page. When users select any of the categories under “Groups”, for example, 5 different search options are made available on a single page. Some had difficulty differentiating between the many search engines. Consideration should be given either to reducing the number of search options made available for each initial page following the categories placed under “Groups”, “Topics” and “Disease Prevention,” or clearly explaining which options are best for which types of searches.

The sort function, while considered somewhat useful, went largely unnoticed by most. It was not thought to be very visible by the overwhelming majority. Few of those who did happen to notice this function were likely to use it. Upon drawing participants’ attention to the sort function, some had difficulty

understanding the label 'date' (i.e., whether it represents date written or date posted). Consideration should be given to increasing the visibility of this function on the page and refining the label pertaining to the date.

b) Focus Groups and Interviews with Health Professionals

The layout of the Home page tested well, especially with non-users in the focus groups. Many health professionals who had never used the CHN website considered the design to be “user-friendly,” despite having to overcome a learning curve. They liked the “no right or wrong answer” approach to conducting general searches for health information. The option to search using the main categories on the left hand side was very well received. Health professionals found it generally easy to generate results for common searches and more difficult to obtain results for more specific searches, especially in relation to the second and third scenarios, which require users to find information for Aboriginal seniors on healthy eating to prevent Type II Diabetes and find a resource of their choice that they would provide to a client.

The second scenario was considered to be the most complicated. Health professionals in both user and non-user groups found it somewhat difficult to find results for searches involving a combination of search terms (i.e., aboriginal+ seniors + healthy eating + prevention +Type II Diabetes). Again, the side bar enabling users to narrow searches only appeared on occasion and the search function allowing users to conduct more advanced searches did not stand out. This is partly a result of its low visibility in the heading box and partly a result of it being labelled 'Search', the same label used for the search field that appears consistently on the right hand side. It is highly recommended that the current display of search options be redesigned.

The overall impressions of physicians interviewed were very positive. Most indicated that they were impressed by the site and a few noted that they were “pleasantly surprised”, having known little or nothing prior to the interview. Several physicians who had not used the site before described it as a good health promotion site. Several non-users also noted that they found the site and its contents directed more at a public or patient audience rather than at physicians. While they considered it an excellent site for their patients, these physicians did not feel that it was detailed, technical or scientific enough for health professionals. The one physician interviewed who had used the site previously (who is not in general practice) noted that they use the site to develop workshops, proposals and community health programs aimed at Aboriginal Canadians. One physician who had not used the site before (and admitted very limited experience with the Internet) found the site to be somewhat cluttered and cumbersome to use, pointing to too much information on the Home page and too much need for scrolling up and down to find things.

Many of the physicians who had not used the site before said that, while they would not use the site for themselves, they would definitely recommend it to patients in need of additional information. Some also indicated that they might use the site to print off information for a patient to take home. A few indicated that they would only use the site for their own professional use if the site tailored a specific section of the CHN site for health professionals (with a higher level of detail and technical information), possibly with a button on the home page asking whether the user is a member of the general public or health

professional. A number emphasized the need to make this site known; increase public awareness, as most of the non-users had never heard of the site before (and were surprised that they had not).

Health professionals in the focus groups were generally satisfied with the results of their searches. The number of items listed as a result of each general search was considered reasonable. It should be noted that health professionals viewed the CHN website mostly as a tool offering client-friendly information, as opposed to a resource for more technical and in-depth medical information. While users generally obtained search results more rapidly than non-users, the majority were satisfied with the amount of time required to conduct research using the CHN site.

Physicians interviewed identified a number of features that they liked about the site, including:

- **Overall organization:** Many commented on the overall organization of the site, as well as the choice of topics and categories (e.g., men, women, youth, etc.) available on the Home page. Interview respondents described the site as “well-organized”.
- **User friendliness:** The site was described as easy to use, intuitive and the search engine was rated positively by interview respondents who believe the site is very “user-friendly” (with the exception of one who found it somewhat cumbersome). As well, several commented that the language is accessible and understandable for a public audience.
- **Links to other sites:** Many interview respondents commented positively about the fact that the information is not limited to CHN-specific information or sources, but that links to other reliable sites are also provided, extending the range of information and sources available.
- **Canadian content:** Many interview respondents said that the fact that the site is Canadian is a strong positive point, adding that this provides an added advantage in that any information on medications will be pertinent to the Canadian context.
- **Information quality, reliability:** The information provided on the CHN website is described as “credible”, “reliable” or of good quality by interview respondents. Physicians felt confident in recommending the site to patients, knowing that they would obtain sound information from this site. Several also said that the fact that the information source is always cited in the search findings is a strong positive feature of the site.

Other positive aspects of the site noted by a small number of physicians interviewed include the absence of commercials on the site; the option to ask a question if the information sought is not found; the FAQ button provided with the results (and the relevance of the material contained within); and the option to provide feedback on the site.

While the website tested well as a whole, one of the most common misperceptions was that it was solely a product of the Government of Canada, and not a wider network of health organizations. Very few, including previous users, noticed the “About us” and the “What can you expect to find at the Canadian Health Network” sections. Both users and non-users suggested that these sections were not sufficiently

visible. It is highly recommended that these sections be made more visible by changing their locations on the page.

Most were impressed with the search results, especially in the case of non-users. The number of items coming up for each search was thought to be appropriate. It was widely noted that the nature of the information provided was of higher quality than one would get if they simply used Google to conduct searches for health-related information. The links were typically considered to provide pertinent, trustworthy and reliable information. Participants were able to obtain results quickly.

c) General Public Focus Groups – Results of Scenarios

Participants from the general public were given the task of completing the three following scenarios, using the CHN website:

Scenario One:

I'd like you to find information about school bullying.

Scenario Two:

I'd like you to find information for seniors on healthy eating to prevent Type II Diabetes.

Scenario Three:

I'd like you to find information to reduce your risk of heart disease

All were asked to write down each step in their process of finding the information. After the completion of each scenario, participants were asked to share their steps with other members of the group and raise any issues for discussion. Specific issues that emerged are detailed in subsequent pages.

Scenario One: School bullying

Almost all found the first scenario easy to complete. It was most common for the majority to employ the first visible search engine on the Home page, titled 'Search' and located on the right hand side, to find results. Others attempted to search for information by selecting 'Children' under 'Groups' and conducting a 'Keyword search'. A minority proceeded to find information by selecting 'Violence Prevention' under 'Topics' and selecting 'Bullying-Children & Youth' under 'Quick Searches'. While all were satisfied with the results of their searches, some minor issues emerged for discussion.

- When selecting any option under groups, the user arrives at a page presenting five possible search options, which has the potential to overwhelm and confuse some new users. Some participants wondered which option would be the best and how one differed from another (i.e., it is not clear how the 'Search' option on the top right hand corner differs from 'Search' option in the heading box or the 'Keyword Search').

- The 'Guided Search' option typically went unnoticed.

Suggestions

- Consideration should be given to reorganizing the search options made available on this page so that they are not all grouped so closely together.
- Some participants suggested that each search option link to an explanation of how and when to use that option.

Figure 1



Public Health
Agency of Canada

Agence de la santé
publique du Canada

What can you expect to find at the Canadian Health Network?

Canadian Health Network

Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country.

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Search

Groups

- Children
- Youth
- Seniors
- Aboriginal Peoples
- Women
- Men

Topics

- Active Living
- Complementary and Alternative Health
- Environment and Health
- Health Promotion
- Health System
- Healthy Eating
- Injury Prevention
- Living with Disabilities
- Mental Health
- Sexuality / Reproductive Health
- Substance Use / Addictions
- Tobacco
- Violence Prevention
- Workplace Health

Disease Prevention

- Cancer
- Cardiovascular Disease and Stroke
- Diabetes
- HIV/AIDS
- Respiratory Diseases

Home ▾ Children

Increase text size

Print-friendly version

Children

Do you have questions about children's health? This section is full of information on how to help children aged birth to 12 grow up healthy and strong. You can search to find out:

- How children play and learn
- What foods they should eat
- How to keep them safe and healthy; and
- How to be the best parent you can be





SUBSCRIBE TO OUR
Healthlink
NEWSLETTER

FAQs
Answers to frequently asked questions about children.

Search "Children"

- Guided search - Browse or search our collection of resources on children.
- Quick searches:

GO

Search entire site

- Keyword Search
- A-Z index

Selections of...

- Key Canadian resources
- Key International resources

Affiliate organization(s)



CANADIAN CHILD CARE FEDERATION
FÉDÉRATION CANADIENNE DES SERVICES DE GARDE À L'ENFANCE

FRANÇAIS | CONTACT US | HELP | SEARCH | HOME
ABOUT US | FAQs | MEDIA ROOM | SITE MAP | A-Z INDEX

QUALITY ASSURANCE | PRIVACY POLICY | DISCLAIMER

Not intuitive
Participants had difficulty differentiating between these options and understanding when to use which.

Scenario Two: Healthy eating to prevent Type II Diabetes in seniors

The overwhelming majority of participants found the second scenario considerably more challenging than the first. Those who attempted to type in “healthy eating to prevent Type II Diabetes for seniors” using the search option on the top right corner of the page did not yield any results. Those who simply typed in “Type II Diabetes” did not yield specific results containing the information they sought. Correspondingly, many relied on the option in the left side bar under ‘Groups’, ‘Topics’ and ‘Disease Prevention’. They searched under ‘Seniors’, ‘Healthy Eating’ and ‘Diabetes’. A few issues emerged for discussion surrounding the ability to conduct advanced searches and narrowing search results.

- Upon attempting to use the search tool in the top right hand corner of the Home page, results will appear on a subsequent page. At the top of the secondary page appear two fields: ‘Groups and Topics’ and ‘Search’. It was common for some participants to select either ‘Seniors’, ‘Healthy Eating’ or ‘Diabetes’ and stipulate another search term in the field next to ‘Search’ as a means of narrowing the results. Some were lost when this did not work, while others figured out that these options were actually separate entities.
- In some cases, participants attempted to employ the “Quick Searches” and the “Keyword Search” options together as a means of conducting an advanced search. The majority figured out that these were two separate entities.
- Many did not realize that an advanced search could be conducted, simply because they did not see the words ‘Advanced Search’. Very few ventured to use the search option contained within the heading bar, because it has the same title as the search option in the right hand corner.

Suggestions

- Consideration should be given to making the advanced search option more visible on the site by relocating it on the Home page and labelling it as “Advanced Search.”

Figure 2



Public Health
Agency of Canada

Agence de la santé
publique du Canada

What can you expect to find at
the Canadian Health Network?

Canadian Health Network

Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country.

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Groups and Topics
Aboriginal Peoples
Search

Home Keyword Search Search Results

[Increase text size](#)

Search Results for: Type 2 Diabetes



Lessons in lunch.
To learn how to make fabulous lunches go to:
www.canadian-health-network.ca/healthylunches

Items found: 179 (1-10) [Next](#)

Sort: •By relevance • **Alphabetically** •By organization •By date

Filter: • All Resources • **Canadian Resources only**

Type 2 diabetes: things you should know
Defines type 2 diabetes and lists factors that lead to type 2 diabetes and the complications that may occur if it is improperly managed. Also describes how type 2 diabetes can be managed and how to control blood glucose levels.
Source: [Canadian Diabetes Association \(CDA\)](#) From: [Diabetes facts](#)

Pregnancy with type 1 or type 2 diabetes
Provides advice on controlling type 1 or type 2 diabetes for women who wish to become pregnant. Discusses specific issues in the management of diabetes during the first, second and third trimesters, after birth, and during breastfeeding.
Source: [womenshealthmatters.ca at Women's College Hospital](#) From: [Diabetes health centre](#)

Type 2 diabetes: what is it?
Describes the causes and symptoms of type 2 diabetes. Explains what people with type 2 diabetes should do in order to stay healthy. Discusses the feelings young people, in particular, might have when they learn they have diabetes.
Source: [KidsHealth](#) From: International resource

What is diabetes?
Defines diabetes and distinguishes type 1, type 2, and gestational diabetes. Provides an overview of the prevalence of diabetes among Canadians and mentions some of the preventable risk factors for type 2 diabetes.
Source: [Public Health Agency of Canada \(PHAC\)](#)

Type 2 diabetes
Describes type 2 diabetes and lists its risk factors and symptoms, related complications and prevention measures.
Source: [Public Health Agency of Canada \(PHAC\)](#) From: [Diabetes](#)

Diabetes
Describes diabetes and distinguishes between type 1 diabetes and type 2 diabetes. Lists the symptoms and complications of diabetes and how it is diagnosed. Also discusses prevention and treatment.
Source: [Canadian Medical Association \(CMA\)](#)

Sounding the alarm on type 2 diabetes - how we can prevent it
Provides information on the prevention of type 2 diabetes. Lists the factors that increase the risk of type 2 diabetes and offers advice on how to reduce the risk. Includes a list of symptoms of the disease.
Source: [Canadian Health Network \(CHN\)](#) From: [Magazine feature of the month: archives](#)

Potentially confusing
Some assumed that these fields could be used to narrow a search and sort results.

Scenario Three: Information to reduce your risk of heart disease

Participants said that they considered scenario three to be the easiest, as many had developed more familiarity with the site by this point. Combinations of search options were used to yield results. One issue emerged for discussion.

