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**Investigating the Relationship between Using Info-Mobilization Based Websites and Increasing the Knowledge of Rural e-Health Beneficiaries**

**Abstract**

**Introduction:** Establishing an informational system, info-mobilization methodology suggests a structured method to accomplish electronic health projects in small societies. In the present study a solution has been provided to establish this mobilization methodology in virtual space using info-mobilization based (IMB) websites with the approach of rural health and hygiene.

**Methods:** This research is a correlating – study in which data collection has been done using a questionnaire. The statistical community of the research includes organizations' managers as well as hygiene and health practitioners and also authorities and experts in this field. Pearson's Correlation coefficient has been used to investigate the relationship between the fulfillment degrees of each factor in the questionnaire. The validity of the questionnaire was confirmed by Cronbach's alpha test ( $=\alpha 0.76$ ). The collected data has been analyzed by SPSS 18 in significant level  $P<0.001$ .

**Results:** The data analysis results show that, considering the correlation coefficient between the factors discussed in research questions and the P value, the hygiene and health field beneficiaries agree that there is a significant positive relationship ( $r=0.75$  and  $p<0.001$ ) between using IMB websites and increasing the knowledge of rural residence about hygiene and health and there is also a significant positive relationship ( $r=0.89$  and  $p<0.001$ ) between using IMB websites and developing the information of the target society by health care providers. Besides, regarding the viewpoint of hygiene and health beneficiaries, the findings obtained from data analysis show a significant positive relationship ( $r=0.79$  and  $p<0.001$ ) between using IMB websites and codifying health policies by managers

**Conclusion:** By enjoying web facilities and considering traditional atmosphere of rural societies, Info mobilization Based websites (IMB) yield to establishing a social-technical system that can be useful in fulfilling informational needs

of beneficiaries in the field of health. By providing applied information through bottom-up method, it can help policy makers to codify rural e-health projects.

**Keywords:** Info-Mobilization, Rural e-health, Health Beneficiaries