



# Physician Use of Online Resources and Social Media

Discovering physicians' top online and social media resources

In May and June 2021, Elsevier asked physicians to complete a 15-minute online survey to understand their use of online resources and social media platforms for professional purposes

## About the survey

1,778

physicians completed the survey

62%

secondary care clinicians

25%

primary care clinicians/GPs

420

USA

1066

EMEALA

292

APAC

12%

trainee doctors



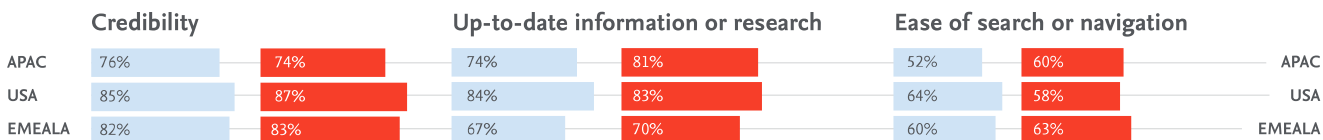
## Online Resources

2019

2021

### Factors that affect physicians' choice of resources

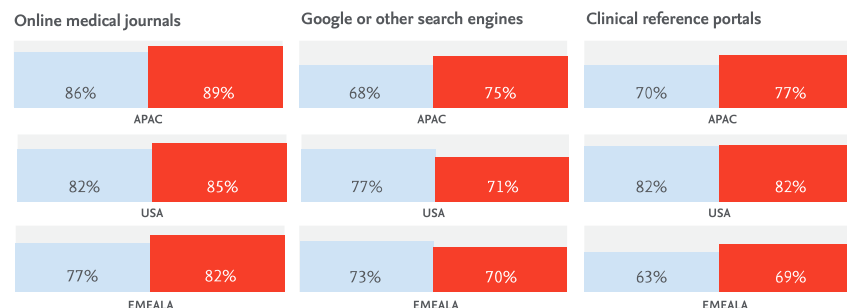
When compared with survey results from 2019, the top three factors remained the same globally.



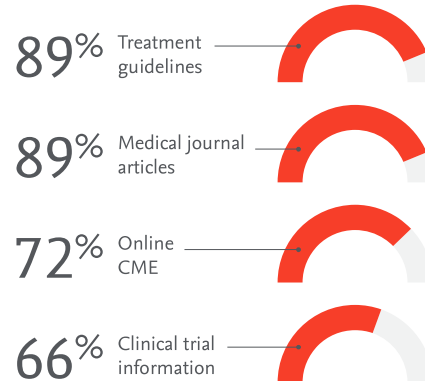
### Most popular online resources amongst physicians

(By percentage of physicians who listed each resource as a top information source)

Online medical journals continue to be the most popular online resources for physicians, with an increase in usage across all regions between 2019 and 2021.

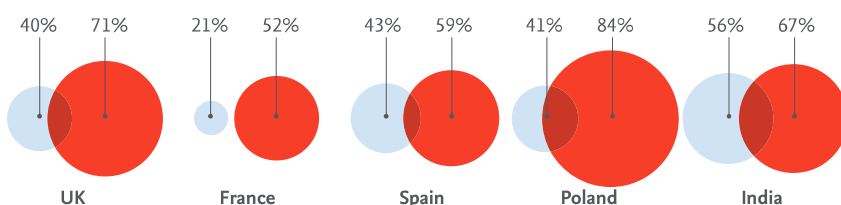


### Most popular content types

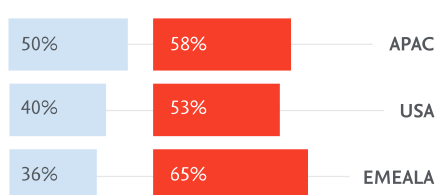


### The rise of webinars, webcasts and podcasts as a source of new information

In 2021, 58% of physicians globally find webinars, webcasts and podcasts an important source of information – an increase since 2019 in almost all markets.



Percentage of physicians that use webinars as a resource



Interested in learning more about how your peers are making decisions?  
Contact Sharon Levi, Senior Marketing Manager, [s.levi@elsevier.com](mailto:s.levi@elsevier.com)

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## Social Media

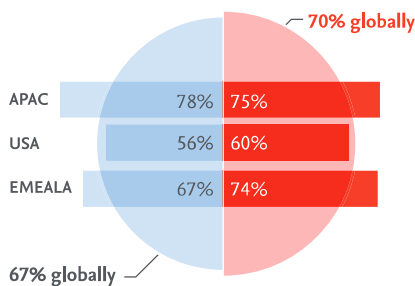
2019

2021

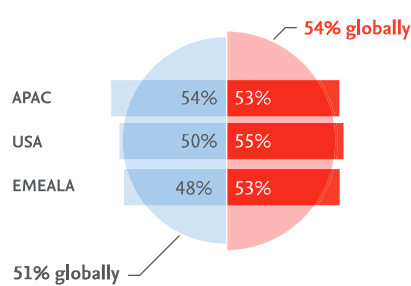
### Reasons why physicians use social media

Globally, physicians use social media to keep up to date with:

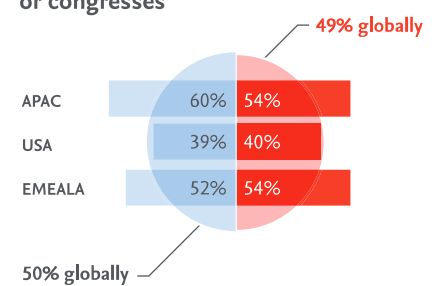
#### News covering their medical specialty



#### General news on healthcare topics



#### Information about conferences or congresses

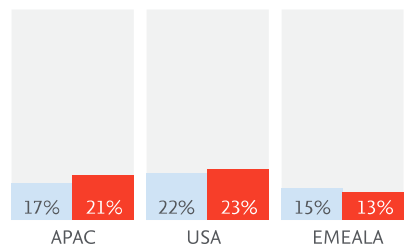
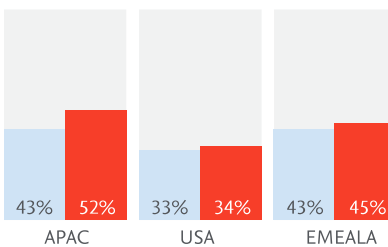


55%

of physicians say social media can be beneficial to their career

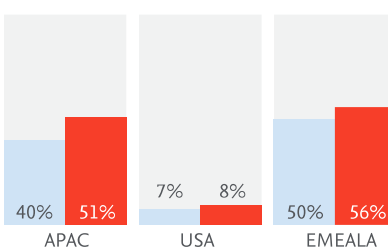
### Social media platforms used by physicians

Social media platforms are most frequently used both professionally and personally, rather than exclusively for one purpose or the other.

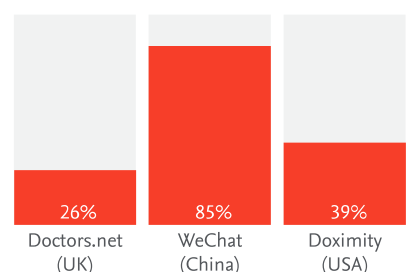


75%

of physicians are concerned about the security of their private information on social media



### Other notable social media platforms used by physicians in 2021



69%

like to keep their professional and personal social media activity separate

49%

believe their use of social media for professional purposes will increase in the future



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