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The Social Network: Using Twitter to Translate and Disseminate Evidence

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The Social Network: Using Twitter to Translate and Disseminate Evidence

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Thursday, January 15, 2015
Welcome

Kristin Rosegren
- Vice President, Strategic Communications, AcademyHealth
- Co-Director, AcademyHealth Translation and Dissemination Institute

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AcademyHealth is a leading national organization serving the fields of health services and policy research and the professionals who produce and use this important work.

Together with our members, we offer programs and services that support the development and use of rigorous, relevant and timely evidence to:

1. Increase the quality, accessibility and value of health care,
2. Reduce disparities, and
3. Improve health.

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Evidence, Data, and Methods to Build Learning Health Systems (LHS) of the Future

→ Advancing learning and collaboration in big data and big science in healthcare
→ Working with cutting-edge research and quality improvement networks that reach more than 1 in 10 American across priority populations and conditions
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- Free, peer-reviewed, open access, e-publication
- Focus: generalizable lessons learned within analytic methods, clinical informatics, governance, and the learning health system
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We are actively accepting submissions and recruiting qualified peer-reviewers. Learn more at [repository.academyhealth.org/egems](http://repository.academyhealth.org/egems)
Learning Objectives

- Understand what makes an effective tweet for translation and dissemination
- Know how to identify and monitor individuals, communities and topics of interest on Twitter
- Know to communicate actionable, relevant information on new research to non-technical audiences
Poll: Did you attend “Why Tweet: Building the Skills to Engage New Audiences and Promote Your Work?”

→ Yes
→ No
Today’s Faculty

➔ Zachary F. Meisel, M.D., M.P.H., M.S. (@zacharymeisel), Perelman School of Medicine at the University of Pennsylvania, Leonard Davis Institute of Health Economics

➔ William Gardner, Ph.D. (@Bill_Gardner), Children's Hospital of Eastern Ontario, The Incidental Economist

➔ Whitney Bowman-Zatzkin, M.P.A., M.S.R. (@MsWZ), Flip the Clinic, Access Our Medicine
Researchers Perceptions of Social Media

Zachary Meisel, MD, MPH, MS
Co-Director, Center for Emergency Care Policy Research
Perelman School of Medicine
University of Pennsylvania
@zacharymeisel
Co-Investigators

• Dave Grande, MD
• Sarah Gollust, Ph.D
• Austin Kilaru, MD
• Jane Seymour, MPH
• Addie Goss
• Max Pany
Professors, We Need You!

FEB. 15, 2014

SOME of the smartest thinkers on problems at home and around the world are university professors, but most of them just don’t matter in today’s great debates.

The most stinging dismissal of a point is to say: “That’s academic.” In other words, to be a scholar is, often, to be irrelevant.

Professors today have a growing number of tools available to educate the public, from online courses to blogs to social media. Yet academics have been slow to cast pearls through Twitter and Facebook. Likewise, it was TED Talks by nonscholars that made lectures fun to watch (but I owe a shout-out to the Teaching Company’s lectures, which have enlivened our family’s car rides).
Evidence-Influenced Politics

“It occurs whenever scientific evidence enters into political deliberations about policy options...If policy makers take note of relevant science, they increase the chances of realizing the intended consequences of the policies they advance. This is evidence-influenced politics at work.”

Source: Using Science as Evidence in Public Policy, National Academies Press, 2012
The Rise of New Media

Social Media and Blogs

• Social Media: creating new channels for communication, new information networks
  – Twitter
    • Pull function: Cull news, research
    • Push function: Headlines, point followers to content

• Blogs: new vehicle for editorial content
  – Editorialize news, research and other developments
  – Trusted voices to tell us what things mean
  – Faster, shorter, less formal than traditional media

• More targeting to audience
  – Who > How Many
Dr. Smith is a faculty member at a large university. She recently completed a grant-funded study comparing the impact of several health policy options including taxes, food marketing regulations, and educational interventions on childhood obesity. She published the study in a major peer-reviewed journal.

A: Traditional Media

Her University communications office issued a press release leading to an interview and story in a major national newspaper and several other newspapers.

B: Social Media

She blogged about her findings on a major news website and then tweeted about them leading to widespread attention on other major websites and social media outlets.

