

A red Ethernet cable is shown against a white background. The cable is coiled in the upper half of the image. Two RJ45 connectors are visible, one in the foreground and one slightly behind it to the right. The connectors are red with clear plastic windows showing the internal gold-colored pins. The text is overlaid on the left side of the image.

*Hvordan finner den  
kunnskapsrike forbruker  
informasjon?*

**Lars Bratsberg, Google Norge**

## Grunnleggerne og vår visjon



**Organisere verdens informasjon og  
gjøre den universalt tilgjengelig og brukervennlig**



 Mest søkt på

## Helserelaterte emner

1. [Bmi](#)
2. [Fastlege](#)
3. [Lommelegen](#)
4. [Gravid](#)
5. [Helfo](#)
6. [Bipolar](#)
7. [Klamydia](#)
8. [Grete Roede](#)
9. [Lavkarbo](#)
10. [Herpes](#)

# Gravid?



**Regional interesse** ?

|                  |     |             |
|------------------|-----|-------------|
| Finnmark         | 100 | <div></div> |
| Nord-Trøndelag   | 84  | <div></div> |
| Sogn og Fjordane | 84  | <div></div> |
| Oslo             | 80  | <div></div> |
| Aust-Agder       | 79  | <div></div> |
| Telemark         | 76  | <div></div> |
| Nordland         | 75  | <div></div> |
| Vest-Agder       | 71  | <div></div> |
| Vestfold         | 71  | <div></div> |
| Møre og Romsdal  | 68  | <div></div> |

|                    |     |             |
|--------------------|-----|-------------|
| bli gravid         | 100 | <div></div> |
| gravid symptomer   | 75  | <div></div> |
| graviditet         | 65  | <div></div> |
| mensen gravid      | 40  | <div></div> |
| gravid mage        | 30  | <div></div> |
| er jeg gravid      | 25  | <div></div> |
| utflod gravid      | 25  | <div></div> |
| gravid blogg       | 20  | <div></div> |
| graviditetstest    | 20  | <div></div> |
| hvordan bli gravid | 20  | <div></div> |

Utforsk søketrender

Mest populære søk

Søkeord

× forkjølelse

× nesespray

+ Legg til søketerm

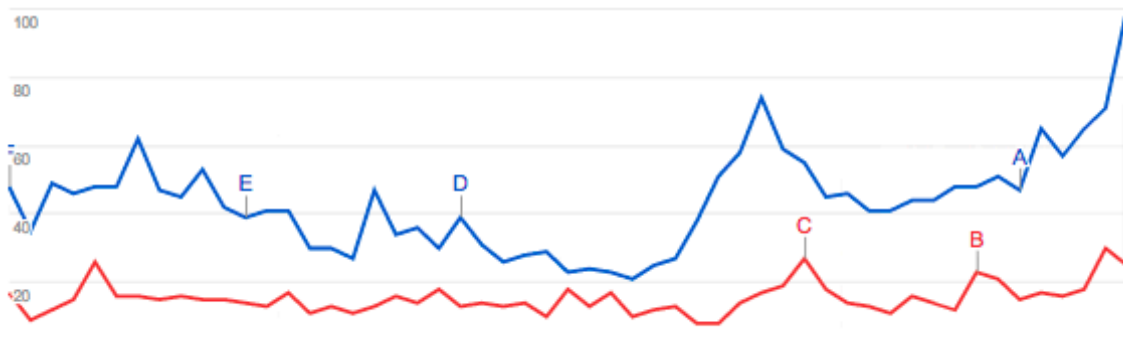
► Andre sammenligninger

Interesse over tid

Tallet 100 viser til toppen av søkevolumet

☒ Nyhetsoverskrifter

☐ prognose



# Google Flu trends

google.org Flu Trends

[Google.org home](#)

[Dengue Trends](#)

**Flu Trends**

[Home](#)

Norway

[Download data](#)

[How does this work?](#)

