

Great Evidence in Medical education Summary (GEMeS)

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Educational Question or Problem	How can innovations and research that incorporate social media applications be adjudicated as scholarship?
Bottom Line	<p>This article provides criteria that help to define and evaluate social media-based scholarship. According to the authors, social media-based scholarship in health professions education must:</p> <ul style="list-style-type: none"> • Be original • Advance the field of health professions education by building on theory, research or best practice • Be archived and disseminated • Provide the health professions education community with the ability to comment on and provide feedback in a transparent fashion that informs wider discussion
Why is it relevant to Emergency Medicine Education?	<p>Social media, defined as any Internet-based application that enables content sharing and rapid interactions between large populations, is rapidly emerging as a medium for emergency medicine learners and educators.^{1,2}</p> <p>Traditional metrics used for evaluation of scholarship and academic acknowledgement may not adequately capture or characterize social-media based scholarship, therefore the authors suggest criteria specific for this modality that may help us better understand and adequately recognize the influence of such work.</p>
Level of Evidence	Level of Evidence C - consensus
Reference	Sherbino J, Arora VM, Van Melle E, et al. Criteria for social media-based scholarship in health professions education. <i>Postgrad Med J</i> 2015;91:551-555 doi:10.1136/postgradmedj-2015-133300
Hyperlink to PubMed link or Journal Link	http://pmj.bmj.com/content/early/2015/08/14/postgradmedj-2015-133300.full
Study Design	Consensus process

Funding Sources	None
Setting	The consensus process took place at the 2014 International Conference on Residency Education's Social Media Summit in Health Professions Education
Level of Learning	Faculty Development
Synopsis of Study	<p>The purpose of this study was to define the criteria for social media-based scholarship in health professions education using a consensus of health professions educators. The authors drafted a statement based on themes identified in the literature. The consensus process involved posting a draft statement on an open interactive platform two weeks prior to the consensus conference followed by a two hour session at the conference where people could participate virtually or in-person. Fifty-two health professions educators from 20 organizations in four countries participated. The two hour facilitated session involved an iterative process to modify, add or delete components. Importantly, all participants had to endorse the statement before it was considered final.</p> <p>A few key highlights of the criteria:</p> <ul style="list-style-type: none"> • Although social media makes it easy to reproduce or minimally alter and disseminate others' ideas, the criteria of originality ensures only original work is considered scholarship. • Social media is valuable as it can create an interactive connected learning experience that facilitates transparent critical appraisal and enables advancement of health professions research and innovation • Social media allows for multiple authors to have varied levels of contribution to a project, but criteria for authorship should continue to be based on the standards established by the International Committee of Medical Journal Editors (ICMJE). • Given the possibility of near simultaneous development and publication process through social media, scholars should take active steps to prevent unintentional premature release of an innovation that might negatively impact the health professions community.

References

- 1) Cadogan M, Thoma B, Chan TM, *et al.* Free open access medication (FOAM): the rise of emergency medicine and critical care blogs and podcasts (2002-2013). *Emerg Med J.* 2014.
- 2) Mallin M, Schlein S, Doctor S, *et al.* A survey of the current utilization of asynchronous education among emergency medicine residents in the United States. *Acad Med J Assoc Am Med Coll.* 2014; 89: 598-601.