Framing Health Information:
The Impact of Search Methods and Source Types on User Trust and Satisfaction in the Age of LLMs

Hye Sun Yun | *Northeastern University*
Timothy Bickmore | *Northeastern University*

Figure 3

One in Six Adults Say They Use AI Chatbots for Health Information and Advice at Least Once a Month

Percent of adults who say they use artificial intelligence, or AI, chatbots such as ChatGPT, Microsoft Copilot, or Google Gemini to find **health information and advice** at least once a month:
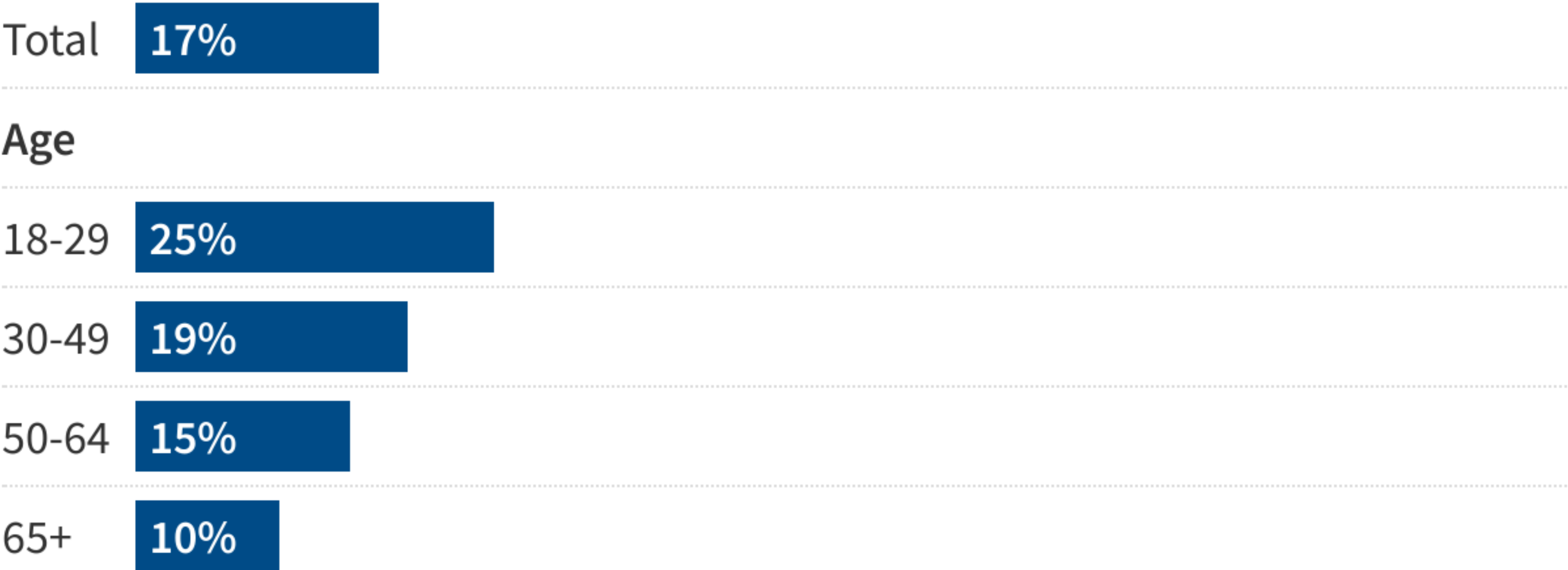
Total **17%**