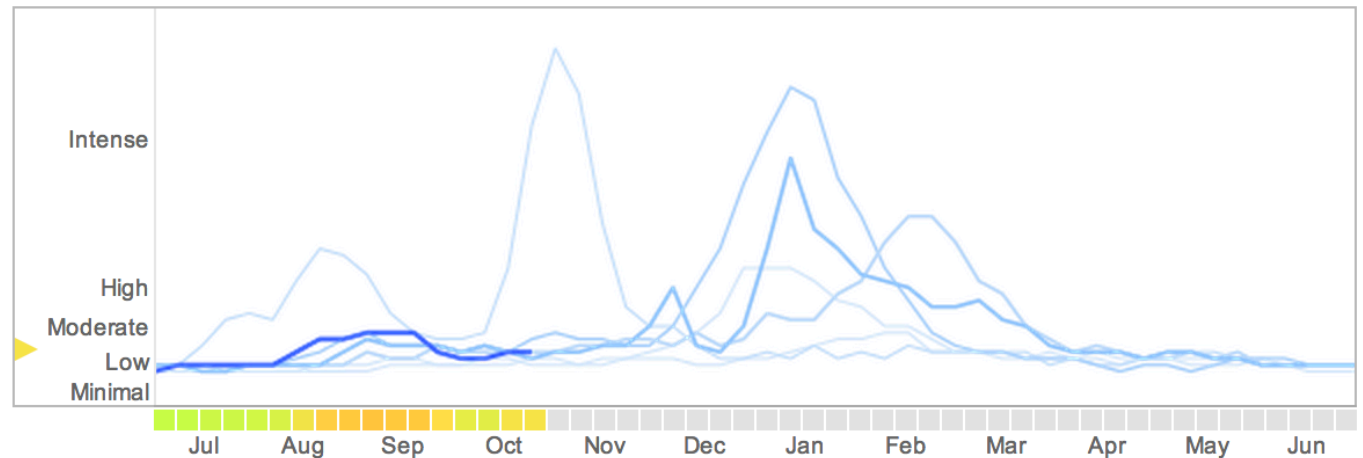
[FAQ](#)

## Explore flu trends - Norway

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

National

● 2013-2014 ● [Past years ▼](#)



