Ateneo de Zamboanga University

COLLEGE OF NURSING

THE DIGITAL DRUGSTORE

Influence of Internet-Based Health Resources On Self-Medication Practices Among First Year College Students In A Jesuit University, Zamboanga City

1 INTRODUCTION

Self-medication is a prevalent health issue exacerbated by the internet's dual role in providing both information and misinformation. This quantitative study at a Jesuit university evaluates the influence of digital health resources on first-year college students' self-medication practices. The goal is to understand this digital-behavior link to inform targeted interventions that promote responsible health-seeking and support principles of health equity and sustainability.

Significance:

- Impact on Nursing Practice
- Advancing Nursing Education
- Public Health & Research Foundation

Objectives:

- Identify the common internet-based health resources utilized by the students.
- Determine the rate of self-medication among the students.
- Assess the level of influence of these online resources (Availability and Accessibility).
- Examine the correlation between the rate of self-medication and the level of online influence.

2 METHODOLOGY

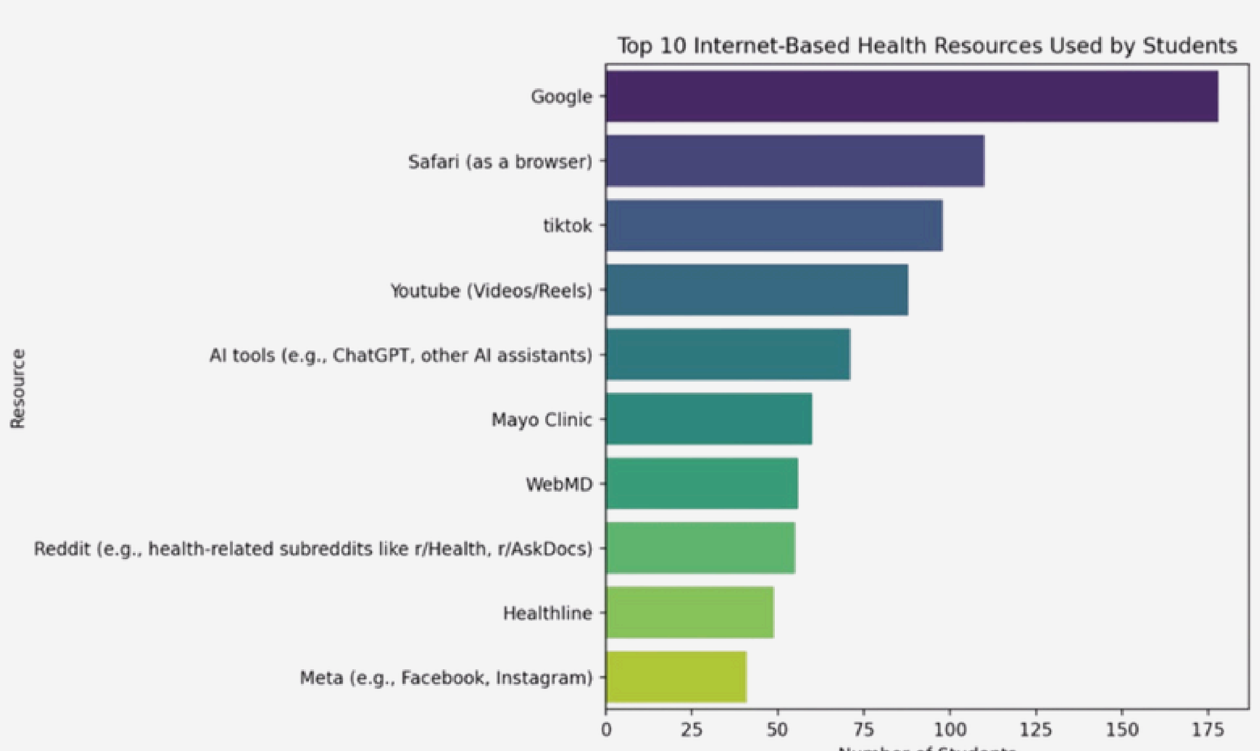
- DESCRIPTIVE CORRELATIONAL QUANTITATIVE
- DESCRIPTIVE STATISTICS, CHI-SQUARE TEST WITH JAMOVI
- EXPERT VALIDATION, PILOT TESTING, CRONBACH'S ALPHA RELIABLITY
- ADAPTED QUESTIONNAIRE
- RAOSOFT CALCULATION
- STRATIFIED RANDOM SAMPLING

5 RECOMMENDATIONS

- **Strengthen Digital Literacy:** Integrate critical evaluation of online health information (including AI tools) into nursing and general education curricula using case-based learning and interactive simulations.
- **Advance Nursing Practice:** Nurses must actively guide students during clinical interactions, focusing on identifying credible sources and reinforcing the necessity of licensed consultation for medication decisions.
- **Future Research Directions:** Conduct multi-institutional, longitudinal studies and platform-specific analyses (e.g., TikTok, ChatGPT) to track behavioral changes and inform broader, targeted policy interventions.

3 RESULTS

I. Internet-Based Health Resources Utilized



Top Platforms: Google (88%), TikTok (49%), YouTube (44%), AI Tools/ChatGPT (35%). Traditional sources (Mayo Clinic, WebMD) still relevant.

