

DocCheck Online Study
Social Media

DocCheck Medical Services GmbH
August 2010



Structure

I. Study design

1. Objective
2. Method
3. Sample

II. Results



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- ➔ I. **Study design**
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- II. Results



Objective

- The goal of the present study was to depict the usage of social media (online networks) within the target group of physicians. The influence and importance of social media as a modern channel of communication is growing constantly, also in the pharmaceutical sector. To date, there has been study that focuses on the usage behavior of physicians in social media. The present study aims at contributing to knowledge in this field.
- The study at hand differentiated between different target groups. The main focus lays on users of social media, who both read and post medical information on networks. We were also interested in users who read only but do not post on medical networks and users who post only, but only on non-medical networks.
- Specifically, the following data were assessed: type of networks used, the frequency of posting, motivation of posting, estimation of network usage through colleagues, relevance of contents posted and an estimation of online user-generated content in the future.
- Questions 1, 9, 10 and 11 were answered by all physicians, regardless of their own online network usage.




Study design: Method (..1)

Method	Online survey
Instruments	Fully structured online questionnaire, scripted with software EFS survey® (example see next page)
Recruiting	Panelists from DocCheck's MediAccess Pool
Field phase	28. July – 20. August 2010
Conducting institute	DocCheck Medical Services GmbH, Cologne




Study design: Method (..2)



DOCHECK NUTZUNGSBEDINGUNGEN IMPRESSUM KONTAKT

DocCheck® Market Research

Umfrage zum Thema **Online-Plattformen** Fortschritt  14%

Frage 1: Nutzen Sie **Online-Plattformen** (d.h., eine Website, bei der Fragen, Antworten und Meinungen zu bestimmten Themen in den öffentlichen Raum des Internets gestellt werden können)

als Leser und/ oder

haben Sie jemals Informationen / einen **Beitrag** bei einem Online-Portal erstellt und veröffentlicht bzw. **gepostet**? Pause

i Bitte unterscheiden Sie zwischen medizinischen und nicht-medizinischen Online-Plattformen.

	Ja, ich nutze Online-Plattformen als Leser und poste auch Beiträge	Ja, ich nutze Online-Plattformen, aber nur als Leser	Nein, ich nutze Online-Plattformen weder als Leser noch poste ich Beiträge
Medizinische Online-Plattform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nicht-medizinische Online-Plattform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[> Weiter](#)

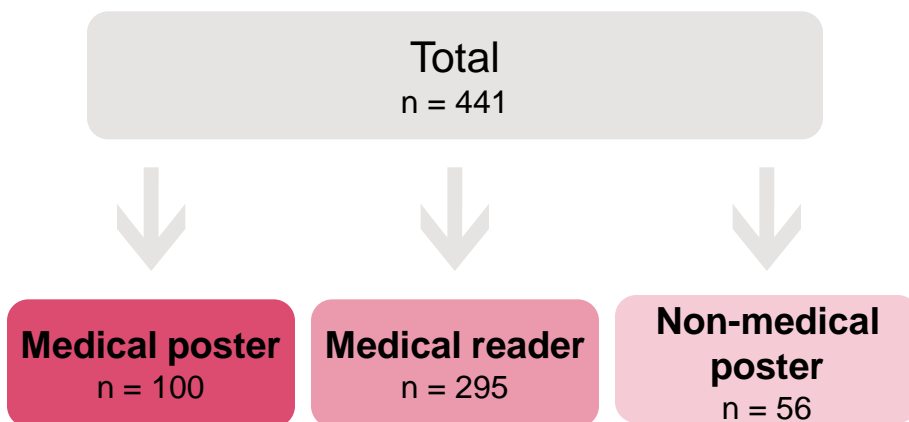
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Sie möchten ein technisches Problem bei dieser Frage melden? >>> [Hier klicken](#) <<<



Study design: Sample

Composition of Sample



Definition of sample groups:

- Yes, I use medical online networks as a reader and I post contents
- Yes, I use medical networks, but only as a reader
- Yes, I use NON-medical online networks as a reader and I post contents

Please note that users who read and post on both medical and non-medical sites were subsumed in the group of “medical posters”. Likewise, users who only read on both medical and non-medical sites were subsumed in the group of “medical readers”. Further, some participants are assigned to both groups of “medical reader” and “non-medical poster”.

