



Google™ Facelift

The Quality of Information on the Internet

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Internet Usage Data

June 30, 2008: 1,463,632,000 Internet users

Nielsen/NetRatings and International Telecommunications Union



Study

- **Who offers information on Facelift Surgery on the Internet?**
- **Quality of information?**



Materials and methods

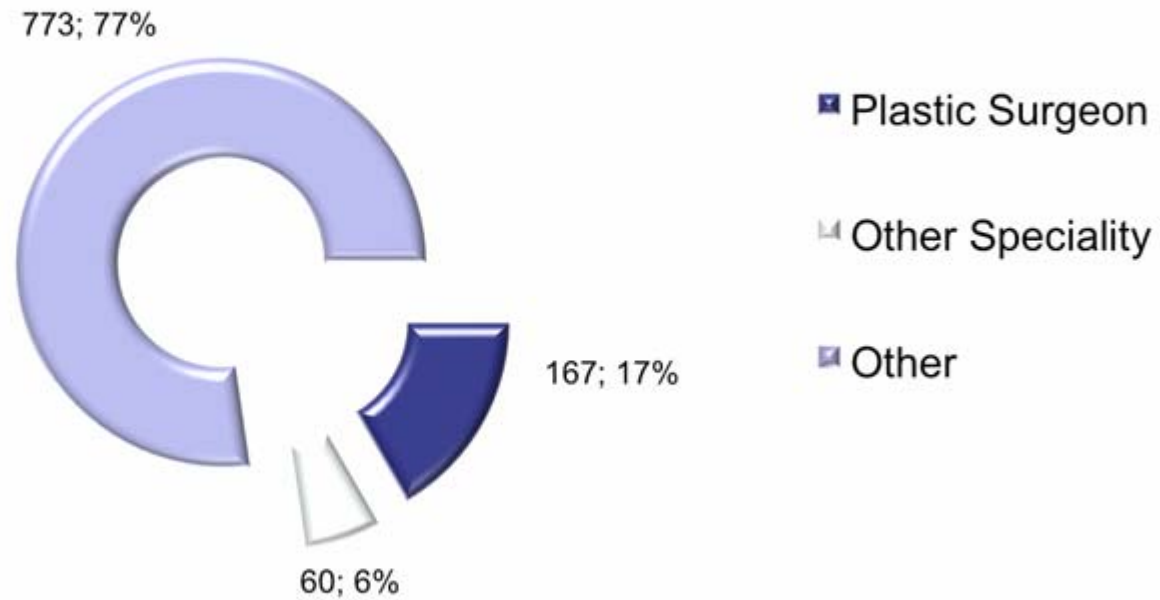
- **Google-search for **Facelift** and **Gesichtstraffung****
- **October 2008**
- **First 500 results for each term analyzed:**
 - **Who offers the information?**
 - **Quality of information?**

