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)
  o Capitalizes on users’ diverse knowledge
  o Increases relevance of information
  o Increases credibility of information

Slide 6: Pitfalls of Web 2.0

• But user-generated content has problems too
  o Popularity may be equated with quality
  o Groupthink and suppression of unpopular ideas
  o Cult of amateurs displaces power of experts
  o 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
  o Incorporate social media tools in own Web site
  o 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