Age

18-29 **25%**

30-49 **19%**

50-64 **15%**

65+ **10%**

KFF

Does the mere fact that medical information is obtained from a **chatbot** influence user *trust* and *satisfaction* compared to identical information obtained from a **search engine**?
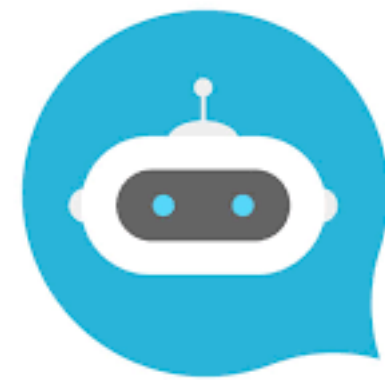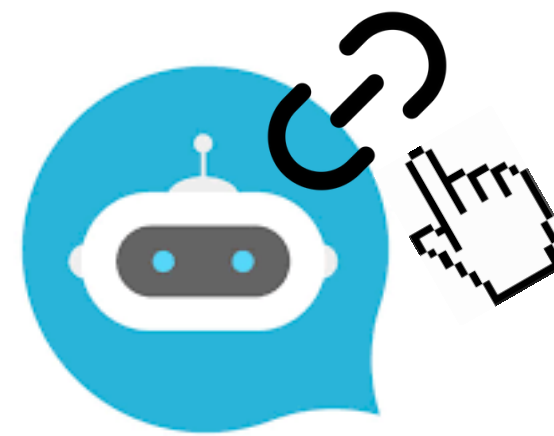
Simulation Videos

For Framing Health Information

| Three **Search Methods** | Two **Source Types** |
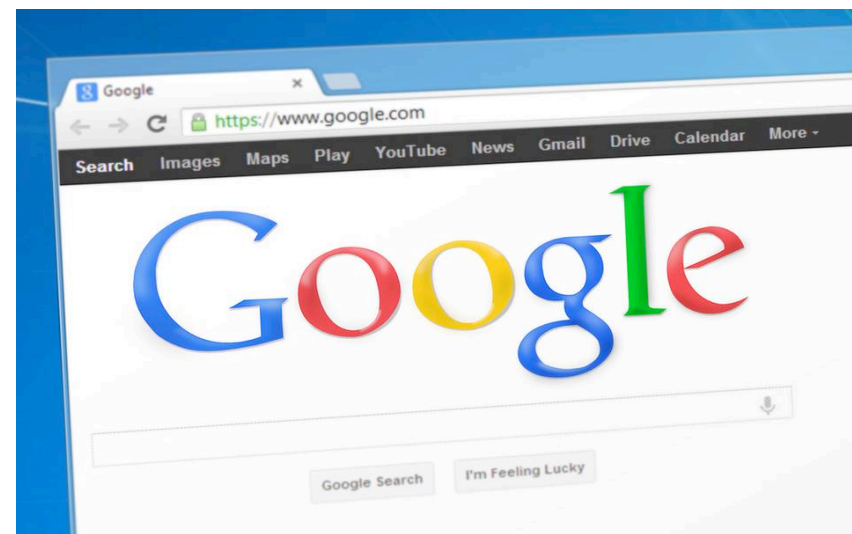
search engine   chatbot   chatbot+   health websites   social media