Materials and methods

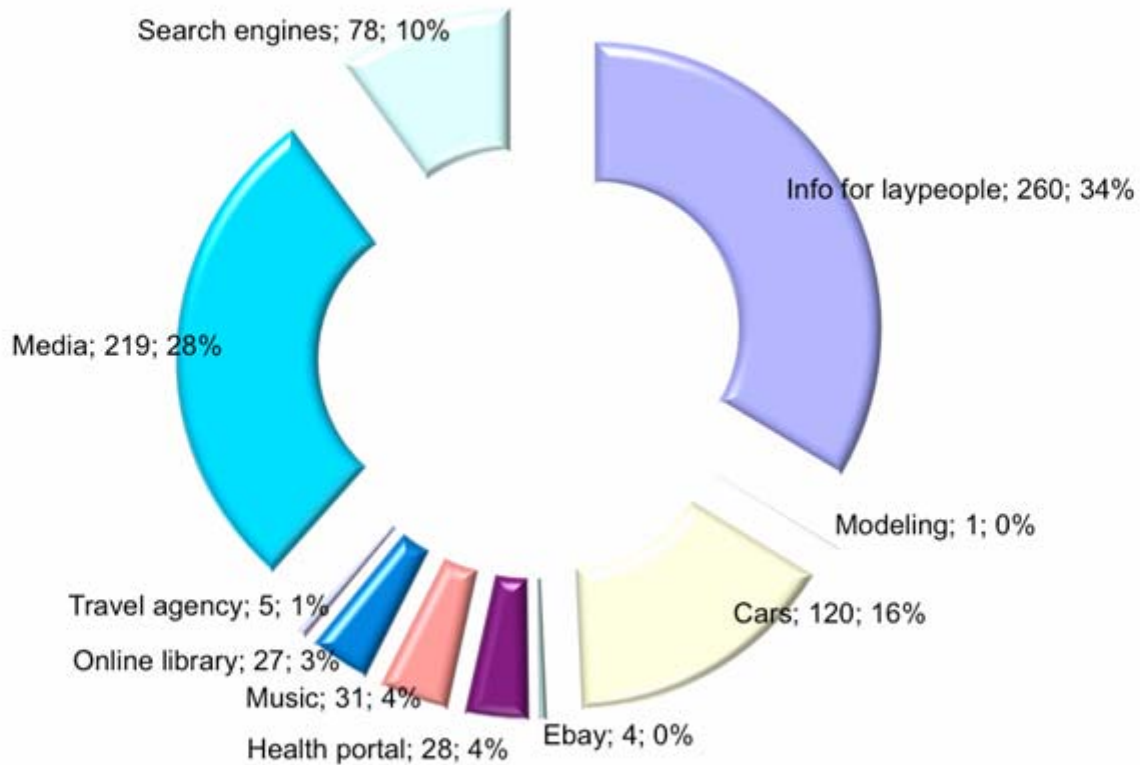
- **Quality of information?**
 - **Different methods mentioned?**
 - **Aftercare?**
 - **Potential complications?**



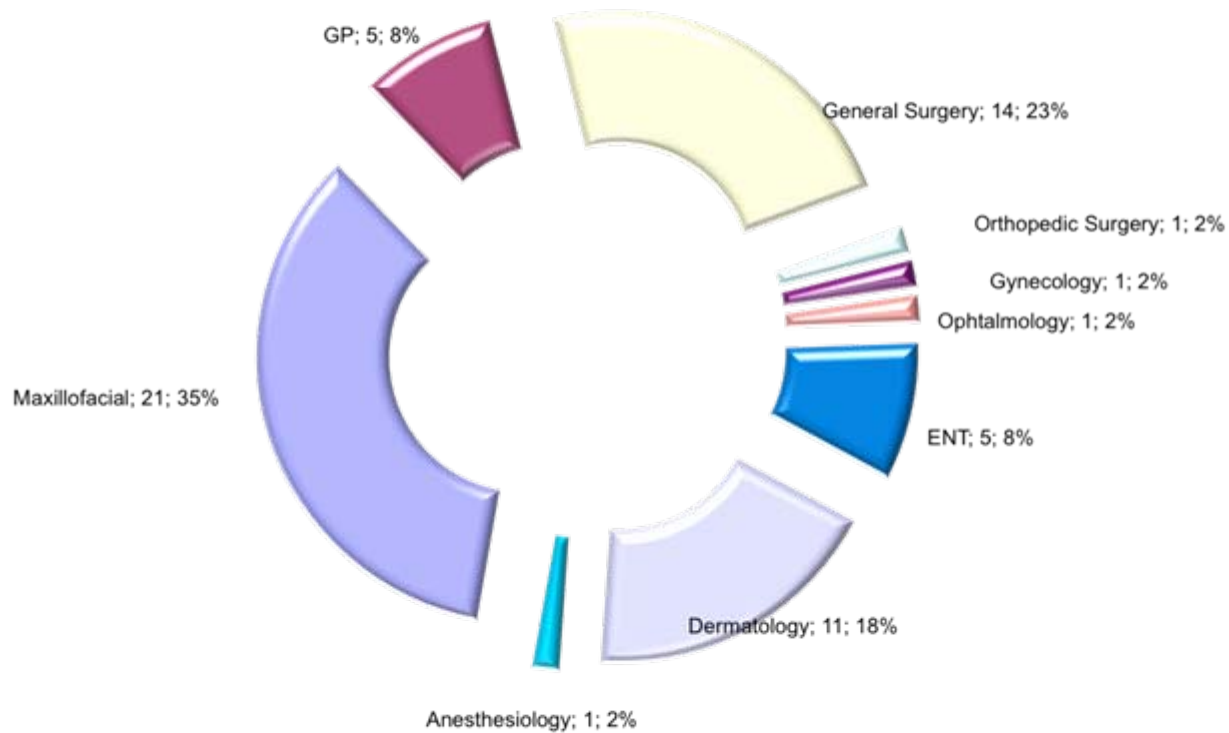
Who offers information?



