

Online surveys about alcohol and other drug websites

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Problem & Aims



- There is limited research especially in Australia investigating internet usage rates and what peoples opinions and preferences are of alcohol and other drug (AOD) websites.
- To gain an understanding about what people like and prefer/want when visiting AOD websites.



Method

- Three online surveys were developed for:
 - The General Public (N=3313)
 - Health practitioners (N=126)
 - Website providers (N=26)

- Each survey was accessed online, was anonymous, and took 10-15 minutes to complete

- The general public survey was advertised on Facebook, on AOD and health-related websites, and via consumer and tertiary email

FINAL General Public Online Evaluation of Drug and Alcohol Internet

*** 1. How did you come across this/these drug websites?**

☐ I was surfing the internet and found it by accident

☐ I used a search engine (e.g., Google)

☐ I used a link from another website

☐ I saw it advertised in the media

☐ A relative recommended it

☐ A friend recommended it

☐ A health professional recommended it

☐ Other (please specify) _____

*** 2. When you visited a website on drugs, were you looking for...**

	Yes	Somewhat	No
Information about the effects of drugs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on how to get help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A way to gauge if someone has a problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online treatment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support for someone who was using	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Legal Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*please specify _____

*** 3. When looking at drug websites, did you find what you wanted?**

☐ Yes

☐ Somewhat

☐ No

8. AOD Website Search Time

*** 1. How long did it take you to get the information you wanted from these alcohol or drug websites?**

☐ Less than 5 minutes

☐ 5-15 minutes

☐ More than 15 minutes

General Public Survey: Question Topics

- General internet usage behaviours



- Important health, stress and AOD website features



Usage and search behaviours for AOD websites specifically

- Preferences regarding AOD website tools/functions
- Preferences for AOD online treatment modalities



Sample Characteristics: General Public Survey

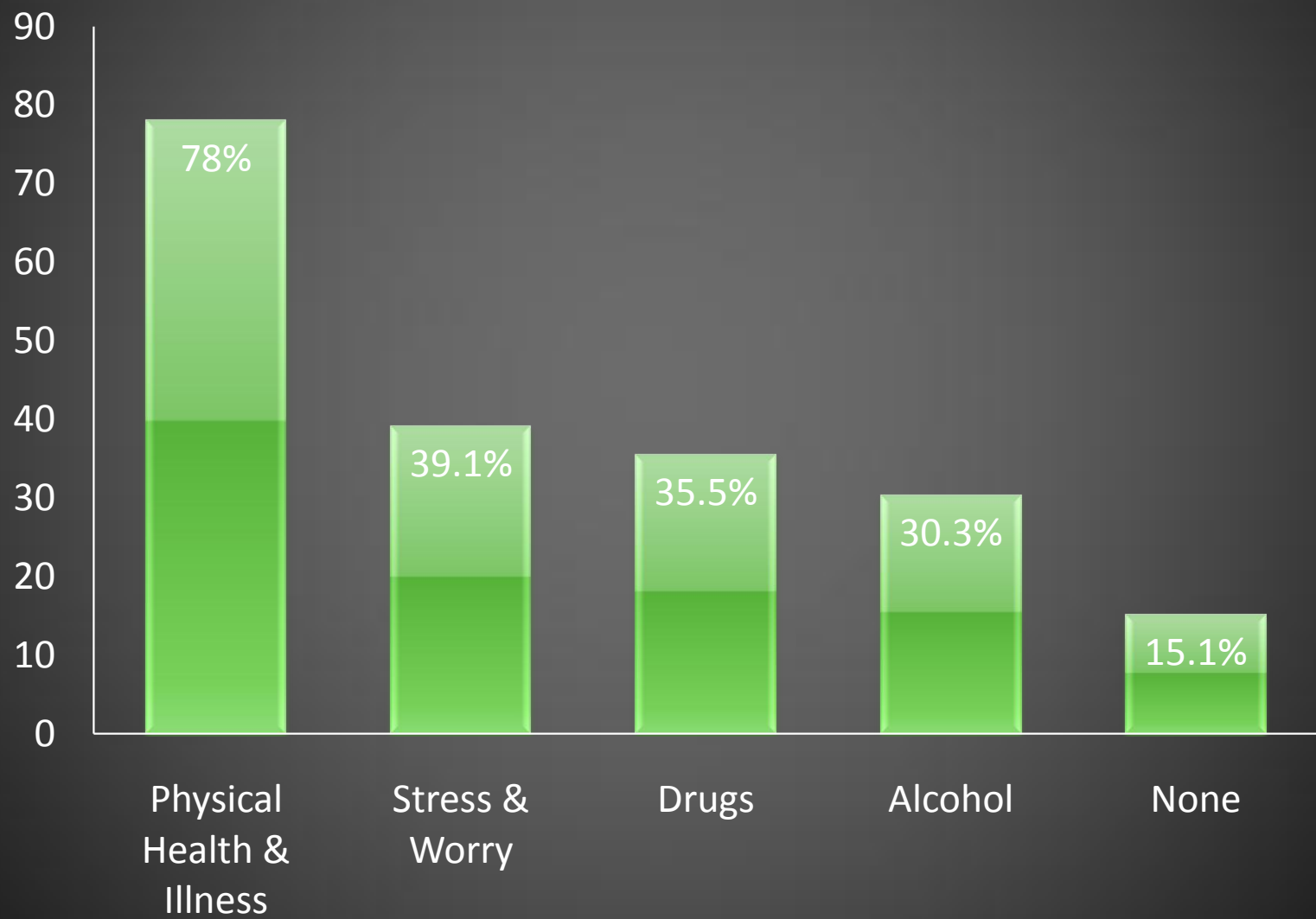
- 3313 people accessed the general public survey
- 305 individuals were removed from data analysis (no consent, age, did not complete any questions).
- Leaving 3008 that at a minimum answered 1 question

