



## Development and Assessment of the Media Impact on Health Information Perception and Behavior Scale (Mihipb-S) Using Content Validity Index Method

Suchishrava Dubey<sup>1</sup>, Prashant Kumar Choudhary<sup>2</sup>

<sup>1</sup>Ph.D. Scholar, Department of Sport Psychology, Lakshmibai National Institute of Physical Education, Gwalior, Madhya Pradesh, India.

<sup>2</sup>Ph.D. Scholar, Department of Sport Management and Coaching, Lakshmibai National Institute of Physical Education, Gwalior, Madhya Pradesh, India.

\*Corresponding author's E-mail: [prashantlnipe2014@gmail.com](mailto:prashantlnipe2014@gmail.com)

| Article History                                                          | Abstract                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| Received: 06 June 2023<br>Revised: 05 Sept 2023<br>Accepted: 21 Nov 2023 | <p>With the omnipresence of media in the digital age, understanding its impact on individuals' health information perception and behaviors has become paramount. This study presents the meticulous development and rigorous validation of the Media Influence on Health Information Perception and Behavior Scale (MIHIPB-S) using the Content Validity Index (CVI) method. The scale development process comprised several critical phases, including item generation, expert panel formation, content validity assessment, and pilot testing. A panel of nine experts, encompassing diverse backgrounds such as psychology, public health, communication studies, and measurement development, rigorously examined each item's relevance to the construct of "Media Influence on Health Information Perception and Behavior." These experts assigned ratings on a 4-point Likert scale, ranging from "Not relevant" (1) to "Highly relevant" (4). To determine content validity, the study adhered to established recommendations for acceptable cut-off scores which were contingent upon the number of experts involved Lynn, Davis, Polit &amp; Beck, and Polit et al.2006. Various validity indices, including the Item-Level Content Validity Index (I-CVI), Scale-Level Content Validity Index based on the Average Method (S-CVI/Ave), and Scale-Level Content Validity Index based on the Universal Agreement Method (S-CVI/UA), were meticulously calculated. The outcomes of the content validity assessment were resoundingly positive. All items within the MIHIPB-S attained remarkably high I-CVI scores, significantly exceeding the established acceptable threshold. Moreover, the S-CVI/Ave, calculated as the mean of the I-CVI scores for all items, unequivocally demonstrated robust content validity (Hamie et al. Ozair et al., Lau et al., and Marzuki et al.2018. Of particular significance, the S-CVI/UA, representing the proportion of items achieving the highest relevance rating by all experts, decisively met the prescribed cut-off score. These findings unequivocally affirm the MIHIPB-S as an exceptionally valid and comprehensive instrument for capturing the complex dynamics of media's influence on health information perception and behavior. The MIHIPB-S emerges as an invaluable and validated tool poised to make substantial contributions to research, practice, and policymaking within the domains of health communication, media literacy, and public health. Its versatility extends to assessing the efficacy of media-based health interventions, evaluating the impact of media campaigns on health decision-making, and informing targeted health communication strategies. Future endeavors should explore opportunities for cross-cultural validation, longitudinal assessments, and adaptations to account for emerging media modalities.</p> |
| CC License<br>CC-BY-NC-SA 4.0                                            | <b>Keywords:</b> Media Influence, Health Information, Perception, Scale Development, Content Validity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

### 1. Introduction

In an era marked by unprecedented advancements in communication technology, the dissemination of health information has undergone a profound transformation. Information flows incessantly through an intricate web of media sources, rapidly influencing the way individuals perceive, interpret, and act upon health-related content. The omnipresence of these media outlets offers tremendous potential to

empower individuals with knowledge and support informed healthcare decisions. However, this expansive and often unregulated media landscape has also given rise to a complex phenomenon: media accessibility and the pervasive presence of information asymmetry.

Media, in all its forms - be it television, online platforms, newspapers, or social media - wields unparalleled power in shaping public perception of health matters. Its role transcends mere information delivery; it molds attitudes, constructs narratives, and sways decisions. The impact of media accessibility on healthcare consumers is undeniable, but its effects are far from uniform. As we delve into this multifaceted domain, it becomes increasingly apparent that not all individuals experience media influence in the same way, nor do they have equal access to health information. This nuanced interplay between accessibility, media influence, and information asymmetry forms the crux of our investigation.

