

# Gender-specific behaviour in online health information research

## Subjects

Many of us do it every day: we pick up our mobile phone and research questions, facts, contexts or definitions via Google. The internet is becoming more and more important as a source of information. But to what extent is this widespread information-seeking behaviour relevant to health issues? Is the internet the medium of the future for the responsible, co-deciding,

## Summary

autonomous patient? Are there gender-specific differences in this behaviour? And if so, what factors determine, limit or influence these differences? On the basis of this information, which gender-specific strategies prove to be practicable and purposeful for the online information transfer of the future?

## Conflict

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