Repetition and Formatting in Medication Instructions

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Abstract

The proposed study intends to examine how people respond to different types of medication instructions. Comprehension of pictorials in health-related materials like medication instructions plays a critical role in health outcomes, medication adherence, and health communication. This study will examine repetition and placement of pictures and text by presenting to participants a set of medication instructions for the mock oral suspension drug, ZYTREX, with varied information and formatting and then having them complete a comprehension and memory test, sequence order verification test, self-efficacy questionnaire, and a demographics questionnaire.

Methods

Participants
• Desired number of participants is 300
• PSYC 1101 students enrolled at GSU who are at least 18 years of age
Design
• 2 (Multimedia type: repetitious vs. complementary) X 2 (Presentation Type: integrated vs. separated) between-subjects design
Four conditions
• Repetitious-integrated condition
• Complementary-integrated condition
• Repetitious-separate condition
• Complementary-separate condition

Materials
• Comprehension/Memory Test
• Sequence Order Verification Test
• Self-efficacy Questionnaire
• Demographics Questionnaire

Proposed Analyses & Results
• 2X2 between-subjects design will be analyzed by using a factorial MANOVA
• H1: Repetitious pictures and text will score higher than complementary on comprehension/memory test, sequence order verification test, and self-efficacy.
• H2: Integrated pictures and text will score higher than separated on comprehension/memory test, sequence order verification test, and self-efficacy.
• H3: There will be an interaction effect for repetitious-integrated condition such that this condition will score highest in comprehension/memory test, sequence order verification test, and self-efficacy.

References