C: Direct Outreach

She contacted and met with the chair of the health committee in her state legislature. Her state had been considering policy options to reduce childhood obesity. After presenting her findings, she was invited to provide testimony to the full health committee.
Vignette Ratings

Efficacy
- Traditional Media: 6.7
- Social Media: 6.6
- Direct Outreach: 7.3

Confidence
- Traditional Media: 7.0
- Social Media: 5.4
- Direct Outreach: 6.0

Peer Respect
- Traditional Media: 7.7
- Social Media: 5.8
- Direct Outreach: 7.4

Acad Promotion
- Traditional Media: 7.1
- Social Media: 5.2
- Direct Outreach: 5.9

Significance Levels:
- Efficacy: p=0.06
- Confidence: p<0.001
- Peer Respect: p<0.001
- Acad Promotion: p=0.003
Efficacy by Rank

- Traditional Media
- Social Media
- Direct Outreach

Assistant Professor
Associate Professor
Full Professor

p = 0.03
Confidence by Rank

Traditional Media | Social Media | Direct Outreach

Assistant Professor | Associate Professor | Full Professor
Academic Promotion Process by Rank

Traditional Media
Social Media
Direct Outreach

Assistant Professor
Associate Professor
Full Professor
Researcher Dissemination Activities in Past Year

- Directly Contacted Policymaker: 74.4%
- Interviewed by Reporter: 69.7%
- News Media Covered Your Study: 65.1%
- Contacted Interest Group: 63.2%
- Published Policy Brief: 33.5%
- Published Editorial with Policy Recs: 30.7%
- Blogged about Research/Policy: 20.9%
- Updated Facebook Friends about Research: 19.1%
- Tweeted about Research: 14.4%
<table>
<thead>
<tr>
<th>Method</th>
<th>Perceived Efficacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Policymaker</td>
<td>7.5</td>
</tr>
<tr>
<td>Newspaper Articles</td>
<td>7.2</td>
</tr>
<tr>
<td>Policy Briefs</td>
<td>6.9</td>
</tr>
<tr>
<td>Journal Editorials</td>
<td>5.8</td>
</tr>
<tr>
<td>Research Articles</td>
<td>4.9</td>
</tr>
<tr>
<td>Twitter</td>
<td>4.8</td>
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<tr>
<td>Journal Blogs</td>
<td>4.6</td>
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<tr>
<td>Facebook</td>
<td>3.6</td>
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</tbody>
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When we asked researchers to talk about using social media...

Culture

Professional Risk

Low Confidence

Uncertainty of Efficacy
• Given researchers unease:
  – What are best channels for efficient dissemination of data to end-users (to meet their needs)?
  – What are best methods to curate policy-relevant high quality research?
  – How can institutions (and funders) help overcome professional reluctance?
Translating Research: Scientists & Social Media

William Gardner, PhD
Children’s Hospital of Eastern Ontario
TheIncidentalEconomist.com
Translating Science

• Medical and much social science is motivated, at least indirectly, by real world problems. Yet few studies are read by anyone but specialists.
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• Policy decision makers are typically unable to find relevant studies, appreciate their strengths/weaknesses, or judge them in the context of other scientific evidence.
Translating Science

• Medical and much social science is motivated, at least indirectly, by real world problems. Yet few studies are read by anyone but specialists.
• Policy decision makers are typically unable to find relevant studies, appreciate their strengths/weaknesses, or judge them in the context of other scientific evidence.
• We need scientist/translators who can connect findings to policy & clinical practice.
Paul Krugman
@NYTimeskrugman


📍 New York City
🔗 krugman.blogs.nytimes.com
⏰ Joined October 2008

Tweets
5,693 FOLLOWING 2 FOLLOWERS 1.23M FAVORITES 7

Tweets

Real Americans and Real Economics
nyti.ms/1pZ6Ofl

View summary

Yellen, Wages, and Intellectual Honesty nyti.ms/LtBJHHZ

View summary
Knowledge Travels by ‘Word of Mouth’

• The best way to learn is often *conversation* with someone you trust. What’s so great about conversation?
Knowledge Travels by ‘Word of Mouth’

• The best way to learn is often *conversation* with someone you trust. What’s so great about conversation?

• *Timeliness*. You’re getting information when you’re motivated to attend to it.
Knowledge Travels by ‘Word of Mouth’

• The best way to learn is often *conversation* with someone you trust. What’s so great about conversation?

• *Timeliness*. You’re getting information when you’re motivated to attend to it.

• *Responsiveness*. A conversationalist frames a message in terms of language and context that work for the recipient.
Journalism & Social Media

• Social media network connects scientists, journalists, policy decision makers.
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- Social media network connects scientists, journalists, policy decision makers.
- Journalism is increasingly a social media technology, not a broadcast technology.
Journalism & Social Media

• Social media network connects scientists, journalists, policy decision makers.
• Journalism is increasingly a social media technology, not a broadcast technology.
• Participation in social media informs you about the information needs of journalists / policy makers while giving you a channel to reach them.
Bill Gardner
@Bill_Gardner
TWEETS  FOLLOWING  FOLLOWERS
19.5K  557  1,414

Trends - Change
Woody Allen
Charlie Hebdo
#CdnScreen15
Romney
Oregon
#GoldenGlobes
Ottawa
Kamala Harris
Kevin Garnett
Urban Meyer

What's happening?

