



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





Background

- 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



Blogs

- 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

i Chat

- 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

The screenshot displays a web browser window with the address bar showing 'hinccpq.blogspot.com/2011/09/chat-with...'. The page title is 'HINC Clinical Practice Guidelines Interest Group'. The main content area features a 'Chat with us' section with a 'VIG CPG Chat Session' window. The chat window contains the text: 'Welcome to our chat...we're trying out a new chat software, Chatroll!'. Below the chat window, there is a 'Sign in as a Guest' button and a '1 online' indicator. The page also includes a 'LABELS' section with a list of categories such as 'Resources (3)', 'Blog (2)', and 'Handouts (2)'. A 'USEFUL LINKS' section lists various resources like 'Delicious CPG Tags' and 'Delicious Social Media Tags'. A 'CONTRIBUTORS' section lists names including Kevin Lindland, Cat, Helen, Yung-fao Lin, and Kathryn Rangit. The page footer shows navigation links for 'Newer Post', 'Home', and 'Older Post'.



Wealth Creation – Information Shared in Chat

- Recent developments related to the interest group topic
 - Ex. Guidelines developed, use in patient care, etc.
- Reflections and discussions about recent posts
 - Ex. Comparison of CPG evaluation tools
- Interest group resource sharing
 - Ex. Key journals for use in CPGs
- Discussions about the use of Social Media for specific information sharing purposes
 - Ex. How groups are using Twitter, reaching different user groups
- New Social Media tools to explore
 - Ex. New chat software, Yammer



Delicious

- 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

The screenshot shows a mobile browser view of a Delicious.com profile. The page title is "Delicious.com - Discover Yourself!". The user's profile name is "yongtaolin" and they have 20 links saved. The links are listed with their dates, save counts, titles, URLs, and tags. The tags are categorized into "yongtaolin's links" and "yongtaolin's stacks".

Date	Saves	Title	URL	Tags
01 sep 2011	3 saves	NCCN Guidelines Update Webinar Series	http://www.nccn.org/professionals/meetings/webinars/default.asp	Webinars
22 jul 2011	222 saves	Trip Database	http://www.tripdatabase.com/	Resources
22 jul 2011	2 saves	CADTH - Canadian Agency for Drugs and Technologies in Health	http://www.cadth.ca/en	Canada Resources
22 jul 2011	15 saves	GRADE - appraise the guideline	http://www.gradeworkinggroup.org/index.htm	Guidelines Evidence-based
22 jul 2011	5 saves	Canadian Task Force on Preventive Health Care	http://www.canadiantaskforce.ca/	Evidence-based Canada
22 jul 2011	5 saves	Toward Optimized Practice	http://www.topalbertadoctors.org/index.html	Guidelines Alberta
22 jul 2011	89 saves	NHS Evidence - Search Engine for Evidence in Health and ...	http://www.evidence.nhs.uk/	Evidence-based Resources
22 jul 2011	4 saves	Canadian Medical Association Guidelines	http://www.cma.ca/cpgs/	Guidelines Canada
22 jul 2011	2 saves	CMAJ Clinical Practice Guidelines	http://www.cmaj.ca/site/misc/service/guidelines.xhtml	CPG Guidelines Canada
22 jul 2011	1 save	Guideline Development Webinars - Archived	http://www.cancerview.ca/portal/server.pl?community/Webinar%20Archives/555/Webinar%20Archives/6029	

On the right side of the page, there is a "follow" button, a profile picture of a cartoon character, and a list of tags. The tags are sorted by count in alpha order:

Tag	Count
Guidelines	14
Canada	7
Resources	7
Evidence-based	6
Cancer	4
CPG	4
Oncology	3
Tools	3
Alberta	2
Webinars	1
American	1
International	1



Post-Survey

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



Conclusions

- 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