

ABSTRACT

With our project we want to determine if our thesis: “In the society a growing suspicion against conventional medicine and drugs occurs”, is actually significant. Through our questionnaire from the annual conference we already discovered that a great diversity exists in society about the usage of alternative medical treatments.

BACKGROUND

In the past decade research studies have reported an increased usage of complementary and alternative medicine (CAM) treatments like the well-known natural remedies and homeopathic preparations. To examine if a growing suspicion against conventional medicine and drugs leads to the increased usage of alternative medicine treatments we designed a short open questionnaire for the annual conference. The participants should state their experience with the different treatment methods, if they prefer one of them, respectively in which case they would use one of them.

GOALS

- determine if there is a growing suspicion against conventional medicine and drugs
- examine which tendencies the various demographic groups have with regard to decide for different treatments
- investigate which kind of treatment is preferred for various diseases

METHODS

- expert interviews
- focus group interviews
- ocular movement analyzation

OUTCOME AND DISCUSSIONS

Due to our questionnaire we distributed at the annual conference we got a first impression regarding the current opinion on our topic.

In general all three different opinions related to the acceptance of alternative medicine treatments have been specified: positive, neutral and negative. For the positive and neutral fraction the most promising techniques were the TCM and Phytotherapy. In contrary the negative fraction often equated alternative medicine and homeopathy. Furthermore, the majority has already gained experience with alternative medicine and natural remedies were found as the most positive ones. Unlike to those natural remedies homeopathy ones were described as less preferable because of missing efficiency.

Moreover, most of the participants are of the opinion that less dangerous diseases could be treated with alternative drugs while life-threatening diseases should be treated with conventional methods or a combination of both.

SUMMARY AND FUTURE GOALS

In addition to our questionnaire we designed a revised one on EvaSys that we want to share in German and English to address most people both online and on paper to ensure that we get complete information about the experiences and opinions and how they relate with the background of the participants. Furthermore we included an option to indicate email addresses with the intention to invite some of the participants to more detailed interviews and focus group interviews. Moreover, we would like to perform some expert interviews to receive inside views of entrepreneurial aspects of our thesis.

SOURCES:
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MEMBERS Thomas Haase Bickel, Dennis Röcker, Marion Lechler, Vanessa Buchweitz
TUTORS Sabine Pircher, Maximilian Biebl
MENTORS Prof. Dr.-Ing. Liqiu Meng, Prof. Dr. med. Reiner Gradinger

