

**ON USING HEALTH INFORMATION WEBSITE TO IMPROVE THE
REPRODUCTIVE HEALTH IN RURAL YUNNAN OF CHINA: PERCEIVED
ATTRIBUTES OF INNOVATION AND ITS UTILIZATION**

TANG SONGYUAN

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS (HEALTH SOCIAL SCIENCES)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY**

2004

ISBN 974-04-4618-3

COPYRIGHT OF MAHIDOL UNIVERSITY

ON USING HEALTH INFORMATION WEBSITE TO IMPROVE THE REPRODUCTIVE HEALTH IN RURAL YUNNAN OF CHINA: PERCEIVED ATTRIBUTES OF INNOVATION AND ITS UTILIZATION

TANG SONGYUAN 4537980 SHHS/M

M.A. (HEALTH SOCIAL SCIENCE)

THESIS ADVISORS: VEENA SIRISOOK, PH.D., ARAYAN TRANGARN, PH.D., ZHANG KAINING, M.D.

ABSTRACT

Using Rogers' Diffusion of Innovations theory, a longitudinal study was designed and conducted in rural Yunnan province of China. The purposes of this study were to describe the local health services providers' perceived attributes of the reproductive health information website and its utilization in rural Yunnan, and to investigate the relationships between the perceived attributes and utilization. The samples were 56 local providers in Nanhua and Dayao Counties in Yunnan Province of China. Both the quantitative and qualitative data were collected by structured questionnaire, Server-side Log File record system, structured observation sheet and the in-depth interview. As a longitudinal study, the two surveys were conducted respectively in August 2003, and January 2004. Pearson's Correlation Coefficient and Stepwise linear multiple regression were employed to analyze the relationships between the perceived attributes and the utilization.

The results revealed that most of the local providers (96.5%) perceived the reproductive health website as an innovation including four attributes: relative advantages, higher compatibility, low complexity and the sound observability. The local providers' utilization of the reproductive health website was high, they browsed the website about 2 times per week, and spent an average of one hour on the reproductive health website per week. The length per time of browsing the reproductive health website was about half an hour. The relative advantage, compatibility and complexity of using the reproductive health information website positively correlated with utilization. In addition, there was no correlation between the perceived observability and the utilization. Around 40% of the variance in utilization was explained by the four perceived attributes of the website. The perceived relative advantages and complexity were instrumental factors for the utilization of the reproductive health website.

These findings suggested that the reproductive health website was a good and feasible approach for implementing the health education in rural Yunnan.

KEY WORDS: REPRODUCTIVE HEALTH WEBSITE / E-HEALTH / PERCEIVED ATTRIBUTES / WEBSITE UTILIZATION / CHINA

144 pp. ISBN 974-04-4618-3