From the Editor

Television Serials and Hematology

The Internet activities of Turkish Society of Haematology are maintained on the web page of the Society under the address www.thd.org.tr. These web pages provide a news portal named Hem-RNA, also includes general information about the society, subcommittees, grants, special programs, hematology for the public and also databases of subcommittees. This journal can also be reached from the main page.

The average hit of the webpage is around 15,000/month and this number is steadily increasing. In June, a strange thing occurred and the total hit increased from a previous hit of 16,427 (May) to an unexpected number of 21,758 (June) and most of these hits occurred in one day; on 27 June 2003. When we checked the web pages and the news portal, we could not find anything that would attract so much attention.

The puzzle was solved in a short time. On 26 June 2003, a major TV channel broadcasted the final episode of a high rated TV serial. In this last episode, the beloved wife of the main character of the serial faced a serious illness and the episode ended after the diagnosis of Hodgkin’s lymphoma. When we looked for the most searched keyword “leukemia” and “lymphoma” was on the top of the list. The Society took an immediate action and placed a “lymphoma handbook for the patients” on the webpage.

Most of the times, public interest on such web pages are due to the problems people face in their daily life but sometimes fictitious characters and TV serials can be helpful in discovering the importance of information technologies.