

Aligning Viewer Motivation with Content Type: Effects of Informational and Entertainment Motivations on Intentions to Watch Diabetes-Related YouTube Videos

Jaeyeon Kim

Independent Researcher, Washington University in St. Louis, USA

Abstract

With the increasing use of social media, a growing number of individuals are relying on online platforms to obtain health-related information. However, individuals often find it challenging to discern information relevant to their needs due to the vast amount of information available. To address this challenge, this study examined how different motivations impact the intention to watch a particular type of video. Using an experimental paradigm, participants were randomly assigned to imagine using YouTube with informational or entertainment motivation. Subsequently, they were asked to indicate their willingness to watch the videos categorized as informative or entertaining. The findings revealed that participants primed with an informational motivation expressed a greater intention to watch informative videos, while those motivated by entertainment did not exhibit a significant inclination towards informative or entertaining videos. The result of this study provides an understanding of how effective health communications can be made by aligning users' motivations and engagement outcomes with health-related content online.

Keywords: Health Communication, Motivation, Uses and Gratifications Theory, Social Media Information, Entertainment