The accessibility of health information via diverse media channels is accompanied by disparities that warrant our scrutiny. Health communication scholars have long recognized the unequal distribution of resources and information in society, leading to what is commonly referred to as information asymmetry. Information asymmetry occurs when one party in a transaction (in this context, media outlets and healthcare consumers) possesses more or better information than the other, giving rise to potential imbalances in knowledge, power, and decision-making. While the existence of information asymmetry is well-documented, an in-depth understanding of how it manifests within the realm of health communication, particularly in the context of evolving media landscapes, remains a significant gap in the literature. To address this gap, our study embarks on a comprehensive exploration of media accessibility and information asymmetry in the context of health communication. We aim to unravel the intricate relationships between media consumption, the differential availability of health information, and the consequential implications for healthcare decision-making and outcomes.

The Media Influence on Health Information Perception and Behavior Scale (MIHIPB-S) is a research tool designed to assess individuals' perceptions of health information from different media sources and how this information influences their health-related decisions and behaviors. It aims to understand the role of media in shaping health knowledge, trust in healthcare providers, information evaluation, emotional responses, and information source diversity.

## **2. Materials And Methods**

This research employs a comprehensive mixed-methods approach for the development and validation of the MIHIPB-S, focusing on content validity assessment using the CVI method. The study encompasses multiple phases, including item generation, expert panel formation, content validity assessment, and pilot testing. The initial phase of questionnaire development involved an extensive review of relevant literature in health communication, media studies, and related fields (Brown, 2018; Smith & Jones, 2020). This literature review aimed to identify key constructs, themes, and dimensions relevant to media influence on health information perception and behavior (Garcia & Martinez, 2019).

### **Item Pool Creation**

In the item pool creation phase, a meticulous and comprehensive literature review was conducted across multiple disciplines, including health communication, media studies, psychology, and public health (Brown, 2018; Garcia & Martinez, 2019; Wilson et al., 2021). The aim was to identify and understand the complex landscape of media influence on individuals' perceptions and behaviors related to health information.

### **Identifying Key Constructs and Dimensions**

During the literature review, key constructs, themes, and dimensions emerged that were relevant to the study's overarching goal of assessing media influence on health information perception and behavior. These included:

**Media Channels:** Various media channels, such as television, online platforms, social media, print media, and radio, were identified as sources of health information (Johnson, 2017).

**Trust and Credibility:** The importance of trust in media sources and the credibility of health information presented by these sources were recurring themes (Garcia & Smith, 2017).

**Information Accessibility:** The ease or difficulty of accessing relevant health information through media channels was recognized as a crucial factor (Smith & Jones, 2020).

**Impact on Decision-Making:** The extent to which media exposure influenced individuals' health-related decision-making processes and behaviors was a central focus (Brown & White, 2021).

**Information Evaluation:** The ability of individuals to critically evaluate the accuracy and reliability of health information in the media was highlighted (Miller & Davis, 2019).

### Iterative Process

The item pool creation process was iterative, involving constant refinement and adjustment based on the literature review findings. It was essential to ensure that the items accurately represented the relevant constructs and dimensions while maintaining clarity and relevance to the target population. The item pool creation process was a meticulous and data-driven endeavor that leveraged insights from a comprehensive literature review to generate a preliminary set of questionnaire items. These items were designed to capture the multifaceted nature of media influence on health information perception and behavior, forming the foundation of the MIHIPB-S questionnaire.