- Upon conducting searches for information related to heart disease, some participants noticed a tool enabling them to narrow their searches that appeared on the right hand side of the results. This was considered convenient and useful and very intuitive.

Suggestions

- Consideration should be given to making the option to narrow a search available at all times and removing the 'Groups and Topics' on the top left hand corner of the page, to minimize potential confusion.
- The steep, but quickly achieved, learning curve experienced by non-users in the groups demonstrates the need for (and utility of) some very basic labels, tips and careful thought to the layout/organization of the search functions to allow first-time users to progress through the site. An alternative might also be some type of very basic (and brief) "cheat sheet" for first-time users.

Figure 3

Public Health Agency of Canada Agence de la santé publique du Canada

What can you expect to find at the Canadian Health Network? Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Groups and Topics Aboriginal Peoples

Home Guided Search

[Increase text size](#)

Search Results for: Heart health

Items found: 46 (1-10) [Next](#)

Sort: [Alphabetically](#) [By organization](#) [By date](#)
 Filter: [All Resources](#) [Canadian Resources only](#)

Take it to heart' campaign
 Presents resources from an American public awareness campaign designed to help educate women about gender differences in heart disease and heart attacks. Includes an audio public service announcement and issues of an educational newsletter.
 Source: [American College of Emergency Physicians](#) From: International resource

A fine balance
 Reports on a study that looked at the association between sleep and heart disease risk in women.
 Source: [Heart and Stroke Foundation of Canada \(HSFC\)](#)

Be heart smart: the 'silent killer' won't discriminate
 Dispels myths about women and heart disease. Notes the differences in women's and men's experiences of heart disease. Offers advice on how women can reduce their risk of developing heart disease.
 Source: [womenshealthmatters.ca at Women's College Hospital](#)

Birth control
 Discusses birth control options for women with diabetes. Provides information on using different types of birth control pills and discusses the effects of oral contraceptives on blood glucose and on the risk of heart disease and stroke.
 Source: [womenshealthmatters.ca at Women's College Hospital](#) From: [Reproductive and sexual health](#)

Cardiovascular health centre
 Provides an overview of women and cardiovascular diseases. Covers medical description, diagnosis, prevention, treatment, and research. Includes tips for living with heart disease, interactive quizzes, and a glossary.
 Source: [womenshealthmatters.ca at Women's College Hospital](#)

Coping with heart disease
 Discusses the benefits of lifestyle changes that women with heart disease can make regarding nutrition, physical activity, and stress management.
 Source: [National Women's Health Resource Center \(USA\)](#) From: International resource

Does coronary artery disease affect women differently than men?
 Discusses gender differences regarding the development, risk factors, and symptoms of heart disease.
 Source: [Heart and Stroke Foundation of Canada \(HSFC\)](#) From: [Heart disease: the facts](#)

Narrow your search by clicking on one of the Topics, Groups, Resource Types or Provinces / Territories listed below. [Tips](#)

Topic:

- [Active Living](#)
- [Diabetes](#)
- [Health System](#)
- [Healthy Eating](#)
- [Sexuality / Reproductive Health](#)

Group:

- [Aboriginal Peoples](#)
- [Men](#)

Resource Type:

- [Health Promotion Tool](#)
- [Healthy Living Info](#)
- [Organizations](#)
- [Policy and Research](#)

Repeated
 Consideration should be given to removing this search tool and making the tool to narrow searches available instead.

Not always available
 While this search tool was considered very useful, it is only made available on occasion.

d) Health Professional Focus Groups – Results of Scenarios

Health professionals were also given the task of completing the three following scenarios, using the CHN website:

Scenario One:

I'd like you to find information for women to reduce their risk of heart disease.

Scenario Two:

I'd like you to find information for Aboriginal seniors on healthy eating to prevent Type II Diabetes.

Scenario Three:

I'd like you to find a resource that you would provide to a client.

All were asked to write down each step in their process of finding the information. Following the completion of each scenario, participants were asked to share their steps with other members of the group and raise any issues for discussion. Specific issues that emerged are detailed in subsequent pages.

Scenario One: Reducing the risk of heart disease in women

As with the members of the general public, health professional participants generally considered the first scenario to be easy. They found the kind of information they expected to find and considered it to be pertinent. It was most common for the majority to search for information by selecting 'Women' under 'Groups' and conducting a 'Keyword Search'. A minority proceeded to find information by selecting 'Cardiovascular Disease' under 'Groups' and conducting a 'Keyword Search'. While all claimed to be satisfied with the results of their searches, some minor issues emerged for discussion.

- As noted for the general public, when selecting any option under groups, the user arrives at a page presenting five possible search options, which has the potential to overwhelm and confuse some new users. Some health professional participants also wondered which option would be the best and how one differed from another (i.e., it is not clear how the 'Search' option on the top right hand corner differs from 'Search' option in the heading box or the 'Keyword Search').

Suggestion

- As previously suggested, consideration should be given to reorganizing the search options made available on this page so that they are not all grouped so closely together.
- Again, some participants suggested that each search option should link to an explanation of how and when to use that option.

Figure 4

The screenshot shows the Canadian Health Network website. At the top, there is a header with the Canadian flag, the text 'Public Health Agency of Canada' and 'Agence de la santé publique du Canada', and a navigation bar with links: 'Français', 'Contact Us', 'Help', 'Search', 'Home', 'About Us', 'FAQs', 'Media Room', 'Site Map', and 'A-Z Index'. A search bar is located in the top right corner. Below the navigation bar, there is a section titled 'Groups' with links to 'Children', 'Youth', 'Seniors', 'Aboriginal Peoples', 'Women', and 'Men'. To the right of the 'Groups' section, there is a 'Home' link and a 'Print-friendly version' link. The main content area is titled 'Women' and features a purple header with the word 'Women' and icons of women. Below the header, there is a paragraph about resources for women's health, followed by a list of topics: 'Body image and self-esteem', 'Culturally-relevant healthcare', 'Gynecological and pelvic health', 'Pregnancy and childbirth', and 'Violence against women'. To the right of the list, there is a photo of a woman and a 'SUBSCRIBE TO OUR Healthlink NEWSLETTER' button. Below the list, there is a section titled 'Spotlight on Black women's health' with links to 'How being Black and female affects your health', 'Menopause and midlife health of the 'strong black woman': African Canadian women's perspectives', 'Mothering at the margins: an African-Canadian immigrant woman's experience', 'Healthy options for women', and 'Black Women's Health Imperative'. To the right of the spotlight section, there is a 'FAQs' section with the text 'Answers to frequently asked questions about women's health.' Below the spotlight section, there is a 'Search' section with a search bar and a 'GO' button. The search results show 'Search "Women"' with links to 'Guided search' and 'Quick searches'. The 'Quick searches' section has a search bar with the text 'Black women's health' and a 'GO' button. Below the search results, there is a 'Search entire site' section with a search bar and a 'GO' button. The 'Search entire site' section has links to 'Keyword Search' and 'A-Z index'. Below the search results, there is a 'Selections of...' section with links to 'Key Canadian resources' and 'Key International resources'. At the bottom of the page, there is an 'Affiliate organization(s)' section with the logo of Women's College Hospital and the website 'womenshealthmatters.ca'.

Difficult to differentiate
Users were likely to mistake these two search engines as one in the same.

Overwhelming
Having so many search options available in one place was sometimes distracting and prone to cause confusion.

Scenario Two: Healthy eating to prevent Type II Diabetes in Aboriginal seniors

The overwhelming majority of health professional participants, including users, found the second scenario considerably more challenging than the first. Some managed to find anticipated results, although others did not. It was common for participants to search for information by selecting either 'Aboriginal Peoples' or 'Seniors' under 'Groups' and conducting a 'Keyword Search'. A minority attempted to obtain results by either selecting 'Diabetes' under 'Disease Prevention' or 'Healthy Eating' under 'Topics' and conducting a 'Keyword Search'.

A few issues emerged for discussion surrounding the ability to conduct advanced searches and narrowing search results.

- Again, some participants tried to use the 'Quick Searches' and the 'Keyword Search' options in conjunction to try to do an advanced search. It quickly became obvious to those participants that the two options were not designed to be used together.
- As previously mentioned for participants from the general public, the overwhelming majority did not realize that an advanced search option exists. It is interesting to note that those who managed to find this option were successful in their searches.

Suggestion

- Increasing the visibility of the advanced search option and making the option to narrow search consistently available should be considered, once again, to improve usability.

Figure 5

Public Health Agency of Canada Agence de la santé publique du Canada

Canadian Health Network Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Groups and Topics: Search

Home - Keyword Search

[Increase text size](#)

Keyword Search

Find fast and fantastic lunch time ideas for today's busy schedules at: www.canadian-health-network.ca/healthylunches

Enter search term(s) and select one of the options below.

(search is not case-sensitive)

☒ All the words
 ☐ Any of the words
 ☐ Exact phrase
 ☐ Boolean phrase

Search

Any of the words:

To browse by subject, use the [A-Z Index](#)

To browse by CHN's "Groups" and "Topics", use the [A-Z Index](#)

About Keyword Search

You can search for any number of words or phrases.

Keyword search results will be displayed on the screen. Once your search results are displayed, you may refine your search by clicking on the date resources were added to the CHN site.

Please note that punctuation marks may impact your search. Periods, commas, colons, and slashes do not work. To search for terms that include punctuation marks, use the [Exact Phrase](#) option as this search option does not remove punctuation marks. Otherwise, try searching without punctuation marks.

Exact phrase:

Boolean phrase:

Keyword Search Options

All the words:

Select this option if you want every word you type to appear in the search results.

Example: If you're interested in asthma in children

asthma children

Any of the words:

Select this option if you are searching on a series of synonyms, or if information resources related to any of the terms you have typed will satisfy your request.

Example: If you're interested in the issues relating to smoking you might enter the following string of search term options into the text box:

cigarettes tobacco smoking

Exact phrase:

Select this option if you know a series of two, three or more words that should appear, exactly as you type them in the same order, in documents relevant to your query. You can also use this option to search for terms that include punctuation marks.

Boolean phrase:

Select this option to use Boolean commands and advanced search features to customize your search. Don't worry about whether a word is capitalized or not.

Example:	Result:
heart AND diet	Finds only resources that contain both the word "heart" and the word "diet".
heart OR diet	Finds resources containing either the word "heart" or the word "diet". The found documents could contain both, but do not have to.
heart AND NOT diet	Finds only those resources containing "heart" but not containing "diet".
"heart health"	Finds the exact phrase "heart health".
hear*	Truncates the word, so the search would retrieve resources containing the word heart, as well as those beginning with "hear" including hearing, hearty, and heard.

Formulation of Boolean search phrases can be complex, but it can offer you the power to really hone in on exactly the information resources you want.

For example, the string:

"lung cancer" AND (smoking OR cigarette OR tobacco) AND NOT asbestos*

allows you to use a wide range of Boolean terms and search enhancements to make maximum use of CHN search facilities.

Labelling
Changing this label to "Advanced Search" would help increase its visibility.

Useful tool
Those participants who employed this search option were successful in finding desired information.

Clear instructions
These instructions were considered clear and helpful.

Scenario Three: Resource to be provided to a client

This scenario was easier for some than others, depending on the topic areas selected for searches. Some health professional participants opted to conduct more common searches (i.e., coping with MS for younger clients, or living with disabilities), whereas others decided to explore more specific areas (i.e., alcoholism and obscure etiology). Issues emerging for discussion revolved around visibility and labelling, which limits the ability to conduct more specialized searches.

- Many acknowledged that the CHN website could only encompass so much information and did not actually expect to obtain results in certain highly specialized areas. While this is indeed accurate in most instances, the fact that the overwhelming majority did not attempt to employ the advanced search option draws further attention to a problem with the labelling and placements of this tool.

Suggestion

- As noted previously for the general public, the learning curve experienced by non-users in the groups demonstrates the need for some very basic labels, tips and careful thought to the lay out/organization of the search functions to allow first-time users to progress through the site.

e) Physician Interviews – Results of Scenarios

Physicians interviewed were also asked to conduct two specific searches on the CHN website prior to the interview. The topics searched were: 1) information for women to reduce their risk of heart disease; and 2) information for Aboriginal seniors on healthy eating to prevent Type II Diabetes.

Physicians were very pleased with both the ease of the search and with the results of their search for information for women to reduce their risk of heart disease. A few commented that the results provided them with more or better information than they had expected. They were able to find information quickly and easily on the topic (many by using the categories provided on the Home page) and were pleased with the quality of information coming from the search. Several were also quite positive about the link provided to a women's heart health site in the search results. Overall, physicians seemed confident that patients would also be able to find this information on their own.

