

Analysis of Surgical Websites in Korea

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Purpose: Recent advances in the internet have enabled us to search for large amounts of medical information. In Korea there are many websites providing medical information, but the quality and quantity of these websites relating to surgery remains to be clarified. Therefore, through the analysis of the surgical websites in Korea, the characteristics and future directions are presented.

Methods: Two hundred and thirteen websites were retrieved using three search engines: Yahoo, Lycos and Naver. We reviewed these websites, and they were classified according to their administrator, subject and content. We also recorded the presence or absence of e-mail addresses, the section on medical counseling and internet reservation.

Results: One hundred and sixty-eight websites (78.9%) were administrated by the local clinics. In relation to the main subjects, 94.4% of websites targeted the general public. The main contents of the websites were colorectal and anal disease (83.1%). Of the 168 websites administrated by local clinics, online medical counseling was available in 142 (84.5%) and internet reservation was possible in 39 (23.2%). Most of the local clinics' websites were located in urban area.

Conclusion: Our study showed surgical websites were led by local clinics, which specialized in colorectal and anal disease. It is emphasized that efforts to informatization are needed by medical schools, affiliated hospitals and medical associations, and the guidelines enabling validity of medical counseling should be put in place. (**J Korean Surg Soc 2002;64:1-5**)

Key Words: Internet, Website

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가

가

(1)

(website)가 가

(2)

가

(search engine)

(3)

2002 7 1 8 31

(<http://www.yahoo.co.kr>),

(<http://www.lycos.co.kr>),

(<http://www.naver.com>)

가

가

가 , 가
 가 . SPSS for
 windows ver. 9.0



1)

가
 143 , 가 173 , 가 159 .
 가 22 ,
 16 .
 213 가
 97 ,
 91 ,
 93 ,
 71 .

2)

213
 168
 (78.9%) 가 , 11 (5.2%),
 10 (4.7%),
 9 (4.2%),
 5 (2.3%), 5 (2.3%), 가
 5 (2.3%) (Fig. 1).

3)

201 (94.4%)
 5 (2.3%),
 7 (3.3%) (Fig. 2).

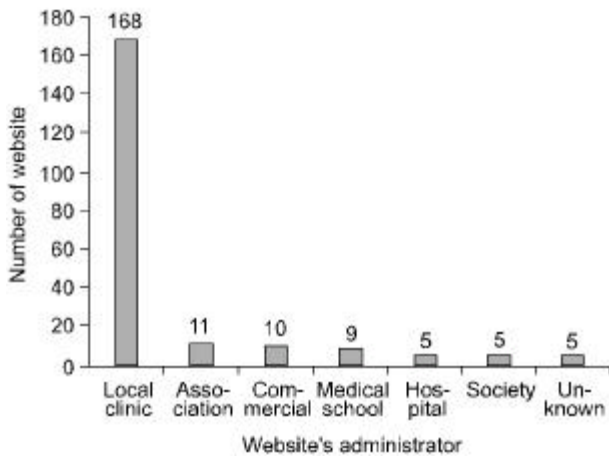


Fig. 1. Websites were classified according to the administrator.

4)

가
 177 (83.1%) .
 11 (5.2%) , 8
 (3.8%), 8 (3.8%), 5 (2.3%),
 4 (1.9%) (Fig. 3).

5)

168
 , 2 ,
 가 142 (84.5%) ,
 가 117 (54.9%)
 가 165 가

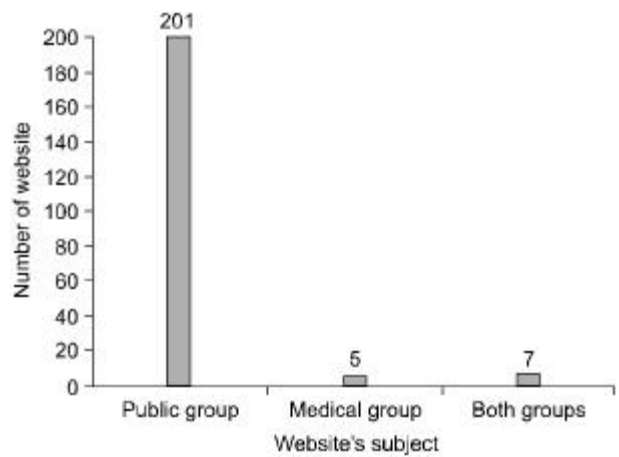


Fig. 2. Websites were classified according to the subject.