Socio-demographics

	Medical poster n = 100	Medical reader n = 295	Non-med. poster n = 56
Age			
≤ 40 years	29	30	43
≥ 41 years	70	63	52
Gender			
Male	86	71	79
Female	14	29	21
Region			
North	17	14	14
South	33	25	23
West	37	31	34
East	9	24	23

Stated in %, values not adding up to 100% are due to missing statements of single participants



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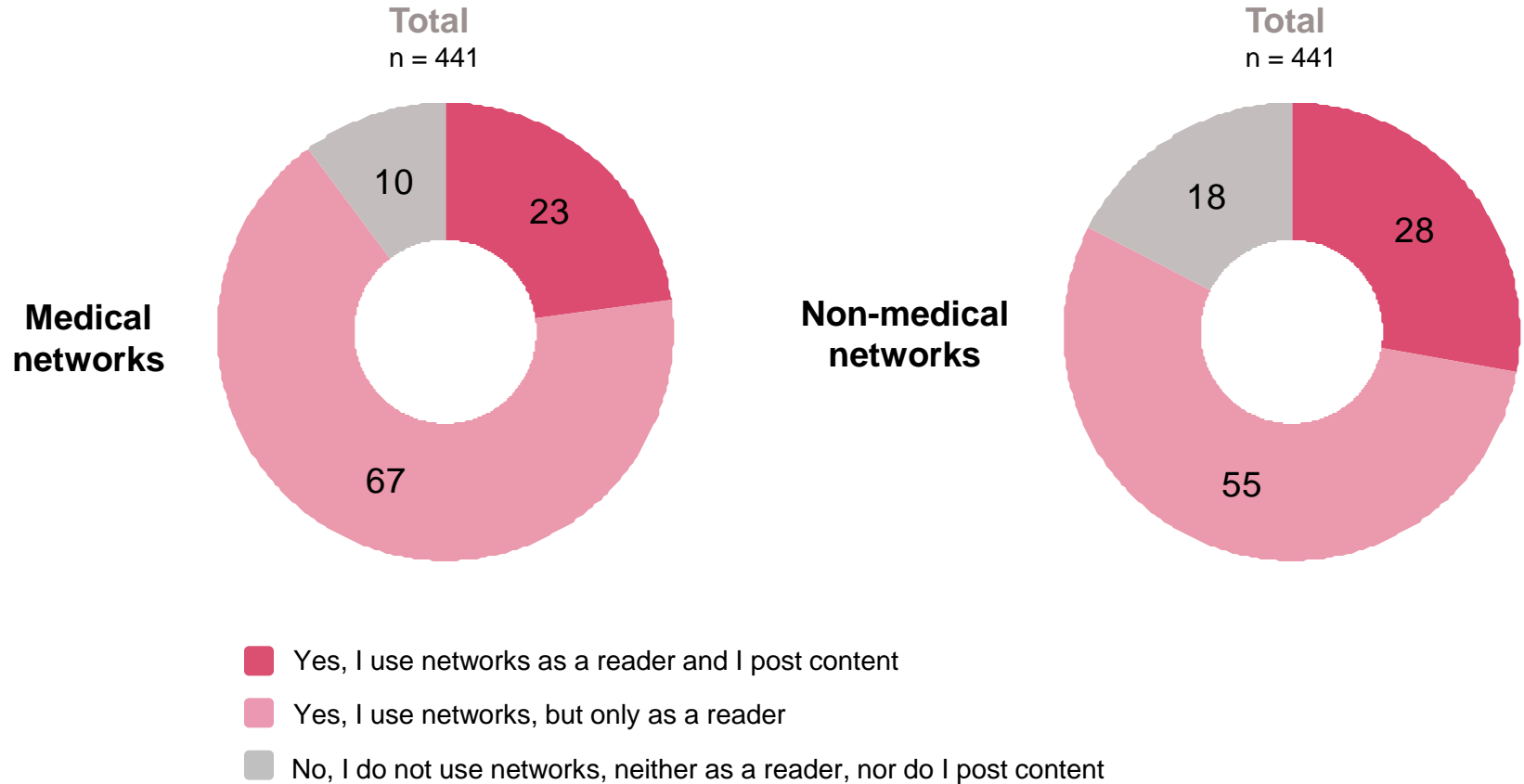
→ II. Results



Network activity

Q. 1: Do you use online networks 1) as a reader and/ or 2) have you ever posted content on a network?
Please differentiate between medical and non-medical networks.