Gjør nettet til din styrke

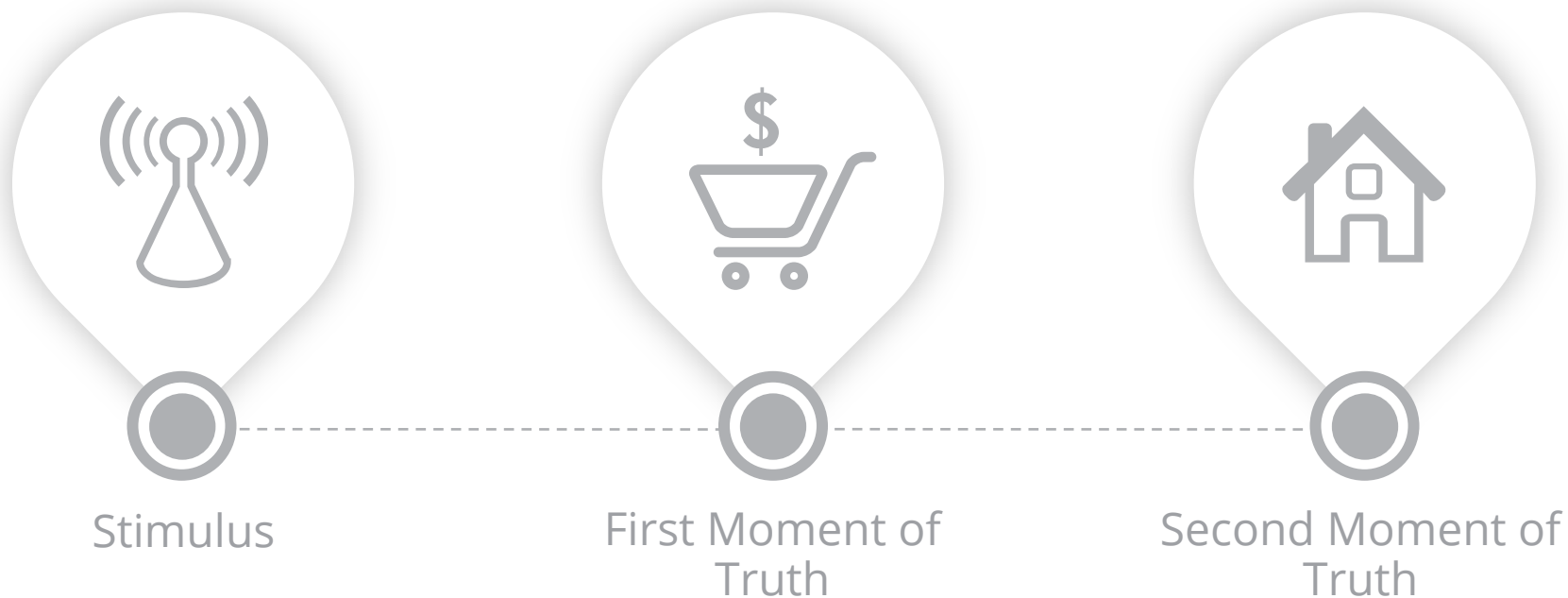
Se mulighetene, grip sjansen



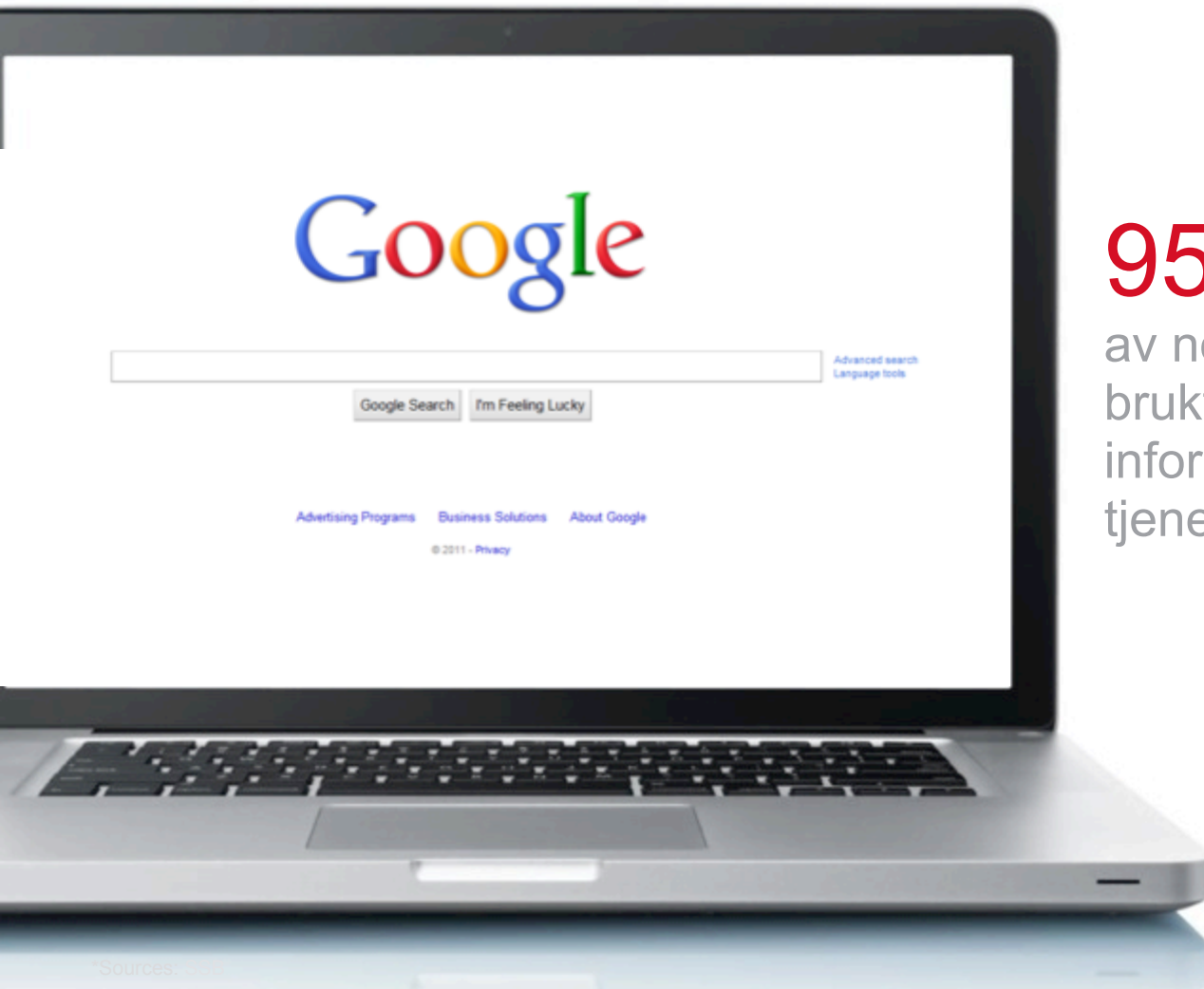
Zero Moment Of Truth



# The Traditional Mental Model of