

## INTRODUCTION

- Asian Americans are the fastest growing racial/ethnic group in the United States (US Census, 2010).
- More than 60% of Asian Americans are foreign born, and 30% are of limited English proficiency.
- Often perceived as the healthy and wealthy “Model Minority”, Asian Americans in fact suffer disproportionately in a number of areas of health: tuberculosis, tobacco use, liver cancer, and diabetes.
- Successfully addressing these and other areas of health disparity will require effective individual-level and community-wide initiatives focusing on public education (e.g., the need for tuberculosis screening) and skills building (e.g., smoking cessation) among Asian Americans.
- However, little research exists, documenting how Asian Americans prefer to access health information (i.e., individually or in group settings, or on-line versus in person).
- This study gathers initial data upon which to conduct more extensive research regarding the most effective way to educate largely foreign born populations such as Asian Americans.

## AIMS/GOALS

- Identify preferred learning modalities related to health information and skills among Asian American residents of Maricopa County
- Determine whether the preference varies with different demographics, namely ethnicity, gender, age and education level.

## MATERIALS AND METHODS

- 3-question convenience sampling survey
  - individual vs. group learning preference
  - demographics
  - translated into Traditional Chinese, Vietnamese and Korean
  - distributed at events hosted by Asian Pacific Community in Action

## RESULTS

- 129 questionnaires collected
  - see table 1 for demographics
  - n = 64 (50%) prefer learning on their own
    - most popular: online self-guided instruction
  - n = 46 (36%) prefer to learn in a group
    - most popular: seminar/lecture
  - difference between the two groups not statistically significant (p-value = 0.09)
- Subgroup analysis by demographics (tables 2-5)
  - significant preference for individual learning
    - median age or younger (table 2)
    - postsecondary education (table 3)

## DISCUSSIONS/CONCLUSIONS

- There is no dominant learning style in the Asian American communities. Modalities in both individual and group learning should be offered.
- For those preferring to learn on their own, self-guided on-line instruction seems attractive
- For group learners, a seminar/lecture format is preferred
- Additional research is needed to gain further information about educating the fastest growing racial/ethnic group in the country

Table 1. Demographics of respondents (n = 129)

Ethnicity	n	%	Age	n	%
Chinese	84	65.1%	≤ 53 years	62	48.1%
Korean	14	10.9%	> 53 years	56	43.4%
Vietnamese	24	18.6%	No answer	11	8.5%
Other	5	3.9%			
No answer	2	1.6%			
			Education level	n	%
Gender	n	%	High school or less	51	39.5%
Male	45	34.9%	Postsecondary education	75	58.1%
Female	69	53.5%	No answer	3	2.3%
No answer	15	11.6%			

Table 2. Preference for learning individually versus in a group setting by median age

Age	On your own (n = 64)	In a group setting (n = 46)	X <sup>2</sup>	p-value
≤ 53 years	35	20	4.09	0.04*
> 53 years	25	24	0.02	0.89
No answer	4	2		

\*Statistically significant

Table 3. Preference for learning individually versus in a group setting by education level

Education level	On your own (n = 64)	In a group setting (n = 46)	X <sup>2</sup>	p-value
High school or less	21	20	0.02	0.88
Postsecondary education	42	24	4.91	0.03*
No answer	1	2		

\*Statistically significant

Table 4. Preference for learning individually versus in a group setting by ethnicity

Ethnicity	On your own (n = 64)	In a group setting (n = 46)	X <sup>2</sup>	p-value
Chinese	40	33	0.67	0.41
Korean	8	4	1.33	0.25
Vietnamese	13	5	3.56	0.06
Caucasian	0	2		
Mixed race	1	2		
No answer	2	0		

Table 5. Preference for learning individually versus in a group setting by gender

Gender	On your own (n = 64)	In a group setting (n = 46)	X <sup>2</sup>	p-value
Male	23	15	1.68	0.19
Female	34	26	1.07	0.30
No answer	7	5		