Basis: All participants, values in %

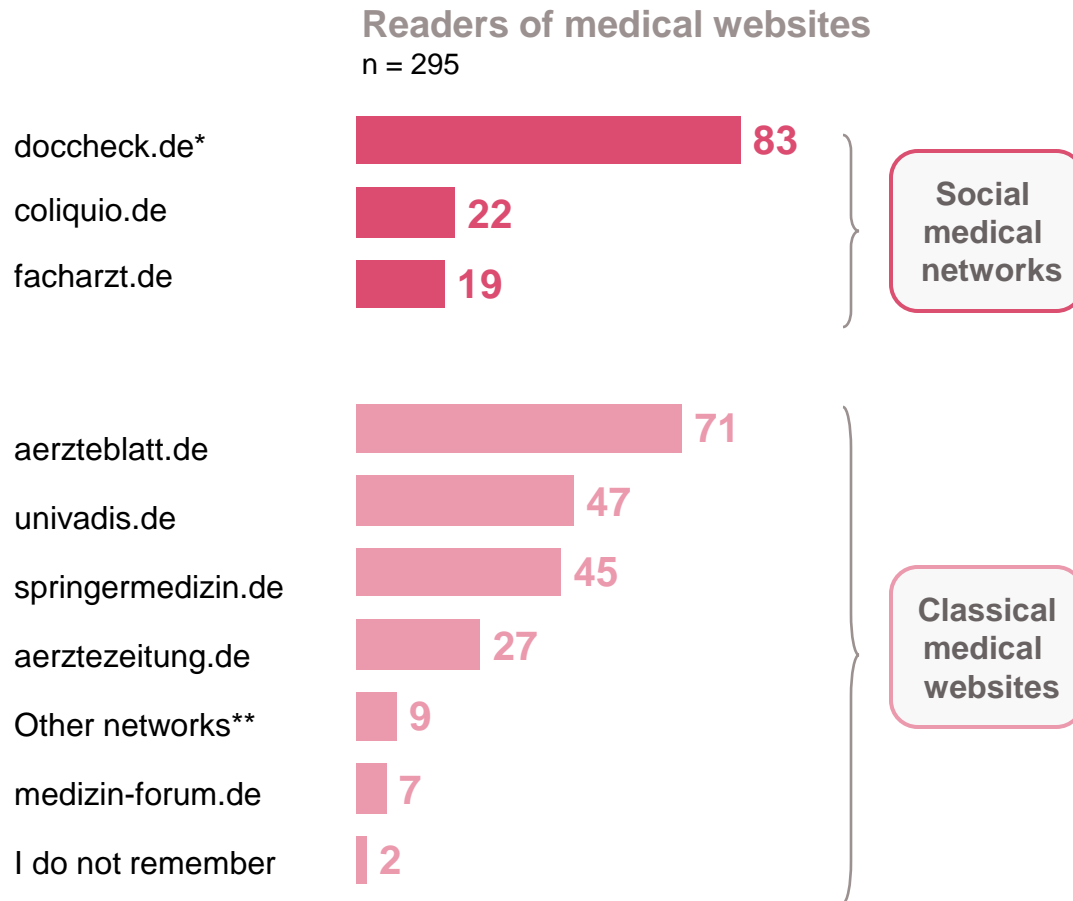




Medical websites being read

Q. 2: Which online healthcare professional network do you read?

Basis: Readers of medical websites, values in %, multiple answers possible



*Since we recruited Panelists of DocCheck's MediAccess Pool, the high number of doccheck.de-readers has to be viewed with caution

