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## Online Fachtagung

### «Chronisch krank in der digitalen Welt»

## ABSTRACT – Raum 13

### What Do You Find When Searching for Online Cancer-Related Information: Two Experimental Studies

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Although health-related information is the most frequently sought information online, there are increasing concerns about the quality of the information and the patients' ability to identify and interpret it. We performed two studies investigating the online search behavior regarding cancer-related information in two samples of healthy university students using an innovative tracking system. In the pilot study (N = 65), we investigated the perceived satisfaction with and the perceived reliability of the information found. We found that satisfaction with the quality and perceived reliability of online cancer-related information was low when healthy participants searched for this information. In the second study (N = 49), we explored more in depth the reasons for the lack of satisfaction and the type of information sought online using the same tracking system. Results showed that the level of usefulness, credibility, and quality perceived toward the information found is higher if websites display a certification label. The most frequently visited websites were the official websites of recognized organizations. Furthermore, the level of Internet skills was significantly correlated with information understanding. The main findings suggested that satisfaction with cancer-related information is generally low and that the presence of a certification label represents a relevant guide for users. Furthermore, users' Internet skills predicted their ability to find quality information and helped to understand it better.