An Online & Social Media Training Curriculum to Facilitate Bench-to-Bedside Information Transfer

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Background
Web 2.0

“Web 2.0” is an umbrella term that is used to refer to a new era of Web-enabled applications that are built around user-generated or user-manipulated content, such as wikis, blogs, podcasts, and social networking sites.

Translational Research

Translation from validated research to clinical application - Bench to Bedside

Translation across discipline and research community boundaries
“The Michigan Institute of Clinical and Health Research creates partnerships among the relevant units of the University, the NIH, external industry partners, and the community.”
Barriers to Adoption

- perceived lack of utility;
- intellectual property control;
- identity and image control.
“[S]cientists are laughably anachronistic in their approach to information.“

“[R]esearchers grow ever more dependent on the Web;

• but they have no coherent agenda for exploring the emerging trends on the Web, nor are they fully engaged with the emerging Web research community to more specifically focus on providing for scientists’ needs.”

What Do Scientists Do?
The Top Two Topics

Wikis

Virtual Worlds & Second Life

SocMed in PubMed by Type

- Del.icio.us
- Digg
- Facebook
- Flickr
- Folksonomy
- Health 2.0
- Mashup
- Medicine 2.0
- MySpace
- Second Life
- Social Bookmarking
- Social Media
- Twitter
- Virtual Worlds
- Web 2.0
- Web 3.0
- Wikipedia
- Wikis
- YouTube
“[I]f we scientists fail to adapt, and to efficiently use the tools that have become available, what will it mean for the future of science communication?”

Planning
Why the library?

• Institutional Context
• Institutional Trends
• Existing Partnerships
Goal

- Support research collaborations and
- Facilitate bench-to-bedside information transfer
- Through building awareness and skills with online tools and social media
Methodology

- Literature reviews and reviews of community discussions & online media
- Strategic intelligence from research and informatics librarians
- Focus groups
- Interviews with local opinion leaders in research and social media
Focus Groups

- Most used educational technologies
  - Wikis, Google Docs
  - Facebook
  - Email
  - PowerPoint
  - Video, YouTube
  - Phones (Mobile)
Barriers to Adoption

- perceived lack of utility;
- intellectual property control;
- identity and image control.
Cycle of Learning
Phase One: Gateway Tools

- Google Docs (April 15)
- Skype (April 22)
- Online Scheduling Tools (May 13)
- Online Citation Management: Mendeley (June 17)
- Online Presentation Tools for Researchers: Slideshare & Zoho Show (July 17)
- Zotero 2.0 (July 22)
Phase Two: Bridge Tools

- Advanced Google Docs
- Blogs
- Bookmarking & sharing (Connotea, 2collab)
- Brainstorming / mindmapping
- Data visualization (ManyEyes)
- Online private chat, Video chat
- Media sharing for research results (blogs, Flickr, YouTube, Slideshare, open access journals, prepress archives)
- Online project management (Smartsheet, Huddle)
- Surveys
- Wikis (eg. WikiPathways, EcoliWiki)
Phase Three: Mastery Tools

- Data collection and crowdsourcing
- Data sharing and open notebook science
- Marketing (SciVee)
- Science task tools (MyExperiment, LabMeeting)
- Screencasting tools (Jing, Screencast)
- Semantic & microformat science applications (GoPubMed)
- Social networking (LinkedIn, Academia.edu, HUBzero, ScholarZ, ResearchGate)
- Twitter and microblogging tools (TrialX search for clinical trials, Qwitter tobacco cessation, Plurkshops)
- Virtual worlds and online collaboration spaces (Second Life, ExitReality, Wonderland)
Spreading the Word

- Slideshare
- iTunesU
- Open.Michigan
- Repeat sessions in more face-to-face venues on campus & in Second Life
- Screencast and webinars
Building the Audience

- **Google Docs**
  - In person = ~10
  - Slideshare: ~600 views, 4 faves

Google Docs for Researchers: Creating, Editing, and Sharing Your Work Online

Whitney Townsend, MLIS
Health Sciences Libraries
University of Michigan
Building the Audience

- Mendeley
  - In person = ~10
  - Slideshare: >700 views, 5 faves
Building the Audience

- **Doodle**
  - In person = ~10
  - Slideshare: >650 views, 2 faves

Online Scheduling Tools — Doodle and More

PF Anderson
Emerging Technologies Librarian
UM Health Sciences Libraries
Building the Audience

- Slideshare & Zoho Show:
  - In person = ~10
  - Slideshare: 400 views, 4 faves
Virtual Audiences

- In person audiences to date total <100
- Virtual audience totals … >2500
Signs of Success

- Invitation to partner on future research and articles on social media use and barriers to use among UMMS faculty
- Campus committee (Communicator’s Forum)
- Requests to teach workshops on enterprise social media best practices
Future Directions

- More, More, More
- New Audiences
- Further Partnerships
Contact

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Our Slideshare account:
- http://www.slideshare.net/umhealthscienceslibraries/