

ENGAGEMENT IN ONLINE HEALTH COMMUNITIES:
EXPRESSED ATTITUDES AND SELF-EFFICACY OF
ARTHRITIS SELF-MANAGEMENT BEHAVIORS

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ABSTRACT

The purpose of this research is to examine the computer-mediated communication within online health communities to understand the role engagement plays in eHealth literacy and the perceived benefits, perceived barriers, and expressed feelings of self-efficacy toward self-management behaviors of people with arthritis. This study used two methods: content analysis, and concurrent ethnomethodology. A four constructed-week sample was collected from four online health communities for the content analysis (N=1,960), and more than 6,500 archived posts were examined ethnomethodologically. Online health communities provide opportunities for health behavior change messages to educate and persuade regarding arthritis self-management behaviors.