Demographics	Sample Characteristics
Gender	Female = 66% Male = 34%
Age (mean)	25.9 (age range: 18-79)
Education	Completed Year 12 = 92.4% More than 12 years = 81.1%
Employment	Part-time = 50.4% Full-time = 19.2% Unemployed = 13.2% Studying = 11.3%

Results: General Internet Usage Behaviours (N=3008)



Previous Health Information Web Searches (N=3008)



Important General Features of Health, Stress, AOD Websites (N=2488)

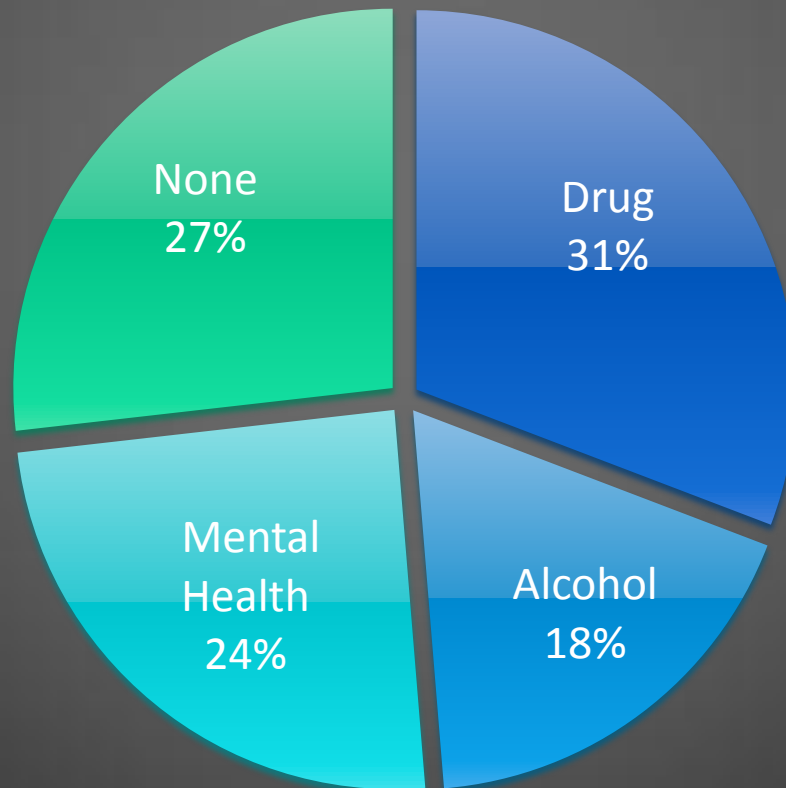
General Website Features	Very Important (%)	Somewhat (%)	Not at all (%)
Easy navigation	88.2	11.3	0.5
Open access	85.6	12.6	1.8
The right amount of information	81.9	17.1	1.0
Internal search function	79.7	18.5	1.8
Easy to understand language	78.9	18.8	2.2
No need for extra software	73.2	22.3	4.4
Interesting web pages	52.6	42.8	4.5
Does not require a high bandwidth	46.0	41.2	12.8
Attractive website layout	45.2	48.1	6.7
A glossary	31.3	53.5	15.2
A sitemap	28.0	49.0	23.0

