**Which Results Do Users Prefer? Domain-Specific or General Search Engines**

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**Background:**
- End users mostly use Google to look for online health information
- Sometimes Google results can be of questionable quality and contain misleading information
- Khresmoi offers a manually selected pool of HONcode certified online health resources checked for a certain level of quality and transparency
- The question is which top results users prefer in a blind comparison?

**Methods:**

<table>
<thead>
<tr>
<th>Nb</th>
<th>Health topic</th>
<th>Health query (French and English)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Specific disease or medical problem</td>
<td>Goutte régime (gout diet)</td>
</tr>
<tr>
<td>2</td>
<td>Certain medical treatment or procedure</td>
<td>TDAH médicament stimulant effects (ADHD stimulating drug effects)</td>
</tr>
<tr>
<td>3</td>
<td>How to lose weight or how to control your weight</td>
<td>Perdre poids rapidement (lose weight fast)</td>
</tr>
<tr>
<td>4</td>
<td>Food safety or recalls</td>
<td>Lait cru risque (raw milk risks)</td>
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<tr>
<td>5</td>
<td>Drug safety or recalls/a drug you saw advertised</td>
<td>Risque trop antidouleurs (too many painkillers risks)</td>
</tr>
<tr>
<td>6</td>
<td>Pregnancy and childbirth</td>
<td>Amniocentèse risques (amniocentisis risks)</td>
</tr>
<tr>
<td>7</td>
<td>Medical tests results</td>
<td>Sida aide Genève (AIDS help Geneva)</td>
</tr>
<tr>
<td>8</td>
<td>Caring for aging relative or friends</td>
<td>Aide personne-agée maison (at-home elderly care)</td>
</tr>
</tbody>
</table>

**Main results:**
- Google > Khresmoi for all 8 scenarios, however to a different extent
- In scenario 1 and 2 there was a lowest difference between Khresmoi and Google first preferred results: 14% and 23%
- In scenario 4 and 8 the preferences were clearly in favour of Google with differences over 80%.
- On average 25% of participants selected their first preference from Khresmoi suggesting that these results were more relevant.
- Amongst the 70% of the URLs selected by the participants in Google but not present in Khresmoi, only 20% could satisfy the HONcode of conduct to comply with certain criteria of transparency and trustworthiness for online health and medical information.
- The most common criteria of relevancy for participants was presence of references

**Participants:**
- 29 students (Faculty of Medicine, University of Geneva, Switzerland) participated in a study
- 26 were included: 18 males and 8 females aged 21 (SD=2), all francophone
- All experienced Internet users and web surfers, mostly using Google
- All sought for health information for personal use on a weekly or monthly basis
- The most sought topics were: specific disease (89%) and medical treatment or procedure (69%)

**Conclusions:**
- The sample is not representative, and further wider sample is foreseen
- A difference of preferences given to Google or Khresmoi is explained by specific coverage of topics within the HONcode certified web sites
- There is a discrepancy between the importance of quality and judging the quality of health information itself
- Skills to critically evaluate health information need to be improved

http://khresmoi.eu