Analysis of the Use of Social Media for Adequacy Evaluation of Health Related Websites Based on Health on Net Code

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Abstract and Objective

The use of Web 2.0 technologies has increased. The use of these technologies for health related websites adequacy criteria is extremely relevant. This study shows that 90% of participants think that health related websites content assessment is important and 95% believe that Web 2.0 technologies are good to perform these evaluations. It is extremely important to spread through social media the ratings of health related content websites. This study is an evaluation of the use of Web 2.0 to verify the adequacy of health related websites according to criteria based on the Health On Net Code (HON).

Keywords:

Internet, Social network, Web 2.0, Technology assessment.

Introduction

The growth of the Internet is an unavoidable fact. This growing has spurred the emergence of Web 2.0 and social media [1]. Since then, Web 2.0 and social media have trend and created a new Internet concept in which users can share their experiences and a wilderness of information. The Web 2.0 convenience allows sharing practically any type of content such as pictures, videos, music, newspapers, magazines, books and reviews, making the information more understandable [2]. Several methods and tools to improve the quality of health related websites content information have been developed since 1995 [3], for example Health On the Net Code (HON). This study is an evaluation of the use of Web 2.0 to verify the adequacy of health related websites according to criteria based on HON.

Methods

A web interface was designed for criteria evaluation using the Web 2.0 technologies and the Ext JS framework. For this study hyperlinks from an internet directory called Alexa at http://www.alexa.com was selected, containing 7.567 in Brazil category, of which 213 were under the health category. From these portals 25% were selected, representing 50 websites, and from each website, 1 hyperlink was selected. Seven of these hyperlinks were randomly chosen and then presented to 345 students in the Graduate Course in Health Informatics from Brazilian Open University (UAB 2009). The students were asked to assess the websites content, determine quality perception and also verify 14 criteria of adequacy defined based on the HON code. After that, a questionnaire for Web 2.0 mechanism evaluation was submitted to all the students. This study was conducted with the HealthRank project at http://telemedicina6.unifesp.br/healthrank.

Results

This study was conducted with 345 participants, 35% had a graduate and 44% had an undergraduate degree. The students were from health area 42%, health informatics 15% and technology area 11%. The user quality perception was determined as approximately as good or very good 63%. More than 95% thought this to be a very good or good type of evaluation, 94% said it was very important to evaluate the content adequacy of health related websites and 90% said they would participate in other ratings. In an open question, 73% said they would participate, but believe that there should be less question/criteria. Further studies will use random questions selection to assess the criteria in order to minimize the evaluations rejection.

Conclusion

There is a good acceptance by users in the use of Web 2.0 for health related websites evaluation regarding adequacy criteria. It is extremely important and relevant to spread through social media the ratings of health related content websites.

References

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