AMCP @AMCP_Awards · Jan 9
We're looking to recognize outstanding writers, designers and videographers. Enter your work TODAY!

Honoring the best digital communication work worldwide
avaawards.com

Promoted by AMCP

Conn Carroll @conncarroll · now
Earnest circumspect on possible ending of oil export ban. Says no decision to announce.

Philip Klein @philipaklein · now
American politics is starting to resemble Hill Valley in the “Back to the Future Movies”
washingtonexaminer.com/article/2558587

Paul Krugman @NYTimeskrugman · now
Rage and Reaganolatry.nyti.ms/1BJY0Gd

View summary
Social Media & Knowledge Translation

• Messages can (& should!) pack images that display data and links to other texts. As a translator, your message can solve the recipient’s search problem.
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• If my message works for you, you can forward it to someone else who trusts you. My message reaches the 3rd party with your validation.
Ebola deaths versus Ebola Google searches: a relentless climb versus fading interest. cbsnews.com/news/ebola-dea...

Death toll rises while U.S. interest wanes

JULY - DEC. 2014

Oct. 23
NYC doctor tests positive for Ebola

Sept. 30
Ebola diagnosed in patient in Dallas

Aug. 2
First American patient arrives

Ebola Deaths
(source: WHO)

U.S. Google Trends:
"Ebola" Searches

View more photos and videos
Bill Gardner
@Bill_Gardner

Same-sex marriage, #King, and the legacy of C. J. Roberts.
theincidentaleconomist.com/wordpress/king
... @nicholas_bagley

Incidental Economist

King and same-sex marriage
By Incidental Economist @IncidentalEcon

Over at Bloomberg, Harvard law professor Noah Feldman has a provocative and perceptive article linking same-sex marriage and King v. Burwell. Banking on the likelihood that the Supreme Court will find

View on web
Wonks beware: Lagged selection bias and possible declines in life expectancy.
theincidentaleconomist.com/wordpress/lagg
What’s In It for You?

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• You may get some additional publicity for your scientific findings, if you build a network of followers.
• You can promote the dissemination of knowledge in our field.
Recommendations

• You can get involved in a low cost way. Join Twitter.
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• Search for colleagues, friends, public intellectuals of interest to you. Follow them.
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• When you overhear a conversation and you know there is a relevant article, reply with a tweet with a link.
Recommendations

- You can get involved in a low cost way. Join Twitter.
- Search for colleagues, friends, public intellectuals of interest to you. Follow them.
- When you overhear a conversation and you know there is a relevant article, reply with a tweet with a link.
- You have just helped disseminate science.
S. Whitney Bowman-Zatzkin, MPA, MSR
@MsWZ
Quest for a Megaphone

We all have that one factoid we want to shout out through a world-megaphone to evoke change.

Social media provides all of us a proven, tested megaphone.

How do we know?
K-Dash Theory
If I say “Kardashian” – you know precisely what I’m talking about.

What if anything else was just as well known?

What if it was your research findings?
Life ≠ Publication

A publication will never capture everything you, as a researcher, have done in your life and everything you see as the potential leverage points inside your research discoveries.
Conversation.

Twitter is a conversation.

It is also an archaeology site.
Sites exist to help you find conversations to participate in and share your work.

Symplur: http://www.symplur.com/healthcare-hashtags/

#hcsm
#sdoh
#fliptheclinic
#accessourmeds
#healthcarecosts
#s4pm
#bcsm
Narrative.

Sites exist to help you stimulate a long-form dialog (blog) from a short-form starting point.

Medium: http://www.medium.com

FWIW...science communication that matters

Great post, Andrew! My blogging/tweeting is a sideline, too—although like you, I think there’s a responsibility to share what I’ve learned as a public scientist. But as well, because most of what I’ve written and worked on in the last few decades doesn’t have my name on it at all, there’s personal satisfaction in writing in my personal voice.
Broadcast.

Sites exist to help you host virtual roundtables to stimulate engagement on a topic.

G+ Hangouts: http://www.google.com/hangouts
Case Studies

Likely suspects and unlikely suspects
(Patients - #I WishMyDoc)

Misinformation or interpretation correction

“Luck” theory (Gladwell)
Change.

You ARE the expert voice for your research.

If you don’t speak up, who will?
Submitting Questions

To submit a question:

1. Click in the Q&A box on the left side of your screen
2. Type your question into the dialog box and click the Send button
Thank You

Please take a moment to fill out the brief evaluation which will appear in your browser.