

Chapter 2: Improving Health Literacy: Finding High-Quality, Web-Based Information

Multiple Choice

1. Of the nearly 75% of adults in the United States that use the internet, what percent have searched for health or medical information?

- A. 40%
- B. 60%
- C. 80%
- D. 100%

Ans: B
Page 20

2. From the 2009 National Health Interview Survey, who searches more for health information on the internet?

- A. Men
- B. Women
- C. Adolescents
- D. Older Adults

Ans: B
Page 20

3. According to the Pew Research Center's Internet and American Life Project, what percentage of cell phone users searched for health information?

- A. About a quarter
- B. About a third
- C. About half
- D. Nearly all

Ans: B
Page 20

4. In a qualitative study from Germany, when participants were observed performing health-related searches, they usually:

- A. Used Google and multiple search terms
- B. Used government sites and Boolean operators
- C. Used the Centers for Disease Control and Prevention web site

D. Used Yahoo and a single search term

Ans: D

Page 22

5. To narrow an internet search, words such as AND, OR, or NOT are called:

- A. Search compressors
- B. Narrowing terms
- C. Boolean logic
- D. Internet restrictions

Ans: C

Page 22

6. People searching for health information online are most often searching for information about:

- A. Specific medical conditions
- B. New medications
- C. Medical breakthroughs
- D. Health care costs

Ans: A

Page 24

7. In the *Health Online* 2013 survey, what do most people do when confronted with a serious health issue?

- A. Consult a medical librarian
- B. Consult a trusted family member
- C. Consult their friends
- D. Consult with a physician or other health professional

Ans: D

Page 25

8. The AMA principles, Health on the Net Foundation, and the e-Health Code of Ethics are all examples of:

- A. Efforts to promote quality of health internet sites
- B. Non-profit organization that manage health information

- C. National laws to regulate internet information
- D. For-profit initiatives to improve health care

Ans: A

Page 27

9. Important questions when searching for health information online include asking:

- A. What is the source of funding for the web site?
- B. Who is the author?
- C. How much bias is evident?
- D. All of these

Ans: D

Page 29

10. Public health benefits of teaching people to search for high-quality online information include:

- A. Finding weight loss information
- B. Raising awareness of new and serious disease outbreaks
- C. Both
- D. Neither

Ans: C

Page 28

11. Generally, a prominent limitation of online health information is:

- A. Cost and affordability
- B. Accuracy and oversight
- C. Harmful consequences
- D. Availability for non-English speaking individuals

Ans: B

Page 26

12. Risks of online searching are:

- A. Found on the CDC web page
- B. Reportable to state health departments

- C. Infrequently documented
- D. More common in the United States

Ans: B
Page 26

True or False

13. “Codes of conduct” are regulatory requirements for internet sites established by the United States government.

Ans: False
Page 27

14. Health on the Net Foundation (HON) is a nongovernmental organization that publishes principles and tools for higher quality web searching.

Ans: True
Page 27

15. One limitation of published methods to ensure quality of websites is that many are no longer used after 5 years.

Ans: True
Page 27

16. In a study of thirty-four Texas high school students, more than 60% of students thought web sites were accurate, when more than half were not.

Ans: True
Page 19

17. In a study of thirty-four Texas high school students, students found much accurate information because web sites were both accurate and well-designed.

Ans: False

Page 20

18. In the United States, nearly 75% of adults use the Internet, and about 25% have searched for health information online.

Ans: False

Page 20

19. Nearly 1/3 of all cell phone users in the United States, in one study, has used their phone to search for health information.

Ans: True

Page 21

20. In one study conducted in Germany, reported that professional expertise and use of scientific references were important in defining a high-quality Internet site.

Ans: True

Page 21

21. In one study conducted in Germany, when study participants actual Internet searching behavior was studied, investigators found that few used search engines such as Google and Yahoo.

Ans: False

Page 22

22. Web optimization techniques ensure that highest quality Internet sites will appear on the first page of the search.

Ans: False

Page 22

23. Women, individuals with new medical problems, and people using the Internet often were likely to search more frequently for online health information.

Ans: True

Page 23

24. People searching for health information online frequently search for information about medical treatments and losing weight.

Ans: True

Page 23

25. As compared to white individuals, African American and Latino individuals, were more likely to search for information about pharmaceuticals, weight control, and childbirth-related questions.

Ans: True

Page 23

Multiple Answer

26. Which of the following organizations provide helpful tools to Internet users to help ensure high-quality web surfing?

- A. Health on the Net Foundation
- B. American Medical Association
- C. Health Internet of the European Union
- D. Food and Drug Administration

27. Limitations to efforts to ensure quality of online health information include:

- A. They are regulatory
- B. Many are not used after a few years
- C. Most cannot be verified as effective
- D. Consumers rely on participating government agencies

Ans: B, C

Page 27

28. Strategies to help individuals find high-quality online health information might include:

- A. Using the Medical Library Association guide
- B. Using advice from friends and neighbors
- C. Seeking advice from a health professional
- D. Using the "MedlinePlus Guide to Healthy Web Surfing"

Ans: A, C, D

Page 28

29. Health benefits of finding high-quality health information online include:

- A. Helping consumers find information to improve personal health behaviors
- B. Helping consumers find information about food safety
- C. Helping consumers find information about urgent health issues
- D. Helping consumers become active participants in their own health

Ans: A, B, C, D

Page 29

30. Populations who might especially benefit from education to assist in finding high quality health information online include:

- A. University professors
- B. Health professionals
- C. Adolescents
- D. Individuals with low literacy

Ans: C, D

Page 31