

## **The Impact of Health Anxiety on Cyberchondria:**

### **The Mediating Roles of Brooding Rumination, Health Information Insufficiency, and Craving from the Perspective of I-PACE Model**

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#### **Abstract**

Despite considerable research focusing on the phenomenon of cyberchondria within the frameworks of anxiety and obsessive-compulsive disorder, and explanations proposed from theories of health anxiety metacognition and reassurance seeking, this study explores the potential of cyberchondria as an addictive behavior using the I-PACE model. It examines the relationship between health anxiety and cyberchondria, as well as the chain mediation roles of brooding rumination, perceived health information insufficiency, and health information craving. Based on a questionnaire survey ( $N = 500$ ), the study found: first, health anxiety is positively correlated with cyberchondria; second, health information craving serves as a significant positive mediator, indicating that health anxiety can further enhance an individual's level of cyberchondria through increased health information craving; third, brooding rumination also plays a significant positive mediating role, suggesting that health anxiety influences cyberchondria through brooding rumination. Lastly, the study reveals the chain mediation effect of health information craving, wherein health anxiety affects brooding rumination, which in turn intensifies an individual's health information craving, ultimately having a comprehensive impact on their level of cyberchondria. With empirical results, the study discusses the predictive value of the addiction model for cyberchondria and the development of psychological interventions targeting cyberchondria.

#### **Keywords**

Cyberchondria, Health Anxiety, Perceived Health Information Insufficiency, Brooding Rumination, Health Information Craving.

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