As with members of the public and health professionals in the focus groups, the search for information on Aboriginal seniors and healthy eating to prevent Type II Diabetes was generally described as somewhat more complex by physicians. Interview respondents noted that this search was not as simple or as intuitive, and required a two-step process (search for Aboriginal first and then Type-II diabetes or vice-versa). While most were able to find the information (and a few found it quickly and easily), some found it more complicated and were not sure that their patients would be able to complete this search successfully

on their own. Those who found this search to be relatively simple were again pleased with the search results, while others felt that there was somewhat less content available on this topic. Overall, however, physicians were satisfied with the information obtained. A few were quite positive about the fact that much of the material was specific to Aboriginal people, which they had not necessarily anticipated. One interview respondent was also pleased to see a link to a diabetes-specific site, and another was pleased to see very practical guidance and suggestions provided on the prevention of Type II Diabetes in the results. One physician who had not used the site before (and had limited experience with the Internet) said that the search was too complicated and produced too many results to sort through. This physician would have preferred to have a place to input something for each of the three areas (group, disease and topic) and be able to have the site triangulate between these three to find the appropriate information (right from the Home page). This respondent also wanted to see a prioritized list of only the top 20-30 results.

The range of options available to conduct a search (e.g., left-hand tool bar buttons and general search engine) resulted in confusion for some physicians. A small number of respondents expressed some concern or surprise that they did not yield the same results when they tried conducting the search different ways. For example, on the topic of women and heart disease, some first tried searching using the toolbar option for “women” and refining results to heart disease, and then tried searching “heart disease” and refining the search to women. The same is true of the second search (healthy eating to prevent Type II Diabetes among Aboriginal seniors).

Several physicians reported in the debrief on the searches that they did not see the option to sort search results, which according to them, reduced their satisfaction with the search results somewhat.

Suggestions

- Simplify the number of search options available to ensure that users obtain consistent results.
- Make the option to sort results more visible to users.
- Allow users to input something under more than one main heading (e.g., groups and topics) and allow the search to be conducted as an intersection between these different areas in one step from the Home page.

Figure 6



Public Health
Agency of Canada

Agence de la santé
publique du Canada

What can you expect to find at the Canadian Health Network?

Canadian Health Network

Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country.

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

April 4, 2007

Search

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Groups

- Children
- Youth
- Seniors
- Aboriginal Peoples
- Women
- Men

Topics

- Active Living
- Complementary and Alternative Health
- Environment and Health
- Health Promotion
- Health System
- Healthy Eating
- Injury Prevention
- Living with Disabilities
- Mental Health
- Sexuality / Reproductive Health
- Substance Use / Addictions
- Tobacco
- Violence Prevention
- Workplace Health

Disease Prevention

- Cancer
- Cardiovascular Disease and Stroke
- Diabetes
- HIV/AIDS
- Respiratory Diseases

This month...

The ABCs of common medical tests


Knowing what's involved is the best preparation... [\[Read more\]](#)

Canada's new Food Guide – choices and flexibility for everyone


Eating Well with Canada's Food Guide is significantly different from the 1992 version... [\[Read more\]](#)

Growing up, taking risks


It's normal for teens to experiment, but they can still stay healthy and safe... [\[Read more\]](#)

Coming next...

- Ecosystems and our health
- Adoption and foster care in Canada

[Read more articles...](#)

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[How to find the most trustworthy health info. on the internet](#)

[Take the Healthy Lunches to Go tour](#)

[Canada's NEW Food Guide](#)

[Healthy Pregnancy](#)

[Physical Activity Guide for Children and Youth](#)

Highlights


Health events highlights

April 2007

- National Oral Health Month
- Earth Month / Earth Day
- World Health Day


Featured resources

- Your child's cold
- Job strain and retirement
- Danger has many faces


Frequently asked questions

- How do I choose a sports and recreation helmet?
- How do I plan an accessible vacation?
- How can health care providers help me to stay healthy?

Intuitive
These categories allow users to conduct quick and easy searches.

2.10 SCENARIO DEBRIEF AND OVERALL REACTIONS TO THE WEBSITE

a) General Public Focus Groups

Completing the three scenarios was considered to be generally easy to do, especially for those who were already familiar with the website. Non-users said it took them some time to adjust to the layout of the site, but that it was generally intuitive. Almost all agreed that the multiple points of entry were a definite strength of the site, although some worried about the potential of different search engines to yield different results. For instance, they thought that typing “school bullying” in the field for ‘Search’ should offer similar, if not the same, results as typing the same thing in the field for ‘Keyword Search’. The main concern was that it is not immediately clear which search tool is the most effective for which kinds of searches.

Search results surpassed general expectations for non-users. Many said they were impressed with the number of results generated by each search. They also noted that search results contained pertinent information that seemed both credible and trustworthy. In one focus group, all agreed with the statement made by one participant that the CHN site was superior to Google for accessing reliable health-related information.

Navigation was generally thought to be simple, although issues emerged in relation to the organization and labelling of the search tools. The differences between each tool were not always self-evident. Furthermore, having several search tools available on one page had the potential to confuse non-users. The lack of visibility of the tool to narrow searches and conduct advanced searches hindered usability.

The labels and language used was considered largely clear. As previously mentioned, distinct labels should be assigned to the two search tools currently labelled ‘Search’ on the site (i.e., the tool within the box heading and the tool appearing on the right hand corner of every page). Some participants from the French-speaking groups noted that some of the language used seemed like a literal translation of English text, making for very long and complex sentences. Although the text was understood, it was suggested that translating concepts instead of precise wording would make it easier to read.

Both users and non-users were confident that they were able to find relevant information relatively quickly. It was widely noted that their search results for basic searches were useful and pertained to the subject of inquiry. Participants noted that relevant search results for more specific subjects of inquiry were more difficult to find and had a tendency to take longer. The latter is attributed to difficulty surrounding the use of available search tools.

The overwhelming majority of participants, including users, assumed that the CHN website is solely a Government of Canada website (rather than a wider network of health organizations, including the federal government). At the same time, it should be noted that it was precisely because they thought that it

was a Government of Canada website that that they were very confident in the quality of information provided and the partner links. It was widely believed by participants that the information contained in all Government of Canada websites is accurate and subject to processes for quality assurance. Many assumed that partner links on the CHN site would be vetted using the same standards.

On the other hand, awareness and understanding of the Network concept was very limited for both users and non-users. The sections on the Home page titled “About Us” and “What can you expect to find at the Canadian Health Network?” were not seen as highly visible and often went unnoticed [Refer to Figure 7]. Both users and non-users said they had not clicked on either of these because they had missed them on the Home page. It may be important to convey the name of the site more clearly on the Home page to ensure that users have a sound understanding of the involvement of not only the Government of Canada, but also the many other health organizations across Canada.

The layout of the page “About Us” was considered lengthy. The ‘collaboration’ and ‘quality assurance’ have a tendency to be bypassed because they are hidden in the text. [Refer to Figure 8]. This may be a key point for consideration in any redesign of the website, as the CHN’s rigorous quality assurance was perceived by some in the focus groups to be a strong feature of the site, although most did not see it until their attention was drawn to it late in the group discussion.

Many failed to notice the option to sort and filter results as a result of its low visibility on the page. [Refer to Figure 9]. Upon drawing attention to the sort function, participants noted that it was a useful tool. They were particularly interested in being able to sort in terms of Canadian resources, since these are the most relevant. It is important to note that some participants had difficulty understanding the label ‘date’. They said that it was unclear whether it referred to date when the source was posted or the date when it was written.

Overall, participants said they found the site useful and reliable. Non-users said they could envision using the site in the future to find health information and indicated that they would recommend it to others. Suggestions for improvement surrounded the reorganization of search tools made available on the site.

Figure 7

High visibility
Users have a tendency to focus here and assume that this is a government site.

Low visibility
Few, including previous users, said they had clicked on this box.

The screenshot shows the Canadian Health Network homepage. At the top, there is a header with the Canadian flag and the text 'Public Health Agency of Canada' and 'Agence de la santé publique du Canada'. Below this is the main title 'Canadian Health Network' and the tagline 'Health info for every body'. A navigation bar contains links for 'Français', 'Contact Us', 'Help', 'Search', 'Home', 'About Us', 'FAQs', 'Media Room', 'Site Map', and 'A-Z Index'. The 'About Us' link is highlighted with a red box. To the right of the navigation bar is a search box and a 'Print-friendly version' link. The main content area is divided into several sections: 'Groups' (Children, Youth, Seniors, Aboriginal Peoples, Women, Men), 'Topics' (Active Living, Complementary and Alternative Health, Environment and Health, Health Promotion, Health System, Healthy Eating, Injury Prevention, Living with Disabilities, Mental Health, Sexuality / Reproductive Health, Substance Use / Addictions, Tobacco, Violence Prevention, Workplace Health), 'Disease Prevention' (Cancer, Cardiovascular Disease and Stroke, Diabetes, HIV/AIDS, Respiratory Diseases), 'This month...' (The ABCs of common medical tests, Canada's new Food Guide, Growing up, taking risks), 'Coming next...' (Ecosystems and our health, Adoption and foster care in Canada), 'Read more articles...', 'Highlights' (Health events highlights for April 2007, Featured resources, Frequently asked questions).

Low visibility
Participants bypassed this noticed because it was not noticeable.

Figure 8



Public Health
Agency of Canada

Agence de la santé
publique du Canada

What can you expect to find at
the Canadian Health Network?

Canadian Health Network

Health info for every body

Brought to you by the Public Health Agency of Canada and major health organizations across the country.

Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Groups and Topics
Aboriginal Peoples
Search

Home
About Us

Increase text size

Print-friendly version

About Us

The Canadian Health Network (CHN) is a national, bilingual health promotion program found on the Web at www.canadian-health-network.ca. The CHN's goal is to help Canadians find the information they're looking for on how to stay healthy and prevent disease. The CHN does this through a unique [collaboration](#) of the most dynamic and comprehensive networks in the world. This network of health information providers includes the Public Health Agency of Canada, Health Canada and national and provincial/territorial non-profit organizations, as well as universities, hospitals, libraries and community organizations.

Hidden

This link often bypassed, causing some to miss the fact that this site is a network (i.e., with involvement beyond government).believe that this is solely a government website.

Lengthy
The layout of this page is considered long to read.

Our Mission, Vision, and Values

MISSION

The mission of the Canadian Health Network is to promote healthy choices. We do this by communicating trustworthy information on health promotion and disease and injury prevention through a network of expert organizations.

VISION

Individuals and communities use the Canadian Health Network to make informed health decisions that improve their quality of life.

VALUES

The Values of the Canadian Health Network serve as guidelines for our conduct and behaviour as we work towards our Vision.

QUALITY: We communicate only credible, evidence-based information.

DIVERSE: We offer a comprehensive view of health topics from multiple perspectives.

COLLABORATION: Cooperation in all areas are valued.

RESPONSIVENESS: We respond to users to improve their health.

INNOVATION: We use innovative approaches to improve the Canadian Health Network.

CHN offers:

- Links to more than 20,000 English and French Canadian web-based resources that pass a rigorous [quality assurance process](#) to ensure that the information is timely, accurate, and relevant.
- In-depth information on 25 key health topics and population groups, with resources on how to stay healthy and prevent disease and injury.
- High-quality national health information, and regional resources from Canada's provinces, territories and local communities.
- Information on societal health issues such as violence prevention, environment and health, and workplace safety.
- Bi-monthly feature articles on current health issues.

The CHN is non-commercial and assures complete [privacy and confidentiality](#).

The CHN offers [many search choices](#) to explore its large collection of Canadian health resources in either English or French.

The CHN offers a checklist to [help users take a critical look at health information web sites](#) and assess their accuracy, timeliness, relevance and possible bias.

The [CHN Advisory Board](#) reflects the diversity of the CHN. Members of the Advisory Board come from both within and outside the government, and represent a broad cross-section of Canadians in terms of age, language, gender, cultural background, occupation and geography. The Advisory Board helps to guide the growth and evolution of the network by making recommendations to the Chief Public Health Officer on future strategic directions.

Low visibility

This link was often bypassed by users who said it was buried in the text.

Figure 9



Public Health
Agency of Canada

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publique du Canada

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Français	Contact Us	Help	Search	Home
About Us	FAQs	Media Room	Site Map	A-Z Index

Groups and Topics

Aboriginal Peoples

Search

Home Keyword Search Search Results

Increase text size

Search Results for: prostate cancer



Lessons in lunch.
To learn how to make fabulous lunches go to:
www.canadian-health-network.ca/healthylunches


Items found: 37 (1-10) Next

Sort: •By relevance •Alphabetically •By organization •By date

Filter: •All Resources •Canadian Resources only

Vancouver Island Prostate Cancer Research Foundation

Promotes prostate health and awareness, prostate cancer support groups for patients and their families, and research. Web site provides a list of prostate support groups on Vancouver Island, and information on treatment options and staging of prostate cancer.

Source: [Vancouver Island Prostate Cancer Research Foundation](#)

Canadian Prostate Cancer Network

Presents a national network of prostate cancer support groups. Includes information about prostate cancer, with a focus on early detection testing.

Source: [Canadian Prostate Cancer Network \(CPCN\)](#)

Prostate cancer assessment tools

Presents a set of interactive questionnaires which use scientific information to provide answers to questions common to men who are concerned about prostate cancer, or have already been diagnosed with prostate cancer.

Source: [Prostate Cancer Research Foundation of Canada](#)

Prostate health: what men can do

Explains, in Punjabi, how men can reduce their risk of prostate cancer through being aware of symptoms and screening tests. Includes information on enlargement of the prostate and reasons for false positives in the Prostate Specific Antigen test. Link requires PDF reader.