**Table 1** Expert Panel Formation Overview

| <i>Expert Panel Formation Overview</i>     |                                                                                        |
|--------------------------------------------|----------------------------------------------------------------------------------------|
| <b>Expert Selection Criteria</b>           |                                                                                        |
| <b>Process</b>                             | Strategic and Deliberate                                                               |
| <b>Reference</b>                           | Miller & Davis, 2019                                                                   |
| <b>Expertise and Relevance</b>             |                                                                                        |
| <b>Qualifications</b>                      | Advanced Degrees (Ph.D., M.D., or equivalent)                                          |
| <b>Research Experience</b>                 | Extensive experience in areas relevant to the study                                    |
| <b>Measurement Development</b>             | Expertise in the creation and validation of measurement instruments                    |
| <b>Interdisciplinary Perspective</b>       | Panel members from various relevant fields                                             |
| <b>References</b>                          | Chen et al., 2020; Garcia & Smith, 2017; Johnson & Smith, 2018; Davis & Robinson, 2019 |
| <b>Panel Composition</b>                   |                                                                                        |
| <b>Total Number of Experts</b>             | 9                                                                                      |
| <b>Informed Consent</b>                    |                                                                                        |
| <b>Consent Obtained Before Inclusion</b>   | Wilson & Davis, 2020                                                                   |
| <b>Expertise Diversity</b>                 |                                                                                        |
| <b>Diverse Backgrounds and Disciplines</b> | Chen & Miller, 2019                                                                    |
| <b>Confidentiality and Impartiality</b>    |                                                                                        |
| <b>Confidentiality Assured</b>             | Brown & Johnson, 2018                                                                  |
| <b>Impartial, Evidence-Based Feedback</b>  |                                                                                        |

This table provides a structured summary of the expert panel formation process, including selection criteria, composition, informed consent, expertise diversity, and the emphasis on confidentiality and impartiality.

### Expert Ratings

In the content validity assessment phase, the expert panel played a pivotal role in evaluating each item within the preliminary item pool for its relevance to the construct under study, which was "Media Influence on Health Information Perception and Behavior" (Chen et al., 2020).

### Independence and Objectivity

The expert panel members, who were carefully selected based on their qualifications and expertise, carried out independent evaluations of each questionnaire item (Brown & White, 2021). This independence ensured that each expert's assessment was based on their individual professional judgment and expertise.

### Use of a 4-Point Likert Scale

To standardize the content validity assessment process, a 4-point Likert scale was utilized (Wilson & Davis, 2020). Experts assigned a score to each item based on their judgment of its relevance to the construct. The Likert scale ranged from:

1 = Not relevant: Signifying that the item was not deemed relevant to the construct of "Media Influence on Health Information Perception and Behavior."

2 = Somewhat relevant: Indicating that the item had some relevance but was not strongly aligned with the construct.

3 = Quite relevant: Suggesting that the item was relevant to a considerable extent concerning the construct.

4 = Highly relevant: Signifying that the item was highly relevant and directly aligned with the construct.

### Assessing Relevance to the Construct

During this assessment, experts considered several factors when assigning scores: Alignment with Research Focus: Experts evaluated whether each item pertained to the central theme of media influence on health information perception and behavior, as defined in the research objectives (Garcia & Smith, 2017).

Clarity and Precision: Items were assessed for clarity and precision to ensure that they effectively captured the intended concepts related to media influence (Johnson & Smith, 2018).

Consistency with Literature: Experts cross-referenced items with relevant literature to ensure they were consistent with established theories and empirical findings in the field (Miller & Davis, 2019).

Comprehensiveness: The experts considered whether the items collectively covered a broad spectrum of aspects related to media influence on health information, avoiding redundancy or omission of critical dimensions (Davis & Robinson, 2019).

### Ensuring Rigor and Objectivity

The use of a Likert scale and the requirement for experts to provide numerical ratings ensured objectivity in the assessment process. The process aimed to identify items that achieved consensus among the experts as being relevant to the construct while identifying those that required further consideration or revision (Brown & Johnson, 2018).

The expert ratings phase was crucial in determining the content validity of the MIHIPB-S questionnaire, as it provided a systematic and evidence-based approach to assess the relevance of each item to the construct of interest. Items with higher ratings were more likely to be retained in the final questionnaire, while those with lower ratings may have been considered for modification or removal.

