

Women's Perinatal Experiences with Media-Based Information

Olivia Imberger, Michael Jaeb, BSN, RN, Zachary Stowe, MD
Women's Mental Health Program

Introduction

- Qualitative research is underappreciated and students have limited exposure to the methodology.
- Content analysis as a qualitative research method is a systematic means of describing and quantifying phenomena (Elo & Kyngas 2008).
- This technique facilitates characterization of individual's lived experiences including behaviors, values, and emotions.
- These methods examine data in their context allowing researchers to create inferences with the intention of gaining new insights and a practical guide to action (Elo & Kyngas 2008).

Methods

- We recruited participants from an outpatient psychiatry clinic and the surrounding community.
- Participants were administered semi-structured audio-recorded interviews that included topics related to: accessing information.
- Interviews were transcribed and analyzed via inductive content analysis by two individuals, mitigating researcher bias.
- The preparation phase of analysis broadly examined participant responses. Various excerpts were divided into categories deemed appropriate based on our unit of analysis.
- The organization phase of analysis examined excerpts within each labeled category, looking for patterns within them.
- Various patterns emerged and were compared between each researcher.



Department of Psychiatry
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Results and Participant Excerpts

- Eleven women (18-45 y.o.) participated in this study. 81.8% of participants were cohabiting and 54.5% were multigravida.
- Participants described media-related information as relatable and supportive to their needs.

“We all go through challenges, and it's not all smooth. There's ups and downs in life, and so it makes me feel like I'm not alone ((laugh)).”
– Participant 005

“I think the most helpful thing about Reddit specifically is just the variety because it usually reassured me that whatever I was experiencing was probably normal.” – Participant 015

“they're realistic about life and about, you know, advice and purchases and things like that ” – Participant 030

“it's like okay what I'm going through is normal, other people feel it too, you know what I mean?” – Participant 032

- Platforms such as Reddit (18.2%), Facebook (18.2%), Tik Tok (18.2%), and general information applications (45.5%), served as spaces for participants to see real-life perinatal experiences.
- Participants reported mainly positive experiences with online websites (36.4%) such as PubMed or MayoClinic.

“what has been the most helpful is a reputable source online, just because it is very easy for me to access in the moment, whereas if I has a question I would call my midwife and it may be midnight,” – Participant 022

“I think if it's something that feels...life altering...then I might go further to specifically seek out...something on Google or more in-depth comparison” – Participant 030

- These online websites served as trusted resources to access medical related information, which participants state to provide them comfort when medical professionals are unreachable.

Select Demographics

Variable	
Age, mean (SD)	31.5 (3.9)
Sexual orientation, No. (%)	
Heterosexual	10 (90.9)
Race, No. (%)	
Caucasian	9 (81.8)
Ethnicity, No. (%)	
Non-Hispanic	10 (90.9)
Marital Status, No. (%)	
Married	2 (18.2)
Not married, cohabiting with significant other	9 (81.8)
Gravidity, No. (%)	
Multigravida	6 (54.5)
Education, No. (%)	
Bachelor's degree or more	8 (72.7)
Edinburgh Postnatal Depression Scale, mean (SD)	8.1 (6.7)

Conclusions

- Using qualitative methods to examine patient responses regarding the perinatal period is useful in collecting nuanced experimental data.
- These findings were contrary to our original assumptions regarding media access and perinatal experiences
- We attribute these findings to the design of this qualitative studies, which allows participants to respond apart from researcher biases, which a quantitative investigation may elicit.
- These findings pose a challenge with respect to where to provide information to patients, especially on polarizing topics related to the perinatal period.
- Applied research regarding this topic is recommended moving forward in order to assess potential online platform interventions that would be useful for perinatal patients.

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