

# Health Information Seeking Behaviors Among Chinese Sexual Minority Men A Design Thinking Informed Approach



## Background & Motivation

- Sexual Minority Men (SMM) account for 25%+ of new infections in China, despite national prevention efforts
- Comprehensive sexuality education is not standard in school curricula, and even less is relevant to SMM
- Dating application have enabled SMM to find more sex partners online more frequently, yet there is no companion use of the internet for quality sex education

## Research Questions

- What roles does the internet play in the sex lives of MSM in China?
- What are the perceptions of and attitudes towards existing sexual health information?
- What are Chinese MSM looking for in an online sex education resource?

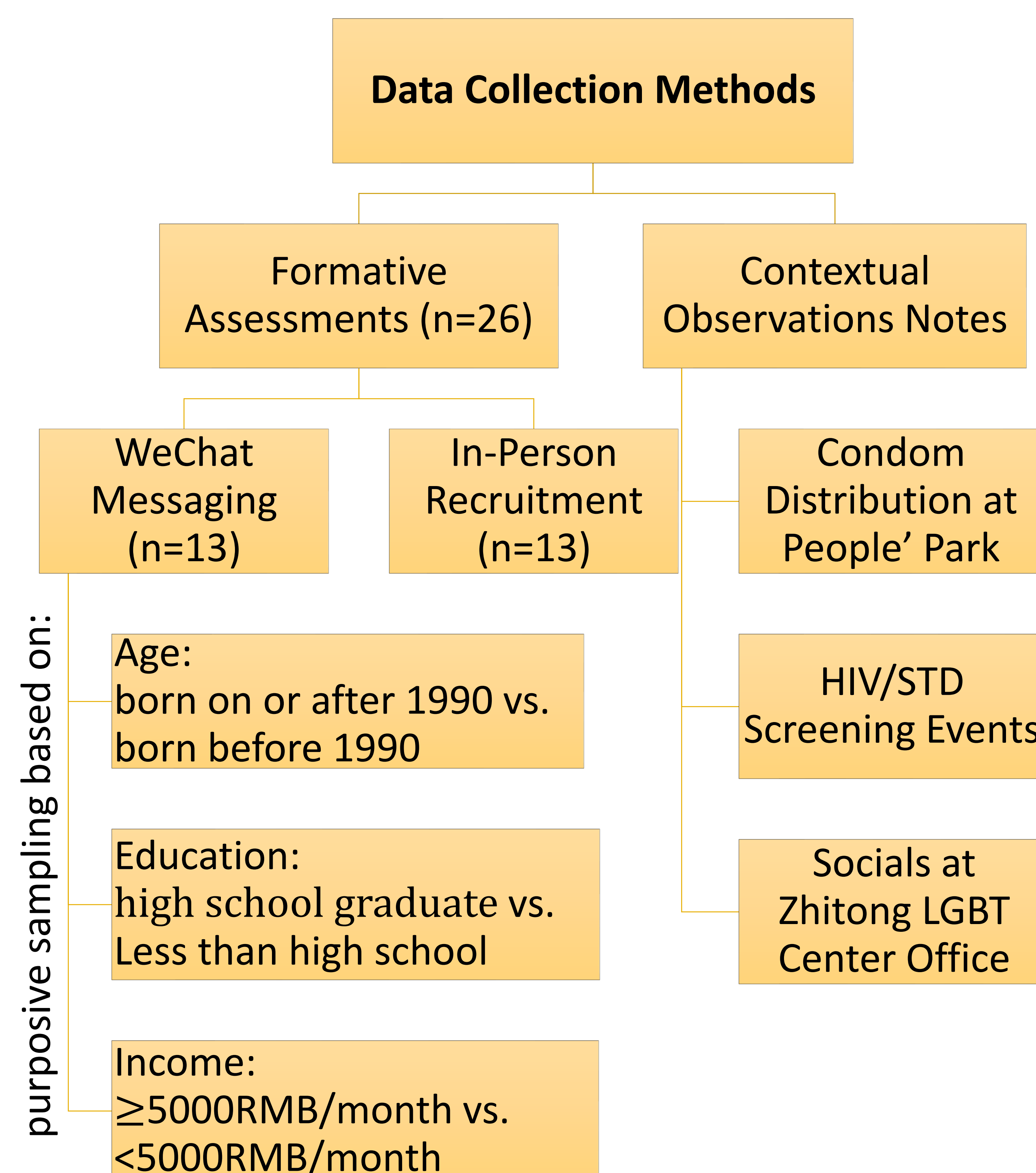


## Preliminary Results

- Participants expressed need to disentangle the relationship between the gay community and HIV infection in public media.
- Extreme rhetoric online linked homosexuality as a mental illness, HIV/AIDS infection, and inevitability leading a short life.
- Community-based organizations were predominately the main spaces for SMM to socialize, learn, and attain STD screening.
- More than half of participants answered 3 or more questions incorrectly on the STD prevention knowledge quiz.

## Methodology

- 26 formative assessments with Chinese SMM were conducted in Guangzhou, China during May-July 2019
- Sessions were designed to last 1.5-2 hours and consisted of three components:
  - In-depth interview on sexual identity development, social support, & health information seeking
  - Online health information web search activity
  - 5-item quiz on practical STD prevention knowledge



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Richie Houhong Xu<sup>1</sup> | M. Kumi Smith, MPIA, Ph.D<sup>2</sup> | Xiaoyuan Jin<sup>3</sup>

<sup>1</sup> MPH Epidemiology – School of Public Health

<sup>2</sup> Assistant Professor, Division of Epidemiology and Community Health

<sup>3</sup> MS Health Services Research, Policy, and Administration – School of Public Health

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