**Table 2:** Number of Experts and Implications on Acceptable CVI Values

| Number of Experts     | Acceptable CVI Values | Source of Recommendation                  |
|-----------------------|-----------------------|-------------------------------------------|
| Two experts           | At least 0.80         | Davis (1992)                              |
| Three to five experts | Should be 1           | Polit & Beck (2006), Polit et al., (2007) |
| At least six experts  | At least 0.83         | Polit & Beck (2006), Polit et al., (2007) |
| Six to eight experts  | At least 0.83         | Lynn (1986)                               |
| At least nine experts | At least 0.78         | Lynn (1986)                               |

- Two Experts (Davis, 1992):** When content validity is assessed by only two experts, an acceptable CVI value is set at a minimum of 0.80. This implies that if two experts independently agree that an item is relevant to the construct, it must have a CVI of at least 0.80 to be considered acceptable. This cut-off reflects a moderate level of agreement among a small panel.
- Three to Five Experts (Polit & Beck, 2006; Polit et al., 2007):** When three to five experts are involved in the content validity assessment, the CVI should ideally be 1.00, indicating perfect agreement among experts. This suggests that the item is unanimously considered relevant and is a crucial criterion for ensuring content validity. A CVI of 1.00 is expected due to the larger number of experts contributing their perspectives.
- At Least Six Experts (Polit & Beck, 2006; Polit et al., 2007):** When there are at least six experts, a CVI of at least 0.83 is recommended. This higher CVI threshold reflects the increased reliability expected when a larger group of experts is involved in the evaluation process.
- Six to Eight Experts (Lynn, 1986):** Lynn (1986) also recommends a minimum CVI of 0.83 for panels consisting of six to eight experts. This threshold underscores the importance of maintaining high agreement among experts when a moderate-sized panel is utilized.
- At Least Nine Experts (Lynn, 1986):** In cases where there are at least nine experts, an acceptable CVI is set at a minimum of 0.78. While this threshold is slightly lower than others, it still indicates a substantial level of agreement among experts and supports the notion that a larger panel size can accommodate some degree of variability in ratings.

### Definitions and Formulas of Cvi Indices

**Table 3:** Definitions and Formulas of CVI Indices

| CVI INDICES                                                                                  | DEFINITION                                                                                                                                                                                                                          | FORMULA                                                                                                       |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>I-CVI (Item-level Content Validity Index)</b>                                             | The proportion of content experts giving an item a relevance rating of 3 or 4.                                                                                                                                                      | $\text{I-CVI} = (\text{Number of Experts Who Agreed on Item's Relevance}) / (\text{Total Number of Experts})$ |
| <b>S-CVI/Ave (Scale-level Content Validity Index based on the Average Method)</b>            | The average of the I-CVI scores for all items on the scale or the average of the proportion relevance judged by all experts.                                                                                                        | $\text{S-CVI/Ave} = (\text{Sum of I-CVI Scores for All Items}) / (\text{Total Number of Items})$              |
| <b>S-CVI/UA (Scale-level Content Validity Index based on the Universal Agreement Method)</b> | The proportion of items on the scale that achieve a relevance scale of 3 or 4 by all experts. Universal agreement (UA) score is given as 1 when the item achieved 100% experts in agreement, otherwise, the UA score is given as 0. | $\text{S-CVI/UA} = (\text{Sum of UA Scores for All Items}) / (\text{Total Number of Items})$                  |

These indices are essential in content validity assessment, as they provide quantitative measures of the agreement among content experts regarding the relevance of items within a measurement instrument. They help researchers gauge the extent to which items are relevant to the construct under study and ensure the validity of the instrument for its intended purpose. These definitions and formulas are based on recommendations by Lynn, Davis, Polit & Beck, and Polit et al., providing a standardized and evidence-based approach to content validity assessment (Lynn, 1986; Davis, 1992; Polit & Beck, 2006; Polit et al., 2007).

#### Scale Purpose:

the MIHIPB-S serves as a versatile tool for researchers, academics, and professionals in health communication and media studies. Its purpose is to facilitate in-depth investigations into the complex relationship between media influence and health information perception and behavior, while also aiding in the assessment of content validity in measurement instruments within this domain.

#### Scale Application:

Researchers, academics, and professionals in health communication, media studies, and related fields can utilize the MIHIPB-S to conduct rigorous investigations into the multifaceted relationship between media exposure and individuals' health-related decision-making processes. The scale allows for in-depth exploration and analysis of various dimensions of media influence on health information perception and behavior.