Source: [Canadian Cancer Society \(CCS\)](#)

Prostate health: what men can do

Explains, in Chinese, how men can reduce their risk of prostate cancer through being aware of symptoms and screening tests. Includes information on enlargement of the prostate and reasons for false positives in the Prostate Specific Antigen test. Link requires PDF reader.

Source: [Canadian Cancer Society \(CCS\)](#) From: [Chinese publications](#)

Prostate health: what men can do

Explains how men can reduce their risk of prostate cancer through being aware of symptoms and screening tests. Includes information on enlargement of the prostate and reasons for false positives in the Prostate Specific Antigen test. Information is available in English, French, Chinese, and Punjabi.

Source: [Canadian Cancer Society \(CCS\)](#)

Prostate Cancer Research Foundation of Canada

Supports research into the cause, cure, and prevention of prostate cancer. Provides information on screening and lifestyle choices to prevention prostate cancer as well as support for people living with this disease.

Source: [Prostate Cancer Research Foundation of Canada](#)

Low visibility
Most did not see the option to sort results.

b) Health Professional Focus Groups

The majority of health professionals were able to generate results for each scenario. Not surprisingly, CHN users breezed through the series of scenarios much faster than non-users. Participants generally considered the CHN site's strength to be that it is designed to facilitate quick and easy access to general information in common areas. Some considered the site's weaknesses to revolve around the current set-up of search tools, which makes it somewhat challenging to obtain results for more specialized searches (i.e., searches with multiple search terms).

Search results surpassed general expectations for non-users insofar as they provided access to a wide variety of reliable sources. Participants were generally satisfied with the number of results generated by each search. Once again, participants considered the CHN site superior to generic search engines for clients attempting to search online for health-related information.

Navigation was considered to be mostly straightforward. As was the case with participants from the general public, emerging issues surrounded the organization and labelling of the search tools. As previously mentioned, the search tools should be reorganized on certain pages to limit potential confusion. Moreover, the distinctions between the various search tools should be clarified either by creating links with definitions for each tool or providing a "cheat sheet" for new users. It is also very important to make the advanced search function more visible to help users obtain results for more specialized searches.

It is necessary to address the common assumption that the CHN website is a product solely created by the federal government. Both the "About Us" and "What can you expect to find at the Canadian Health Network?" need to be made more evident on the site to promote awareness and understanding of the CHN concept and convey the CHN's rigorous quality assurance. Once again, the aspect of quality assurance was often considered a central strength of the site that typically went unnoticed until the attention of the groups was drawn to it late in the group discussion.

While health professionals were more likely to notice the option to sort and filter results, few had a tendency to use it. Some reported that they did not have much interest in the actual sorting options, other than being able to prioritize the Canadian resources. Overall, the sorting tool was considered to be only somewhat useful.

Despite the fact that the site was considered to be more useful for general public than for health professionals, many users nonetheless said that they would visit the site in some capacity and refer their clients to the site. Non-users said they could envision using the site in the future to find health information and indicated that they would recommend it to others. Suggestions for improvement revolved around adding more in-depth information for health care workers.

c) Physician Interviews

Overall, the comments on the search process were very positive. Physicians were generally impressed by the search functions and at how quickly and easily they were able to obtain results. They found the search process clear and simple to use. One physician was also quite positive about the drop-down boxes (as providing good ideas for possible search topics) for conducting quick searches.

As with members of the general public, some physicians did not realize that there was the potential to sort search findings. Some were positive about the fact that search results can be sorted based on different criteria (e.g., date, source), while others did not see this feature and suggested that it be added. Those not realizing that they could sort results suggested that findings should be grouped by category and/or sorted from the more general sources to the more specific to make the results more manageable or easier to search through.

The issue of whether information about the site itself should be made more prominent was discussed by some interview respondents. Only one respondent felt that information on the site (e.g., sources, who the CHN is, reliability of the information provided) should be provided as you enter the site. A few others felt that this information is already available (e.g., by clicking on the “What you can expect to find” button) and that additional emphasis on this is unnecessary. Unlike members of the general public, some physicians did see and click on the “What you can expect to find” button. One respondent emphasized that it is important that the Home page “grab” users and that additional information on the site may detract from this. Two physicians suggested, however, the need for wider promotion of the site, including who the CHN is, as well as the sources and validity of information available on the site. These respondents felt that the validity of the site is a main feature of the site that should be promoted.

Physicians interviewed were also asked to indicate the number of results they would like to obtain from any individual search, and how they would like to be able to sort these results. A few interview respondents indicated that the number or quantity of results obtained is less important than the quality or relevance of the results. Several suggested that they would like to see up to 10 good results per topic, and one suggested up to 20 or 30 results. A few physicians noted, however, that users will likely only look at the first page or two of results (emphasizing the importance of putting the most relevant results first).

Most physicians said that they would like to be able to sort information by source, date and topic (e.g., risk factors, prevention, treatment, etc.). One indicated an interest in sorting results based on public popularity or use. Again, a few noted that these features were already available on the site, and that they were satisfied with the sorting options as they currently exist. One commented that the site is “busy” with a lot of information contained in a small space, which may mean that users miss some details.

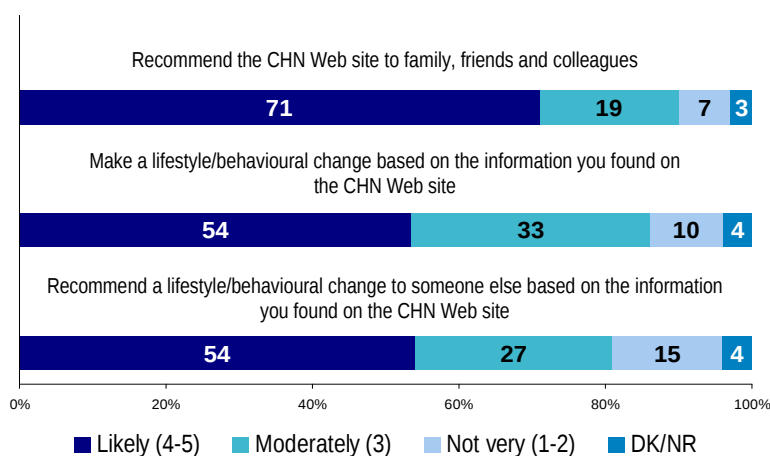
Physicians interviewed were also asked to provide other suggestions for improvement or future direction for the site. The most common comments or suggestions provided are as follows:

- ***Separate section or information for physicians:*** Several interview respondents noted that if physicians are a target audience for the site, separate information that is more detailed and technical (e.g., peer-reviewed articles) should be provided for them in search results. One interview respondent, however, recommended that the site focus primarily on a public audience, as there are other resources available to physicians (and nothing else like this for a patient audience).
- ***Maintaining the site up to date:*** Several emphasized the importance of reviewing and updating material on the site regularly.
- ***Patient hand-outs:*** A few physicians suggested that a nice addition might be the availability of patient hand-outs on common topics of interest which physicians can then print-out and provide to patients to take home.
- ***Promotion and publicity:*** Many commented that the site needs to be known, suggesting that it be promoted more effectively. Some also suggested that it be promoted to physicians or through physicians offices, and that there be a possibility of being on a list to receive e-mail announcements of additions or changes to the site. One physician noted that they are always happy to post health promotion posters in their office, and suggested the addition of “tear-off post-cards) with the information and URL for the site for patients to take home with them. Other promotion suggestions include: highlighting a disease every month and publicizing this to physicians; and “piggybacking” on other government mail-outs or promotions.
- ***Improvements to the search process:*** A few suggested improvements to the search process, including ensuring that an overview or general article come up first in search results; the ability to sort results; and the ability to search two terms simultaneously (e.g., women and heart disease).

It is interesting to see that actual impact of the site on recommendations and changes in lifestyle and other behaviours are harder measures to satisfy than overall satisfaction with the site. Although nearly nine in ten survey respondents said that they were satisfied with the site, this drops to seven in ten who would recommend the website to family, friends and colleagues (71 per cent). It further drops to just over half (54 per cent) who would be likely to make a lifestyle or behavioural change based on the information they found on the website, and similar numbers who would recommend a lifestyle or behavioural change to someone else. In the 2005 survey of CHN users, 94 per cent said that they would recommend the site to others.

Impact of Site

“How likely would you be to do the following...”



EKOS Research
Associates Inc.

n=4803

CHN Web Site Survey, 2007

- Users aged 45 to 64 are more likely than others to be likely to recommend the site to family, friends or colleagues.
- Naturally, the likelihood that users will recommend the site to others increases with the frequency with which they visit the site. Frequent and regular users are also much more likely to make a behavioural change or to recommend a change to others based on the information obtained.
- Similarly, those who have been successful at finding the information they were looking for are much more likely to recommend the site, to make a change based on the information obtained, or to recommend a change to others.
- Respondents with high school education or less are more apt to make a behavioural change based on the information obtained.
- Those visiting the site for a combination of personal and professional reasons are more apt than those using the site for other reasons to recommend the site. Those visiting the site for personal reasons are more apt to make a behavioural change based on the information obtained, while those visiting for professional or a combination of reasons are more apt to recommend a change to others.
- Quebec respondents are less apt to recommend a behaviour or lifestyle change to others based on information obtained than are CHN users from other provinces.
- Women, those aged 45 to 54, and respondents with university education are more likely than others to recommend a behaviour or lifestyle change to others based on information obtained.

Table 2.4: Likelihood of Actions by Background Variable

Background Variable	% Likely to		
	Recommend the Site to Family, Friends, Colleagues	Make a Lifestyle or Behavioural Change	Recommend a Lifestyle or Behavioural Change
Overall	71	54	54
Region			
BC/Territories	69	52	52
Alberta	71	50	57
Prairies	74	52	59
Ontario	75	55	60
Quebec	69	56	48
Atlantic provinces	76	57	64
Gender			
Male	70	55	48
Female	72	54	55
Age			
<25	65	54	52
25-34	67	50	49
35-44	70	51	53
45-54	76	56	58
55-64	73	56	55
65+	69	60	50
Education			
High school or less	70	60	47
College	72	55	52
University	72	52	57
Frequency of Visit			
Daily or weekly	84	67	69
Monthly	75	56	57
1-6 times a year	61	42	40
First time	56	46	41
Reason for Visit			
Personal	70	58	48
Professional	72	46	63
Work/studies	68	45	59
Personal and professional	77	55	61
Obtained Information looking for			
Yes	84	66	63
Somewhat	60	44	46
No	37	14	23

A regression model was similarly created to isolate the strongest predictors of the willingness of survey respondents to recommend the CHN website to family, friends, and colleagues. Results indicate that the positive assessment of various aspects of the CHN website and the frequency of visiting it are the strongest drivers. The most influential elements in the model are the rated usefulness of the information on the website and the satisfaction with the number of steps taken to get the information sought. (The strength of this predictor, however, declines slightly in the presence of other independent variables in the model.) Respondents who visited the website for the first time and those who visit it less than 6 times a year are less likely to recommend the CHN website than the frequent users. These predictors are closely followed in the model by the rated ease of finding information and the incidence of finding the information sought. Other indicators predict the readiness to recommend the CHN website to family, friends, and colleagues to a lesser degree. Inclination to recommend is positively linked to the assessment of such elements as the links provided to external sites, the left-navigation bar, and the search function. On the other hand, respondents who visited the CHN website for personal reasons are less likely to recommend it to others than those who visited the website for professional, work-related or other reasons. Respondents from urban areas are more likely to recommend the CHN website than their rural counterparts, so are the older users of the CHN website. Inclination to recommend is positively linked to the assessment of such elements as the links provided to external sites, the left-navigation bar, and the search function. Appendix E presents the results of the regression model and the link of each predictor to the willingness to recommend the CHN website to family, friends, and colleagues.

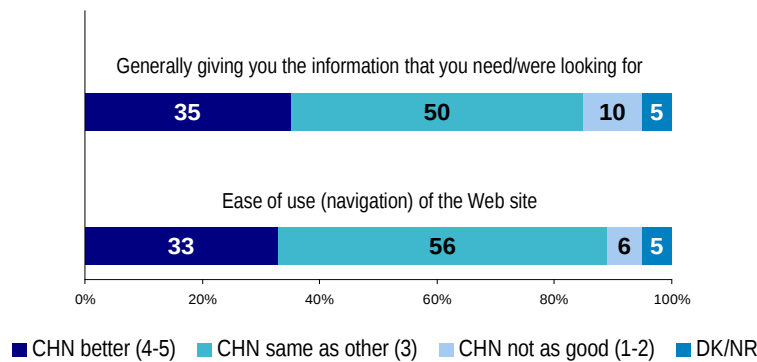
- Respondents who visited the website for the first time and those who visit it less than 6 times a year are less likely to recommend the CHN website than the frequent users.
- Respondents who visited the CHN website for personal reasons are less likely to recommend it to others than those who visited the website for professional, work-related or other reasons.
- Respondents from urban areas are more likely to recommend the CHN website than their rural counterparts, so are the older users of the CHN website.

