Using social media to stimulate interest in research

Aron Downie
• Lecturer in Dept. Chiropractic (1yr)
  • Recent M.Phil
  • Academic interests:
    • Psychomotor learning and feedback methods
    • Clinical course (how we recover from back pain)
    • Curriculum design and Research skills development
  • Previously:
    • Graduated M.Chiro 1994 @MQ
    • Sessional academic 10 years
    • F/T clinical practice Wollongong
Background
Chiropractic: historical context

• DD Palmer was a vitalist who considered intelligent energy to be conveying information among various body parts

• All disease comes from nerve interference in the spine.
  = Subluxation
Best practice healthcare: **Current reality**

- ✓ is evidence *informed* (EBP)
- ✓ works within the biopsychosocial framework
- ✓ encourages active-self care
- ✓ embraces clinical uncertainty
  - ○ Is not based on ideas of mystical energy flow
  - ○ Does not have one cause, one cure
  - ○ Is not simplistic
Chiropractic: moving forward

• Evidence Based Practice (EBP)
  • Evidence *informed* practice

• Three components:
  • Evidence derived from research
  • clinical expertise
  • patient preferences

• When integrated into clinical practice, blend to offer patients higher quality chiropractic care.


Research skills development (RSD)

• Departmental guidelines for implementation
  • RSD is foundational to the implementation of EBP.
  • RSD needs to be “whole of program”

• Strategies
  • Lead by example (research informed teaching)
  • Integrate latest research into ALL delivered and assessable material
    • Deliver in a consistent way using common slides...
Presenter framework *(example)*

- Student driven enquiry
- Proposed mechanism(s)
  - Supporting Evidence*
  - Supporting Evidence*
  - Evidence* against
- Application to practice

*Evidence: Oxford Centre for Evidence-Based Medicine 2011 Levels of Evidence

How do we engage students in this process?
Everything was progressing so well until we expected students to engage in this way!
Research skills development (RSD)

- Engaging students in research critique
  - Encourage discussion beyond the assessable task
  - Journal club (formal and informal)
  - Unit forums (iLearn)
  - Social media
Creating a virtual community of enquiry

CHIR301: Blackboard forum 2011

- 3 weeks
- 165 responses
~60% of class

Facebook group
eG: evidence growth
Daniel Saitta
Found this interesting piece of literature which, if my understanding is correct observes the illication of the fear response in an animal model via direct stimulation of neurons in the dentate gyrus which are active during the primary fear response, providing some insight into enigmatic concept of memory. Although not directly related to chiropractic I thought the method was quite novel, which again correct me if I'm wrong, could be adapted to provide a greater comprehension of the function of other areas of the brain. http://www.nature.com.simsrad.net.ocs.mq.edu.au/nature/journal/vnfv/ncurrent/full/nature11028.html

simsrad.net.ocs.mq.edu.au

3rd yr U/G

Recent PhD

Academic

Began: 9/11/12
Members: 789

Purpose: A forum to stimulate debate on research related to evidence based chiropractic mechanisms, application and efficacy
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Members: 789

Purpose: A forum to stimulate debate on research related to evidence based chiropractic - mechanisms, application and efficacy

Adam Wild

could the prognosis of acute LBP been underestimated?

http://journals.lww.com/spinejournal/Abstract/2012/04150/The_Prognosis_of_Acute_Low_Back_Pain_in_Primary.9.aspx

The Prognosis of Acute Low Back Pain in Primary Care in the... : Spine
journals.lww.com
Study Design. Prospective cohort study. Objective. To assess the prognosis of patients presenting with

Recent graduate

Recent graduate

Odense school Medicine

Me
Membership trend

eG Membership since inception

- Nov 2011: 398
- May 2012: 756
- Sept 2012: 789
**eG: goals**

- To create a community where research is the “glue” for interaction (Maslow: Level 3)

- To highlight the need for research in Chiropractic *beyond course content*

- To stimulate new research questions

- To help students become comfortable with “clinical uncertainty” etc.

- To become comfortable with academic critique (Maslow: Level 4)
**eG: unexpected benefits**

- An alumni style community created
- Exposé of logical fallacies:
  - “*this RCT doesn’t apply, therefore we can ignore all RCT’s*”
- Highlighting of cherry picking/research bias:
  - “*this research proves my point*”
- Boosting confidence to argue with peers (expected):
  - *Lively discussion in lectures (unexpected)*
- Has facilitated a dynamic curriculum
eG: Moderator interaction

- Six posts removed
  - Personal critique / off topic / rude
- Two members banned
  - Spammers
*** Moderator Announcement *** (2)

This post is a reminder for those unclear with the basic purpose of eG. The forum exists to stimulate debate on research related to EBC/EBP/EBH/EBM. This forum is largely self-moderated by common sense, common purpose and cordial behaviour. However, there are some conditions that MAY trigger a post deletion. These are:

1. Posting contrary to the core purpose of eG.
2. Advertising WITHOUT the clear purpose of disseminating knowledge, or increasing the research culture within chiropractic.
3. Critique on a personal (non-academic) level that may be offensive to the general audience of the eG group.
4. Posting forceful (unsupported) opinion, AND refusal to consider critique in line with academic rigor regarding that opinion. (These are NOT AUTOMATIC TRIGGERS for post deletion)

Thank you for your continued support in eG. It is exciting to see quality debate and evidence discussion related to our profession.
eG: Limitations

- Facebook is NOT a research database
  - Search is rudimentary at best
  - No full text repository
- Tracking usage
  - Who is contributing?
  - Who is watching?
- Need more U/G posters
- Need more academic posters
**eG: Future**

- Mature group
  - Membership is stable
  - Daily posts
  - Self-regulating

- Encourage more staff to post
- Give assessable tasks relating to eG?
Thank you

Aron Downie