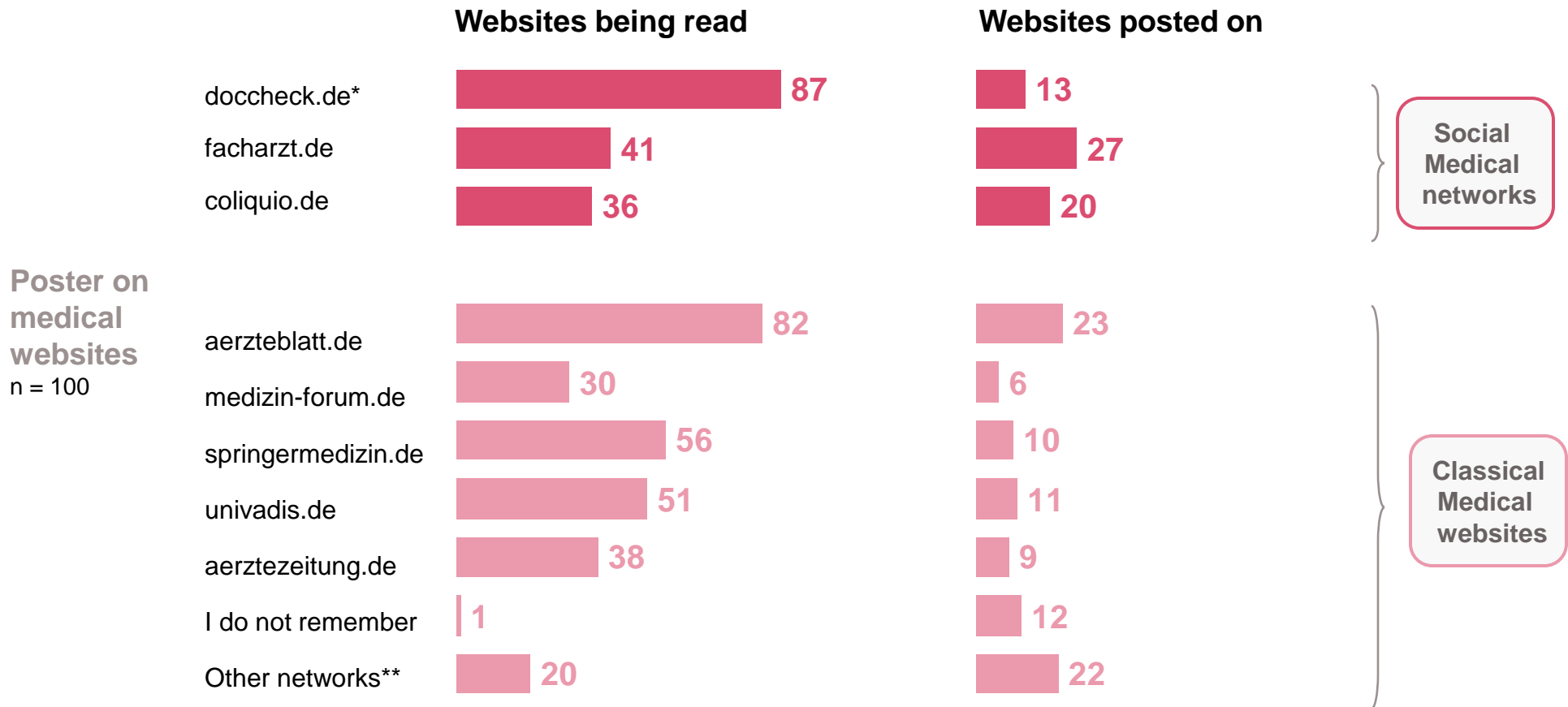
**Other networks mentioned: medscape.com, theheart.org, paedinform.de and others



Medical websites read and posted on

Q. 3: Which online healthcare professional network do you use for reading and posting of content?

Basis: Users reading and posting content on medical sites, values in %, multiple answers possible



*Since we recruited Panelists of DocCheck's MediAccess Pool, the high number of doccheck.de-readers has to be viewed with caution

