E-health video-group interventions for MSM living with HIV: Potential for increasing intervention reach

75% of participants were willing to join a group video-phone intervention

74% of participants were willing to join a group computer-based intervention

65% of participants were willing to join a group video-conferencing intervention from home

Salient Factors Contributing to Willingness to Use eHealth Programs

Perceived usefulness: “for someone to have a person to turn to... Someone who is newly HIV positive may not know where to go or who to talk to. I might be able to tell my story and provide guidance as a resource.”

Optimism: “[ehealth groups would be] good places to meet other HIV positive [people] since it’s not easy to find these people in bars etc.”

Innovativeness: “[I] would love to try the technology.”

Salient Factors Inhibiting Willingness to Use eHealth Programs

Discomfort: “I just know about a computer, it’s not as personal. You can see and hear people but I feel like it’s just not that personal. I’d rather meet the people, actually talk to them.”

Insecurity: “Too many people getting information. Computers not safe, [I] don’t know who is listening.”

HIV-related privacy concerns: Confidential, make sure that all participants have HIV and are respectable and keep status private.”

Group readiness: “It’s just too social. It won’t stay focused” “Nervous about group members trying to hook-up”

Figure 1. Adapted Technology Readiness and Acceptance Model (Original model Lin, Shih, & Sher, 2007)

References