

LETTER TO THE EDITOR

ANALYSIS OF INTERNET SEARCH TRENDS FOR BASIC ANESTHESIA PRACTICES: TURKEY AND THE WORLD

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The Internet has become a cornerstone of patient self-education, serving as a primary resource for individuals to address their health concerns prior to clinical consultations.¹ In the field of anesthesiology, understanding public interest is of critical importance, as patients often make decisions regarding labor analgesia and types of anesthesia long before meeting a specialist.² In this letter, we evaluated anesthesia-related search trends using Google Trends (GT) data both in Turkey and globally between 2023 and 2024.

To date, there has been no comprehensive study that statistically analyzes anesthesia-related search trends using GT data on both a national (Turkey) and global scale. Our research provides several key insights:

Global Trends: With the exception of general and spinal anesthesia, Google search trends were found to be consistent with the education levels of highly

developed countries.

National Variations: In Turkey, search volumes for procedures such as epidural and spinal anesthesia were observed to be influenced more by regional demographics and marriage rates than by education levels alone.

Clinical Significance: Our results underscore the need for reliable, internet-based information sources that explain anesthesia in plain language to reduce patient anxiety and strengthen the physician-patient relationship.³

This study supports the use of Google Trends as a low-cost, real-time tool for monitoring public health outcomes and predicting procedural demand.⁴ We believe our manuscript offers valuable data for both clinicians and online content creators aimed at optimizing patient education in the field of anesthesia.⁵

KEY WORDS: Anesthesiology; Internet; Health Education; Patient Participation; Information Seeking Behavior.

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