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Abstract

Objectives: Our aim was to study online self-medication attitudes in Bulgaria towards weight management and stimulation of immune system during COVID-19 pandemic.

Method: A short anonymous online survey was published in popular lifestyle and news sites for 1 month. Using HTML5 banner technology, a banner survey was programmed, measuring and collecting the data from user's behavior and evaluated the number of interactions and answers received.

Results: The survey was shown 4,449,653 times and had 33544 unique interactions. 56.9% of people, who answered the first question, refrain from online self-medication. Majority of users, who answered positive, would purchase online a weight control medication or supplement in order to stay in shape and immune stimulants to solve health problem.

Conclusion: Increased internet usage provides opportunities for health promotion campaigns, where healthcare providers can take a major part. Still risks from online self-medications are much greater than potential benefits.

Practice implications: The respondents were targeted at the place of their activity online and therefore the answers were genuine and honest. The high activity proved digital channels potential for both receiving and providing health information.

Keywords: Self-medication; Online medication purchase; Patient attitudes; Web 2.0; Health information

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Results and Discussion

Second question group A:

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Second question group B:

PA Med

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Second question group C:

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Third question (group A and group B):

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Fourth question (group A and group B) and third question group C:

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via

I have health problem	234	124	358
My doctor recommended the product	56	16	72
Second question group C: I don't purchase because			
I have a bad previous experience	60	25	85
		25	85i
Mp35			

Table 1:

Citation: Stoilova MS, Popova D, Gateva PA (2023) [SHEC for "Online Self-Medication"](#) COVID-19 Impact in

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References