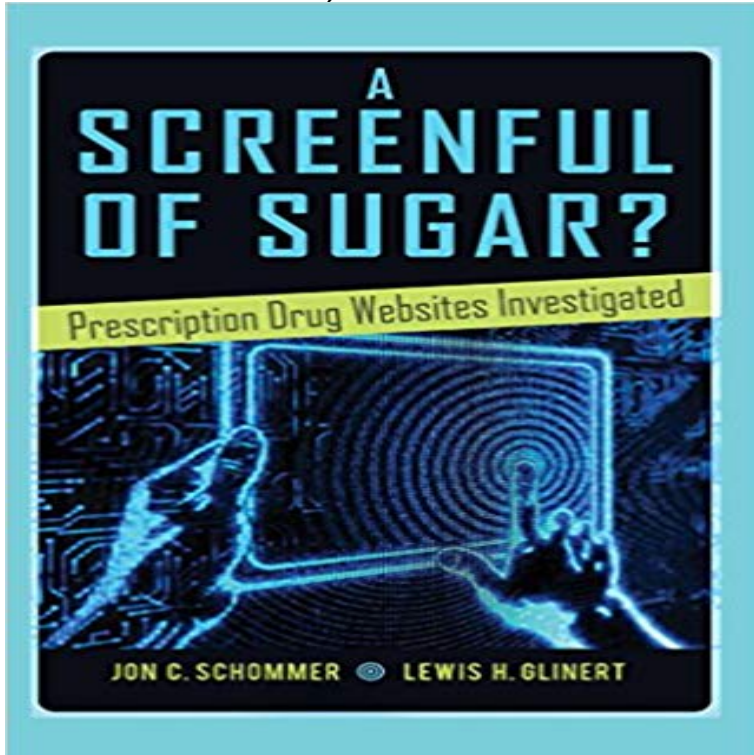


A Screenful of Sugar?: Prescription Drug Websites Investigated (Health Communication)



With drug information rapidly migrating to the Web, the chronically poor standards of drug information available to consumers in the developed and the developing world are being further compromised. This book offers insight into the uncharted waters of prescription drug information and promotion on the internet and suggests how it might be transformed into an unprecedented agent for good. It traces the social and political history of prescription drug information and marketing to Western consumers, offers a social and communicative profile of prescription drug Web sites, and evaluates the most widely used sources of prescription drug information, from government organizations and information companies and TV-related sites, to health service provider sites, manufacturers brand sites, and social media, including YouTube and Wikipedia. The focus throughout is on practical outcomes: How can information for consumer decision making be optimized and how can consumers use it responsibly?

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