Important Interactive Features of Health, Stress, AOD Websites (N=2475)

Interactive Features	Very Important (%)	Somewhat (%)	Not at all (%)
Print/download information	69.8	24.9	5.3
Being able to ask a question	59.1	32.6	8.2
External links	51.0	42.5	6.6
Pictures and graphics	49.1	45.3	5.6
Automated personal feedback	25.1	48.0	27.0
Video	15.9	49.7	34.4
Quizzes	15.7	47.0	37.2
Flash / animations	11.3	48.6	40.1
Audio	11.2	43.6	45.3
Access to a chat room	11.0	43.1	45.9
SMS or email reminders	8.9	36.7	54.4
Blogging	7.6	41.0	51.4
Games	5.2	22.5	72.2

AOD Website Visits (N=2506)

Which type of websites do you visit the most?



AOD Websites...What Are You Looking For?



Multiple-selection	Alcohol (n=431)	Drugs (n=752)
	(% Yes)	(% Yes)
Information about the effects of AOD	72.9%	92.9%
A way to gauge if someone has a problem	36.8%	28.3%
Support for someone who was drinking/using	25.3%	22.3%
Legal information	24.5%	30.7%
Information on how to get help	19.6%	16.0%
Family support	13.4%	12.7%
Online treatment	12.3%	10.7%

AOD Web Search Behaviours

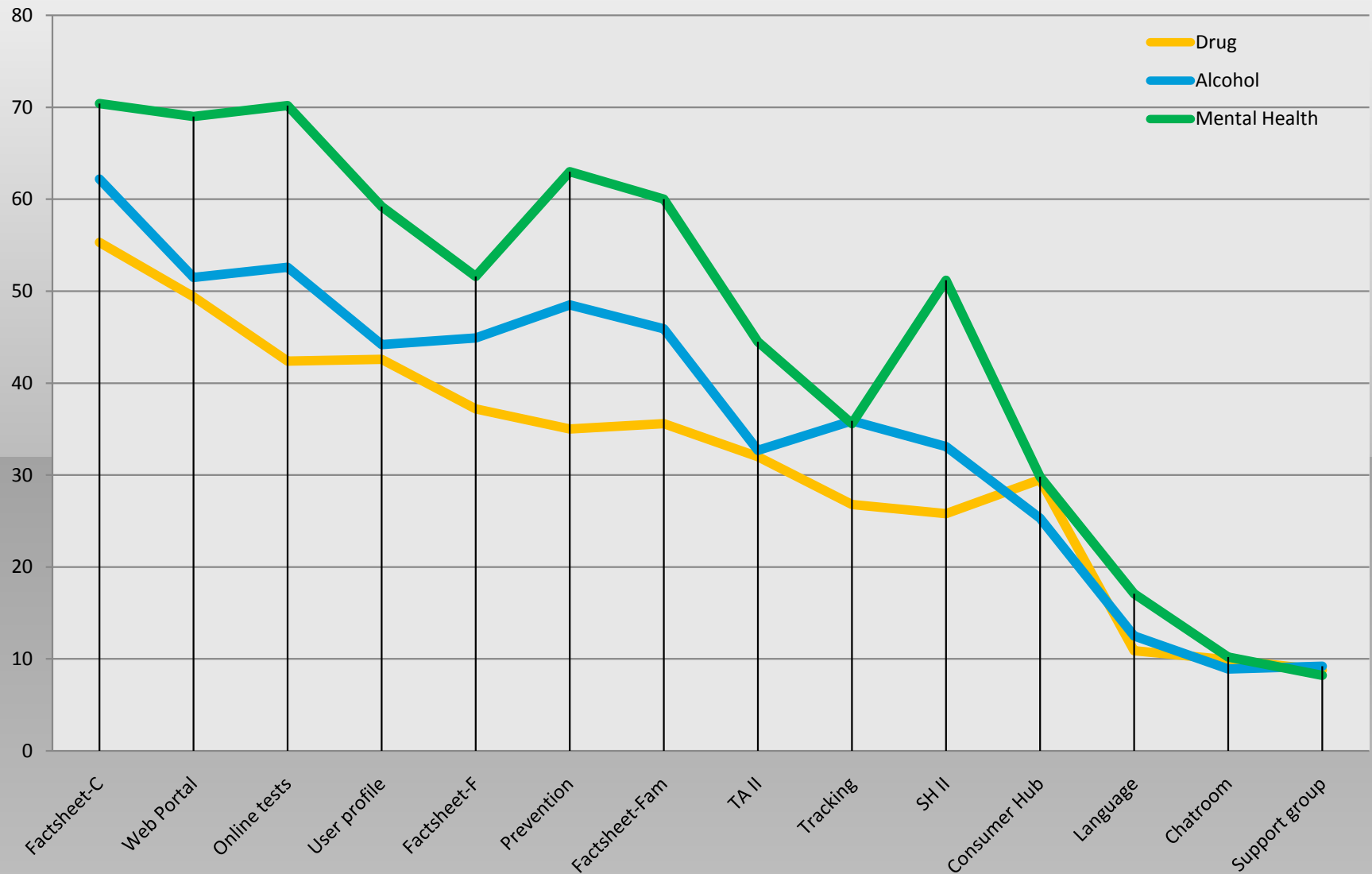
How heard, find it and how long it took?	Alcohol (n=471)	Drugs (n=752)
How did you hear about these websites? <ul style="list-style-type: none">- Search engine- Website link- Accident- Media- Health care professional- Friend	79.1% 20.4% 19.3% 10.7% 6.7% 4.9%	82.0% 21.5% 16.1% 8.2% 7.8% 12.0%
Once there, did you find what you wanted?	47.3%	52.7%
How long did it take to get the information you wanted? <ul style="list-style-type: none">- Less than 5 minutes- 5-15 minutes- More than 15 minutes	22.7% 51.8% 19.6%	22.3% 55.3% 22.3%

