

## Health Information Seeking Estonians Aged $\geq 50$ Years during the COVID-19 Pandemic

**Authors :** Marianne Paimre

**Abstract :** The COVID-19 crisis has prompted older people to adopt new technologies to facilitate their daily life. This study explored the relationships between socioeconomic indicators, technology acceptance, online health information seeking (OHIS), and health behavior (HB), including readiness for COVID-19 vaccination among Estonian older adults. A cross-sectional survey was conducted among 501 people aged  $\geq 50$  in 2020. Its findings indicate that the more recurrent the need for health information was ( $\rho = .11, p < .05$ ), and the more regularly one searched for it ( $\rho = .14, p < .01$ ), the more willing a person was to get vaccinated. Also, interest in digital applications corresponded to vaccination readiness ( $\rho = .25, p < .001$ ). However, this relationship did not emerge in the case of other health behaviors such as healthy diet and exercise. Differences in health information behavior (HIB) should be considered when developing effective means of health communication designed especially for crisis situations.

**Keywords :** older adults, technology acceptance, health information behavior, health behavior, COVID-19 pandemic

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