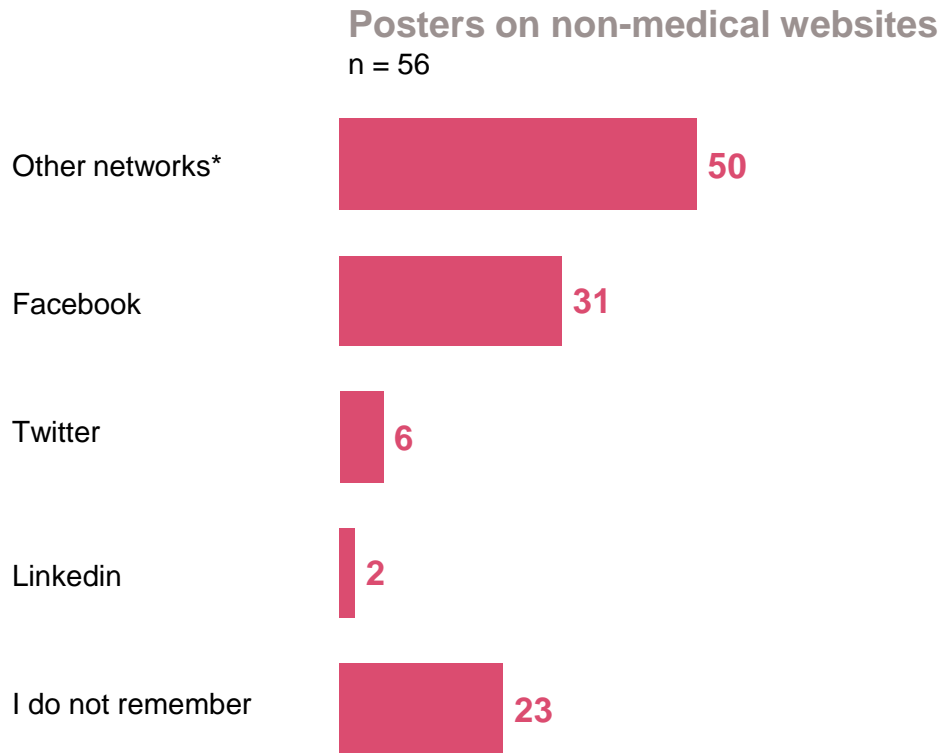
**Other networks mentioned: e.g., medi-learn.de