2.11 COMPARISON OF WEBSITES

Survey respondents who also visit other health-related sites were asked to compare the CHN site to others in terms of ease of use and content. Users generally find the CHN site to be comparable or better than others they have visited. Over half (56 per cent) indicated that the CHN is as good as other sites in terms of ease of use, and one-third (33 per cent) feel it is better than others. Similarly, half (50 per cent) indicated that the CHN is as good as other sites in terms of providing the information they need, and over one-third (35 per cent) say that it is better than other sites. A small minority of users in the survey feel that the CHN site is worse than other sites on these two dimensions.

Comparison of CHN to Other Sites

“Compare CHN to other health-related webs sites used, concerning...”



EKOS Research
Associates Inc.

n=3985

CHN Web Site Survey, 2007

- Those respondents generally rating the CHN site as better than other sites visit the site more frequently, and are more often men, and those with lower education. Those with university education and the highest incomes tend to compare the CHN site less favourably.
- Users under the age of 35 are less likely than older users to rate the CHN site as better than others on both points.
- Those visiting the site for purely professional reasons, and those with high web expertise are more apt to rate the site as worse than others on both dimensions.
- Naturally, users who found the information that they were seeking are more inclined to assess the site as superior to others on both points.

Table 2.5: Comparison of CHN to Other Sites by Background Variables

Background Variable	% Who Rate CHN as Better or the Same as Others Concerning:			
	Ease of Use (Navigation)		Providing Information Need	
	Same as Others	Better than Others	Same as Others	Better than Others
Overall	56	33	50	35
Gender				
Male	48	38	44	40
Female	57	32	51	35
Age				
<25	62	25	54	31
25-34	61	27	53	32
35-44	55	32	46	35
45-54	54	37	50	37
55-64	54	37	47	39
65+	48	39	44	37
Frequency of Visits				
Daily or weekly	51	42	46	44
Monthly	56	34	50	36
1-6 times a year	62	25	54	29
First time	51	26	47	29
Found Information looking for				
All	53	42	48	47
Somewhat	61	24	53	25
No	36	14	26	10

A regression model was constructed to explore relationships between views about the comparison of the CHN site with other sites on navigation and providing the information sought. Results point to the rated appreciation of various aspects of the CHN website as the key drivers. The most influential elements in the model are the satisfaction with the ease of finding information, with the level of detail, and with the number of steps taken to get the information sought. These predictors are followed by the educational attainment of respondents and the frequency of visiting the CHN website. Finally, CHN users who are the most positive about the help function are also more likely to believe that this website is better than other health-related websites. Appendix E presents the results of the regression model and the links of each predictor to the opinion that the CHN website is worse or better than other health-related websites concerning navigation and providing the information sought.

- Respondents with higher education are less likely to believe that the CHN website is better than other health-related websites, so do those who visit the CHN website infrequently (although respondents who've visited the CHN website for the first time hold more positive views than the frequent users).
- Belief that the CHN is better than other websites are also strongly associated with satisfaction with the site's search function and the usefulness of information.

- Men are more likely than women to view the CHN as better than other websites, so are those respondents who found the information they were looking for.

a) Physician Interviews

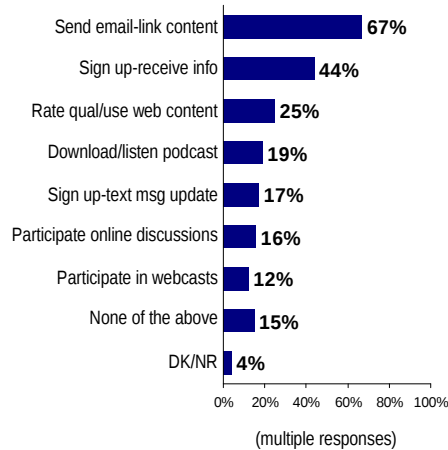
Physicians interviewed were asked how the CHN site compares to other health-related sites they may use. Interview respondents compared the CHN site positively to other sites they have used or looked at in the past, describing it as being “as good” or “even better” than alternative sites. Some physicians interviewed did note, however, that they generally use more scientific sites targeted to health professionals, which may not compare directly to this site. Several noted that this site provides a much better alternative to patients compared with a general “Google” search. They noted that a patient “Googling” for information on a condition will often find a lot of questionable or unreliable information, stating that the CHN site provides a valuable “filter” to screen out information that is not valid or reliable. They considered this site to be a very good resource or tool for patients.

2.12 INTERACTIVE FEATURES

CHN users captured in the survey were asked about their use of a variety of interactive and new media tools available on the Internet. Users most commonly reported having sent someone an email of a web page or article via a link from the content page on a website (67 per cent). Less than half have signed up to receive information updates from a site through an automatic feed (44 per cent). One-quarter of respondents have rated the quality or usefulness of web content on a site. Less than one in five have downloaded and listened to podcasts (19 per cent); signed up for text message updates (17 per cent); participated in online discussion groups, blogs or vlogs (16 per cent); or participated in webcasts (12 per cent). Fifteen per cent of respondents have not used any of these tools or media.

Interactive Features Used

“Have you used the Internet to do any of the following?”



EKOS Research
Associates Inc.

n=4803

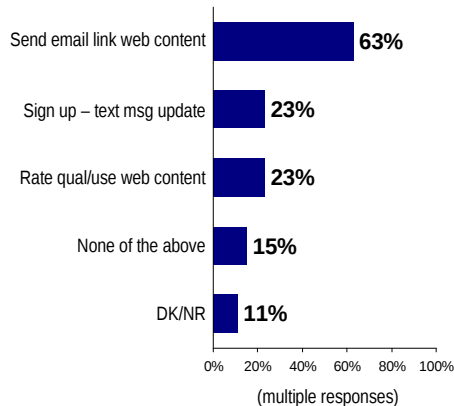
CHN Web Site Survey, 2007

- Respondents from Quebec are less apt to have used many of these features with the exception of online discussions (which they are more likely than others to have participated in).
- Urban users are more likely than rural users to have utilized a number of these features, including sending emails or links to others, rating the quality of a site's content, downloading podcasts, or participating in webcasts.
- Men are more likely than women to have downloaded podcasts, signed up for information updates, rated content quality, and signed up for text message updates.
- The proportion of respondents who have downloaded podcasts or participated in online discussions declines with age. Those who are 35 to 54 are more apt than others to have participated in webcasts.
- Respondents with university education are more apt to have used most of these features, while those with high school education or less are more apt to have used none. Similarly, the proportion of users who have downloaded podcasts, participated in webcasts, signed up for information updates, sent e-mails or links, and rated a site's quality increases with household income. Conversely, those with the lowest household incomes (and who are more likely to be young) are most likely to have participated in online discussions.
- First-time users to the site, infrequent visitors, and those using the site for personal reasons are more apt than others to indicate that they have never used any of these.

Over six in ten users in the survey (63 per cent) expressed an interest in being able to send someone an email of a web page or article via a link from the content page on the CHN site. Close to one-quarter are interested in being able to rate the quality or usefulness of web content (23 per cent) or in signing up to receive text message updates (23 per cent). Only 15 per cent are not interested in any of these features.

Features of Interest

“Which of the following features would you be interested in using on the CHN site?”



 EKOS Research
Associates Inc.

n=4803

CHN Web Site Survey, 2007

- Respondents from Quebec (who are younger than average) are less interested in being able to send email links or rating content quality than are CHN users from other regions.
- Men are more interested than women in being able to sign up for text message updates.
- The proportion interested in text message updates and rating content quality increases with age, while the proportion that are not interested in any of these options declines with age. The youngest respondents (under 25) are also least interested in being able to send email links.
- Those with university education are more interested in being able to send email links or rating content quality, while those with high school education or less are somewhat more interested in text message updates.
- The proportion of CHN users in the survey interested in being able to send email links also increases with household income.
- The most frequent users of the website (daily and weekly users) expressed far more interest in these options than less frequent visitors. Those who visit the site monthly are also more apt to express an interest in being able to send email links, compared to those who visit the site less frequently.

- Those who visit the site for personal reasons are less apt to be interested in sending email links than users visiting the site for other reasons or a combination of reasons.
- Not surprisingly, those with the most web experience are much more likely to express an interest in these options compared to those with less web experience.

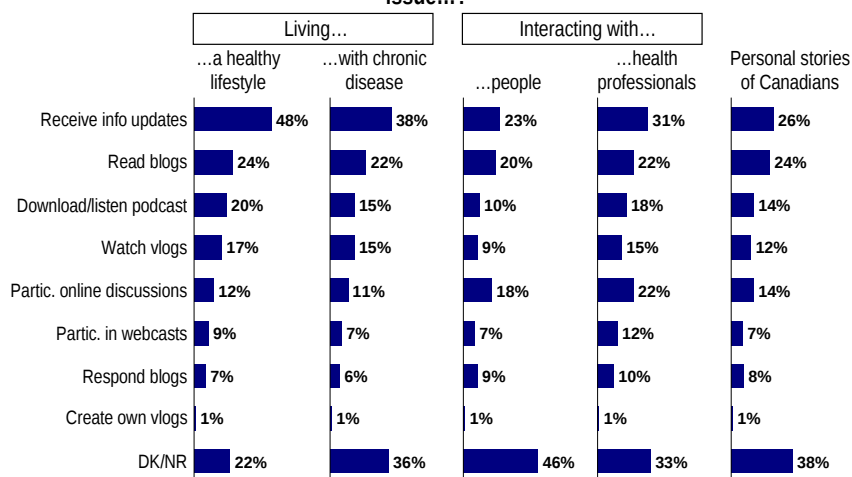
2.13 USE OF INTERACTIVE FEATURES ON CHN

Interest among CHN users in various interactive features was further explored in the survey, in relation to a number of specific topics or issues. Across all of these issues, being able to sign up for information updates through an automatic feed is the feature that captures the most interest among site users. Information updates through an automatic feed is of particular interest in the context of living a healthy lifestyle (where 48 per cent of respondents expressed an interest), followed by living with chronic disease (in which 38 per cent expressed an interest). Reading blogs is the interactive feature of interest to the second highest proportion of survey respondents; generally being of interest to 20 to 24 per cent of CHN users in relation to each topic. Downloading and listening to podcasts and online discussion groups are also of interest to a significant number of users in the survey (among over one in ten users in each relation to each topic), followed closely by watching vlogs.

Based on the response to this question, various interactive features are of greatest interest to users in the context of living a healthy lifestyle in that most features receive a higher proportion of interested users on this topic. The topics or issues of living with chronic disease or disability and interacting with a health professional follow in terms of CHN users interested in interactive features.

Preferred Use of Interactive Features of CHN

“Which interactive features would you like to use on the CHN Web site for the following issue...?”



EKOS Research
Associates Inc.

n=4803

CHN Web Site Survey, 2007

- Respondents from Quebec are less interested in podcasts, webcasts or information updates, but expressed greater interest (as younger users) in reading blogs than do users from other regions.
- Men are more apt than women to be interested in watching vlogs on each topic. Men are also more interested than women in responding to blogs interacting with health professionals. On the other hand, women are more interested than men in information updates on living a healthy lifestyle.
- Interest in information updates increases with age, while interest in many other interactive features (including blogs and online discussions) tends to decline with age.
- Those with university education expressed more interest in podcasts, webcasts and information updates; while those with college, high school education or less (who are typically younger respondents) tend to be more interested in reading blogs on these topics. Similarly, interest in reading blogs on these topics declines with household income; while interest in podcasts, webcasts and information updates is highest among those with household incomes of \$100,000 or more.
- The most frequent visitors to the website (daily and weekly visitors) expressed greater interest in podcasts, webcasts and information updates, while those visiting one to six times a year expressed greater interest in reading blogs on these topics.
- Those visiting the site for personal reasons are more apt to be interested in reading blogs on these topics, while those visiting for professional (or personal and professional) reasons are more apt to express an interest in podcasts and webcasts on many of these topics.
- Again, interest in each interactive feature on each topic increases with the level of web experience a respondent possesses.

a) General Public Focus Groups

Participants in the focus groups had some interest in potential changes to the site involving the addition of podcasts, webcasts, blogs and vlogs. It is important to note, however, that the overwhelming majority do not employ these modes of digital communication and had difficulty envisioning how they might apply to the CHN. This context made it difficult to assess complete reactions vis-à-vis changes for the future. Some participants noted that they would be interested in participating in online discussion groups led by health care professionals. There was some concern over credibility of information posted in blogs and the impacts of new technologies on the CHN's quality assurance.

b) Health Professional Focus Groups

Health professionals had some interest in making presentations from conferences available to public via podcasts, webcasts and vlogs. There was little interest in having individuals employ information communications technologies to disseminate information related to personal experiences and coping strategies, since it was thought to represent an entirely different direction for the CHN website. Some health professionals expressed concern over the potential effect of this direction on the site's credibility and wondered which measures would have to be put into place to control the spread of misinformation.

c) Physician Interviews

Most physicians interviewed were interested in the possibility of the introduction of new media tools by the CHN. While several physicians interviewed said that they would not use these themselves, they suggested that interactive information may be more engaging or interesting to patients (and that multiple methods of reaching are always useful in reaching wider audiences). Several indicated that they might direct patients to such tools if they were available. Interview respondents emphasized, however, the importance of ensuring that the content of any such media presentations be credible, reputable, and vetted before inclusion on the site. One physician emphasized that they would only be interested in audio or visual material that had instructional value. A few respondents identified potential topics that could be addressed using new media tools including: a video of a dietician speaking on healthy eating; a demonstration of how to inject insulin; smoking cessation advice; addiction signs and symptoms; and suicide prevention.

