

Text Mining Patient-Doctor Online Forum Data from the Largest Online Health Community in China

Emergent Research Forum papers

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Abstract (Required)

In recent years, there is an emerging trend that consumers search healthcare information online. However there is few empirical studies about how Chinese consumers use the Internet to search for their healthcare information, although China has the number one Internet population in the world and already received the international media's attention that there are more than one million online reviews on doctors in China. We noticed that on Good Doctor website (www.haodf.com), the largest online health community in China, there are more than ten thousands doctor answering questions online voluntarily. The present study uses text mining technique to examine what are the major topics that patients and doctors are discussing online, thus to provide a quick summarized information for two purpose: first for patients who may be benefited by the existing online patient-doctor discussion and second for doctors who can learn what are the critical questions that patients care more.

Keywords (Required)

Online health community, patient-doctor forum, text mining