

Developing a Questionnaire to Measure Perceived Attributes of eHealth Innovations

Nancy L. Atkinson, PhD

Objectives: To design a valid and reliable questionnaire to assess perceived attributes of technology-based health education innovations. **Methods:** College students in 12 personal health courses reviewed a prototype eHealth intervention using a 30-item instrument based upon diffusion theory's perceived attributes of an innovation. **Results:** Principal components analysis found 5 factors accounted for 44.4% of the variance: 29.0% (relative advantage), 9.6% (sim-

plicity), 6.5% (trialability), 5.0% (observability), and 4.4% (translatability). Internal consistency reliability ranged from .66 to .91 for the 5 factors. **Conclusions:** The instrument can help eHealth developers determine and improve the adoption potential of their applications throughout the development cycle.

Key words: eHealth, diffusion of innovation, instrument development, college health, health education

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