search engine with health websites
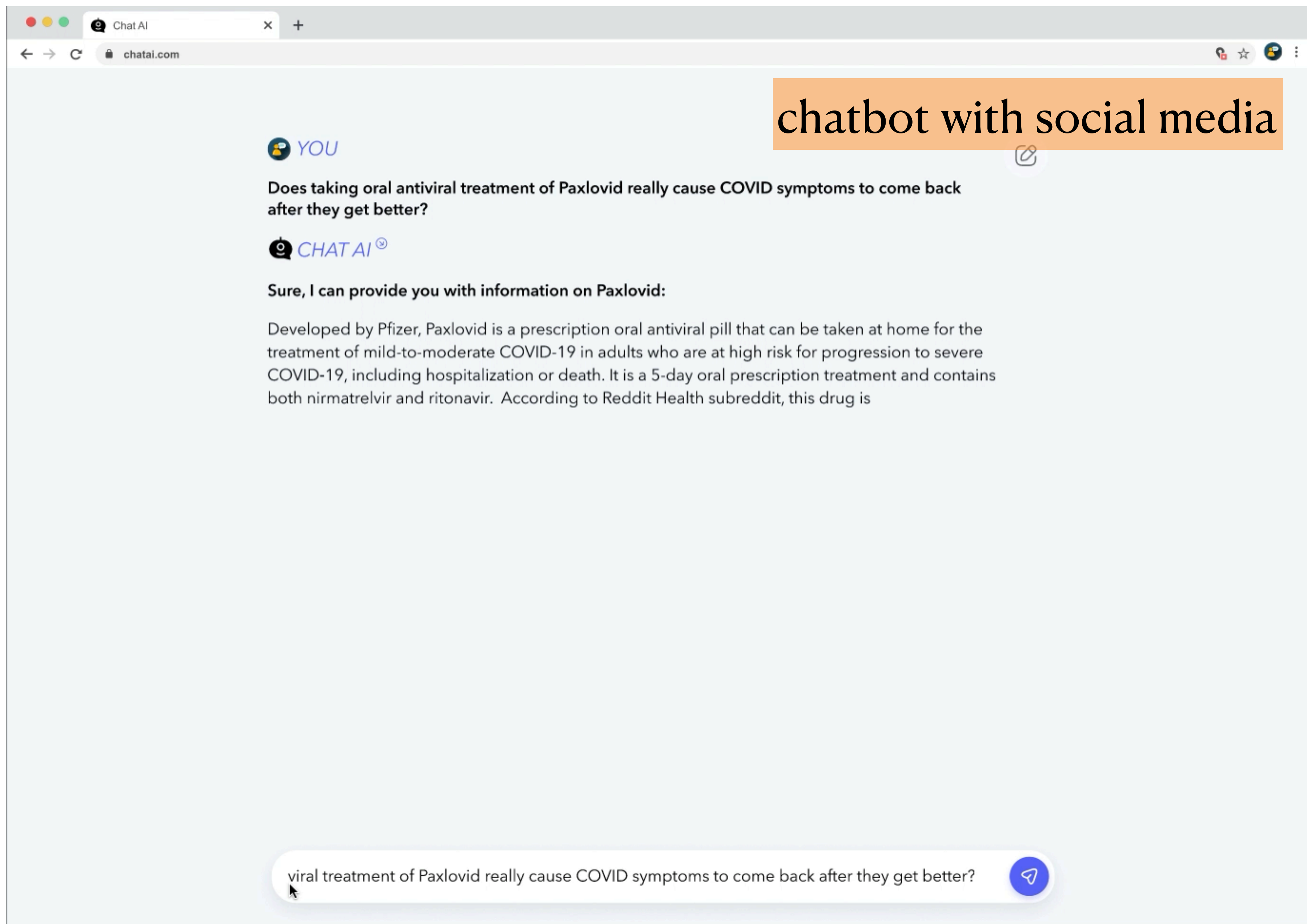
chatbot with social media

YOU

Does taking oral antiviral treatment of Paxlovid really cause COVID symptoms to come back after they get better?

CHAT AI

Sure, I can provide you with information on Paxlovid:

Developed by Pfizer, Paxlovid is a prescription oral antiviral pill that can be taken at home for the treatment of mild-to-moderate COVID-19 in adults who are at high risk for progression to severe COVID-19, including hospitalization or death. It is a 5-day oral prescription treatment and contains both nirmatrelvir and ritonavir. According to Reddit Health subreddit, this drug is

viral treatment of Paxlovid really cause COVID symptoms to come back after they get better?

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Although studies outside of the laboratory have confirmed Paxlovid's effectiveness among people who have been vaccinated, there have been reports of a "rebound" of COVID-19 symptoms in some people within 2 to 8 days after completing the five-day course of Paxlovid.
Some have reported testing positive again but having no symptoms; others have a recurrence of symptoms.   Pfizer had said that in the clinical trial for Paxlovid, several participants appeared to have a rebound in virus levels,

viral treatment of Paxlovid really cause COVID symptoms to come back after they get better?