Two interview respondents indicated that they would only be personally or professionally interested in new media offerings if they were specifically addressed to a physician audience, such as an audio-visual recording of a specialist speaking on topic of interest at a conference, or a specialist speaking on the topic of a new advancement.

Only a small number of physicians felt that new media tools would add to the site, noting that the information and content is fine as it is. In particular, two suggested that new media may be useful for targeting a youth audience (which would be more apt to be attracted to this feature).

2.14 PROMOTIONAL MATERIAL (FOCUS GROUPS)

Participants from each group were given samples of different promotional materials developed by the CHN and asked to provide comments on each. These samples included a brochure, a bookmark and a water bottle.

a) General Public Focus Groups

The promotional material tested relatively well. Participants thought it was professional looking and informative. Some said they were left with a better understanding of the CHN after reading the promotional material than after reading “About us”. The majority found the presentation of information in the brochure to be succinct. The bookmark in particular, was seen to provide succinct and useful information about the Network. Some suggested that the brochure could be improved by portraying more diversity in the people featured in the picture (i.e., age). Since it would be difficult to be able to comprehensively portray a range of diversity, perhaps the best approach would be to either portray objects, rather than people, or to portray health professionals (although diversity would still be an issue for the latter).

b) Health Professional Focus Groups

The promotional material also tested very well with health professionals. There was a general consensus that this material is well-suited for placement in clinics and hospitals. The presentation of information in the brochure was considered to be properly organized and informative. Those working as nurses were fond of the water bottles and said they would use them on the job.

3. SUGGESTIONS FOR THE FUTURE DIRECTION OF THE CHN WEBSITE

In broad terms, the CHN website tested well and is headed in the right direction by aiming to be simple and intuitive for all users. Study evidence suggests that the overall usability of the website stands to be improved with the following minor refinements to the current design:

- There is a need to promote an understanding of the most effective ways of using of the various search options made available on the website. The layout of the search options also could be examined to reduce clutter and confusion by decreasing the density of options on one page/in one location.
 - ◇ This may be achieved by using more specific labels for different search functions, allowing the labels for each search option to link to instructions for that option, or simply providing a 'cheat sheet' page with tips related to the all the search options.
 - ◇ Either reducing the number of search options that are available or reorganization the layout of those pages with up to 5 search options, would serve to reduce potential user confusion.
- There is a strong need to increase the visibility of the search option that enables users to conduct more advanced searches.
 - ◇ Assigning a different label to this search option, such as "Advanced Search", would serve to distinguish it from the central search option engine, labelled "Search," which appears on right hand right hand side of every page.
 - ◇ Placing a link to this search option directly beneath the central search engine, where "Print friendly-version" is currently located, would also help to increase its visibility and promote use.
- There is a need to assist users in their research by offering them the option to narrow their searches at all times.
 - ◇ This option would serve to replace the need to offer the search option for "Groups and Topics" at the top of the page for all search results.

- There could also be additional flexibility in the search options that allows for the intersection of major headings to reduce the number of steps required from the preliminary search. (This was seen as a key linkage to satisfaction with the site in the survey results.)
- There is a need to encourage the use of the sort and filter functions by making both more visible.
 - ◇ The words 'sort' and 'filter' should appear in larger bold font, as opposed to smaller italics.
 - ◇ The current option to sort "by date" should specify "by date published" to reduce any potential confusion.
- There is a general need to ensure that users understand the CHN concept by increasing the visibility of "About Us," "What can you expect to find at the Canadian Health Network?" and the quality assurance process.
 - ◇ Placing "About Us" in a more obvious location on the Home page, such in the space where "Increase text size" is currently located, would serve to attract the attention of more users.
 - ◇ "What can you expect to find at the Canadian Health Network?" could be further emphasized by using a different colour and by removing "Health info for everyone" from underneath this link. The latter has a tendency to make that space on the page look cluttered, which may potentially distract users and discourage them from clicking on the link.
 - ◇ The quality assurance process should stand out on the "About Us" page. This could be achieved by refining the current layout so that the "Our Missions, Visions and Values" does not take up so much space on this page.
 - ◇ The text on the "About Us" and "What can you expect to find at the Canadian Health Network?" pages could be made more concise to accommodate those users with a tendency to skim text.
- While the CHN website is not currently designed for direct professional use by physicians, but rather as a tool to recommend to their clients, an interesting avenue for the future development of the site could include the design of a separate section catering to the professional needs of physicians and other health care professionals.
 - ◇ One option could be to provide physicians and other health professionals with useful resource materials for them to refer their patients to (or print off and hand out to patients).
 - ◇ This has implications for having certain summary and hand-out information available in a "health professionals only" segment of the site

that will provide health professionals with some additional tools to help inform their patients.

- Increased effort to promote and publicize the site (which is ongoing now at CHN). Physicians, in particular, expressed surprise that the site was not more commonly known about and indicated that the site could be very useful to Canadians (and their patients in particular).

APPENDIX A

SCREENERS



research house

15199 Mix

Respondent Name: _____

Home Phone #: _____

Business Phone #: _____

E-Mail: _____

Group #: _____ Recruiter: _____

Recruit 9 per group

GROUP 1
TUESDAY
MARCH 27TH
4:00 PM
HEALTH PROFESSIONALS

TORONTO

GROUP 2
TUESDAY
MARCH 27TH
5:30 PM
GEN POP

TORONTO

GROUP 3
WEDNESDAY
MARCH 28TH
5:30 PM
GEN POP
MALES
TORONTO

GROUP 5
WEDNESDAY
MARCH 28TH
4:00 PM
HEALTH PROFESSIONALS

MONTREAL

GROUP 6
WEDNESDAY
MARCH 28TH
5:30 PM
GEN POP

MONTREAL

GROUP 7
THURSDAY
MARCH 29TH
7:00 PM
GEN POP
MALES
MONTREAL

Hello, my name is _____ from Research House Inc., we are calling today to invite you to a focus group discussion scheduled for (SEE ABOVE DATES). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session. The session will last a maximum of 2 hours and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you some further questions to see if you fit in our study?

Yes.....1

No.....2 - THANK AND TERMINATE

INDICATE:

Male.....1 - ALL IN GROUPS 3 & 7 AND MIN (4) IN GROUPS 1, 2, 5 & 6

Female.....2 - MIN (4) IN GROUPS 1, 2, 5 & 6

1. Are you or is any member of your household or immediate family employed in, or ever been employed in:

	No	1	Yes	No	Ever	Yes
Market Research	()		()	()		()
Marketing	()		()	()		()
Public Relations	()		()	()		()
Any media (Print, Radio, TV)	()		()	()		()
A member of ACTRA	()		()	()		()
Advertising	()		()	()		()

IF YES TO ANY OF THE ABOVE - THANK AND TERMINATE

2a. May I have your age, please?

_____ SPECIFY

Under 25 years.....1 |
25 - 34 years.....2 |
35 - 44 years.....3 | - GOOD MIX IN GEN POP GROUPS
45 - 54 years.....4 |
Over 55 years.....5 |

2b. What is your marital status?

Married / Common - Law.....1 | - GOOD MIX IN GEN POP GROUPS
Single / Div. / Wid. / Sep.....2 |



3a. What is your current employment status?

- Full Time Employed () | - GROUPS 1 & 4 MUST MENTION
 Part Time Employed () |
 Homemaker ()
 Student () - GOOD MIX IN GEN POP GROUPS
 Retired ()
 Unemployed ()

3b. What is your occupation? -IF RETIRED - ASK PRIOR OCCUPATION

 JOB TITLE TYPE / NAME OF COMPANY

IF MARRIED / COMMON - LAW ASK - WHAT IS YOUR SPOUSE'S OCCUPATION?

 JOB TITLE TYPE / NAME OF COMPANY

IF ANY CONNECTION TO STANDARD OR PROJECT RELATED OCCUPATION - THANK AND TERMINATE

**ALL IN GROUPS 1 & 4 MUST BE EMPLOYED AS HEALTH CARE PROFESSIONALS
 IE: NURSES, TECHNICIANS ETC, BUT NO DOCTORS**

4a. As we need to speak with people from all walks of life, could you please tell me into which category I may place your total annual household income? Would that be...

- Under \$40,000.....1
 \$40,000 - \$60,000.....2 - GOOD MIX IN GEN POP GROUPS
 \$60,000 - \$80,000.....3
 Over \$80,000.....4

4b. Could you please tell me, what is the last level of education that you have completed?

- Some High School.....1
 High School.....2 - GOOD MIX IN GEN POP GROUPS
 Some College / University.....3
 Completed College / University.....4

5a. Which of the following do you have and use, on a regular basis?

- HD TV.....1
 Dvd recorder.....2
 Computer.....3 - ALL MUST MENTION
 Internet access.....4 - ALL MUST MENTION
 Satellite.....5
 Digital Cable.....6

5b. Where do you have internet access?

- Home.....1
 Work.....2
 School.....3
 Other.....4

5c. How often do you use the internet?

- Once a day or more.....1
 5 - 6 times a week.....2
 3 - 4 times a week.....3 - THANK AND TERMINATE
 1 - 2 times a week.....4 - THANK AND TERMINATE
 Less often than once a week.....5 - THANK AND TERMINATE

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in any way, as there are no incorrect answers.

6a. What would be the first thing you would do, if you had just won one million dollars?

6b. If you were a book in a library, what book would you be and WHY?



ANSWERS SPONTANEOUSLY
VERY ENTHUSIASTIC
VERY SURE OF HIMSELF / HERSELF
CARRIES ON A GOOD CONVERSATION

NOTE: PAY EXTRA ATTENTION TO RESPONDENT ANSWERS – LOOK FOR COMPLEX, CREATIVE ANSWERS AND NOT JUST MEANINGLESS ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY / PARTICIPATION.

7. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

Very Comfortable.....1 – MIN 50% PER GROUP
Comfortable.....2
Fairly Comfortable.....3
Not Very Comfortable.....4 – THANK AND TERMINATE
Very Uncomfortable.....5 – THANK AND TERMINATE

- 8a. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

Yes.....1 – MAX (50%) PER GROUP
No.....2 – SKIP TO Q. 9a

- 8b. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

- 8c. How many focus group or one to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

- 8d. Would you please tell me the topics discussed?

IF _____ THANK AND TERMINATE

- 9a. What country were you born in?

Canada.....1 – MIN 50% PER GROUP
Other.....2 – SPECIFY

- 9b. What language do you speak most often at home?

English.....1
Other.....2 – THANK AND TERMINATE

10. Have you yourself lived in Ontario / Quebec:

Less than 2 years.....1 – THANK AND TERMINATE
Between 2 – 5 years.....2
More than 5 years.....3

11. Have you been invited to another of these focus groups or interviews in the near future?

Yes.....1 – THANK AND TERMINATE
No.....2

12. Sometimes participants are asked to write out their answers on a questionnaire or watch a TV commercial during the discussion. Is there any reason why you could not participate?

Yes.....1 – THANK AND TERMINATE
No.....2

NOTE: IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY – THANK AND TERMINATE



research house

IMPORTANT:

The session is 1.5 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1

No.....2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes.....1

No.....2 – TERMINATE

The group discussion will last approximately 1.5 hours and we offer each participant a \$_____00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

DATE AND TIME:

INCENTIVE:

LENGTH OF GROUP:

LOCATION:

Toronto
EKOS Research
480 University Avenue
Suite 1006
416.598.8002

Montreal
Sylvestre Marketing
276 Sherbrooke Street West
1.514.284.0878



Recruit 9 per group

GROUP 1
TUESDAY
MARCH 27TH
7:00 PM
GENERAL PUBLIC
(USERS)
TORONTO

GROUP 2
THURSDAY
MARCH 29TH
5:30PM
GENERAL PUBLIC
(USERS)
MONTREAL

GROUP 3
THURSDAY
APRIL 12TH
4:00PM
HEALTH PROFESSIONALS
(USERS)
TORONTO

Hello, my name is _____ from EKOS Research Associates Inc., we are calling today to invite you to a focus group discussion scheduled for (SEE ABOVE DATES). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with EKOS Research Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session. The session will last a maximum of 1.5 hours and you will receive a cash honorarium as a thank you for attending the session.

