Social Media Working Group (Updated July 2013)

Websites:
Blog: http://imiasocialmedia.wordpress.com
Twitter: http://twitter.com/imiasocialmedia
LinkedIn: http://www.linkedin.com/groupRegistration?gid=3508923
Facebook: http://www.facebook.com/group.php?gid=153666904674185

Chair (2010-2013)
Dr Chris Paton, BMBS BMedSci MBA FACHI
Senior Research Fellow (Clinical)
University of Auckland, Auckland, New Zealand
Tel: +64 (0) 9 3737599 ext 83383
Email: c.paton@auckland.ac.nz

Vice-Chair (2010-2013)
Mr Francisco J Grajales, BHK, MSc (C), CSEP-CEP
Graduate Student Researcher
University of British Columbia, Vancouver BC, Canada
Tel: +1.209.542.4726
Email: cisco@franciscograjales.com

Secretary (2010-2013)
Mr Luis Fernandez-Luque, MSc
PhD candidate
Northern Research Institute - Tromso Telemedicine Laboratory, Tromso, Norway
Tel: +47 934 21 287
Email: luis.luque@norut.no

Objectives

The Social Media Working Group (SMWG) aims to be IMIA's vehicle for stakeholder engagement in Social Media. Its membership will be international, inclusive, and multidisciplinary.

The IMIA SMWG will engage members from the international health informatics community, across sectors, to identify, explore, collaborate, and disseminate research on the use of social media for health. Of particular interest are the drivers of change, barriers, facilitators, and policies necessary for the application of the various social media categories in the health domain.

These categories include: 1) Social Networks (e.g., Facebook); 2) Professional Networks (e.g., LinkedIn); 3) Thematic Networks (e.g., PatientsLikeMe, TuDiabetes); Microblogs; 4) Blogs; 5) Wikis; 6) Forums,Listservs; 7) Social Photo and Video Sharing Tools; 8) Collaborative Filtering Tools (e.g., RSS, recommender systems, tagging); and 9) Multi-User Virtual Environments (e.g., Second Life) 10) Social applications and games; 11) Integration of Social Media with Health Information Technologies (e.g. EHRs, PACS, SNOMED); 12) Other (e.g., FriendFeed).
The sectors that will be engaged and invited to participate in this group, include (but are not limited to): 1) IMIA Member Organizations; 2) Academic Bodies; 3) Industry; 4) Governmental research institutions (e.g., US CDC); and 4) Intergovernmental Organizations (e.g., WHO, PAHO, ITU, WMA).

The applications of social media will be explored with particular applications to: 1) health care delivery, 2) health care professional education; 3) public health; 4) clinical and disaster medicine; and 5) research.

**Background**

Over the last decade, social media tools and services are transforming health and medicine. The need for a more coordinated work in the area of health social media ignited the creation of a Web 2.0 Exploratory Taskforce at IMIA under the leadership of Dr. Peter Murray (IMIA-CEO) in 2007. The aim of the task force was to “bring together interested individuals from within and outside IMIA to explore the nature and potential of Web 2.0 applications, aiming at developing background materials and proposing specific lines of action for the IMIA Board and General Assembly”. The task force rapidly attracted attention due to the active networking at several conferences and, in 2012, the IMIA Social Media Working Group was accepted by the General Assembly of IMIA under the leadership of Chris Paton.

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As described in this report the first term of the SMWG was to be consolidated as an active working group. During the last three years the SMWG have been actively involved producing research papers, workshops and panels in nearly all the leading conferences of medical informatics.

**Membership**

The IMIA SMWG has established a protocol for the inclusion of new members. The prospective members will fill a web form available at the IMIA SMWG website and then the Secretary will invite them to the mailing list which is the official communication channel of the group. Until end of 2012, 45 members have filled the web form for becoming part of the IMIA SMWG. Many of those joined after attending events organized by the working group in major conferences. The mailing list has 55 members mainly because it is inherited from the task force and some duplicates.

There is a global representation in the group with members from 17 different countries. By continents the wider representation is in Europe with 25 members followed by North America with 13 members from USA and Canada. In Asia-Oceania there are four members, two in Middle East and one 1 South America.
Participation and outreach

With regards of active participation within the group the best metric is the usage of the mailing list, since 2007 there have been 114 threads. In the year 2012, there were 19 threads that had 106 posts in total roughly two emails were sent weekly.

The participation in the mailing list doesn't include the collaborative work towards publications. There have been at least 8 scientific publications (available in a group created in Mendeley) due the collaboration in the IMIA SMWG including 4 publications in the IMIA Yearbook and several other official IMIA Journals:


2. Experience in the Use of Social Media in Medical and Health Education. Contribution of the IMIA Social Media Working Group. C Paton, P D Bamidis, G Eysenbach, M Hansen, M Cabrer in Yearbook of medical informatics (2011)


Panels, workshops and group meetings have been organized in MIE, Medinfo, Medicine 2.0 and Medicine X. In the Medicine 2.0 series of conferences the members of IMIA-SMWG have been actively involved in the scientific aspects of the conference, including abstracts reviews, awards, etc.

Collaboration has been consolidated with the organizers of the conference Medicine 2.0 since 2007 and IMIA SMWG has been very active in the review process and also with the creation of an IMIA Award for young researchers. In addition, collaboration in other
conferences (MIE, Medicine X, etc) has been sought. Informal meetings at those events have taken place with several other working groups (e.g. Consumer Health Informatics). Although it has not be concretized there is an interest to co-arrange events.

At MedInfo 2013, the group is holding a WG business meeting and presenting a number of papers and panel discussions including:

1. New Trends in Health Social Media: Hype or Evidence-based Medicine by Luis Fernandez Luque, Annie Lau, Carol Bond, Kerstin Denecke, Fernando Martin-Sanchez

2. Health Education in the Era of Social Media, the Semantic Web and MOOCs by Stathis Konstantinidis, Margaret Hansen, Panagiotis D. Bamidis, Chris Paton

Other activities

There was a project planned for the creation of a textbook for health social media but the funding was not guaranteed to make it highly visible (e.g. Open Access) and has therefore been put on hold.

Plans for the Future

• Change in leadership
  
  Planned leadership for 2nd term (2014-2016)
  
  Chairman: Luis Fernandez-Luque
  
  Vice-chairman: Chris Paton
  
  Secretary: Margaret Hansen
  
• Co-organization of a wider event with collaboration of other working groups
  
• Teaching and education on health social media.
  
• Increase presence in the continents with lower memberships

• IMIA SMWG is expected to be actively involved in the European research project CAMEI which got highly rated in the last ICT-research call of the European Research Programme. The project is expected to start by end of 2013