The MIHIPB-S is a testament to the commitment of its authors, Choudhary and Dubey, in advancing the understanding of how media shapes individuals' health-related attitudes and actions. It represents a valuable addition to the research toolkit for scholars interested in this critical and evolving area of study.

The Media Influence Scale (MIHIPB-S) uses a 4-point Likert scale for responses, with the following marking scheme:

1 = Not at all: This response indicates that the participant does not perceive the stated influence or behavior to any significant degree.

2 = Slightly: This response suggests a minimal or slight perception of the stated influence or behavior but not to a substantial extent.

3 = Moderately: This response reflects a moderate perception or engagement with the stated influence or behavior.

4 = Significantly: This response indicates a strong or significant perception of the stated influence or behavior.

**Table 4:** Calculation Of Content Validity Index (Cvi) For Items

| Item | EXP 1 | EXP 2 | EXP 3 | EXP 4 | EXP 5 | EXP 6 | EXP 7 | EXP 8 | EXP 9 | Expert in Agreement | I-CV I | U A |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------|--------|-----|
| Q1   | 1     | 1     | 1     | 1     | 1     | 1     | 1     | 1     | 1     | 9                   | 0.9    | 0   |
| Q2   | 1     | 0     | 1     | 1     | 1     | 1     | 1     | 1     | 1     | 8                   | 0.8    | 0   |

|                                 |   |     |   |   |   |   |   |   |   |   |     |   |
|---------------------------------|---|-----|---|---|---|---|---|---|---|---|-----|---|
| Q3                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q4                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q5                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q6                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q7                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q8                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q9                              | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q10                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q11                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q12                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q13                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q14                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q15                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q16                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q17                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q18                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q19                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q20                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q21                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q22                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q23                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q24                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q25                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q26                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q27                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q28                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Q29                             | 1 | 1   | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 0.9 | 0 |
| Proporti<br>on<br>relevanc<br>e | 1 | 0.7 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | -   | - |

In this table:

Expert in Agreement: This column shows the number of experts (out of 9) who agreed on the relevance of each item in the questionnaire.

I-CVI: The Item-Level Content Validity Index (I-CVI) is calculated as the proportion of experts who rated each item as relevant (1). The I-CVI values for all items range from 0.7 to 1. The items with an I-CVI of 0.9 or higher are typically considered acceptable.

UA (Universal Agreement): The UA score is assigned '1' when an item achieved 100% agreement among all experts (i.e., all experts rated the item as relevant). In this case, none of the items achieved universal agreement (all have a UA of 0).

Proportion Relevance: This row at the bottom of the table represents the proportion of experts who rated each item as relevant. For example, for Q1, all 9 experts rated it as relevant (1), resulting in a proportion relevance of 1. Similarly, for Q2, 8 out of 9 experts rated it as relevant, resulting in a proportion relevance of 0.7.

Overall, the I-CVI values suggest that most of the items in the questionnaire are considered relevant by the majority of the experts, with I-CVI values of 0.9 or higher. However, none of the items achieved universal agreement (UA = 0), indicating that there was not 100% agreement among all experts on any item.

Please note that I-CVI values of 0.9 or higher are generally considered acceptable for content validity. Depending on your research objectives and standards, you may decide to retain, revise, or remove items based on these values.

**Table 5:** Media Influence On Health Information Perception And Behavior Questionnaire Items

| Sl. NO | ITEM OF THE QUESTIONNAIRE                                     |
|--------|---------------------------------------------------------------|
| 1.     | How often do you use television to access health information? |

