SOCIAL MEDIA TOOLBOX FOR RESEARCH

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Health Researchers Slow to Embrace Social Media

by Rick Nauert PhD
~ 2 min read

Health reform is breaking news but new research finds that study authors continue to favor traditional media channels to publish their findings.

Researchers discovered that only 14 percent of health policy researchers reported using Twitter — and approximately 20 percent used blogs and Facebook — to communicate their research findings over the past year.

In contrast, 65 percent used traditional media channels, such as press releases or media interviews.

Characteristics of social media (Mayfield, 2008)

• Participation
• Openness
• Conversation
• Community
• Connectedness
SOCIAL MEDIA for HEALTH RESEARCH – WHY NOT?
The Research Process

- Problem Identification
- Objective Formulation
- Review of Related Literature
- Research Design
- Sampling Design and Sample Size
- Data Collection
- Data Analysis
- Writing the Report
- Dissemination of Results
Doing Research is easier with SoMe’s help

1. Have ideas
2. Find information and keep up to date
3. Collaborate
4. Conduct your research
5. Organise and manage
6. Disseminate

Image credit: [http://libguides.ncl.ac.uk/socialmedia](http://libguides.ncl.ac.uk/socialmedia) Newcastle University
Let’s open the Toolbox!
Doing Research is easier with SoMe’s help

- Have ideas
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- Collaborate
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- Organise and manage
- Disseminate
Generate ideas

• Networking
• Tweetchat
• Crowdsourcing
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**RSS feeds**

- **RSS (Rich Site Summary)** - a format for delivering regularly changing web content.
- It allows one to retrieve the latest content from the sites of interest.
- **Saves time**
- No need to join each site's email newsletter.
- “Journal comes to you” instead of you coming to them
Welcome to JournalTOCs
Where researchers keep up-to-date

JournalTOCs is the largest, free collection of scholarly journal Tables of Contents (TOCs): 25,209 journals including 8,333 selected Open Access journals and 10,279 Hybrid journals from 2410 publishers.

JournalTOCs is for researchers, students, librarians and anyone looking for the latest scholarly articles.

JournalTOCs alerts you when new issues of your Followed journals are published.

1 Followed Journal(s) (Journals you Follow)

Untick a checkbox to stop following a journal.

- PLoS ONE (OA N) (520 followers)

Save & Export

Email Alerts is Off

Tick to activate your TOC alerts and receive email notifications when new issues for your followed journals are published.

MOST FOLLOWED JOURNALS

TOP PUBLISHERS

- Elsevier
- Springer-Verlag
- Taylor & Francis
- John Wiley and Sons
- Sage Publications
- SciELO
- Walter de Gruyter
- Redalyc
- RMIT Publishing
- Inderscience Publishers
- Hindawi
- Project MUSE
- Cambridge University Press
- Revues.org
- Oxford University Press
- Emerald

TOP SUBJECTS

- Medical sciences
- Biology
- Business and economics
- Engineering
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Welcome to Google Docs
Significance of the Study

After one graduates any baccalaureate course, it is important to feel a sense of culmination. A college course as difficult as Medical Technology is no exception. Even for those who are planning to proceed to Medical School after graduation, many choose to take the Medical Technology board exam in order to complete the 4-year hardship they went through. But for those who want to become doctors, time is of the essence. Medical School will require more years of study and they do not want to waste their time. Therein lies the decision whether to take it right after graduation and put off Medical School or to take it while one is in Medical School. This will give graduates a statistical basis they can rely on so that they easily make a decision and afford some peace of mind.
VERY IMPORTANT:

This is your assignment and will form other half of your bi-monthly exam--the other being your submitted assignment placed in folders for review of literature. Kindly disseminate to blockmates. Submission is not by individual but by block, meaning this is group work. One submitted assignment per block. One will have the same score as his or her
Research Objectives

Lmc.0424151013115 Jul 11, 2015

General objective: to determine the anticoagulation activity of Cobu carabao leeches (Hirudinaria manillensis) on goat’s blood samples in vitro.

