INTERNET HEALTH INFORMATION AND HOAX

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Dear Editor,

Today we are living in the era of the fourth Industrial revolution with the rise of Internet of Things, technology, and cloud computing. In this era, more and more health information can be easily accessible on the Internet, which provides health information for clients in regards to health problems, prevention and self-care, as well as the information for health professionals for evidence-based practice. The Internet has become one of the main sources of health information (Bujnowska-Fedak, 2015). However, all the information on the Internet cannot be treated as an absolute truth.

At present, the magnitude of one health intervention is not possibly explored because studies on the subject are inconsistent with one another. Thus, we need to clearly identify the strengths and the weakness of each study in regards to its quality, methodology and results (Milio, 2001). Failure in this phase, we may lead to misinformation and create hoax. Hoax is something accepted or established by fraud or fabrication (Merriam-Webster, 2018).

In addition, most of people provide the data from journals to support their statements. However, we may need to pay attention that majority of the journals only publish the articles with positive results and they do not publish the negatives ones. Thus, we need to be able to conduct a scoping review to holistically understand the phenomenon before giving any statements.

We cannot just easily believe in the news provided by any institutions. Until now, health information provided in the Internet websites is subject to change and based on the good will of web designers, and most of us are unaware of them. As scholars we need to check the credibility of the sources, accuracy, scope, reliability and even the authors. The use of 5W1H method by Kipling (Serrat, 2009) is highly recommended for beginner to gather basic information, which consist of 6 interrogative questions: 1) *what* was the content and what was actually happened?, 2) *where* did it take place?, 3) *when* did it take place?, 4) *why* did it happen and why did they write it?, 5) *who* did it, who was the authors

and who was involved?, and 6) *how* did it happen? as indicated.

Lastly, Internet health information is a complex social system. Although there is no accepted standard for scientific, journalistic, or other types of entries in the Internet, we as public health scholars need to question the quality, reliability, and security of information in the Internet to make a difference and support the policy.

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