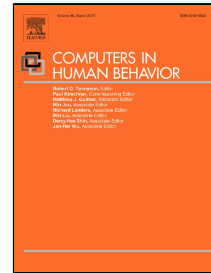


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Better to have many opinions than one from an expert? Social validation by one trustworthy source versus the masses in online health forums

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## Highlights

- We report internet users evaluation of health information online.
- Social validation of online health information impact credibility.
- Health seekers place a high trust in information linked to an expert source.

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