II. Self-Medication Prevalence

91 %

91.09%

of students **Self-Medicate**

Prevalence is high, but practice level provides crucial context.

Self-Medication Practice Mean (1.00 - 4.00)

1.00 (Never) — 2.57 — 4.00 (Always)

Mean Score: 2.57

Interpretation: "Occasionally Self- Medicates"

Students exercise caution, relying on familiar symptoms and available home medications.

III. Online Influence

Availability

("I find reliable online resources easily...")

1.00 (No Influence) — 2.86 — 4.00 (High Influence)

2.86 Moderate Influence

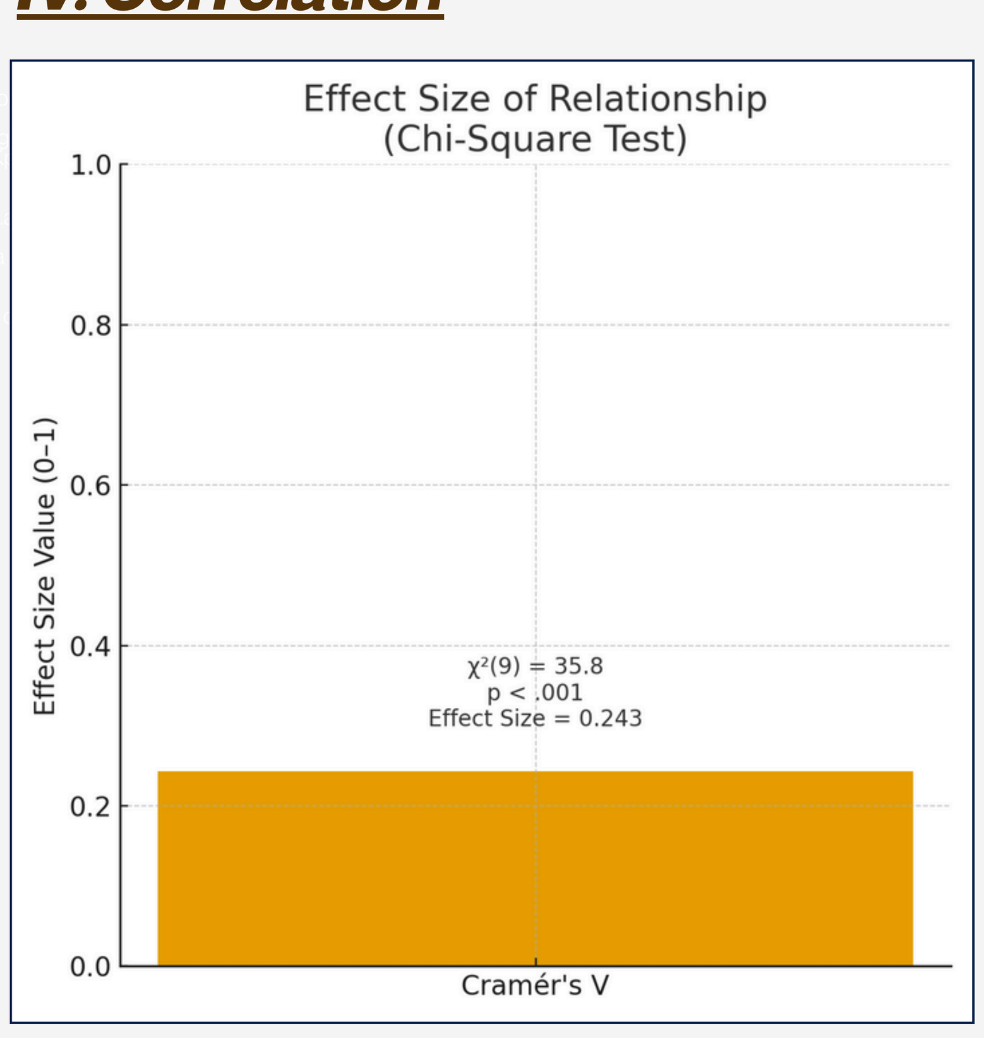
Accessibility / Trust

("I trust online drugstores/mobile apps...")

1.00 (No Influence) — 2.46 — 4.00 (High Influence)

2.46 Low Influence

IV. Correlation



- **Statistically Significant:** $\chi2(9)=35.8, p<.001$.
- **Effect Size:** Cramér's V=0.243 (Small to Moderate).

4 CONCLUSION

- **Mixed Resource Use:** Students frequently blend authoritative sources (e.g., Mayo Clinic) with highly convenient, informal platforms (Google, TikTok, ChatGPT), reflecting a shift toward speed and relatability in digital health-seeking behavior.
- **Prevalence & Caution:** Self-medication is highly prevalent (91.09%), yet the practice level is only occasional (mean = 2.57). This suggests students exercise caution, treating only familiar, minor symptoms with readily available home medications.
- **Influence Gap:** Online resources are moderately influential in availability (easy to find information, mean = 2.86), but less so in accessibility/trust (low confidence in online drugstores, mean = 2.46).
- **Meaningful Link:** A statistically significant relationship exists between perceived online influence and self-medication practices ($\chi2(9)=35.8, p<.001$). Students who view online information as more influential are more likely to engage in the practice.

References:

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