

Article: Nunn A, Crutzen R, Haag D, Chabot C, Carson A, Ogilvie G, Shoveller S, Gilbert M. Examining e-loyalty in a sexual health website: cross-sectional study. Journal of Medical Internet Research Public Health and Surveillance, 2017; 3(4):e75.

What is this study about?

The BC Centre for Disease Control has a sexual health website for the public and providers called Smart Sex Resource. We wanted to see how loyal visitors were to the website (called e-loyalty), and how this related to both user thoughts about the site and changes in knowledge or

What did we do?

We asked visitors to the site to answer an online survey about themselves, what they thought of the site, and changes in sexual health knowledge and behaviours after using the site.

e-Loyalty was measured by asking how likely visitors were to return to the site, and recommend it to others.

What did we find?

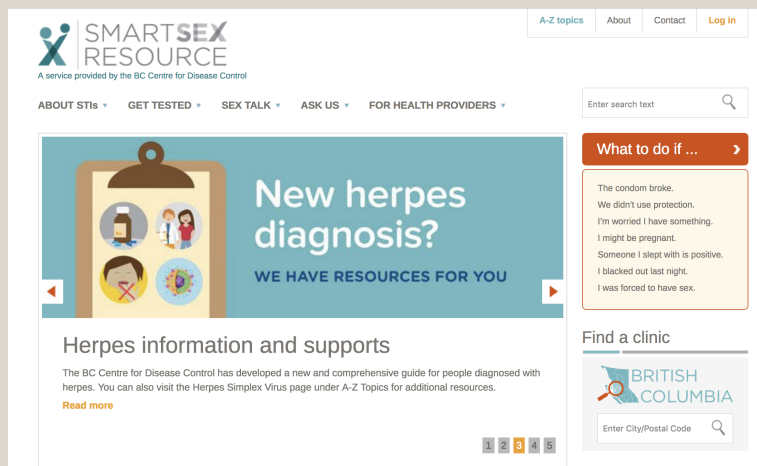


Other visitors with higher e-Loyalty scores were more likely to say that after using the site:

- Their sexual health knowledge was higher
- They intended to have safer sex
- They intended to get tested for STIs

Why is this important?

In this study we found visitors to Smart Sex Resource were highly loyal to the site. Higher e-loyalty may be positively related to changes in knowledge and behaviours after visiting sexual health websites. Trustworthiness, understandability, and ability to access and act on information are important to consider when designing these sites.



What influences e-Loyalty to Smart Sex Resource?