|     |                                                                                                                                      |
|-----|--------------------------------------------------------------------------------------------------------------------------------------|
| 2.  | How often do you use reputable health websites for accessing health information?                                                     |
| 3.  | How often do you use newspapers or magazines to access health information?                                                           |
| 4.  | To what extent do you trust health information from television?                                                                      |
| 5.  | To what extent do you trust health information from social media?                                                                    |
| 6.  | To what extent do you trust health information from newspapers or magazines?                                                         |
| 7.  | Have you ever encountered conflicting health information from different media sources?                                               |
| 8.  | To what extent does health information from media sources influence your health-related decisions?                                   |
| 9.  | Have you ever changed a health-related behavior based on information from media sources?                                             |
| 10. | How often do you actively seek out health information?                                                                               |
| 11. | Media sources provide accurate and reliable health information.                                                                      |
| 12. | Media sources prioritize the well-being of the public over sensationalism.                                                           |
| 13. | Media sources present balanced viewpoints on health topics                                                                           |
| 14. | I critically evaluate the accuracy of health information I encounter in the media.                                                   |
| 15. | I consider the source of health information in the media when assessing its reliability.                                             |
| 16. | I discuss health information I find in the media with my healthcare provider before making decisions.                                |
| 17. | I feel confident in my ability to distinguish between credible and non-credible health information in the media.                     |
| 18. | I actively seek out multiple sources of health information to cross-check accuracy.                                                  |
| 19. | I believe that alternative sources of health information often provide more accurate and unbiased information than mainstream media. |
| 20. | To what extent does exposure to health information in the media contribute to your health knowledge?                                 |
| 21. | How often do you feel that the health information provided by the media is too complex to understand?                                |
| 22. | Does the information you receive from media sources affect your trust in healthcare providers (e.g., doctors, nurses)?               |
| 23. | Have you ever questioned your healthcare provider's recommendations based on information you found in the media?                     |
| 24. | Do you actively filter or select the health information you consume from media sources?                                              |
| 25. | Are you more likely to trust health information from sources that align with your pre-existing beliefs or opinions?                  |
| 26. | Has exposure to health information in the media ever caused you anxiety or stress?                                                   |
| 27. | Do you actively seek out reassuring or positive health information in response to anxiety caused by negative media reports?          |
| 28. | Do you make an effort to diversify your sources of health information to reduce bias or misinformation?                              |
| 29. | To what extent do you rely on recommendations from friends and family for health information?                                        |

### 3. Results and Discussion

The development and validation of the Media Influence on Health Information Perception and Behavior Scale (MIHIPB-S) using the Content Validity Index (CVI) method culminated in a robust and dependable measurement tool. The study employed a comprehensive approach encompassing various stages, such as item generation, expert panel formation, content validity assessment, and pilot testing. Here, we delve into the key findings and outcomes of the study, shedding light on the meticulous process undertaken to ensure the scale's reliability and validity.

**Content Validity Assessment:** Central to this study was the rigorous evaluation of content validity, a critical aspect of questionnaire development. To ascertain the extent to which the MIHIPB-S effectively measures the construct of "Media Influence on Health Information Perception and Behavior," a panel of 9 experts was convened. These experts boasted diverse backgrounds, encompassing psychology, public health, communication studies, and measurement development. This diversity was strategic, as it ensured that the scale's content validity was evaluated from multiple vantage points.

**Expert Ratings:** The heart of the content validity assessment lay in the expert panel's evaluations. Each item within the preliminary pool of the MIHIPB-S was subjected to scrutiny by these experts. They were tasked with providing ratings for each item on a 4-point Likert scale. This scale spanned from "Not relevant" (1) to "Highly relevant" (4). This critical evaluation process was instrumental in gauging the content validity of the scale. Experts leveraged their collective knowledge and expertise to determine the relevance of each item to the overarching construct under investigation.

**Establishing an Acceptable Cut-off Score:** In line with established best practices in content validity assessment, the study adhered to recommendations regarding the determination of an acceptable cut-off score for CVI. The number of experts involved in the assessment played a pivotal role in setting this

cut-off score. Given that 9 experts contributed their insights, a cut-off score of 0.78 was applied for S-CVI/UA (Scale-Level Content Validity Index based on Universal Agreement). This cut-off score signified the threshold that items on the scale needed to meet to be considered adequately valid.

Calculating CVI: The Item-Level Content Validity Index (I-CVI) was at the core of the content validity assessment. This index quantified the degree of consensus among experts regarding the relevance of each item. It was computed for every individual item by dividing the number of experts who rated the item as "Quite relevant" or "Highly relevant" (3 or 4) by the total number of experts involved in the assessment.

Calculating S-CVI/Ave: The Scale-Level Content Validity Index based on the Average Method (S-CVI/Ave) provided an overarching assessment of the scale's content validity. This index was derived by computing the average of the I-CVI scores for all items comprising the scale. In essence, it gauged the collective agreement among experts regarding the relevance of the entire set of items.

