IMPLEMENTING THE INTERACTION MODEL OF CLIENT HEALTH BEHAVIOUR IN PET HEALTH INFORMATION BEHAVIOR INTERVENTIONS

Niloofar Solhjoo, MSLIS1; Nader Naghshineh, PhD1; Fatima Fahimnia, PhD1
1University of Tehran, Faculty of Management, Department of information Science

INTRODUCTION

Humans appear to share a very close relationship with their pets, most pet owners think of their pets as family members and consider their pets’ wellbeing as themselves. Since, pet owners are active participants in their pet’s medical treatment, they seek health information from variety of sources to make informed decisions. However, a number of information seeking and intervention studies seem to focus on skills to search, select, appraise, and apply pet health information, there is a lack of comprehensive frameworks and models to intervene and evaluate health information seeking behavior (HISB) of pet owners. It is recommended to draw on multidisciplinary frameworks, especially health behavior models, when working with and beyond health information issues that can capture the complexity of HISB. Therefore, we identify and adapt the Interaction model of client health behavior (IMCHB) that is applicable to information intervention for the group of pet owners in the context of veterinary medicine.

OBJECTIVE

Our objective is to conceptualize and operationalize elements of The IMCHB model created by Dr. Cheryl Cox2 that aimed to identify explanatory relationships between client singularity, client-provider relationship, and health outcome in any health care setting and to any health care provider.

Why IMCHB?

The object of the model aligns with the purpose of the study: (1) the pet owners’ characteristics such as HISB, health literacy and pet-owner relationship, (2) the client education/intervention process, which is an interface between pet owner and veterinarian, (3) the health outcome of information interventions, are all captured within the IMCHB.

Method

By doing a combination of inductive and deductive coding with NVivo software through a multidisciplinary literature review we indicate the most influencing factors on HISB of pet owners, including human-pet relationships, veterinary-client interactions, and pet owner’s health literacy.

REFERENCE

1. Rogers, C., Jones A., Olszyk, Peter, Habermas, Regina, Borkowski, and Mark Eldred, “Pet pet owner’s use of the internet for online pet health information.” The Veterinary Record (2018).