Who offers information?

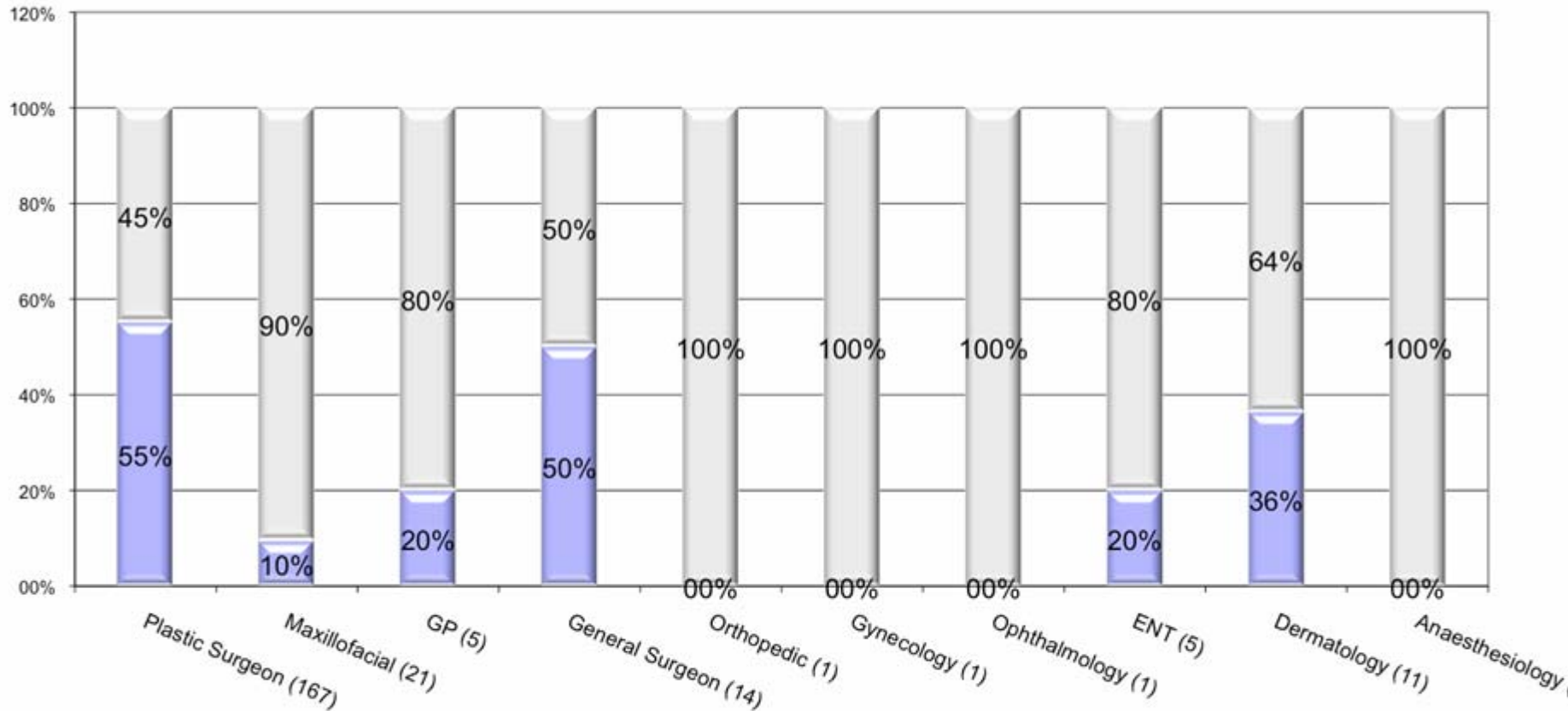


Who offers