Specific objectives:
1. To determine the blood clotting time after administration of the leech extract on goat’s blood sample.
2. To determine the percent clotting time and percent anticoagulant activity
3. To determine the occurrence of clot retraction after 12 hours of clot formation
4. To identify the median effective concentration (EC50)

cebund Jul 19, 2015

In the general objective indicate already that it’s a leech extract. Say, To determine the presence of anticoagulant effect or activity of (how many ml of) Cobu carabao leech (Hirudinaria manillensis) extract (what type aqueous? alcoholic? etc.) on goat’s fresh blood samples in vitro. Question: Is it feasible to do it in fresh blood samples? Analyze FINER What age range of goat is it best performed? male or female?
1. To determine the mean blood clotting time after administration of how many ml of the Cobu carabao leech extract on goat’s fresh blood sample using what test method name. I put mean because you are not just measuring one sample. You will get the average. You have to search what’s the carabao’s normal clotting time because in order to know if there is indeed anticoagulant activity, you have to compare both. Same with no. 2, mean clotting time, etc. using what method name.

cebund Jul 19, 2015

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LimCharlesKevin13115 Jul 19, 2015

Block 9
Doing Research is easier with SoMe’s help

- Have ideas
- Disseminate
- Organise and manage
- Conduct your research
- Find information and keep up to date
- Collaborate

Image credit: [http://libguides.ncl.ac.uk/socialmedia](http://libguides.ncl.ac.uk/socialmedia) Newcastle University
Clinical Studies

For drugs and therapies to be developed for PKD, clinical studies must be conducted. Patients play a key role in the research and development process by volunteering to participate in clinical studies. From observational studies to clinical trials, you can help researchers unlock the secrets of PKD and find a treatment by participating in a study.

Observational, Recruiting  Interventional, Recruiting  Active, Not Yet Recruiting  Active, No Longer Recruiting

Updated: 2/19/2015

Observational Studies – Currently Recruiting

Alabama
- Consortium for Radiologic Imaging Studies of PKD (CRISP II)
- Core A: The Hepato/Renal Fibrocystic Diseases Translational Resources

Minnesota
- Consortium for Radiologic Imaging Studies of PKD (CRISP II)
- Development and Assessment of The Aromatic Liver Disease

International
- Clinical and Molecular Description of PKD1 and PKD2 Mutation Negative Carriers in ADPKD (GeneQuest)
- Clinical implications of...
**WHAT IS SYMPLUR SIGNALS?**

#DSMA Links Shared Report

<table>
<thead>
<tr>
<th>Rank</th>
<th>Links</th>
<th>URL</th>
<th>Title</th>
<th>Description</th>
<th>Keywords</th>
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<tbody>
<tr>
<td>36</td>
<td>3</td>
<td>1</td>
<td>bellao lineman.com/articles/ art59... &amp;</td>
<td>School Nurses, Insulin, and Diabetes Care - Children with Special Needs</td>
<td>School Nurses, Insulin, and Diabetes Care, Children with Special Needs, insulin, school nurse, insulin, giving insulin at school, diabetes care at school, California school nurses, California Superior Court, California school nurses and diabetes care, children with diabetes</td>
</tr>
</tbody>
</table>

Symplur signals is a set of user-obvious social media analytics tools that helps researchers uncover trends and glean insights from large amounts of social media data tracked over time. Click here to learn more.
### Treatment Effectiveness Scale

- Major improvement
- Moderate improvement
- No effect or uncertain
- Made it slightly worse
- Made it much worse

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**Acid Reflux (GERD) (6,694 members)**

