

# Physician Use of Online Resources and Social Media

How physicians rely on credible, up-to-date sources for their information

In October 2019, Elsevier asked 1937 physicians around the world to share their experiences of using online resources and social media.

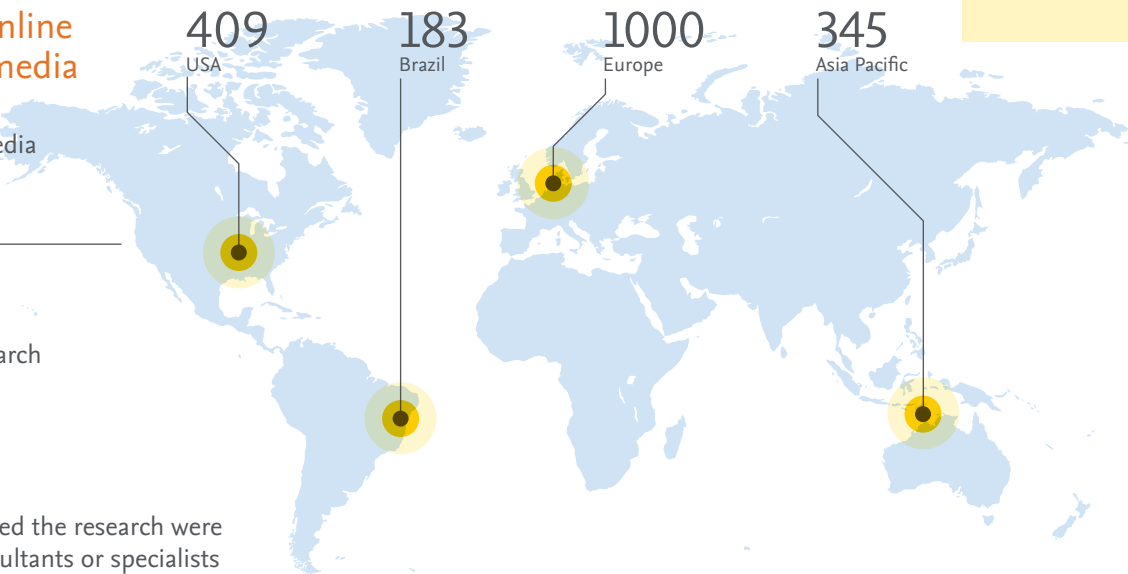
Global focus

## How physicians use online resources and social media

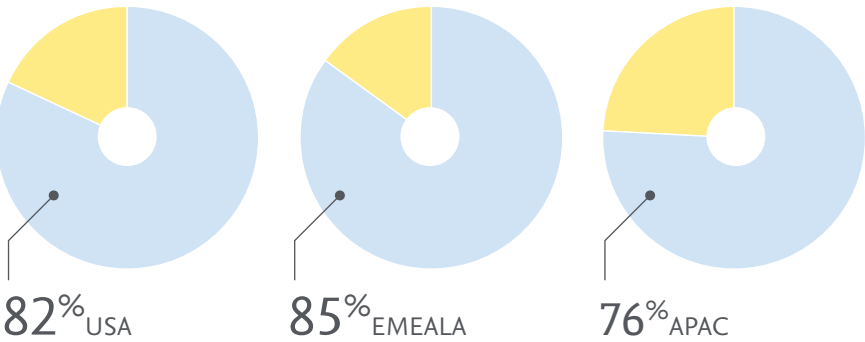
Physicians shared their use of online resources and social media in an online survey between September and October 2019.

1937 physicians completed the research

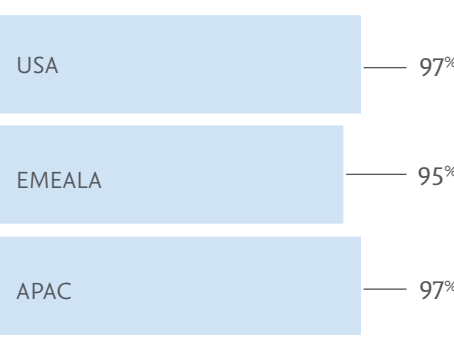
About 70% of the physicians who completed the research were secondary care clinicians, consultants or specialists