Marketing



# Den nye veien til informasjon

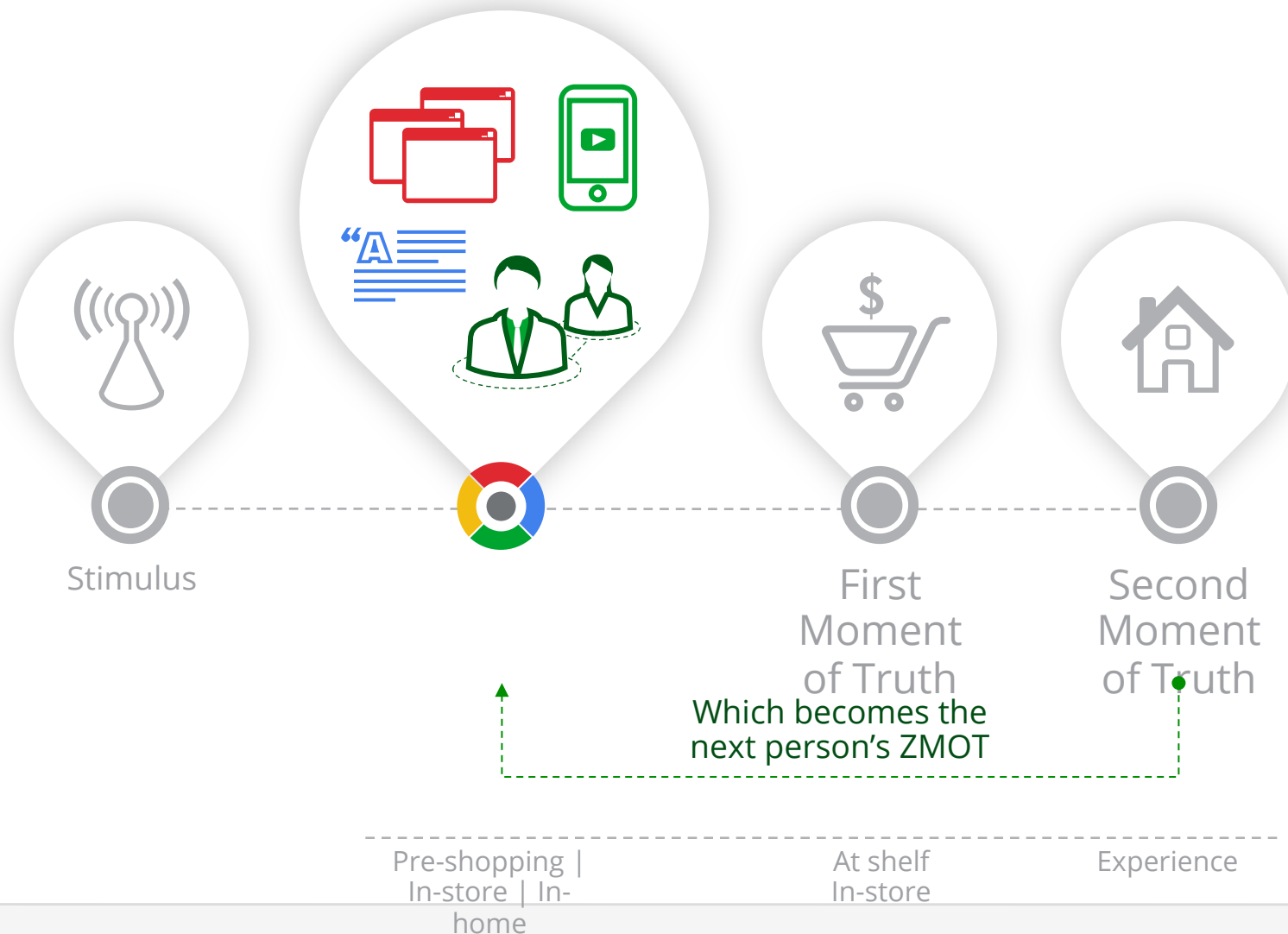


95%

av nordmenn mellom 16-79  
brukte internettet til å søke  
informasjon om varer eller  
tjenester i år 2012.