Non-medical websites posted on

Q. 4: Which non-medical online network do you use for posting content?

Basis: User only posting on non-medical sites, multiple answers possible



*Other networks mentioned: e.g., amazon.de, zeit.de

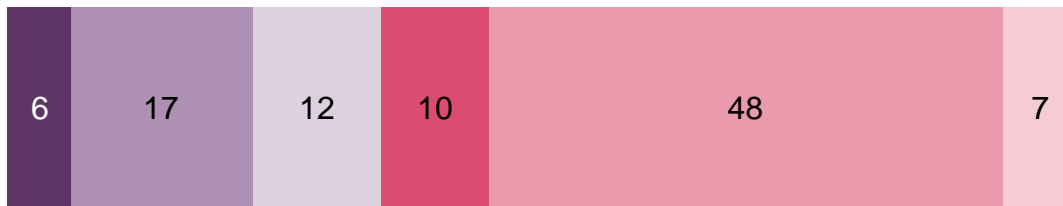


Frequency of posting

Q. 5: Thinking of your medical contents posted so far: how often have you posted content?

Basis: Users reading and posting content on medical sites, values in %

Poster on medical websites
n = 100



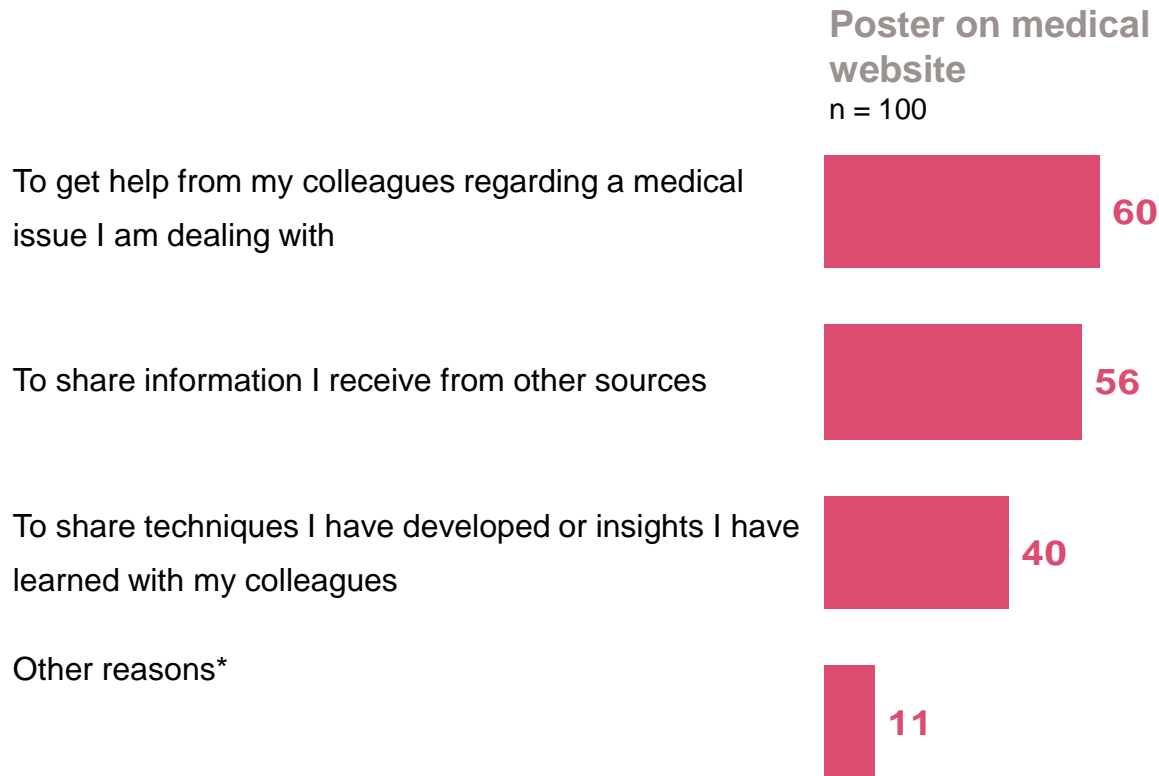
- I post on a regular basis
- More than 10 times
- 6-10 times
- 4-5 times
- 2-3 times
- Just once so far



Reasons for posting

Q. 6: Why do you post information on medical networks?

Basis: Users reading and posting content on medical sites, values in %, multiple answers possible



*Other reasons: e.g., to state my opinion, to correct facts



Comments

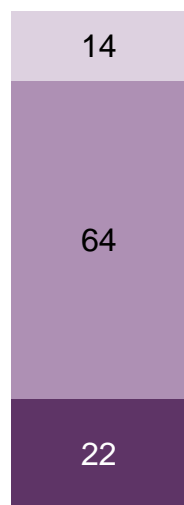
Q. 7: Have you received comments from your online colleagues?

Q. 8: Thinking of the comments you received to your posted contents: Where these comments helpful or not very helpful?

Basis: Users reading and posting contents on medical sites, values in %

Poster on medical websites

n = 100



Receivers of comments

n = 86



So far I have not received any comments at all

I have received a few comments

I have received many comments

The comments I received were mostly helpful

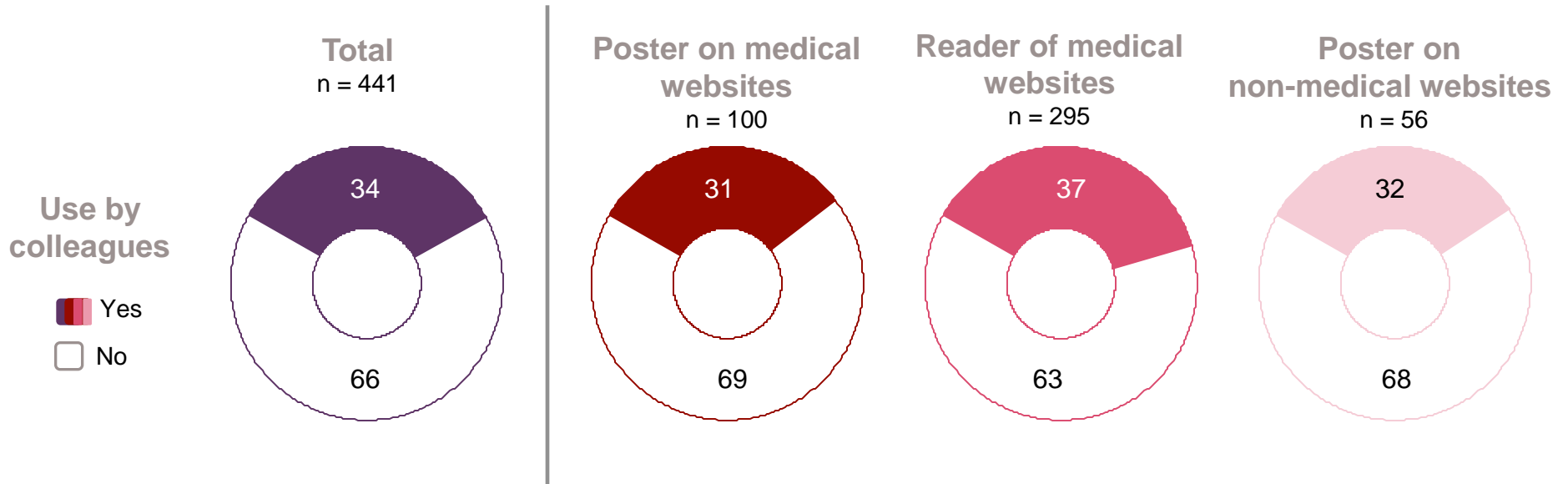
The comments I received were mostly not very helpful