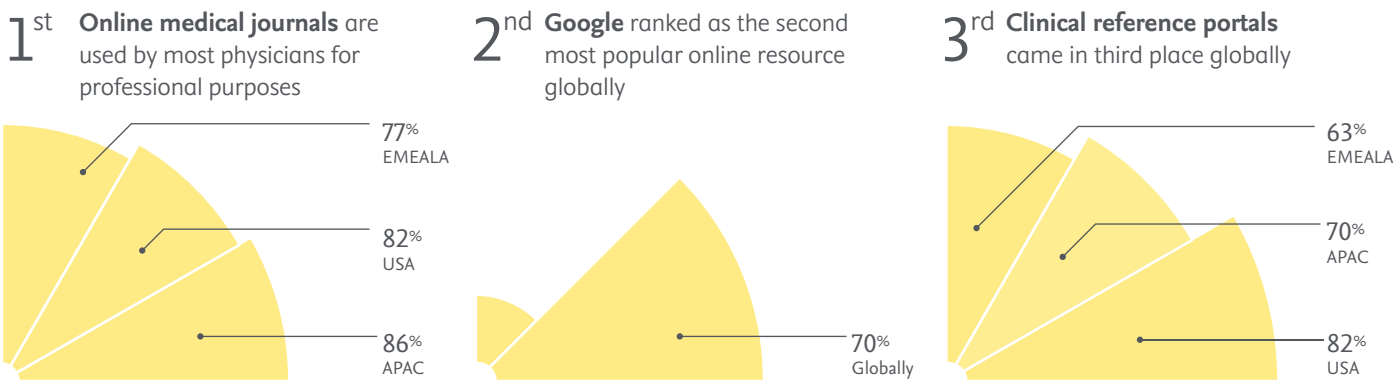
## Globally, source credibility is the most important factor in a physician's choice of resource



## Almost all physicians use online resources

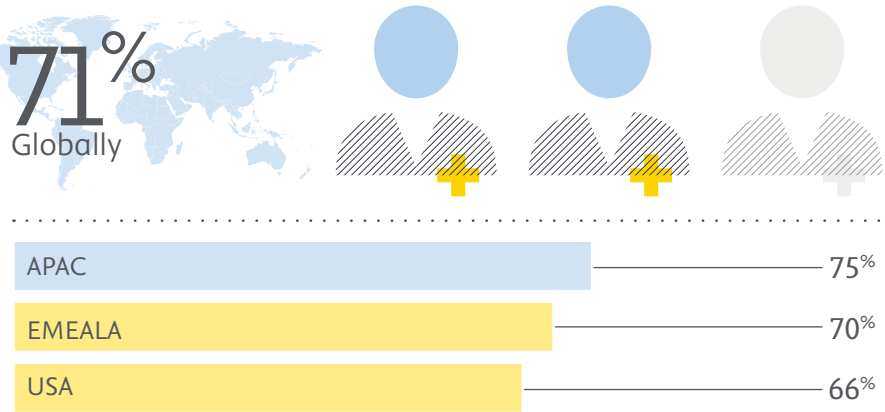


## Most popular online resources amongst physicians

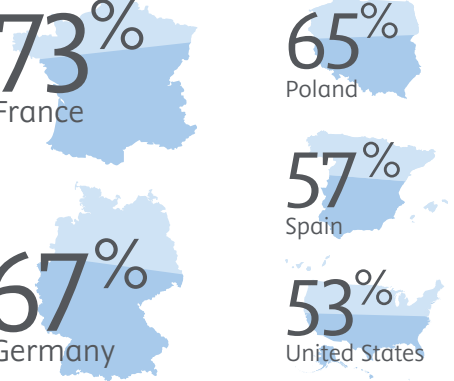


## Most physicians use other resources too...

About two-thirds of physicians globally use medical apps



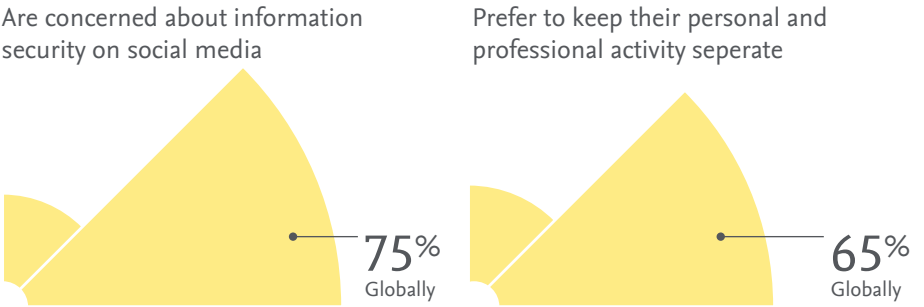
Medical societies websites are also popular among physicians globally



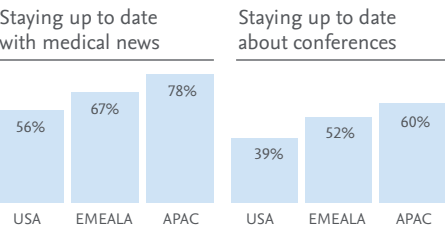
## Social Media

67% of APAC physicians are likely to consider social media to be beneficial for their career. This is highest in China and India at 75% and lowest in EMEALA: 49% and USA: 39%

## Percentage of physicians that:



## Why physicians use social media



## Who physicians follow



## YouTube, WhatsApp and LinkedIn are most popular for professional use

