Slide 1: Engaging Community Intelligence To Discern and Disseminate Credible Information

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Slide 2: Health Information Seeking Online

- Information abundance and selective attention
- People select information that is credible
    - Accurate
    - Relevant
- How do people find and select credible information?
- How might patient-centered health research take advantage of new models of information provision to help people in this pursuit?

Slide 3: Means of Credibility Assessment

- Credibility hinges on objective evaluations of information quality
    - Accuracy
    - Objectivity
    - Recency
    - Comprehensiveness
    - Authority
- And on subjective and heuristic judgments
    - Relevance
    - Professionalism
    - Familiarity
    - Consistency
    - Social endorsement

Slide 4: Disseminating Relevant and Credible Information

- Pay attention to design and navigation
- Increase visibility of and access to products online
- Invest in branding
- Seek and publicize endorsement
- Take active role in patient-centered research user communities

Slide 5: Promises of Web 2.0

- Promise of Web 2.0 is collective intelligence via user-generated content (UGC)
  - Capitalizes on users' diverse knowledge
  - Increases relevance of information
  - Increases credibility of information

Slide 6: Pitfalls of Web 2.0

- But user-generated content has problems too
  - Popularity may be equated with quality
  - Groupthink and suppression of unpopular ideas
  - Cult of amateurs displaces power of experts
  - Intentional or unintentional manipulation of data

Slide 7: Realizing the Potential of Web 2.0 to Engage Community Intelligence for Patient-Centered Research

- Establish a Web 2.0 presence to capture UGC
  - Incorporate social media tools in own Web site
  - Use popular and trusted platforms
- Take advantage of networks of trusted ties
- Consider seeding with credible contributors
- Incentivize user feedback
- Allow for maximum interactivity beyond annotation
- Use moderated forums
- Harvest UGC to learn from patients and clinicians