Online usage of medical contents by colleagues

Q. 9: Thinking of the network usage of your colleagues: What percentage of your colleagues uses online networks for sharing medical contents (as a reader and/ or for posting contents), even if only occasionally?

Basis: All participants, values in %

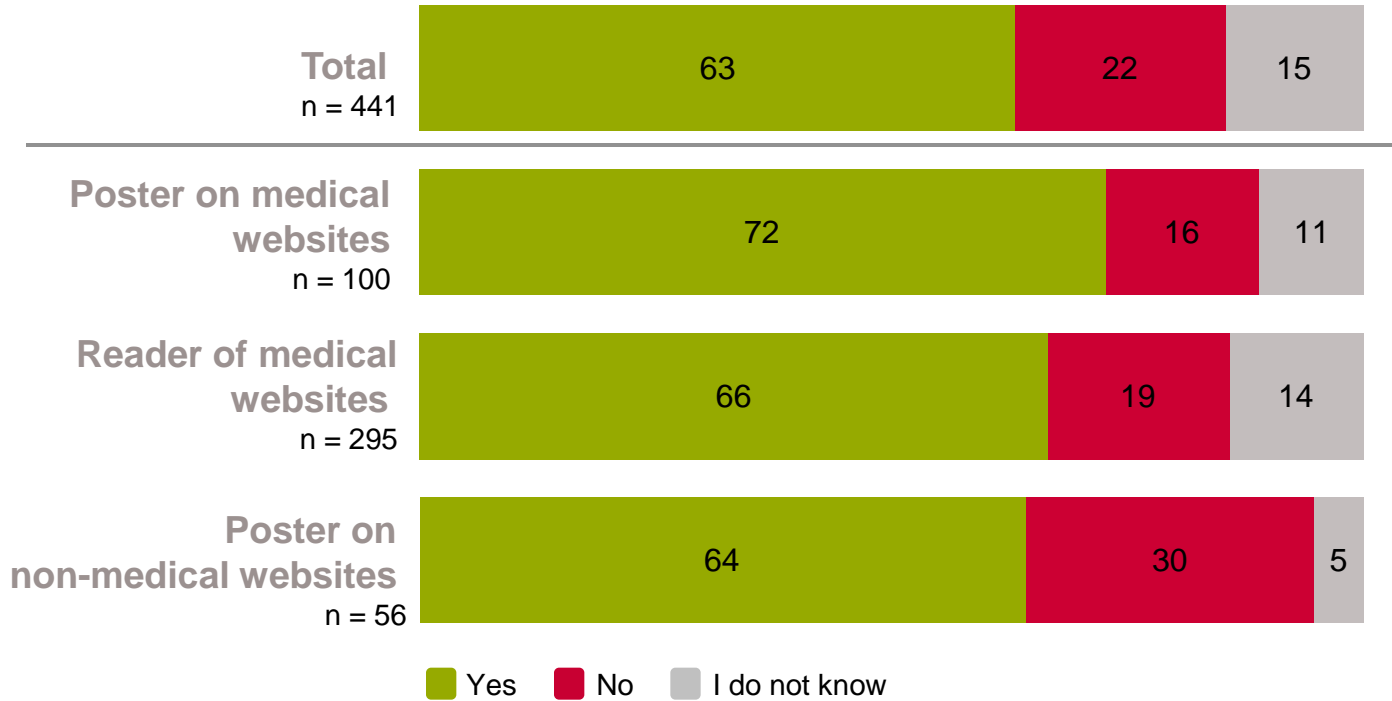




Important information

Q. 10: Have you ever read and learned important medical information from contents posted by other healthcare professionals on DocCheck, or on a similar online healthcare professional network?