INDICATE: Male.....1
 Female.....2

IMPORTANT:

The session is 1.5 hours in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1
No.....2 – TERMINATE

All participants in this study are asked to bring to the group PICTURE IDENTIFICATION. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes.....1
No.....2 – TERMINATE

The group discussion will last approximately 1.5 hours and we offer each participant a \$(see below) 00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

INCENTIVE: Group 1 & 2 = \$75
 Group 3 = \$150

LENGTH OF GROUP: 1 ½ hours

LOCATION:

Toronto
EKOS Research
480 University Avenue
Suite 1006
416.598.8002

Montreal
Sylvestre Marketing
276 Sherbrooke Street West
1.514.284.0878



research house

15209 - Doctors

Respondent Name: _____

Home Phone #: _____

Business Phone #: _____

E-Mail: _____

Group #: _____ Recruiter: _____

Recruit 10 interviews

Tuesday, March 27th
Wednesday, March 28th
Thursday, March 29th
10am – 4:00 pm – there will be 2 moderators
Please book every 45 minutes

Hello, my name is _____ from Research House Inc., we are calling today to invite you to participate in a telephone interview. Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. The session will last a maximum of 45 minutes and you will receive a cash honorarium as a thank you for participating. May we have your permission to ask you some further questions to see if you fit in our study?

Yes.....1

No.....2 – THANK AND TERMINATE

INDICATE:

Male.....1

Female.....2

City _____ Province: _____

Ensure a spread all must be rural

1. Are you currently practicing as a general practitioner full-time?

Yes.....1

No.....2 – THANK AND TERMINATE

2. How many years have you been in practice?

RECORD ANSWER: _____ years

If ≥ 2 years and ≤ 30 years, Continue

If < 2 years or > 30 years, Thank and Terminate

2. How many patients do you, yourself, see in an average week?

RECORD ANSWER: _____ patients per week

3. Are you or any member of your family affiliated with a pharmaceutical company?

☐ No Continue

☐ Yes Thank and Terminate

Thank you very much; I'd like to confirm the following information for your participation:

Confirm date and time for the interview.

Date: _____

Respondent Time: _____

May we please have your email address as we need to send you a document to look at and a website for you to review for 10 minutes or so.

_____ @ _____

You will send you a cheque for \$125.00 at the close of your telephone interview.

APPENDIX B
USERS AND NON-USERS
FOCUS GROUP GUIDES



CHN RESEARCH
FOCUS GROUP/INTERVIEW GUIDE
FOR USERS (PUBLIC/HEALTH PROFESSIONALS)
MARCH 22ND, 2007

Note: Ensure that all monitors in the room are set to a non-CHN website such as www.msn.ca. The default home page will be set to the CHN website.

1. INTRODUCTION (5 MINUTES)

- Purpose of discussion and study sponsor
- Explanation of format and “ground rules”:
- Discussions are being audio taped and observed by members of the research team. Your comments will remain confidential.
- There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
- Moderator's role: raise issues for discussion and watch for time.
- Participant introduction: First name and what they do for a living

2. CHN/HEALTH SITES — GENERAL (30 MINUTES)

1. How did you first find out about the CHN site?
2. How long have you been using the CHN site?
3. How often do you visit the CHN site?
4. And why do you visit the CHN? Is it for... [prompts]
 - Work
 - Research
 - Personal information
 - Information for others (follow-up: do you provide a link? Print off pages? Both?)
5. Who do you use the information for? [prompts]
 - Myself
 - Family (children, husband, wife, parents)
 - Patients
 - Colleagues
 - Research
 - School project
6. And how easy is it to find the information on CHN? Do you usually find everything you're looking for? Some of it? None?
7. Do you visit other sites for health information? Which ones?
8. How does CHN compare to these other sites? What are CHN's strongest points? Weaker points?

3. SCENARIOS/SCENARIO DEBRIEF (45 MINUTES)

9. Now I'd like to move onto some scenarios. I'll hand out a list of them to you and then, on your own, I'd like you to "act out" the scenarios and see how well you can find the information.
 - Participants are given a handout that outlines their scenarios. Specify that they must find the information using the CHN Web site.
 - Participants will be given about 5 minutes to search followed by the scenario debrief and repeat until all three scenarios are done.
 - Participants may end up on multiple pages that contain information on what they were asked to find depending on how they search for it. This is okay.
 - Participants are asked to track the path they used to get to the information and make notes while they complete their application
 - ◇ Indicate when they come across any terms (e.g., heading, labels, content, etc.) that are in any way unclear or confusing.
 - ◇ Moderator probes about alternate avenues to proceed for finding information
 - ◇ Indicate if they wish to "give-up" and move to the next scenario question.

Men's Group

- Scenario One: I'd like you to find information on prostate cancer.
- Scenario Two: I'd like you to find information to reduce your risk of heart disease.
- Scenario Three: I'd like you to find information for seniors on healthy eating to prevent Type II Diabetes.

Mixed Group

- Scenario One: I'd like you to find information about school bullying.
- Scenario Two: I'd like you to find information for seniors on healthy eating to prevent Type II Diabetes.
- Scenario Three: I'd like you to find information to reduce your risk of heart disease.

Health Professionals

- Scenario One: I'd like you to find information for women to reduce their risk of heart disease.
- Scenario Two: I'd like you to find information for aboriginal seniors on healthy eating to prevent Type II Diabetes.
- Scenario Three: I would like you to find a resource that you would provide to a client.

SCENARIO DEBRIEF

10. [After each scenario, moderator asks each individual to recall how they went about trying to find the information on that scenario]. Moderator probes on the following:

- Did you find this scenario easy or difficult? What page did you end up on and how did you get there?
- Was the information you found what you expected find? If not, what did you expect to find? If yes, what was it?
- Overall ease of navigation, clarity/intuitiveness of each step in the search process (e.g., whether it is apparent where to “click” next).
- Clarity of labels, language, etc.
- How confident are you overall that you were able to find the relevant information?
- Satisfaction with how long it took them to find the information?
- When/if participant used a partner link, did it have an impact on their confidence in the content and/or quality of the information?

11. [After all scenarios have been completed]. I want to give you another 5 or 10 minutes to see what else the website has and will let you spend some time navigating. Moderator probes on the following:

- Any other impressions about the CHN website that you have not raised so far?
- What do you like about it? What do you not like about it?
- What do you think makes it different from other health websites?
- Is there a feature that you think makes it stand out? Would you recommend the CHN web site to family, friends and/or colleagues?
- [Moderator returns to the results from the prostate cancer example and projects it on the screen] In some of the scenarios, the website is designed to give you a number of results from your search. This particular example resulted in 37 items found. How many saw that you could sort these results? How many actually used this feature?
- Generally, how many results would you want to find? What would you do if your search ended up in a larger number? How would you decide which ones would you go through and which ones you would not?
- How would you want to be able to sort?

- Any other suggestions for improvements and approaches to organizing information?

4. POTENTIAL CHANGES TO THE SITE (10 MINUTES)

12. Start by asking if they know what the new media tools are below. [If they do not know what they are explain it to them.] Ask if they currently use any or have used any of these and what they were used for. Follow-up to their answer(s) with whether or not they would use it on the CHN.

- Download and listen to podcasts
- Participate in webcasts
- Sign up to receive information updates from a site through an automatic feed (e.g. RSS)
- Participate in online discussion groups
- Read (we)blogs
- Respond to (we)blogs
- Watch v(ideo) blogs
- Create my own v(ideo) blogs

Now that you have seen and explored the CHN website, would you be interested in using any of these features if they were available on the CHN? [Explore which ones]

5. PROMOTIONAL MATERIAL – IF TIME PERMITS

13. Promotional Materials/Branding [Water bottles and promotional materials (magnet, bookmark, pamphlet) will be provided for review, and the participants can have them as a parting thank you gift]

- By looking at the promotional items:
- What are your general impressions?
- Do they tell you what the CHN does?
- Can you tell what kind of information they provide?
- Do they make you want to use the CHN?

6. WRAP-UP (5 MINUTES)

14. Questions from observers

15. Is there anything else you would like to add before we end our discussion?

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!



CHN RESEARCH
FOCUS GROUP/INTERVIEW GUIDE
FOR NON-USERS (PUBLIC/HEALTH PROFESSIONALS)
DRAFT
MARCH 22ND, 2007

Note: Ensure that all monitors in the room are set to a non-CHN website such as www.msn.ca. The default home page will be set to the CHN website.

1. INTRODUCTION (5 MINUTES)

- Purpose of discussion and study sponsor
- Explanation of format and “ground rules”:
- Discussions are being audio taped and observed by members of the research team. Your comments will remain confidential.
- There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
- Moderator's role: raise issues for discussion and watch for time.
- Participant introduction: First name and what they do for a living

2. CHN/HEALTH SITES — GENERAL (30 MINUTES)

1. Can you tell me how often you use the Internet to search for **health related information**?
2. And why do you look for health related information? Is it for... [prompts]
 - Work
 - Research
 - Personal information
 - Information for others (follow-up: do you provide a link? Print off pages? Both?)
3. Who do you use the information for? [prompts]
 - Myself
 - Family (children, husband, wife, parents)
 - Patients
 - Colleagues
 - Research
 - School project
4. How do you go about looking for the information? Do you use a search engine or do you have specific sites you go to? Which sites do you visit? [prompts]
 - Health Canada/Public Health Agency of Canada
 - Provincial/Territorial government health sites
 - Non-governmental organizations
 - Commercial sites (i.e. Mayo Clinic, Web MD)
 - Other
5. And how easy is it to find the information? Do you usually find everything you're looking for? Some of it? None?

3. SCENARIOS/SCENARIO DEBRIEF (45 MINUTES)

6. Now I'd like to move onto some scenarios. I'll hand out a list of them to you and then, on your own, I'd like you to "act out" the scenarios and see how well you can find the information.
 - Participants are given a handout that outlines their scenarios. Specify that they must find the information using the CHN Web site.
 - Participants will be given about 5 minutes to search followed by the scenario debrief and repeat until all three scenarios are done.
 - Participants may end up on multiple pages that contain information on what they were asked to find depending on how they search for it. This is okay.
 - Participants are asked to track the path they used to get to the information and make notes while they complete their application
 - ◇ Indicate when they come across any terms (e.g., heading, labels, content, etc.) that are in any way unclear or confusing.
 - ◇ Moderator probes about alternate avenues to proceed for finding information
 - ◇ Indicate if they wish to "give-up" and move to the next scenario question.

Men's Group

- Scenario One: I'd like you to find information on prostate cancer.
- Scenario Two: I'd like you to find information to reduce your risk of heart disease.
- Scenario Three: I'd like you to find information for seniors on healthy eating to prevent Type II Diabetes.

Mixed Group

- Scenario One: I'd like you to find information about school bullying.
- Scenario Two: I'd like you to find information for seniors on healthy eating to prevent Type II Diabetes.
- Scenario Three: I'd like you to find information to reduce your risk of heart disease.

Health Professionals

- Scenario One: I'd like you to find information for women to reduce their risk of heart disease.
- Scenario Two: I'd like you to find information for aboriginal seniors on healthy eating to prevent Type II Diabetes.
- Scenario Three: I would like you to find a resource that you would provide to a client.

SCENARIO DEBRIEF

7. [After each scenario, moderator asks each individual to recall how they went about trying to find the information on that scenario]. Moderator probes on the following:
 - Did you find this scenario easy or difficult? What page did you end up on and how did you get there?
 - Was the information you found what you expected find? If not, what did you expect to find? If yes, what was it?
 - Overall ease of navigation, clarity/intuitiveness of each step in the search process (e.g., whether it is apparent where to “click” next).
 - Clarity of labels, language, etc.
 - How confident are you overall that you were able to find the relevant information?
 - Satisfaction with how long it took them to find the information?
 - When/if participant used a partner link, did it have an impact on their confidence in the content and/or quality of the information?

8. [After all scenarios have been completed]. I want to give you another 5 or 10 minutes to see what else the website has and will let you spend some time navigating. Moderator probes on the following:
 - Any other impressions about the CHN website that you have not raised so far?
 - What do you like about it? What do you not like about it?
 - What do you think makes it different from other health websites?
 - Is there a feature that you think makes it stand out? Would you recommend the CHN web site to family, friends and/or colleagues?
 - [Moderator returns to the results from the prostate cancer example and projects it on the screen] In some of the scenarios, the website is designed to give you a number of results from your search. This particular example resulted in 37 items found. How many saw that you could sort these results? How many actually used this feature?
 - Generally, how many results would you want to find? What would you do if your search ended up in a larger number? How would you decide which ones would you go through and which ones you would not?

- How would you want to be able to sort?
- Any other suggestions for improvements and approaches to organizing information?

4. POTENTIAL CHANGES TO THE SITE (10 MINUTES)

9. Start by asking if they know what the new media tools are below. [If they do not know what they are explain it to them.] Ask if they currently use any or have used any of these and what they were used for. Follow-up to their answer(s) with whether or not they would use it on the CHN.
 - Download and listen to podcasts
 - Participate in webcasts
 - Sign up to receive information updates from a site through an automatic feed (e.g. RSS)
 - Participate in online discussion groups
 - Read (we)blogs
 - Respond to (we)blogs
 - Watch v(ideo) blogs
 - Create my own v(ideo) blogs

Now that you have seen and explored the CHN website, would you be interested in using any of these features if they were available on the CHN? [Explore which ones]

5. PROMOTIONAL MATERIAL – IF TIME PERMITS

10. Promotional Materials/Branding [Water bottles and promotional materials (magnet, bookmark, pamphlet) will be provided for review, and the participants can have them as a parting thank you gift]

- By looking at the promotional items:
- What are your general impressions?
- Do they tell you what the CHN does?
- Can you tell what kind of information they provide?
- Do they make you want to use the CHN?

