



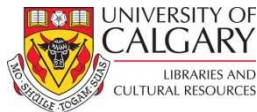
Health Information Network Calgary

Using Social Media to Create Virtual Interest Groups in Hospital Libraries

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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 shows a mobile browser interface for a chat session. At the top, the status bar indicates 'No SIM', signal strength, Wi-Fi, and the time '11:53 PM' with a 39% battery level. The browser address bar shows the URL 'hincpg.blogspot.com/2011/09/chat-with-...'. The page title is 'HINC Clinical Practice Guidelines Interest Group'. Below the title, there are navigation tabs for 'Clinical Practice Guidelines' and 'Patient Safety'. The main content area is titled 'Chat with us' and features a 'VIG CPG Chat Session' window. The chat window displays a welcome message: 'Welcome to our chat... we're trying out a new chat software, Chatbot!' and a 'Me' bubble. Below the chat window, there are options to 'Sign in as a Guest' and 'Sign in'. The post is attributed to 'Kathryn Rangit' and is dated 'THURSDAY, SEPTEMBER 15, 2011'. The post content includes a 'Post a Comment' section with a text input field and buttons for 'Post Comment', 'Previous', and 'Subscribe by email'. On the right side of the page, there are several sidebar sections: 'LABELS' with a list of categories like 'Resources (3)', 'Blog (2)', and 'Handouts (2)'; 'UPCOMING EVENTS' with a list of events; 'USEFUL LINKS' with links to 'Delicious CPG Tags', 'Delicious Social Media Tags', and 'Delicious'; 'CONTRIBUTORS' with a list of names like 'Kevin Lindland', 'Cat', and 'Helen'; and 'BLOG ARCHIVE' with a list of dates like '2011 (13)', 'September (6)', and 'July (7)'. The bottom of the page has 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 browser address bar shows 'www.delicious.com/YongtaoLin'. The profile page displays 'yongtaolin's links' and 'yongtaolin's stacks'. A list of 20 links is shown, sorted by newest/oldest. Each link entry includes a date, the number of saves, the link title, the URL, and associated tags. The tags are categorized into 'Guidelines', 'Evidence-based', 'Resources', 'Canada', and 'Alberta'. A 'follow' button is visible on the right side of the link list. Below the link list, there is a section for 'tags' with a table showing the count for each tag.

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