

An Evaluation of Web-based Education Material about Breastfeeding and Breast Milk

Background: At present, the Internet is widely used to learn about health. It is important that nurses should be aware of the ways the individuals can use to benefit from the Internet. In this context, it is thought that examining the websites offering information about health can be useful.

Aim: To evaluate designs of the websites about human milk and breastfeeding and the readability of the education material on these websites.

Methods: This is a descriptive study. The key words “breast milk” and “breastfeeding” were used to identify the relevant websites on Google. A total of 24 websites and 235 pieces of education material were evaluated. Data were evaluated by using numbers and percentages and readability was evaluated with SMOG readability analysis (SMOG), Flesch Reading Ease and Readability Value for Turkish.

Results: The readability degree was moderate in 66.6% of the websites examined. The mean score obtained by using SMOG readability formula was 12.61 ± 1.02 , ranging from 10.92 to 14.76, which shows that the education material examined was appropriate for the 12th grade. The mean score for Flesch Readability Ease was 37.09 ± 9.04 , ranging from 18.26 to 52.95, which indicates that the material was appropriate for 13th-16th grade. The mean Turkish readability score was 9.74 ± 1.69 , ranging from 6.90 and 13.02, which shows that the material was appropriate for the 10th graders.

Conclusion: The websites about breastfeeding was found to be moderately difficult to read and according to the readability formulas, the readability of the websites was considerably higher than the recommended grade -6th grade.