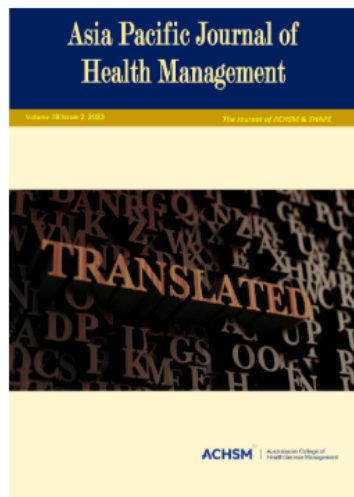


Participation In Online Health Communities: Decoding the antecedents and outcomes



PDF

Published: Aug 8, 2023

DOI:

<https://doi.org/10.24083/apjhm.v18i2.1387>

Keywords:

online health communities,
social support, empowerment,
compliance, moderators

Dr. Shveta Kalra

Satyawati College, University of Delhi, India

 <https://orcid.org/0000-0002-1530-0781>

Dr Chhavi Taneja

Marketing Faculty, NMIMS Global Access School of Continuing Education, Mumbai, India

 <https://orcid.org/0000-0003-0289-5592>

Dr. Neha Singhal

Sri Venkateshwara College, University of Delhi, India

 <https://orcid.org/0000-0002-1530-0781>

Abstract

A significant number (49 %) of Indian users tend to rely on digital media to either access health-related information or use the internet as a precursor to visit a doctor [20]. According to a report by Raheja [48], "The Internet of Things" (IoT) connection has the potential to change the malfunctioning medical system into a comprehensive, effective, and individualised system. This will allow for a more proactive approach to wellness and overall health, reducing medical expenses through these inclusive practices. Online health communities in India demonstrate significant clout to transform the healthcare industry by empowering patients. They offer a platform to all key stakeholders, that are, the healthcare professionals, patients and even the caregivers alike, to come forth, share their experiences and develop remedies for various issues faced by the healthcare industry.

This paper examines the antecedents involved in the empowerment of patients in Online Health Communities (OHCs) and the outcomes of this in