P116 (continued)

the national average of 18% for educational newsletters. According to a survey of e-newsletter readers ($n=437$), 86% reading most or all of it every month, 43% have shared the content, 45% have prepared a recipe, 38% have used the information to modify what they eat, and 47% have explored the links.

Conclusions and Implications: According to the U.S. Administration on Aging (2013), the number of adults aged 65 and older will double to more than 70 million by 2030, placing increasing demands on the nation's healthcare system. The program uses a variety of educational techniques and technology enhancements to promote behavior change related to nutrition and fitness practices among older adults.

Funding: USDA

P117 Uses and Perceived Credibility of Social Networking Sites (SNS) for Weight Management in College Students

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Objective: To examine the use of SNS as tools for weight management in college students and the perceived credibility of these sites as information sources.

Design, Setting, and Participants: One thousand one hundred and thirty-three undergraduate and graduate college students (856 female and 277 male) participated in the study, which utilized an anonymous, online, self-administered questionnaire.

Outcome Measures and Analysis: Descriptive statistics were used to analyze demographics and overall SNS usage. Independent t-tests were used to examine gender differences between the perceived credibility of SNS as an information source, weight management-related search keywords, and posting and browsing habits.

Results: Two-thirds ($n=739$) of participants reported using SNS to access weight management information. Female college students were more likely to be Instagram and Pinterest users ($p \leq 0.001$), while males were more likely to be Twitter users ($p \leq 0.01$). The most frequently searched keywords on SNS pertained to healthy recipes and exercise information. Forty-six percent of participants reported that weight management information on SNS was trustworthy, and there were no gender differences in perceived credibility. There were no gender differences in posting and browsing habits and perceptions on social support.

Conclusions and Implications: This study indicates that many college students are using SNS for information on weight management, and nearly half perceive this information to be credible. This study also examines how college students use SNS for this purpose, as well as the specific types of weight management-related information that they appear to research. These results could be used to help healthcare professionals better understand SNS as a tool for

weight management, and help them relate to and reach the college student population.

Funding: None

P118 Farmers Market Manager's Level of Communication and Influence on Electronic Benefit Transfer (EBT) Adoption at Midwest Farmers Markets

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Objective: To understand variables related to market manager's level of communication and use of technology that might influence their decision to adopt EBT at farmers markets. Only 21% of the nation's farmers markets have adopted EBT.

Design, Setting, and Participants: A cross-sectional study was conducted in three Midwest states (Illinois, Michigan, Wisconsin). The survey was administered electronically in March, 2015 giving a 23% market manager response rate (181 surveys). Variables related to market manager's communication and technology use were examined using the Theory of Diffusion of Innovation (DOI).

Outcome Measures and Analysis: EBT adoption was the dependent variable in the binary logistic regression analysis. Independent variables included: frequency of technology use, partnership with other organizations, membership with farmers market association (FMA), Facebook page and website for the market, and primary source of information. Chi-square tests and analysis of variance (ANOVA) were used to compare the states and adopter categories.

Results: Results of logistic regression showed having partnership with other organizations (Wald's $\chi^2=23.95$, $p < 0.001$) and FMA membership (Wald's $\chi^2=6.03$, $p=0.01$) were significant predictors of EBT adoption at farmers markets. Results of chi-square test and ANOVA showed significantly greater number of earliest adopters had partnership, FMA membership, Facebook page for market, website for market, and had to report to a board of directors compared to non-adopters.

Conclusions and Implications: Markets with partnership, FMA membership, Facebook page and website for the market, and mandatory reporting to a board of directors were among the early adopters. These variables are important for markets to be considered as compatible to adopt EBT at Midwest farmers markets.

Funding: None

P119 Generational Gaps Among Low-Income Adults' Use of Internet-Based Technologies and Preferences to Receive Nutrition Education

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