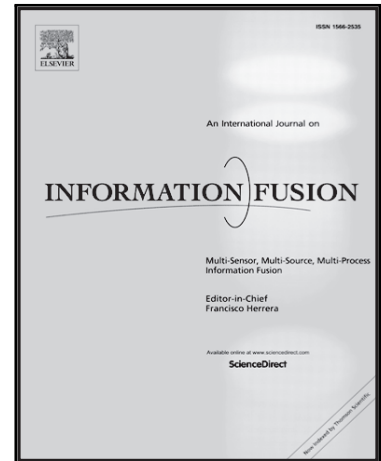


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Characterizing Online Health and Wellness Information
Consumption: A Study

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Highlights

- Health topic consumption is highly impacted by demographic features: gender, age and location.
- Using demographic attributes allow us to model health interests with low RMSE of 0.3217.
- Health interests can be revealed by consumption patterns without medical or search history.
- Demographics are more predictive of health interests than socioeconomic and time features.

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