Preferred AOD Web Features

Would you use...? (Yes % - Very Important)	Drugs (n=629)	Alcohol (n=360)
Downloadable fact sheets for consumers	55.3	62.2
A web portal site that has information on the best websites and treatment options	49.4	51.5
Online tests or other tools to help gauge if there is an AOD problem	42.4	52.6
A quick and easy user profile system that tailors information to need	42.6	44.2
Downloadable fact sheets for friends	37.2	44.9
Prevention programs for those 'at risk' of developing an AOD problem	35.0	48.5
Downloadable fact sheets for family or carers	35.6	45.9
An online treatment program with assistance (phone, IM, email or webcam)*	32.0	32.7
A tracking function	26.8	35.9
An online self-help treatment program*	25.8	33.1
A consumer information sharing hub to share your experiences	29.5	25.3
Material/text presented in a different language	10.9	12.5
A chat room	9.9	8.9
Being able to start up your own online support group	8.8	9.2

* Looking for versus use (10-12%)

AOD & Mental Health Web User Comparison (n=1602)



If You Had a Problem with AOD, which Support Type Would You Prefer the Most? (n=947)

Type of support	Drug Problem	Alcohol Problem
A self-help website with no therapist support - Consumer - Healthcare professional*	17.6% (175) 17.9% (21)	19.4% (193)
Website with telephone support from a therapist - Consumer - Healthcare professional*	17.9% (178) 21.4% (25)	18.4% (183)
Website with face to face support from a therapist - Consumer - Healthcare professional*	25.8% (257) 16.2% (19)	21.5% (214)
Website with email support from a therapist - Consumer - Healthcare professional*	33.8% (337) 25.6% (30)	35.3% (352)

*Note: HCP's were asked what type of AOD website supports would be most useful for their clients (n=95)

Summary and Conclusions

- General features, such as easy navigation, open access, having the right amount of information and internal search functions were considered to be highly important website features;
- In terms of interactive features, tools that required minimal levels of interactivity, such as pictures and graphics, downloadable information and external links were considered to be much more important than quizzes, video, audio, animations, etc;
- Of concern, only half of the AOD website visitors reported being able to find the information they wanted;
- Although the public and HCPs were in agreement that an internet site with an email support would be the most preferred support type, all treatment modality types received healthy percentage endorsements, clearly suggesting consumer choice is imperative.



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Australian Government
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