

Health Information Network Calgary

Using Social Media to Create Virtual Interest Groups in Hospital Libraries

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13th International Conference on Grey Literature, Library of Congress, USA, December 5-6, 2011



- Two acute care sites in large urban city
- Health care organization with social media policy in development
- Two librarians who are already actively involved with health research groups: Clinical Practice Guidelines (CPG) and Patient Safety (PS)
- Grey literature in CPG and PS
- Librarians with a keen interest in learning how social learning enriches information creation



Purposes of Study

To examine whether the opportunity for enhanced researcher-librarian interaction that Web 2.0 tools provide creates a synergistic experience for health research interest groups

To examine the role of social networking in the processes of knowledge generation and sharing

Methodology

- Recruitment to two Virtual Interest Groups
- Pre-Survey
- Post-Survey
- Data analysis

Project Phases:

- Three social media tools
- In person training

Pre-Survey

- 25 responses
- Most with previous experience using social media tools
- Major uses: Communication, information sharing
- Barriers to use: Workplace access limited, time constraints, discomfort with medium, privacy issues
- Training required in creating good online content and using these tools



- Gateway platform, all other tools accessed from here
- Share resources, questions to group, etc.
- 21 participants, 20 posts

Wealth Creation - Information shared:

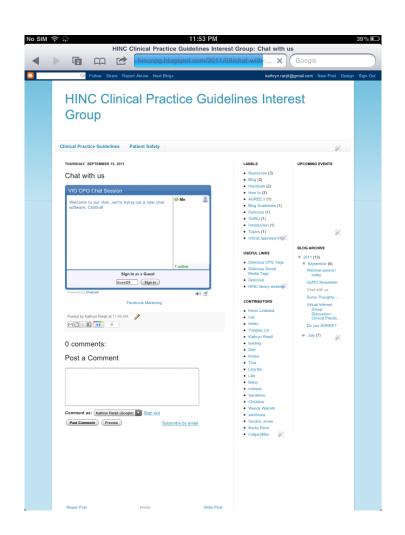
- Article review
- Guideline review tools
- Favourite free resources including websites
- Department newsletter



- 4 live chat sessions
- Connect with group virtually
- Troubleshoot issues

Who participated?

- KM specialists in guideline development
- Researcher in psychosocial oncology
- Health researcher/project coordinator
- IT support in population health research





Wealth Creation – Information Shared in Chat

- Recent developments related to the interest group topic
- Reflections and discussions about recent posts
- Interest group resource sharing
- Discussions about the use of Social Media for specific information sharing purposes
- New Social Media tools to explore

Ex. Guidelines developed, use in patient care, etc.

Ex. Comparison of CPG evaluation tools

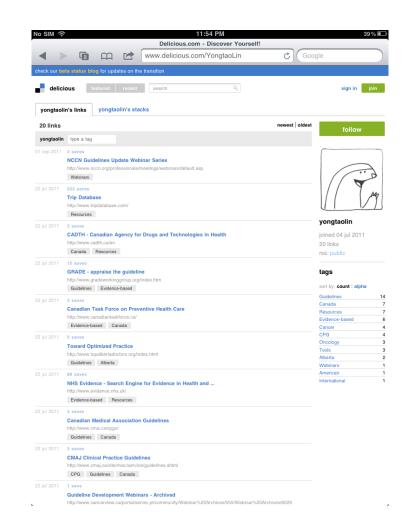
Ex. Key journals for use in CPGs

Ex. How groups are using Twitter, reaching different user groups

Ex. New chat software, Yammer



- Bookmarks for free resources
- Created 3 tag lists to share: CPG, PS, Social Media
- Resource sharing in virtual interest groups
- Value implicit when experienced in person





- 7 responses
- Full participation = increased comfort
- Barrier to participation: Time constraints
- Positive experience
- Increased awareness in how information sharing is enriched by these tools



- A third interest group evolved for Social Media
- Time for participation in an interest group is greatest barrier
- Increasing awareness and comfort with social media important first step
- Social media becomes more and more vital in research communication
- Information is created, shared and enhanced in social media environments



Future Directions

- Sufficient interest to keep these interest groups active
- Participants to facilitate new interest groups, librarians become participants
- More Social Media training
- More awareness of grey literature in research interest groups