

# The Influence of Social Media on the Health Seeking Behaviour of University Students

Emmanuel Kusi ACHAMPONG<sup>1\*</sup>, Tijani Mahamadu AZANGA<sup>2</sup>, and Evans Kofi AGBENO<sup>3</sup>

The survey used in our study:

## THE INFLUENCE OF SOCIAL MEDIA ON THE HEALTH SEEKING BEHAVIOUR OF STUDENTS AT THE UNIVERSITY OF CAPE COAST

Hello! My name is Azanga Mahamadu Tijani, a 600-level student at the University of Cape Coast School of Medical Sciences. I am conducting a study on the above topic as part of my final year project and I would be glad if you could spare some time to fill this questionnaire for me. Any information you provide will be kept strictly confidential. I am counting on your kind cooperation. Thank you.

Level..... Program of study.....

Age..... College.....

Male

Female

### Usage and type of social media used

1. Which social media platform(s) do you use? You can tick more than one option.

a. WhatsApp

b. Facebook

c. Twitter

d. Instagram

e. LinkedIn

f. Any other?

Please

specify.....

.....

2. How often do you receive health-related information on social media platforms?

.....

.....

3. Do you receive health-related messages on WhatsApp?

a. Yes

b. No

4. Do you receive health-related messages on Facebook?

a. Yes

b. No

5. Do you receive health-related messages on Twitter?
  - a. Yes
  - b. No
  
6. Do you receive health-related information on Instagram?
  - a. Yes
  - b. No
  
7. Do you discuss the authenticity or usefulness of health-related information received on social media platforms with a doctor or other health care professionals?
  - a. Always
  - b. Sometimes
  - c. Never
  
8. Do you face any challenges in trying to obtain health-related information on social media platforms?
  - a. Always
  - b. Sometimes
  - c. Never
  
9. If your answer to question (8) is yes, please specify the challenge(s)  
.....  
.....  
.....  
.....

**Practice of social media users regarding health-related information received on social media platforms**

1. Have you ever started medication/treatment as advised/advertised on social media without asking a doctor?
  - a. Yes
  - b. No
  
2. If your answer to question (1) is yes, please specify which social media platform influenced you most.  
.....  
.....
  
3. Have you ever stopped medication /treatment as advised/advertised on social media without asking your doctor?
  - a. Yes
  - b. No
  
4. If your answer to question (3) is yes, please specify which social media platform influenced you most.  
.....  
.....

5. Do you have a way of verifying the credibility of health information on social media?  
a. Yes   
b. No

6. If your answer to question (5) is yes, please specify how you verify the information obtained on social media platforms.  
.....  
.....  
.....  
.....

7. Have you ever shared health-related information on social media?  
a. Yes   
b. No

8. If your answer to question (7) is yes, do you have a system for verifying the credibility of health-related information before sharing it on social media platforms?  
a. Yes   
b. No

9. If your answer to question (8) is yes, please specify.....  
.....  
.....