Basis: All participants, values in %

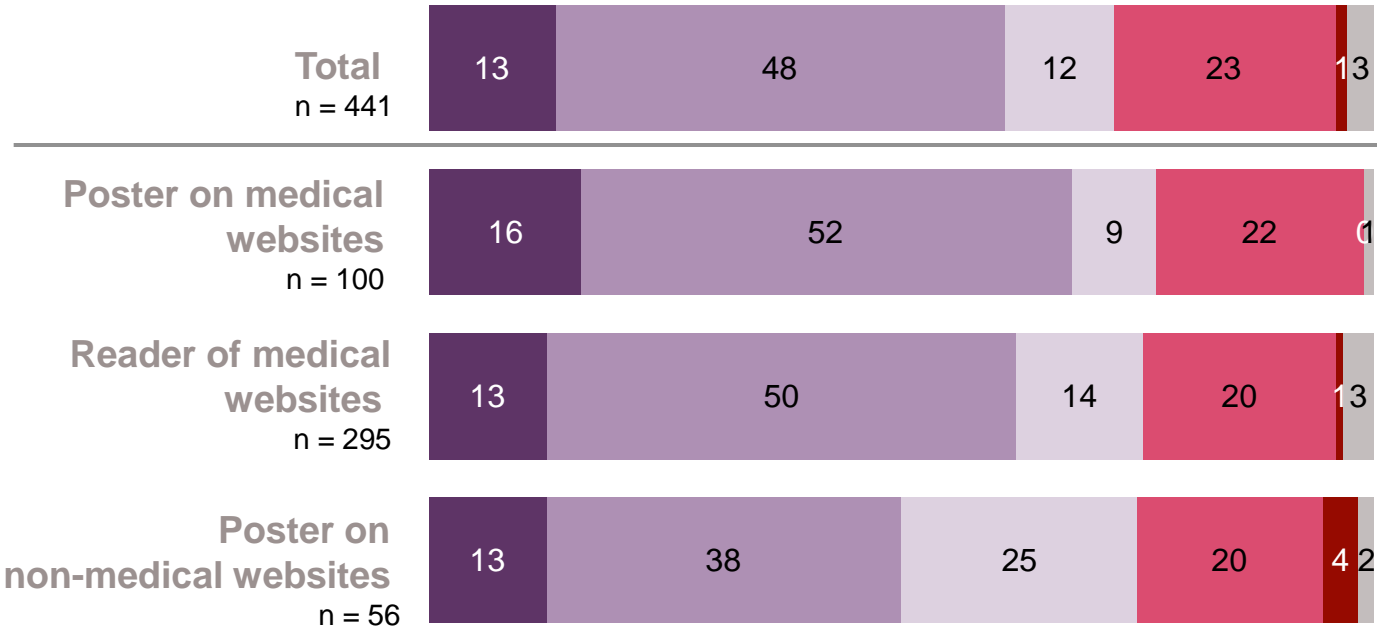




Peer Reviews

Q. 11: With which of the following statements would you agree the most?

Basis: All participants, values in %



- ...may some day replace peer-reviewed journals.
- ...may some day be just as important as peer-reviewed journals.
- ...may become as important as peer-reviewed journals, but not in the near future.
- ...will never be as important or accurate as peer-reviewed journals.
- Other opinion.
- I do not know.



Ihr Kontakt bei DocCheck Research:



Anja Wenke
Head of Team Market Research
anja.wenke@doccheck.com
Tel.: +49.221.92053-512
Fax.: +49.221.92053-557



Stefanie Jung
Senior Research Manager
stefanie.jung@doccheck.com
Tel.: +49.221.92053-514
Fax.: +49.221.92053-557



Mascha Schmitz
Junior Research Manager
mascha.schmitz@doccheck.com
Tel.: +49.221.92053-136
Fax.: +49.221.92053-557