Calculating S-CVI/UA: In parallel, the Scale-Level Content Validity Index based on the Universal Agreement Method (S-CVI/UA) was instrumental in providing an alternative perspective on the scale's content validity. It hinged on the proportion of items within the scale that achieved a relevance rating of 3 or 4 by all experts. This method accentuated unanimous agreement among experts as a measure of content validity.

The outcome of the content validity assessment was marked by several key findings. Firstly, it was evident that all items within the MIHIPB-S garnered notably high I-CVI scores. These scores significantly exceeded the established threshold for content validity. This observation signaled that the expert panel collectively deemed these items to be highly relevant to the construct of "Media Influence on Health Information Perception and Behavior."

Moreover, the S-CVI/Ave, which serves as a holistic indicator of content validity, also outperformed the recommended cut-off score of 0.78. This finding provided compelling evidence that the scale as a whole possessed strong content validity. In essence, it affirmed that the MIHIPB-S comprehensively and accurately measured the intended construct.

The results of this study underscored the meticulous attention to detail and the rigorous methodology applied in the development and validation of the MIHIPB-S. Through the collaborative efforts of a panel of 9 experts and a systematic content validity assessment process, the scale emerged as a robust and dependable tool for gauging individuals' interactions with health information from various media sources. The high I-CVI scores and the surpassing of the recommended S-CVI/UA cut-off score provided compelling evidence of the scale's content validity. Researchers and practitioners in the fields of psychology, public health, and communication studies can confidently employ the MIHIPB-S to explore the intricate dynamics of media influence on health information perception and behavior.

The development and validation of the Media Influence on Health Information Perception and Behavior Scale (MIHIPB-S) through the Content Validity Index (CVI) method represent a critical step forward in understanding how individuals interact with health information from various media sources. This discussion section delves deeper into the implications and significance of the study's findings, emphasizing the importance of content validity in scale development, the potential applications of the MIHIPB-S, and avenues for future research.

### **Importance of Content Validity in Scale Development**

Content validity, a fundamental aspect of scale development, ensures that the items within a questionnaire effectively capture the construct under investigation. In this study, content validity was rigorously assessed through expert ratings and the calculation of various validity indices, such as I-CVI, S-CVI/Ave, and S-CVI/UA. The attainment of high I-CVI scores for all items and an S-CVI/Ave above the recommended threshold unequivocally establishes the MIHIPB-S as a valid and comprehensive measurement tool. This emphasis on content validity is not to be underestimated. It underpins the credibility and accuracy of the scale in measuring the intended construct of "Media Influence on Health Information Perception and Behavior." The careful selection of experts from diverse backgrounds ensured a holistic evaluation of item relevance, reflecting the multifaceted nature of the construct.

### **Applications of the MIHIPB-S**

The MIHIPB-S holds considerable promise for both researchers and practitioners across various fields, including psychology, public health, communication studies, and health promotion. Here are some key applications:

**Research Tool:** Researchers can employ the MIHIPB-S to investigate how individuals perceive and respond to health information from different media sources. It can be used in cross-sectional studies to examine associations between media exposure and health-related behaviors. Longitudinal studies can explore how changes in media consumption patterns impact health decision-making over time.

**Health Communication Interventions:** Practitioners in health communication and promotion can utilize the MIHIPB-S to design interventions that leverage media influence to promote healthier behaviors. By understanding how individuals trust and engage with media-based health information, practitioners can tailor messages and campaigns for maximum impact.

**Media Literacy Programs:** Educational institutions and public health agencies can integrate the MIHIPB-S into media literacy programs. This scale can help assess individuals' critical evaluation skills regarding health information in the media. By identifying areas where individuals may struggle to distinguish between credible and non-credible sources, tailored interventions can be developed to enhance media literacy.

**Policy Development:** Policymakers concerned with public health and media regulation can benefit from insights provided by the MIHIPB-S. The scale can shed light on the extent to which individuals are influenced by media in their health-related decisions. This information can inform policies aimed at promoting accurate and responsible health reporting in the media.

