

Utilising GenAI in Personal Health Contexts: Investigating Information Seeking Motivations, Information Processing Behaviours, and Behavioural Transformations Post-Information Exposure

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With the advent of the Generative Artificial Intelligence (GenAI), seeking health information on GenAI has become a more common approach. Past research has focused on how health professionals utilise GenAI for improved service delivery and product innovations. The present article notes the gap in comprehending how laypeople utilise GenAI platforms to address their personal health concerns. In the context of health information seeking and processing (HISP) on GenAI, this study explores the HISP motivations and behaviours of individuals by applying the Risk Information Seeking and Processing (RISP) model to guide the Think-Aloud protocol and retrospective interview design. Inductive and deductive thematic analysis (n=31) revealed laypeople's health information seeking motivation on GenAI, factors that impact the extent of HISP on the platforms, such as information and emotion sufficiency, relevant channel beliefs, and fluctuations of trust. Health information processing styles (heuristic vs. systematic) and health-related behavioural changes were also explored. Findings were discussed deductively regarding the RISP model and inductively to derive new contextual and theoretical insights.