\*Sources: SSB

# The New “Four Moments” Mental Model

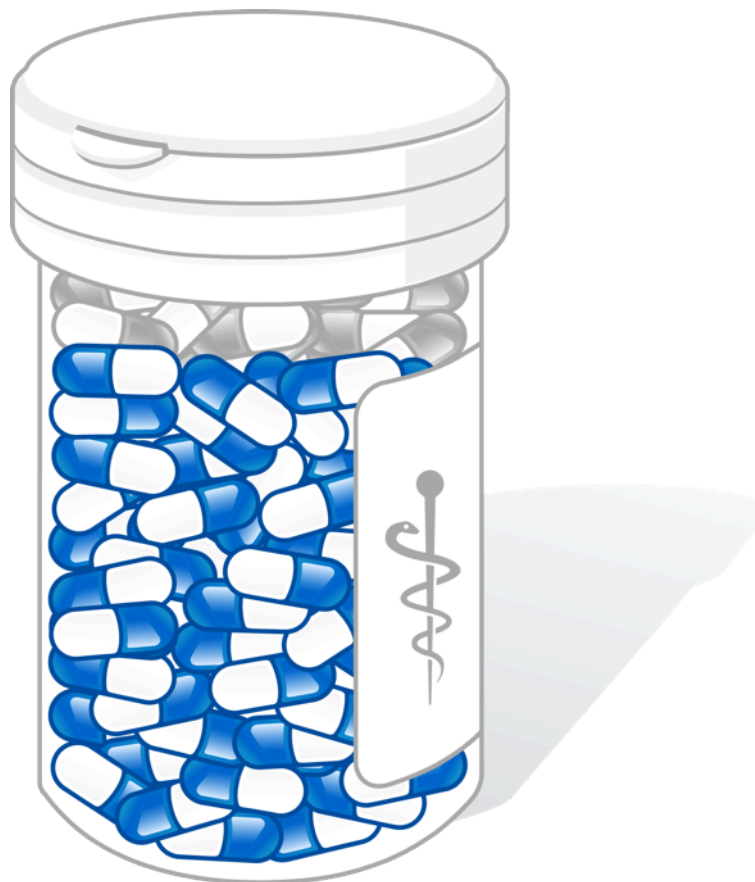


# Generiske søkeord driver majoriteten av helserealterte søk

Total Helserelatert søk:

**13%**  
Søk på  
merkenavn

**87%**  
Generiske søk



# Søk spiller en viktig rolle i sykdomsfasene



Online helse **SØK**  
brukes til:

**76%**  
for å lære mer om  
situasjonen

**37%**  
For å finne ut mer  
informasjonen om  
medisinering

# Dette er et øyeblikk å vinne

Google

angrepille

angrepille

angrerett

angrerettloven

angrepille pris

☐ Nyhetsoverskrifter ☐ prognose [?](#)



Bygg inn

røykeslutt

røykeslutt

røykeslutt fordeler

røykeslutt og vektøkning

røykestopp

Annonser relatert til **røykeslutt** ⓘ

[Slutte å røyke? - Vi har gode tips for røykeslutt - helsenorge.no](#)

[www.helsenorge.no/](http://www.helsenorge.no/)

På tide å slutte? Du kan klare det.

10 tips for å bli røykfri

App for røyk- og snusslutt

Røyketelefonen - 800 400 85

Av-og-til-røyking

[Slutte å røyke? - Hvor motivert er du egentlig? - Nicorette.no](#)

[www.nicorette.no/](http://www.nicorette.no/)

Ta vår test her.

Sugetabletter - Tyggegummi - Dagplaster - Inhalator

[Røykeslutt? Se Julies råd - Pfizer.no](#)

[www.pfizer.no/Røykeslutt](http://www.pfizer.no/Røykeslutt)

Julie prøvde mange ganger å slutte. Hun klarte det sammen med legen.

[Dette må du vite om røykeslutt - tema - Dagbladet.no](#)

[www.dagbladet.no/2010/12/28/tema/helse/.../14870066/](http://www.dagbladet.no/2010/12/28/tema/helse/.../14870066/)

31. des. 2010 – Mange myter om **røykeslutt** kan forvirre de som vil slutte, mener SIRUS-forsker.