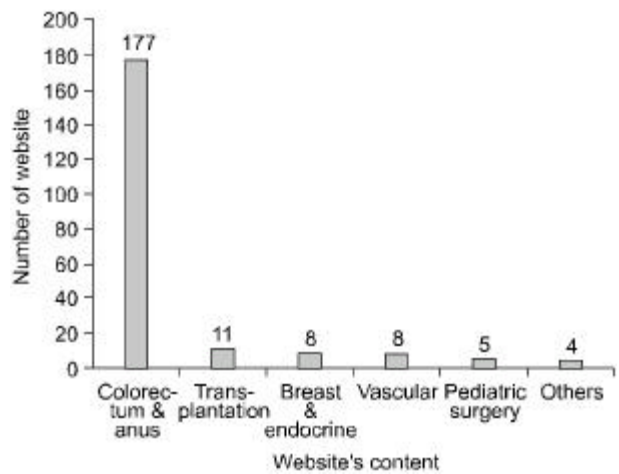


Fig. 3. Websites were classified according to the content.

가 . 가

가 39 (23.2%) 5

37 , 49 , 19 Table 1 10 가

, 13 , 10 , 10 82.1% 138 가 . 가

78.9%

94.4%가 , 88.3%가

(2)

39.2%

가 (world wide web)

가 가

가 가

.(3)

.(4)

(link) .(5)

, Eysenbach Kohler(6)

5 42

가 Lawrence Giles(7) 3 가 가

1 가) (가 가 , , ,

가 가 가 가

가 가

Table 1. Website lists of surgical association

Name of association*	Internet address
Korean Association of Endocrine Surgeons	www.kaes.or.kr
Korean Association of Hepato-Biliary-Pancreatic Surgery	www.khbp.or.kr
Korean Breast Cancer Society	www.kbcs.or.kr
Korean Cancer Association	www.cancer.or.kr
Korean Society for Transplantation	www.ksot.org
Korean Society for Vascular Surgery	www.ksvs.org
Korean Society of Coloproctology	www.colon.or.kr
Korean Society of Emergency Medicine	www.emergency.or.kr
Korean Society of Traumatology	www.trauma.or.kr
Korean Surgical Society	www.surgery.or.kr

*alphabetical order.

18 가 , , 4가 , , (11)
 가
 84.5% . HON (Health on the Net, <http://www.hon.ch>) code 가
 . HONcode 8 HONcode
 가 가 가
 (Table 2).
 (<http://www.kiranet.or.kr>) ‘ ’
 (10) 가 , 가 가
 가 가
 가
 . 1997 . 2002

Table 2. HON code of conduct for medical and health web sites

1. Authority

Any medical or health advice provided and hosted on this site will only be given by medically trained and qualified professionals unless a clear statement is made that a piece of advice offered is from a non-medically qualified individual or organization.

2. Complementarity

The information provided on this site is designed to support, not replace, the relationship that exists between a patient/site visitor and his/her existing physician.

3. Confidentiality

Confidentiality of data relating to individual patients and visitors to a medical/health Web site, including their identity, is respected by this Web site. The Web site owners undertake to honour or exceed the legal requirements of medical/health information privacy that apply in the country and state where the Web site and mirror sites are located.

4. Attribution

Where appropriate, information contained on this site will be supported by clear references to source data and, where possible, have specific HTML links to that data. The date when a clinical page was last modified will be clearly displayed (e.g. at the bottom of the page).

5. Justifiability

Any claims relating to the benefits/performance of a specific treatment, commercial product or service will be supported by appropriate, balanced evidence in the manner outlined above in Principle 4.

6. Transparency of authorship

The designers of this Web site will seek to provide information in the clearest possible manner and provide contact addresses for visitors that seek further information or support. The Webmaster will display his/her E-mail address clearly throughout the Web site.

7. Transparency of sponsorship

Support for this Web site will be clearly identified, including the identities of commercial and non-commercial organisations that have contributed funding, services or material for the site.

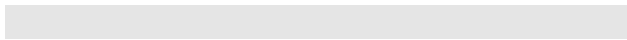
8. Honesty in advertising & editorial policy

If advertising is a source of funding it will be clearly stated. A brief description of the advertising policy adopted by the Web site owners will be displayed on the site. Advertising and other promotional material will be presented to viewers in a manner and context that facilitates differentiation between it and the original material created by the institution operating the site.

가 46

가 31.4% 8

가



(, ,)

213 (78.9%) 가

(94.4%)

(83.1%)

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