



Digital Health Information for the Consumer: Evidence and Policy Implications

David Nicholas, Paul Huntington, Peter Williams

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This unique book draws on research that constituted the first major nationwide evaluation of the use and impact of key digital health information platforms which were provided to thousands of health consumers in the UK. The authors offer the first comprehensive and detailed comparison of usage and impact of the three major ICT platforms delivering health information - the internet, touch-screen kiosks and digital interactive television. It provides an extensive reference source on how health consumers behave when online, whether this differs according to digital platform or type of user, how users perceive digital health services and what health benefits these services deliver. The book will be invaluable reading for all those interested in digital health information - students, academics, health policy-makers and information managers.

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