information?



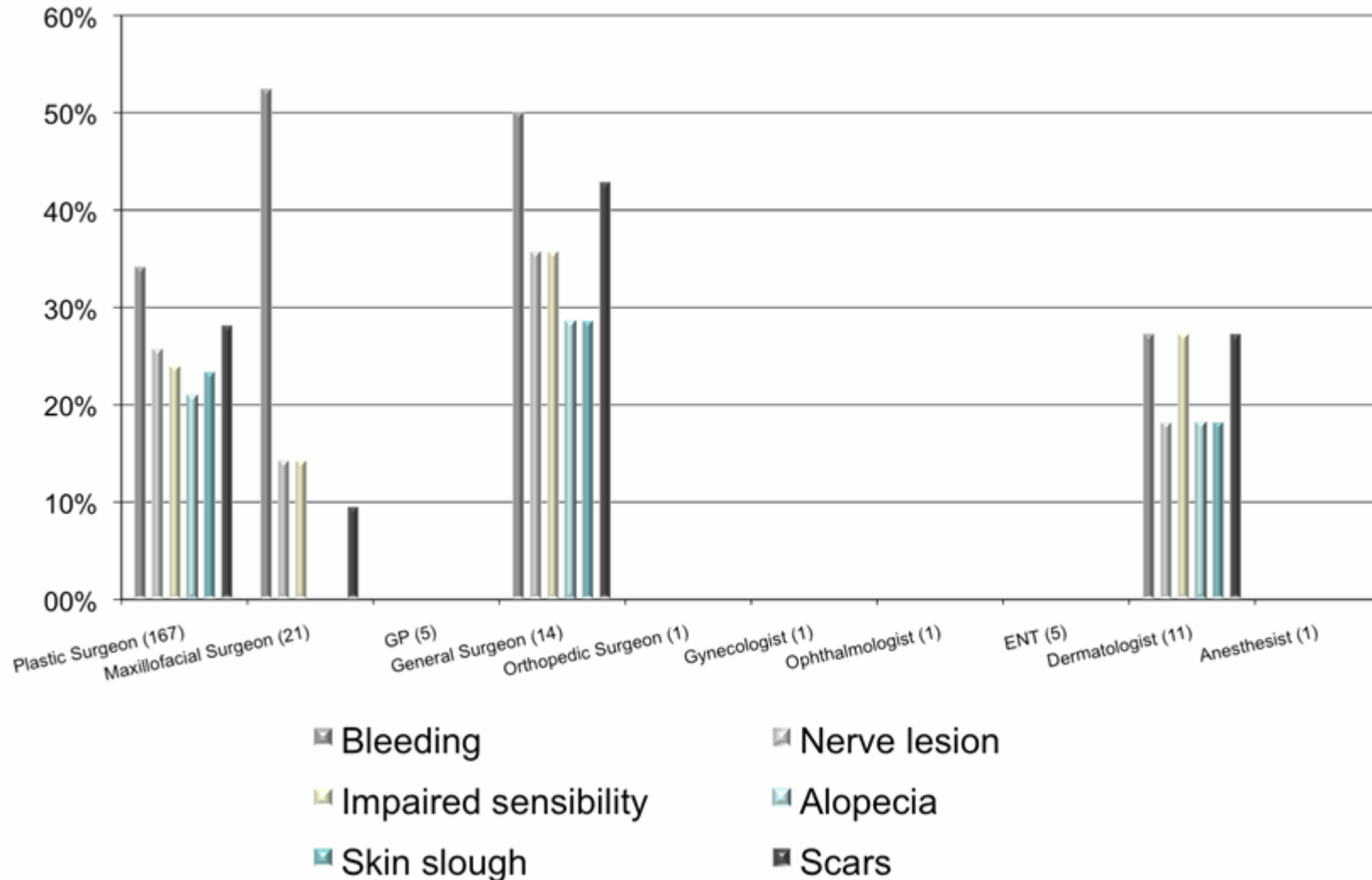
Quality of information?

