### **DIRT CHEAP AND WITHOUT PRESCRIPTION:**

## How susceptible are young U.S. consumers to purchasing drugs from rogue internet pharmacies?

By Lana Ivanitskaya, Jodi Brookins-Fisher, Irene O'Boyle, Danielle Vibbert, Dmitry Erofeev and Lawrence Fulton

Journal of Medical Internet Research

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### Questions about pharmacies come from Research Readiness Self-Assessment, eHealth version for students

## Research Readiness Self-Assessment Central Michigan University

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"How To" of the Information Age - Fast. Smart. Safe.

# Self-Assessment of eHealth Competencies for Students

Lana Ivanitskaya, Ph.D. Version RRSA-CMU-h-2. Updated: Oct 30, 2009

#### Why assess my skills?

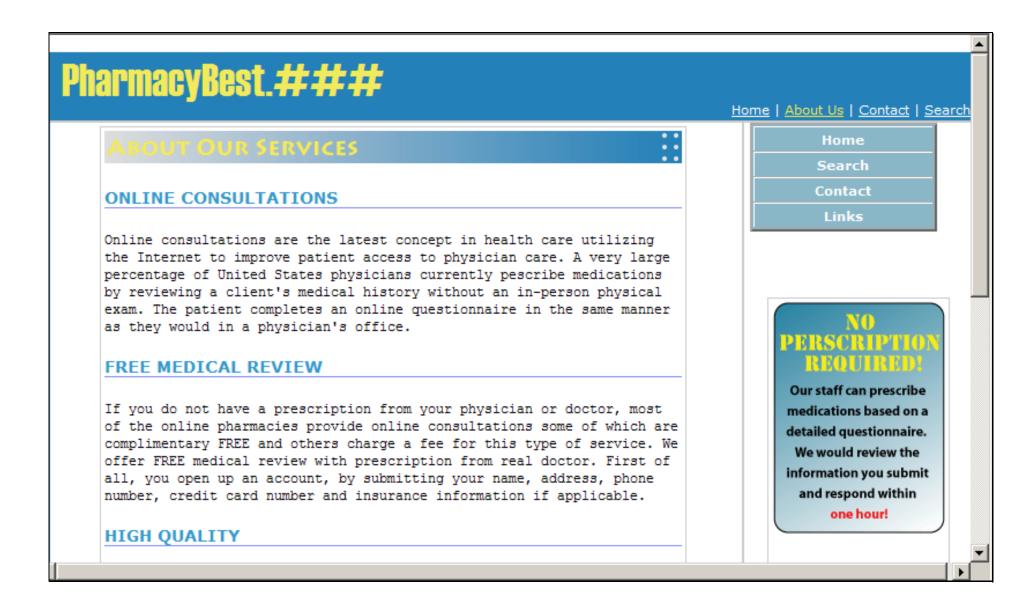
When you research health topics, you want to get information that is accurate, balanced, and complete. It's not easy to find that. Here is why,

