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The Impact of Online Information Seeking Behaviour and Quality Healthcare of Women During Pregnancy

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ABSTRACT This study addresses the intersection of Online Information Seeking Behaviour (OISB) and quality healthcare for women during pregnancy in Lagos, Nigeria. The objective is to look at OISB trends, information needs, and how they affect quality healthcare. The Technology Acceptance Model and the Health Belief Model serve as the foundation for the hypothesis. Path analysis is used to examine the data using a mixed-method approach once it has been collected through surveys. The findings indicate a significant positive relationship between the OISB variables of information sources, frequency of information seeking, and preference for information formats, and the quality of prenatal treatment. In summary, the research concludes with suggestions that recognise the substantial influence of the Office of Information and Science Board and underscore the necessity of joint endeavours to guarantee the assimilation of evidence-based online resources into maternity healthcare practices.