



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



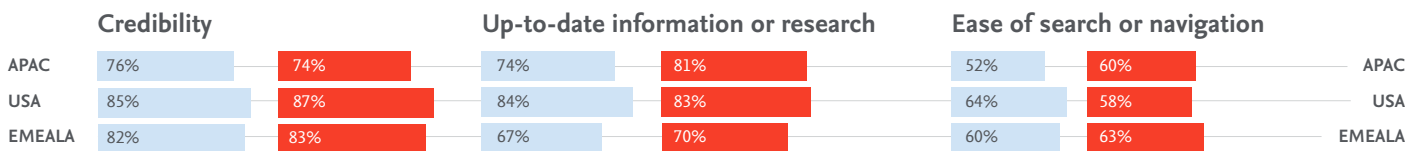
Online Resources

2019

2021

Factors that affect physicians' choice of resources

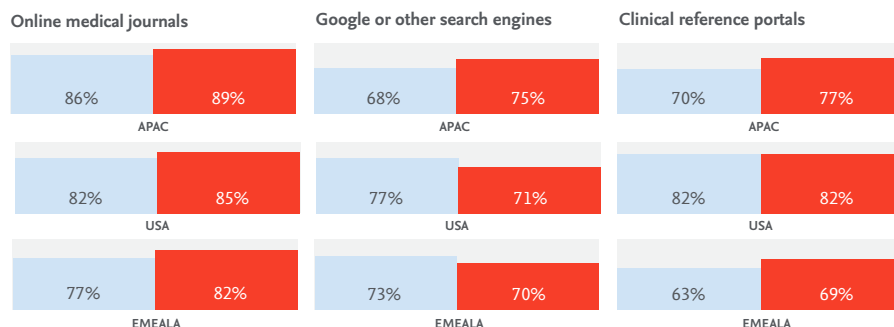
When compared with survey results from 2019, the top three factors remained the same globally.



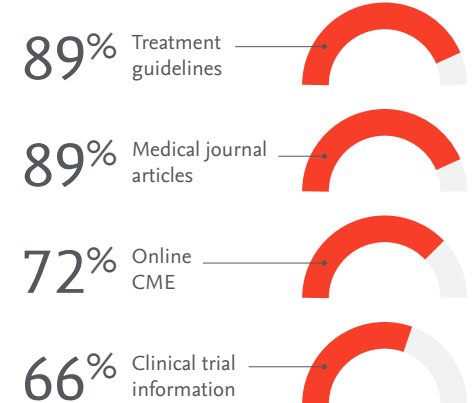
Most popular online resources amongst physicians

(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.

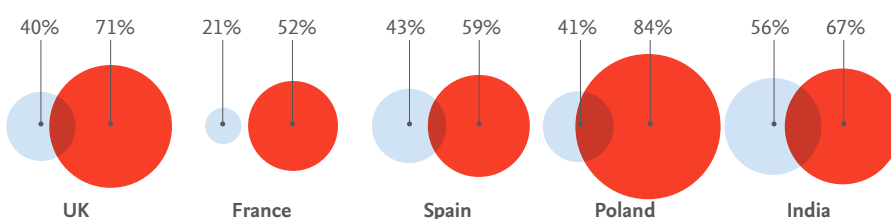


Most popular content types

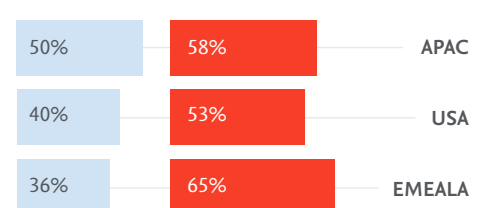


The rise of webinars, webcasts and podcasts as a source of new information

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

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Social Media

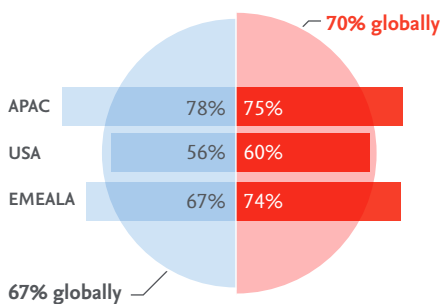
2019

2021

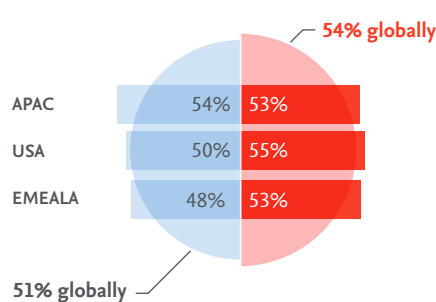
Reasons why physicians use social media

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

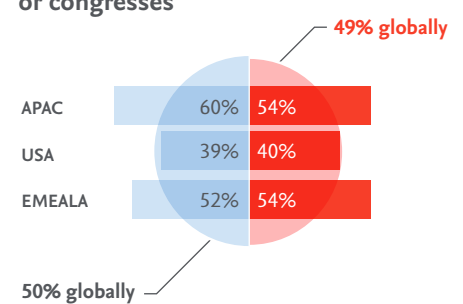
News covering their medical specialty



General news on healthcare topics



Information about conferences or congresses



55%

of physicians say social media can be beneficial to their career

75%

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

69%

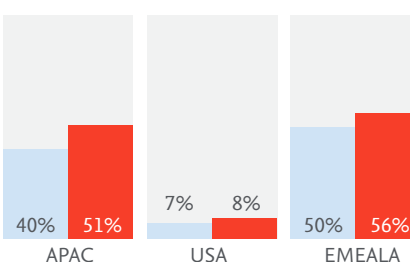
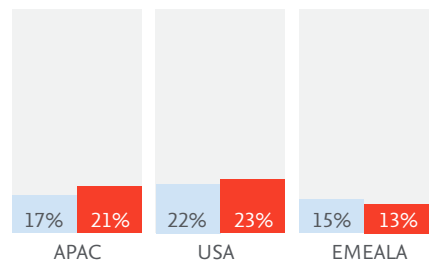
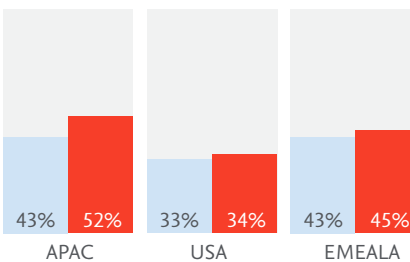
like to keep their professional and personal social media activity separate

49%

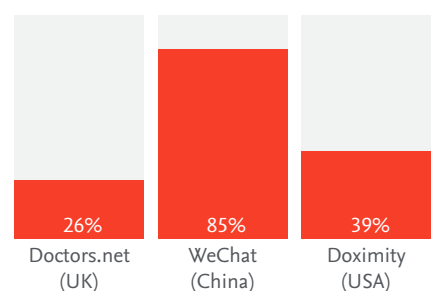
believe their use of social media for professional purposes will increase in the future

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.



Other notable social media platforms used by physicians in 2021



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