

Decision Dynamics and Human-Computer Interaction in Consumer Online Health Information Seeking: A Behavioral Information Research (BIR) Exploration

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ABSTRACT

According to the dual-processing theory, humans deviate from rational decision-making due to the intuitive cognitive heuristics. Online health information seeking (OHIS) entails critical implications for health. This study aims to understand the dynamics of cognitive biases and achieve debiasing through human-computer interaction (HCI) designs to enable better decision-making in OHIS.

Preliminary findings identified 40 empirical research articles containing 56 studies on cognitive biases in consumer OHIS from 1995 to 2019 with 75% of the articles published in the last decade. Optimistic bias and confirmation bias are the most studied cognitive biases out of the 16 biases identified. Behavioral economist Daniel Kahneman has the most theoretical presence, while more recent behavioral economic insights such as nudge are not present. In terms of health topics, 35% of studies addressed specific diseases and illness, while 17.5% addressed consumer health issues such as food and nutrition.

Note: Study 1 is completed and submitted to a journal under review. The data collection and analysis for study 2 and 3 are currently underway and will be finalized by this coming summer.

ALISE RESEARCH TAXONOMY TOPICS

information seeking

AUTHOR KEYWORDS

health information seeking; cognitive bias; decision-making; behavioral information research; online experiment