77 treatments sorted by Avg. effectiveness

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Member ratings (num votes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prilosec/Losec/Zegerid (omeprazole)</td>
<td>(419)</td>
</tr>
<tr>
<td>AcipHex/Pariet (ranbeprazol)</td>
<td>(80)</td>
</tr>
<tr>
<td>Nexium (esomeprazole)</td>
<td>(185)</td>
</tr>
<tr>
<td>Protonix/Protiuin (pantoprazole)</td>
<td>(121)</td>
</tr>
<tr>
<td>Avoid overeating</td>
<td></td>
</tr>
<tr>
<td>Endoscopic dilatation</td>
<td>(24)</td>
</tr>
<tr>
<td>Prevacid (lansoprazole)</td>
<td>(185)</td>
</tr>
<tr>
<td>Avoid concentrated tomato products</td>
<td>(48)</td>
</tr>
<tr>
<td>Kapidex/Doxilan (doxilansoprazole)</td>
<td>(28)</td>
</tr>
<tr>
<td>Paleo diet</td>
<td>(28)</td>
</tr>
<tr>
<td>Zantac/Zinetac (ranitidine)</td>
<td>(263)</td>
</tr>
<tr>
<td>Eat a light meal in evening</td>
<td>(247)</td>
</tr>
<tr>
<td>Eat evening meal at least 3 hours before going to bed</td>
<td>(302)</td>
</tr>
<tr>
<td>Gluten free diet</td>
<td></td>
</tr>
<tr>
<td>Eliminate/reduce refined carbohydrates</td>
<td>(102)</td>
</tr>
<tr>
<td>RF Surgery on LES (Stretta)</td>
<td>(3)</td>
</tr>
<tr>
<td>Eliminate tea &amp; acidic drinks</td>
<td>(137)</td>
</tr>
</tbody>
</table>
Have a draft paper you'd like feedback on?

By opening your draft paper to comments you can invite your colleagues to leave feedback as well as receive comments from readers interested in your paper.
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Image credit: http://libguides.ncl.ac.uk/socialmedia Newcastle University
Reference Manager
Generate citations and bibliographies in Microsoft Word, LibreOffice, and LaTeX.

Read and Annotate
Open PDFs and capture your thoughts through sticky notes and highlights.

Add and Organize
Import and organize PDFs from your computer, EndNote™, Papers or Zotero.

Collaborate
Connect with colleagues and securely share your papers, notes and annotations.

Backup, Sync and Mobile
Access your papers on the web, iPhone or iPad.

Network and Discover
Discover papers, people and public groups.
zotero

Collect  Organize  Cite  Sync  Collaborate

Save to Zotero

bookreviews.pdf
in progress.doc
Outline for Hamlet
research data.xls
Shakespeare's birth
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Image credit: Newcastle University

http://libguides.ncl.ac.uk/socialmedia
Dissemination, Not just plain presentation of results but start up conversation, stimulate discussion, feedback, interaction
A straight-forward stroke?

6 Feb, 15 | by Kristy Ebanks

A typical presentation of type A aortic dissection

We have some very interesting images for you but, can you answer the questions below?

Categories

Abdominal pain (1) / Biliary disease (4) / Cases in the news (47) / Clinical Anatomy (7) / Critical Care (1) / Diabetes (1) / Diagnosis (8) / Editor case review (3) / Editors choice (191) / General (13) / Global Health (12) / Images in (5) / Microbiology (7) / Outstanding educational articles (2) / Pathology (7) / Patient’s Perspective (1) / Quality and Safety in Medicine (9) / Rare pathological entities (1) / Reviewer’s comment (19) / Special Edition (1) / TB (5) / The place of case reports in medical literature (5) / Uncategorized (2) / Unusual causes of bowel obstruction (4) / Unusual injuries (9)

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Social Media & Healthcare

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Professor, University of the Philippines College of Medicine
Closing thoughts...

- “Historically, there has been a significant communication gap between researchers, on the one hand, and policy makers and the public at large, on the other,”

- “Social media channels are promising tools for closing this gap, provided they are used appropriately and effectively.

- As a first step, medical schools and health care institutions should help to educate researchers on how to properly use these channels to circulate their research findings and discuss implications.”

- Zachary Meisel, M.D., as cited in PsychCentral.
LET’S CONNECT for RESEARCH!

@cebumd
#HealthXPH