Incisions



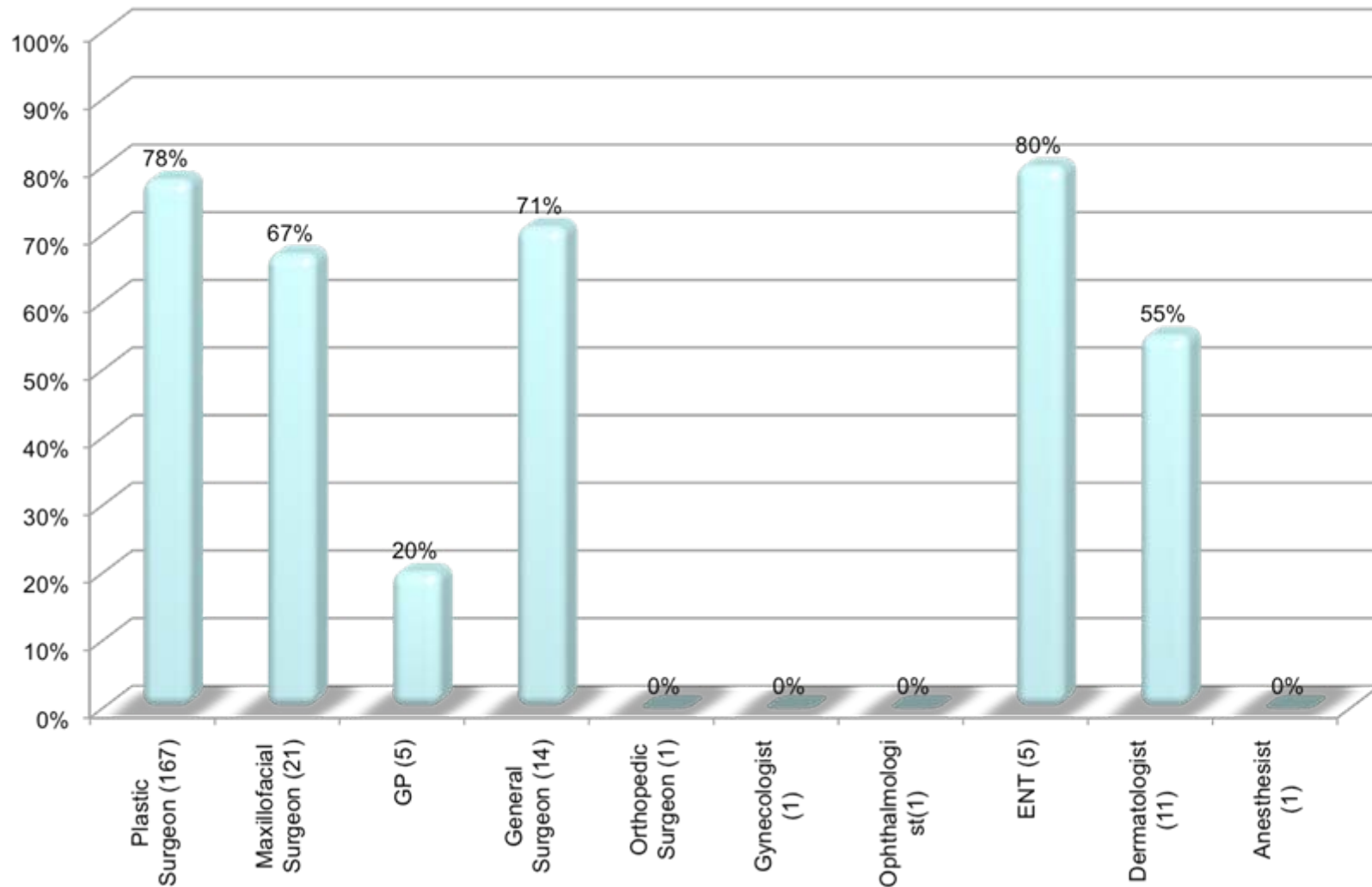
Quality of information?

