Using Web Logs’ Posts to Understand Arab
Internet Users’ Perspectives on Recent
Health Research Findings

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This study explored perspectives of adult Arabs who followed health blogs and offered comments or opinions on four health research findings published by a major broadcaster in the Middle East. Thematic analysis of 67 active Arabic comments/posts revealed both positive and negative attitudes toward these research studies. Themes such as “Islam encourages science” and “Conspiracy theory” have emerged. Negative attitudes based on a culture of conspiracy can be an explanation to the poor compliance seen in the Arab world. Future recommendations are provided where it is suggested that posted comments constitute a sufficient baseline for understanding the public’s opinion and should increase researchers’ confidence in relying on them as a valuable source of data.