[Røykeslutt – for deg som vil slutte å røyke](#)

[røykeslutt.org/](http://røykeslutt.org/)

**Røykeslutt** vil hjelpe deg som ønsker å slutte å røyke til et røykfritt liv. Du kan opprette



Annonser ⓘ

[Stump røyken med Hypnose](#)

[www.hypnoseoslo.no/](http://www.hypnoseoslo.no/)

En metode hvor du lærer å gi slipp på vanen for alltid!

[Røykeslutt](#)

[www.alternativakademien.no/roykeslutt](http://www.alternativakademien.no/roykeslutt)

Guide til helsearbeidere/terapeuter  
3 veier til mer effektiv behandling

[Slutte å Røyke ?](#)

[www.bliroykfri.com/](http://www.bliroykfri.com/)

Bli røykfri med hypnoterapi på DVD  
Torgrim Holte hjelper deg !

[Hypnose hos psykiater](#)

[www.hypnoselegen.no/](http://www.hypnoselegen.no/)

Effektiv avhengighetsbehandling mot alkohol og annet. Bli røykfri idag!

[Har du kols?](#)

[www.aktivmedkols.no/](http://www.aktivmedkols.no/)

Informasjonsside for deg med kronisk obstruktiv lungesykdom. Les mer her



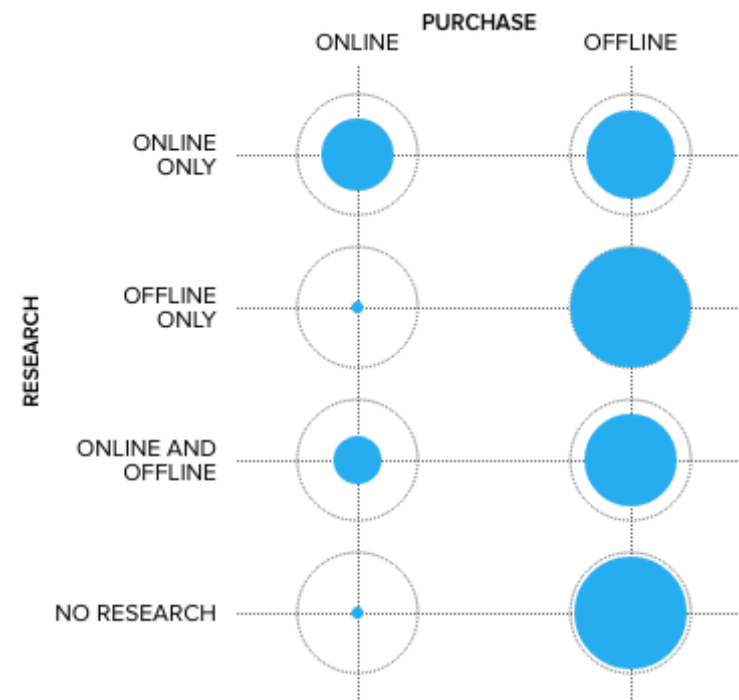
# Consumer Barometer by Google

Norway > Health products

DOWNLOAD

● NORWAY

## CROSS TABULATION OF RESEARCH AND PURCHASE BEHAVIOR



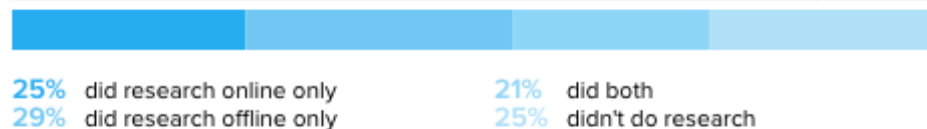
## WHAT DEVICES DID PEOPLE USE?

**2%** used a **mobile phone** to do research      **1%** used a **tablet** to do research

## PURCHASE



## RESEARCH



## WHAT INFORMATION SOURCES DID PEOPLE USE TO DO RESEARCH?



## Sources Used to Find Health-Related Information According to US Internet Users, May 2012

% of respondents

**Doctor/physician**

**86%**

**Google/other search engines to find information online**

**78%**

**Immediate family member(s)**

**73%**

**Websites (e.g., WebMD)**

**72%**

**Friend(s)**

**59%**

**Media (including TV, radio, newspapers, and magazines)**

**41%**

*Note: n=1,017 ages 18+; respondents who chose "extremely likely" or "somewhat likely"*

*Source: Pfizer, "Aging and Quality of Life Research," June 18, 2012*

143400

[www.eMarketer.com](http://www.eMarketer.com)

# Screen to Script

Physicians are using digital tools more than ever before to make clinical and treatment decisions, presenting an opportunity for marketers to reach, engage and drive action in new ways.