Survey Results
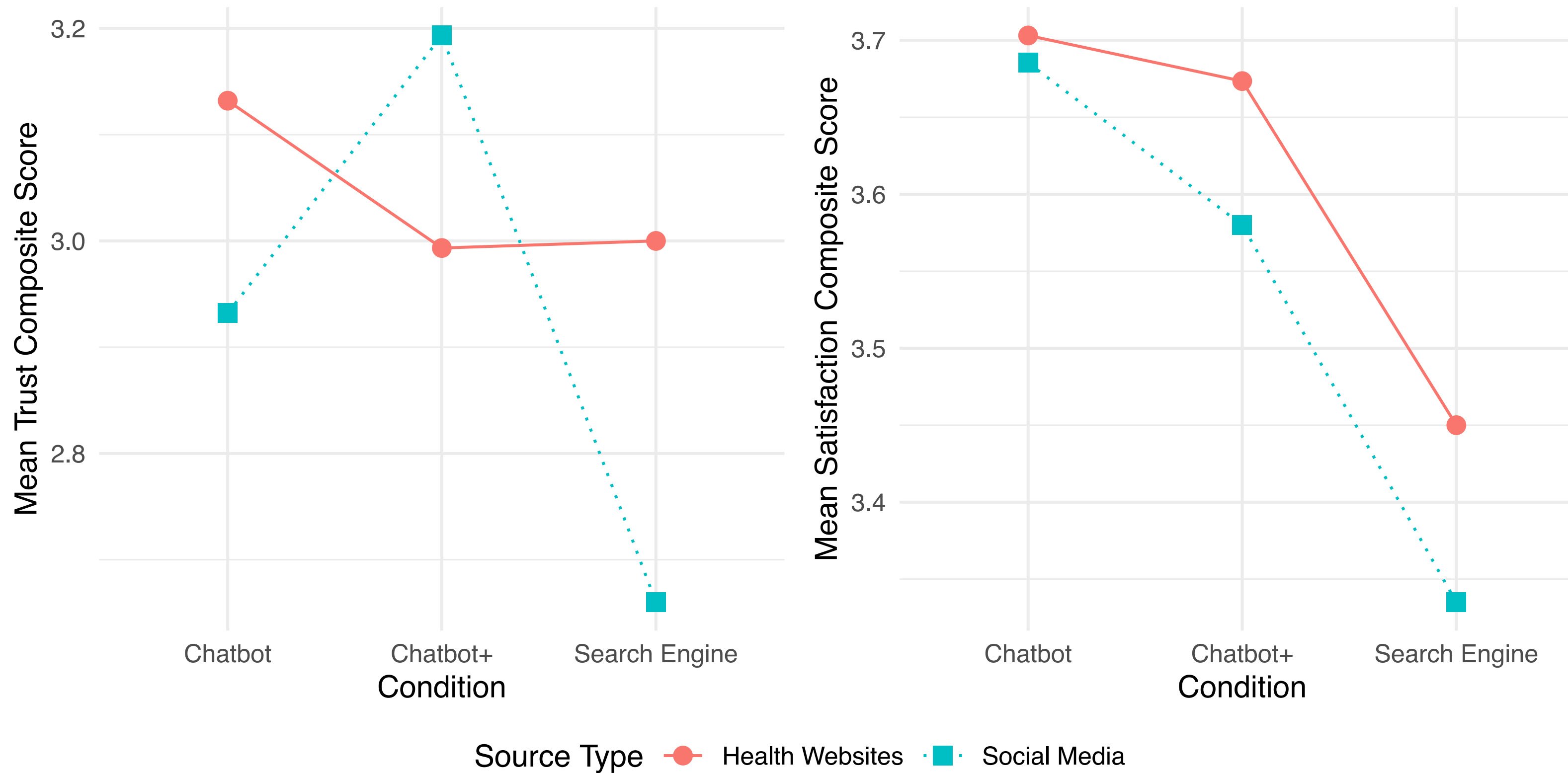
Trust: {Chatbot, Chatbot+} > Search Engine

Satisfaction: Chatbot > Chatbot+ > Search Engine across both sources.

Diving Deeper...
Themes from Interviews

- **Search Engine**: familiar experience with a rich array of information.

- **Chatbot**: straightforward answers from unclear sources.

- **Chatbot**+: direct answers with opportunities to cross-reference.

- **Effect of source type** on trust can depend on context.

Future Work

Designing Safer & More Transparent Chatbots

- Expand to broader range of health information topics

- Incorporate firsthand, direct interaction with systems

- Design chatbots enhancing source visibility and transparency of how sources were used for answer generation

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