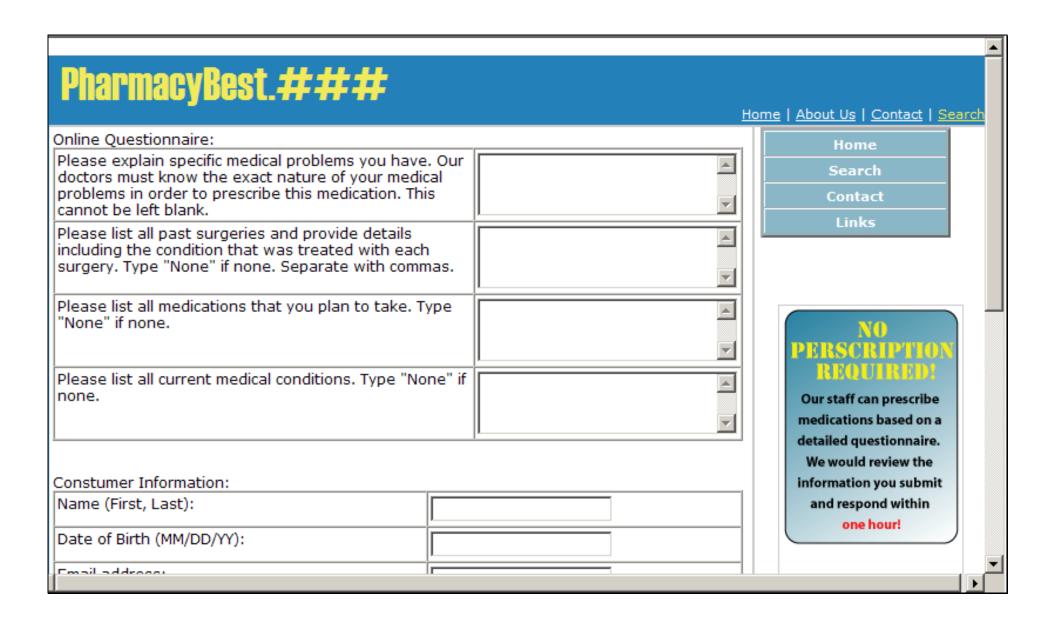
- Of 228 TV health segments reviewed by health information experts, "many of the stories [were] bad and they [weren't] getting much better" (1).
- Medical science reports in newspapers and magazines are sometimes distorted in the direction of sensation (2).
- It's cheap and fast to publish online. A person can create a website that looks as sleek as a
  website by a respected organization. There are no clear standards for internet publishing. It's hard
  to tell apart health news and ads. Copied content is not updated (3). Finally, some of the best
  health information is online but a password is needed to see it. You may be able to access it as a
  student...if you know what to do.

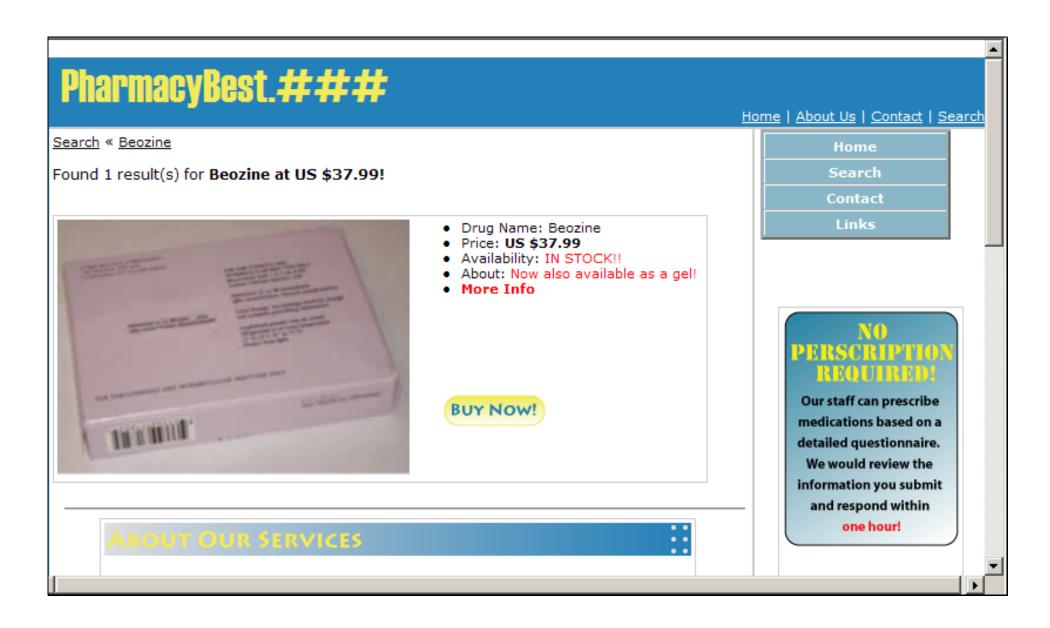
Get the picture? It may be easy to get health information but sorting through it gets tricky. It matters what source you use, how you search, what results you pick and how you use what you find. This tool helps you be better and faster at finding what you need online.

## **Website of Pharmacy A**

Note: For the purposes of this demonstration the top-level domain was replaced with "xxx."







## **Website of Pharmacy B**

Note: For the purposes of this demonstration the top-level domain was replaced with "xxx."