## Physicians are constantly connected

Physicians use multiple devices for professional purposes.



I spend an average of 22 hours per week online...  
...more than half of that time is work-related!

**2x**

Physicians are twice as likely to use online sources than print when making clinical decisions.



## Search is the doctor's digital stethoscope

Physicians seek information for their practices online.

**100%** Use Search  
**94%** Use Google

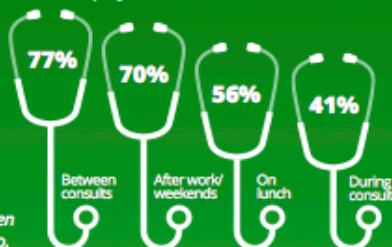


I conduct an average of 6 searches on Google every day for professional purposes.

**1 in 3**

click on sponsored listings first when looking for clinical and treatment info.

When do physicians search?



**93%** take action as a result of using search engines for clinical & treatment info.

**67%** share info with a patient.

**55%** make or change a treatment decision.

**30%** go to a pharma company website.

Physicians search with a variety of keywords.

**84%** Disease name  
**56%** Chemical or generic name of prescription drug  
**50%** Branded prescription drug name  
**46%** Symptoms

## Physicians move to mobile

Physicians are using their mobile devices to search more frequently.

**56%**

of smartphone owners use this device to search for clinical and treatment info.



**63%**

of tablet owners use this device to search for clinical and treatment info.

**90%** of those using mobile search take action.

**50%** Share info with a patient  
**46%** Make or change a treatment decision  
**36%** Share info with a colleague  
**23%** Go to a pharma company website

**62%**

are likely to abandon a website on a smartphone if it's NOT mobile optimized.

## Online video takes center stage

Physicians watch online videos for professional purposes.

Physicians watch videos on YouTube:

Personal purposes

**87%**

Professional purposes

**44%**



We're already on YouTube!

In fact, 1 in 3 of us believe that there should be more clinical content!

85% of those watching online video for professional purposes have taken action.

**49%** Search for more info  
**40%** Share info with a colleague  
**38%** Share info with a patient  
**34%** Make or change treatment decision

Top 3 video types physicians watch

**1** Continuing medical education  
**2** Lectures  
**3** Disease & condition info

Google

Source: Google & Manhattan Research, "The Doctor's Digital Path to Treatment," April 2012









Fast is better than slow

$$\begin{aligned}
 & -s_2) + s_2(s_1 - s_2) + s_2(s_1 - s_2) \sqrt{s_1 s_2} = s_1 s_2 \Delta : (s_1 - s_2) = s_1 s_2 \Delta : (s_1 - s_2) = s_1 s_2 \Delta \\
 & (s_1 T \Delta) = \left( \frac{s_1 s_2 \Delta}{s_2 s_1 s_2 \Delta} - 1 \right) s_1 s_2 \Delta \quad s_2 (s_1 T \Delta) s_2 = s_1 s_2 \Delta - s_1 s_2 \Delta \\
 & 0 < (s_2 - s_1) s_1 s_2 \Delta = s_1 s_2 \Delta s_2 - s_1 s_2 \Delta s_1 = \\
 & \frac{s_2 s_1}{s_2 s_1 - 1} \approx s_2 s_1 - \frac{s_2 s_1}{\sqrt{\frac{s_2 s_1}{s_2 s_1} - 1}} = \exists \quad s_2 (s_1 T \Delta) = \left( \frac{s_2}{s_1} - 1 \right) s_1 s_2 \Delta \\
 & \frac{s_2 s_1}{s_2 s_1} = s_2 s_1 - \left( \frac{s_2 s_1}{s_2 s_1} + 1 \right) s_2 s_1 \approx
 \end{aligned}$$

$$M \vec{v} = \frac{m \Delta \vec{v}}{t \Delta} = \frac{(\vec{v} m) \Delta}{t \Delta} = \frac{\vec{v} \Delta}{t \Delta} =$$

Takk !