Potential complications mentioned



Quality of information?

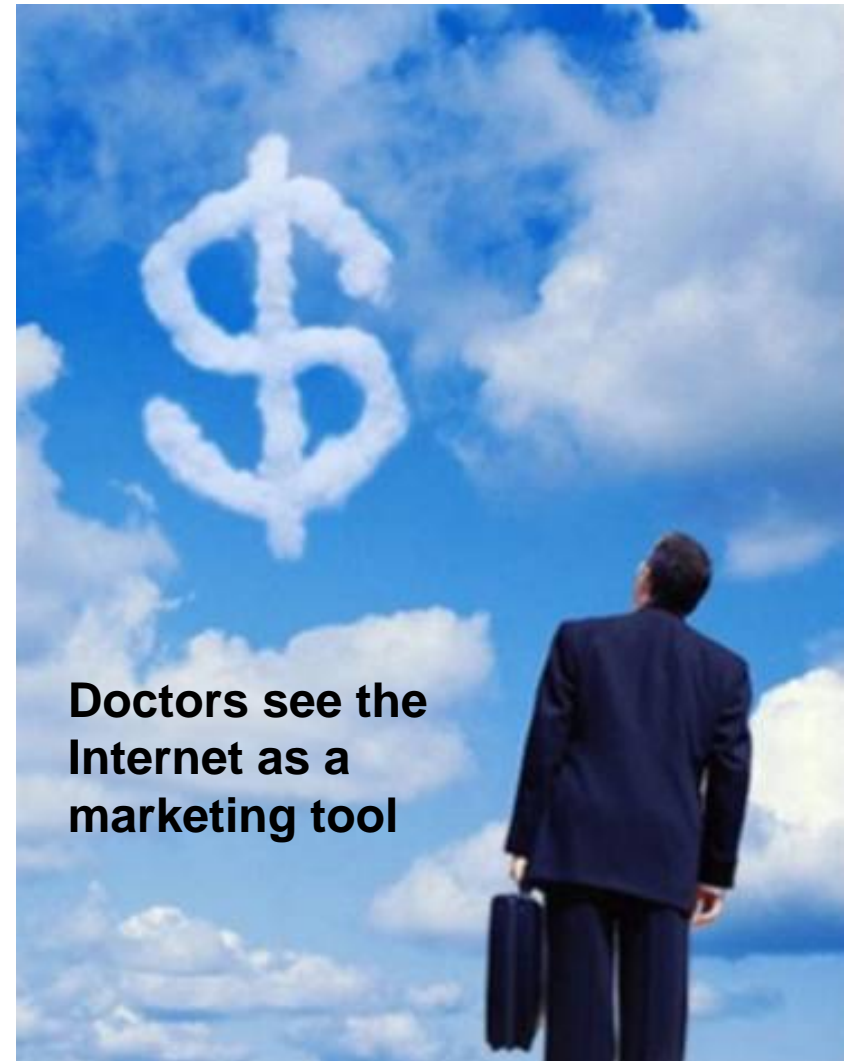
Aftercare



Conclusion

Information on facelift surgery given on the Internet by doctors tends to present **only positive aspects**

Potential **complications** going **unmentioned**



Doctors see the Internet as a marketing tool

Conclusion

Doctors see the Internet as a
marketing tool

but

laypersons see it as a source of
information



**Should a more balanced
presentation on medical issues be
required from doctors?**