Cyberchondria
Online Health Information Seeking and Effects

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The Internet
- Vast amounts of easily accessible health information
- Potentially overwhelming
- Catastrophic information overrepresented
- Sources differ in quality and trustworthiness

The Cyberchondriac
- Prevalent phenomenon
- Seeks online health information more frequently
- Feels more easily overwhelmed by health information
- Engages in “catastrophic” online searches
- Attends doctors more frequently as a “follow-up”

Our research
- Online survey studies → representative longitudinal study
- Experiments (and observations)
- Search strategies
- Information processing

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