6. WRAP-UP (5 MINUTES)

11. Questions from observers

12. Is there anything else you would like to add before we end our discussion?

THANK YOU VERY MUCH FOR YOUR PARTICIPATION!

APPENDIX C
USERS AND NON-USERS DOCTORS
INTERVIEW GUIDES



CANADIAN HEALTH NETWORK WEBSITE INTERVIEW QUESTIONS - USERS

MARCH 2007

Note: The Canadian Health Network's URL is www.canadian-health-network.ca

Thank you again for taking the time to be interviewed. The purpose of the interviews is to provide the Canadian Health Network (CHN) with feedback on their website, including how to improve.

Before our interview, can you re-familiarize yourself with the CHN website (if necessary).

As well, can you try to find information on the following two things using the CHN website:

- information for women to reduce their risk of heart disease
- information for aboriginal seniors on healthy eating to prevent Type II Diabetes

The questions we plan to ask are on the subsequent pages.

1. How did you first find out about the CHN site?
 - How long have you been using the CHN site?
 - How often do you visit the CHN site? Why do you typically visit the CHN?
2. And how easy is it to find the information on CHN?
 - Do you usually find everything you're looking for? Some of it? None?
3. What are your overall impressions of the website?
 - What do you like about it? What do you not like about it?
 - How does CHN compare to other health-related sites? What sets it apart?
 - Is there a feature that you think makes it stand out?
4. Thinking about the search process and what you found relating to information for women to reduce their risk of heart disease and information for aboriginal seniors on healthy eating to prevent Type II Diabetes
 - Was the information you found what you expected to find? If not, please explain.
 - Overall ease of navigation, clarity/intuitiveness of each step in the search process?
 - Clarity of labels, language, etc.
 - How confident were you overall that you would be able to find the relevant information?
5. Thinking about the search results, how many "results" would you want to see on a particular topic?
 - How would you decide which ones to go through and which ones you would not?
 - How would you want to be able to sort the different results?

6. What do you think of the idea of the CHN using new media tools, things like web blogs, video blogs, webcasts, podcasts, receiving information updates?
 - Do you think that you would use them yourself?
 - Under what circumstances/for what type of information would you use them? Can you give me some examples of what would be useful and why?
7. What suggestions do you have for improvements and/or future directions for the website?



CANADIAN HEALTH NETWORK WEBSITE INTERVIEW QUESTIONS - NON USERS

MARCH 2007

Note: The Canadian Health Network's URL is www.canadian-health-network.ca

Thank you again for taking the time to be interviewed. The purpose of the interviews is to provide the Canadian Health Network (CHN) with feedback on their website, including how to improve.

Before our interview, can you familiarize yourself with the CHN website.

As well, can you try to find information on the following two things using the CHN website:

- information for women to reduce their risk of heart disease
- information for aboriginal seniors on healthy eating to prevent Type II Diabetes

The questions we plan to ask are on the subsequent pages.

1. What are your overall impressions of the website?
 - What do you like about it? What do you not like about it?
 - How does CHN compare to other health-related sites? What sets it apart?
 - Is there a feature that you think makes it stand out?
 - Can you see yourself using it in the future?

2. Thinking about the search process and what you found relating to information for women to reduce their risk of heart disease and information for aboriginal seniors on healthy eating to prevent Type II Diabetes
 - Was the information you found what you expected to find? If not, please explain.
 - Overall ease of navigation, clarity/intuitiveness of each step in the search process?
 - Clarity of labels, language, etc.
 - How confident were you overall that you would be able to find the relevant information?

3. Thinking about the search results, how many “results” would you want to see on a particular topic?
 - How would you decide which ones to go through and which ones you would not?
 - How would you want to be able to sort the different results?

4. What do you think of the idea of the CHN using new media tools, things like web blogs, video blogs, webcasts, podcasts, receiving information updates?
 - Do you think that you would use them yourself?
 - Under what circumstances/for what type of information would you use them? Can you give me some examples of what would be useful and why?

5. What suggestions do you have for improvements and/or future directions for the website?

APPENDIX D

SURVEY INSTRUMENT

SURVEY INSTRUMENT

Introduction

EKOS Research Associates has been hired by the Canadian Health Network(CHN) to help CHN to better understand the needs and characteristics of the users of CHN. Your answers will help CHN to better understand your expectations and preferences and to better meet your needs for health information currently and in the future.

After completing the survey, if you are interested, you may choose to provide contact information in order to participate in focus groups that will take place at the end of March and early April 2007. Otherwise, all information will be kept in the strictest confidence. No individual will be identified in any way. Responses will be collected and reported as a group (please see our privacy policy for more details at the 'Privacy Policy' button below).

The survey will take you approximately 10 minutes to complete.

Instructions

- Please consider the questions and your answers carefully.
- Unless otherwise indicated, you may provide only one answer per question.
- On each screen, after selecting your answer, click on the "Back" or "Continue" buttons at the bottom of the screen to move forward or backwards in the questionnaire.
- If you have any questions about how to complete the survey, please call EKOS Research Associates at 1-800-388-2873 or send an email to chn@ekos.com.

All of the responses that you provide in this questionnaire are confidential. No information will be provided that would link your answers to you.

AWARENESS AND USE

How often, on average, would you say you use the Canadian Health Network (CHN) Web site?



Daily
Weekly
Monthly
1-6 times a year
First-time user

Do not use the site
Do not know/Prefer not to answer

Do you generally access the CHN web site for personal or professional reasons? 

Personal (i.e., for my own or my family's health)
Professional (i.e., in dealing with a patient, client or student)
Work or study related (i.e. health promotion/student)
Both personal and professional
Do not know/Prefer not to answer

How did you first find the CHN Web site? 

Search Engine
Health Canada/Public Health Agency of Canada (PHAC) web site
Other health related web site
Referral from a personal contact
Read about it in a newspaper/magazine/brochure
Healthlink newsletter
Conference/public event
Referred to it by a health professional
Other
Do not know/Prefer not to answer

Do you have the site bookmarked for easy referencing (i.e., added to your list of favourites)? 

Yes
No
Do not know/Prefer not to answer

In general, what information do you look for on the CHN Web site? (select as many as apply) 

Cardiovascular diseases
Healthy eating
Respiratory diseases
Tobacco
Children
Active living

Environment and Health
Other
Do not know/Prefer not to answer

SATISFACTION WITH THE WEB SITE

Did you find the information you were looking for?



Yes, completely
Somewhat
No
Do not know/Prefer not to answer

What specific information were you looking for?



Response
Do not know/Prefer not to answer

Please rate each of the following about the CHN web site:
(Very Poor, Poor, Neither, Good, Very Good)



The ease of finding information
The level of detail
The language and terminology used
The usefulness of the information
Your level of trust in the information
How up-to-date the information is
The left-hand navigation bar
The number of steps it took to get to the information you were looking for
The "Help" function
The links provided to external sites
The "Search" function

What feature do you find the most useful on the CHN web site?



Articles
Frequently Asked Questions (FAQs)
(External Health) Resources
Special features on the Home page
Contact Us

Public Health Updates
Highlights
Other (specify)
Do not use these features
Do not know/Prefer not to answer

How likely would you be to do each of the following:

(Not At All Likely, Not Likely, Moderately Likely, Likely, Extremely Likely)



Recommend the CHN web site to family, friends and colleagues
Make a lifestyle/behavioural change based on the information you found on the CHN web site.
Recommend a lifestyle/ behavioural change to someone else based on the information you found on the CHN web site

When you are looking for information on health-related issues, what other health related web sites (if any) do you use?(Select as many as apply)



Do not use any other health related web sites
Health Canada
Public Health Agency of Canada
Provincial/Territorial government health sites
Web MD
Mayo Clinic
Women's Health Matters
Medline Plus
Other commercial sites
Other (specify)
Do not know/Prefer not to answer

Compared with other health related web sites that you use to get information, how would you rate the CHN web site compared with the others in the following areas?
(CHN is not as good, About the same, CHN is much better)

Ease of use (navigation) of the web site.
Generally giving you the information that you need/were looking for.



Overall, how satisfied are you with the CHN web site?

Very satisfied
Satisfied
Neither



Dissatisfied
Very dissatisfied
Do not know/Prefer not to answer

OTHER POSSIBLE FEATURES OF WEB SITE

Have you used the Internet to do any of the following? (Select as many as apply)

Download and listen to podcasts.
Participate in webcasts.
Sign up to receive information updates from a site through an automatic feed (e.g. RSS.)
Send someone an email of a web page or article via a link from the content page.
Rate the quality or usefulness of web content.
Sign up for text message updates.
Participate in online discussion groups, web logs (blogs) or video logs (vlogs).
None of the above
Do not know/Prefer not to answer



Which of the following features would you be interested in using on the CHN site? (Select as many as apply)

Send someone an email of a web page or article via a link from the content page.
Rate the quality or usefulness of web content.
Sign up for text message updates.
None of the above
Do not know/Prefer not to answer



Which interactive features would you like to use on the CHN web site for the following issues? (Select as many as apply)

Features

Download and listen to podcasts
Participate in webcasts
Sign up to receive information updates from a site through an automatic feed (e.g. RSS.)
Participate in online discussion groups
Read web logs (blogs)
Respond to web logs (blogs)
Watch video logs (vlogs)
Create my own video logs (vlogs)
Do not know/Prefer not to answer



Issues

Living with chronic disease/disability

Living a healthy lifestyle (e.g., physical activity, good nutrition)

Interacting with people like yourself (e.g. men, women, children, seniors, students, health professionals)

Interacting with a health professional (e.g., doctor, public health nurse, exercise instructor, nutritionist, teacher)

Personal stories of Canadians sharing ideas and strategies on health issues

ABOUT YOU

What is your current occupation?

Medical doctor

Nurse

Pharmacist

Librarian

Teacher

Educator

Student

Researcher/scientist

Academic

Other health professional

Other, specify

Prefer not to answer



Are you:

Male

Female

Prefer not to answer



Which of the following age categories are you in?

Under 25 years old

25-34 years old

35-44 years old

45-54 years old

55-64 years old



65-74 years old
75 years or older
Prefer not to answer

Which of the following is closest to the level of education that you have completed?

Less than grade 9
Some high school
High school graduate
Some community college/CEGEP
Completed community college/CEGEP
Some university
Completed university
Some graduate studies
Masters degree
Doctorate
Prefer not to answer



Which of the following is closest to your household's overall income for 2006 (before taxes)?

Under \$10,000
\$10,000 to \$19,199
\$20,000 to \$29,999
\$30,000 to \$39,999
\$40,000 to \$49,999
\$50,000 to \$59,999
\$60,000 to \$74,999
\$75,000 to \$99,999
\$100,000 and over
Prefer not to answer



What are the first three digits of your postal code?

Postal code
Live outside Canada
Don't know/No answer



As part of this research, EKOS Research Associates on behalf of the Public Health Agency of Canada will also be conducting focus groups with users of the CHN Web site scheduled to take place in the last week of March, 2007, in Toronto and

Montreal. The purpose of these discussion groups is to obtain more in-depth feedback on various aspects of the web site. All users who participate in this discussion will be provided with a cash honorarium. Do you think that you would be interested in attending one of these group discussions?

Yes

Would like more information

No

Please provide us with the following contact information. We will contact you once the groups are scheduled, to give you more details and see if you will be able to attend. You will be contacted by EKOS Research Associates.

Name:

Email address:

Telephone number:

Thank you very much for taking the time to complete this survey.

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APPENDIX E

REGRESSION ANALYSIS

Linear Regression Model (Stepwise Entry Method)	DEPENDENT VARIABLES		
	Dependent variable “Overall, how satisfied are you with the CHN website?”	Dependent variable “Compare CHN to other health-related websites used, concerning navigation of the website/ generally giving you the information that you need/were looking for”	Dependent variable “Would you recommend the CHN website to family, friends and colleagues?”
	Standardized Coefficients (Betas)		
Rate... The level of detail	.174*	.124*	---
Rate... The ease of finding information	.150*	.137*	.095*
Rate... The number of steps it took to get to the information you were looking for	.147*	.131*	.073*
Rate... The usefulness of the information	.136*	.091*	.162*
Rate... The links provided to external sites	.047	---	.055*
Rate... The Help function	---	.051	---
Rate... The Search function	---	.066*	.040
Rate... The left-hand navigation bar	---	---	.058*
Multi-categorical dummy variable Type of User:			
First-time User versus Frequent User	---	.045	-.090*
Infrequent User versus Frequent User	-.088*	-.064*	-.145*
Categorical dummy variable Incidence of Finding Information:			
Found the information sought versus Not	.107*	.057*	.104*
Categorical dummy variable Reasons for Visiting CHN:			
Personal Reasons versus Other	---	---	-.047*
Which of the following age categories are you in?	.059*	---	.028
Which of the following is closest to the level of education that you have completed?	-.037	-.074*	---
Categorical dummy variable Urban Status:			
Urban versus Rural	---	---	.028
Categorical dummy variable Gender: Male versus Female	---	.052*	---
Adjusted R Square	0.36	0.28	0.23

* Significant at 0.01 level

Significant at 0.05 level

--- Insignificant