

ICPSR 3994

**Impact of the Internet and  
Advertising on Patients and  
Physicians, 2000-2001: [United  
States]**

Description

Inter-university Consortium for  
Political and Social Research  
P.O. Box 1248  
Ann Arbor, Michigan 48106  
[www.icpsr.umich.edu](http://www.icpsr.umich.edu)

## **Bibliographic Description**

ICPSR Study No.: 3994

Title: Impact of the Internet and Advertising on Patients and Physicians, 2000-2001: [United States]

Principal Investigator(s): Bernard Lo, University of California, San Francisco

Funding Agency: The Robert Wood Johnson Foundation

Grant Number: 81114 and 81673

Bibliographic Citation: Lo, Bernard. IMPACT OF THE INTERNET AND ADVERTISING ON PATIENTS AND PHYSICIANS, 2000-2001: [UNITED STATES] [Computer file]. ICPSR version. San Francisco, CA: Bernard Lo, University of California, San Francisco [producer], 2004. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2004.

## **Scope of Study**

Summary: This study investigated public reactions and physicians' views on the effects of direct-to-consumer advertising (DTCA) of prescription medications and health information on the Internet. To this end, separate surveys of the general public (Part 1) and physicians (Part 2) were conducted. The Survey of the Public collected data on demographics, health status, health insurance coverage, perceived quality of medical care, sources of medical information, and attitudes toward and experience with DTCAs and health information on the Internet. Respondents who had seen a DTCA or health information on the Internet in the past 12 months, perceived it as personally relevant, and discussed it with their physician were asked about the last time they had done this, e.g., whether they scheduled the doctor visit specifically because they wanted to discuss information they got from the Internet, whether, during or after the visit, the doctor diagnosed them with the disease or medical condition that a DTCA related to, and whether or not their physician ordered a test, changed their medication or treatment, or referred them to a specialist when they talked about a DCTA during the visit. Similarly, the Survey of Physicians explored the most recent occasion when physicians talked to a patient about information the patient found on the Internet or obtained from a DTCA. Physicians expressed their views on the impact of this information on health outcomes, health service utilization, and the physician-patient relationship. Additional topics covered by the Survey of Physicians included the role physicians played in their patients' health

care decisions and role they would like to play in these decisions, physicians' use of the Internet for purposes related to the practice of medicine, and physicians' practice profiles, income, age, race, and Hispanic origin. The data from the Survey of Physicians include variables from the American Medical Association's (AMA) master files such as sex, type of medical specialty, and year of graduation from medical school.

Subject Term(s): advertising, health services utilization, Internet, medical care, patients, physician patient relationship, physician practice, physicians, prescription drugs

Geographic Coverage: United States

Time Period: 2000 - 2001

Date(s) of Collection: 2000 - 2001

Universe: Survey of the Public: Adults 18 years of age or older in telephone households in the continental United States (excluding Alaska and Hawaii). Survey of Physicians: Office- and hospital-based primary care physicians and specialists in the United States who spent at least 20 hours per week on direct patient care.

Data Type: survey data

Data Collection Notes: The codebooks are provided by ICPSR as Portable Document Format (PDF) files. The PDF file format was developed by Adobe Systems Incorporated and can be accessed using PDF reader software, such as the Adobe Acrobat Reader. Information on how to obtain a copy of the Acrobat Reader is provided on the ICPSR Web site.

## Methodology

Sample: Survey of the Public: Households were selected using stratified random-digit dialing. Within households, the adult with the most recent birthday was selected. "Sicker" adults -- respondents who described their health as fair or poor, or had a disability which prevented them from participating fully in school, work, or other activities, or were hospitalized in the last 12 months for reasons other than a normal birth delivery -- were oversampled. The sampling design produced a cross-section of 2,720 adults 18 years of age or older, plus a sample of 489 "sicker" adults. Survey of Physicians: A stratified random sample was selected from a national list of physicians derived from the AMA master files, which covered both AMA members and nonmembers.

Data Source: Survey of the Public: Telephone interviews. Survey of Physicians: Mailback questionnaires and telephone interviews.

Extent of Processing: CONCHK.PR/ FREQ.ICPSR/ MDATA.PR/ REFORM.DATA/  
REFORM.DOC/ UNDOCCHK.PR

## **Access and Availability**

Extent of Collection: 2 data files + machine-readable documentation (text and PDF)

Restrictions: This data collection may not be used for any purpose other than statistical reporting and analysis. Use of these data to learn the identity of any person or establishment is prohibited. To protect respondent privacy, a number of variables in the Survey of Physicians (Part 2) are restricted from general dissemination. As explained in the "ICPSR Processing Note" in the codebook for Part 2, ICPSR blanked or recoded these variables. To obtain the original restricted variables, researchers must agree to the terms and conditions of a Restricted Data Use Agreement in accordance with existing ICPSR servicing policies.

Data Format: Logical Record Length and SPSS portable file

Original ICPSR Release: 2004-09-02

Note: Detailed file-level information (such as LRECL, case count, and variable count) may be found in the file manifest.

Dataset(s):

- DS1: Survey of the Public
- DS2: Survey of Physicians