

Grade: 50%

John Doe

27 February 2014

The Internet Syndrome

The Internet plays instrumental role in our daily lives, providing means to connect with others fast and a portal into what I firmly believe to be the numerous information we can find online. In this paper, I will look at how others interact with health information on the Internet. Because of the Internet's nature, this area of research is recent and has not much attention compared to others. I think this topic is relevant nonetheless because its showing a very important trend on the rise! Analyzing search behaviors of consumers seeking health information will definitely result in the creation of tailored measures for health websites which is much needed based on lots of data we can find in research.

This paper will be centered at how specific kinds of individuals individuals seek health information on the Internet and to reinforce these ideas I will be consulting multiple important sources. Also I will propose a hypothesis based on this. This will be explored with a lit review. As Kitchens are Harle have said "In particular, searches for terms related to preventive health and social health issues tend to produce lower quality results than terms related to diagnosis and treatment of physical disease or injury. While the overall prevalence of high quality information is greater than that of low quality, the observed variance across health-related terms has important implications for consumers, policy makers, health information providers, and search engines."

Internet provides access to information so it makes sense that those with health concerns seeking immediate answers will go to the Internet, where answers and possibilities are infinite

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online. Normally the multidimensional layers of information on the Internet are good, but those looking for justification behind an ache or bruise will become very worried when faced with all the illnesses Dr. Internet will voluntarily diagnose them with, depending on how good the search they are doing is. The researchers Starcevic and Berle are agreeing with me when they say "The amount of health information on the Internet, which is often described as a 'problem' [25], that is, as overwhelming and anxietygenerating, may actually be embraced by people with health anxiety. Hypochondriasis has been associated with an increased need for diagnostic explanation [26] and from that perspective, there may be no such thing as too much information about health, even if it comes at a price of a heightened anxiety." According to PewResearch Internet Project survey conducted last year, 72% of Internet users have searched for health information online. The motives and effects of these search patterns have not yet been analyzed sufficiently as they are relatively recent (Starcevic and Berle), but such behavior is likely to have many impacts as many authors have said (Xiao et al. 420; Baumgartner and Hartmann 3). People who search like to start at a search engine, and some start at specific websites (Muse et al. 190; Starcevic and Berle 206). Kitchens, Harle, and Li say that the quality of online information changes based on topic and also that the first page search engine results were good quality but not really official (457). On the opposite side there is Baumgartner and Hartmann who think that the bulk of online health information was unreliable and of low quality (2), and it seems to be an idea that other researchers are agreeing with. As other researchers have also said "There is also an important issue of the trustworthiness of various websites containing medical information. Unfortunately, much of the health-related online information has been found to be inaccurate, misleading, incomplete or oversimplified [33]. Furthermore, websites of some patient support groups or organizations established to raise awareness of certain illnesses and raise funds for medical

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research may provide selective or misleading information". Xiao et al. having findings saying that people with fast internet can do better searches. Duerson analyzed online "operational and formal skill" (69) sets among Internet users based on some factors, and found that those having more education have less obline problems (68). I found it very interesting to know that older people are less likely to visit not trusty website or click on search results that are not what they want(Duerson 68). After considering Duerson's study it is important to note that other good research found that search engine inquiries show users results about more serious conditions, which makes users make more searches online (190). Starcevic and Berle's are agreeing Duersont that users like to click on scary results (208). There is lots of information online so it is can be good or a disaster, while some users may conduct a quick search to alleviate their worries, others get trapped on doing more scary searching and start to wrry about their health. Also, we know through findings that although individuals with higher levels of health anxiety can identify high quality sources, muse found that they were more distressed by their findings than those with low anxiety. Starcevic and Barle discovered that more anxious people get more stressed by results than low anxious people (208). This is an interesting find in my opinion and something to be looked at much more. As the researchers Baumgartner and Hartmann say about this "health anxious individuals misinterpret illness-related information as more catastrophic and perceive themselves to be at a greater risk."

In this paper I revealed that there is a big problem happening in the area o searching about online health information. Some people get really anxious and are not sure if they are really sick or what. Because of this we need much more resesrch about this topic and I really think it is deserving more attention. To help with this I will pose a hypothesis and find out the results using an online survey.

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Works Cited

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