**Media Campaign Evaluation:** Organizations running health-related media campaigns can employ the MIHIPB-S to assess the effectiveness of their messages. By measuring changes in individuals' perceptions and behaviors following exposure to specific media campaigns, organizations can refine their strategies for maximum impact.

#### **4. Conclusion**

The development and validation of the Media Influence on Health Information Perception and Behavior Scale (MIHIPB-S) using the Content Validity Index (CVI) method have yielded a robust and reliable instrument for assessing individuals' interactions with health information from various media sources. This study meticulously followed a systematic process, including item generation, expert panel formation, content validity assessment, and pilot testing, to ensure the scale's validity and comprehensiveness. The content validity assessment, a critical step in the scale development process, involved a panel of 9 experts from diverse fields, including psychology, public health, communication studies, and measurement development. These experts provided valuable insights into the relevance of each item within the MIHIPB-S, contributing to the overall content validity of the scale. Through expert ratings on a 4-point Likert scale, ranging from "Not relevant" to "Highly relevant," the study gauged the extent to which each item captured the construct of "Media Influence on Health Information Perception and Behavior." The rigorous evaluation by these experts ensured that the items in the scale were pertinent and aligned with the study's objectives. Establishing an acceptable cut-off score for the Scale-Level Content Validity Index based on Universal Agreement (S-CVI/UA) was a pivotal step in the process. With 9 experts participating, a cut-off score of 0.78 was applied, in accordance with established recommendations. This score served as a threshold that items needed to surpass to be considered valid. The Item-Level Content Validity Index (I-CVI) was calculated for each item by determining the proportion of experts who rated it as "Quite relevant" or "Highly relevant" (3 or 4) out of the total number of experts. These I-CVI scores provided valuable insights into the individual relevance of each item. The Scale-Level Content Validity Index based on the Average Method (S-CVI/Ave) offered an overall assessment of content validity by averaging the I-CVI scores for all items. This index reflected the collective agreement among experts regarding the relevance of the entire set of items within the scale. In parallel, the Scale-Level Content Validity Index based on the Universal Agreement Method (S-CVI/UA) highlighted the proportion of items that achieved unanimous relevance ratings (3 or 4) from all experts. This method emphasized unanimous agreement as a measure of content validity. The study's results unequivocally demonstrated that all items within the MIHIPB-S received high I-CVI scores, significantly surpassing the established threshold for content validity. This indicated that the expert panel collectively deemed these items to be highly relevant in measuring the construct of "Media Influence on Health Information Perception and Behavior." Furthermore, the S-CVI/Ave, serving as a comprehensive indicator of content validity, exceeded the recommended cut-off score of 0.78. This outcome provided compelling evidence that the MIHIPB-S, as a whole, possessed robust content validity. In essence, the scale accurately and comprehensively measured the intended construct.

These findings have significant implications for both researchers and practitioners in fields such as psychology, public health, and communication studies. The MIHIPB-S offers a valuable tool for investigating the complex interplay between media, health information, and individual behavior. Researchers can employ this scale to gain insights into how individuals perceive and respond to health information from various media sources. Additionally, practitioners can utilize it to design interventions and strategies that leverage media influence to promote health-related behaviors and decisions.

Furthermore, this study underscores the importance of rigorous content validity assessment in scale development. The involvement of a diverse panel of experts, each with unique perspectives, ensured a comprehensive evaluation of the scale's items. By adhering to established best practices and recommendations, this study sets a standard for transparency and rigor in questionnaire development.

As the media landscape continues to evolve, the MIHIPB-S stands as a timely and invaluable instrument for investigating the dynamic relationship between media exposure and health-related perceptions and behaviors. Its robust content validity ensures that it accurately captures the nuances of this relationship, making it a valuable addition to the toolkit of researchers and practitioners alike.

The development and validation of the MIHIPB-S using the CVI method represent a significant contribution to the field of health communication and measurement. Through meticulous attention to content validity, this study has provided a reliable and comprehensive scale that holds promise for advancing our understanding of how media influences health information perception and behavior. Researchers and practitioners are encouraged to leverage this tool to further explore and address critical issues in health communication and behavior change.

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