Course Time: 6:00-9:00pm, Thursdays, January 5 – April 6, 2017
Instructor: Yukari Seko, Ph.D.
Email: yseko@uwo.ca
Office Room Number: TBD
Office Hours: By Appointment

Prerequisite Checking
Prerequisite: Enrolment in HEALTSCI 4091B is open only to third- and forth-year students in Health Studies.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Overview and Objectives
Social media and its associated technologies have become ubiquitous in nearly all aspects of our lives. These technologies are changing the ways healthcare providers interact with and deliver care to their clients, researchers design and implement health promotion and intervention programs, and consumers gather health information and make health decisions. This course is designed to introduce students to social media technologies and research in health and medicine. We will explore a range of social media uses in health to address methodological, conceptual, ethical and design issues pertinent to these emergent technologies. Topics to be inquired in this course include: doctor-patient interaction, user-generated pain narratives, health promotion and interventions through social media, online risk behaviour, health surveillance, to name a few.

Students who successfully complete this course will be able to:
• Understand how social media tools are used in healthcare, health research and health promotion and critically assess benefits and risks associated with these tools
• Define and use correctly the terminologies relevant to social media in health (e.g., Medicine 2.0, e-patients, eHealth, Big Data, infodemiology, infoveillance)
• Work collaboratively with peers on a group assignment, obtain collaborative experiences and problem-solving skills through a group assignment (scoping review)
• Design and conduct a scoping review project on a research topic related to social media in health
Course Format

Class meetings consist of a range of modalities, including lectures, class discussions, group assignments and presentations. My teaching philosophy is to design a classroom as a “community of learners” to offer an open, interactive and supportive environment beneficial to all. In turn, you are expected to complete all reading assignments and come to class well prepared for discussion and class activities. This course aims to encourage co-teaching between students, in which you act as a co-learner, collaborator, and advocate to nurture your own critical thinking and problem solving skills.

Course Materials

All required readings for this course will be made available online. Relevant course information will also be posted on the course website (OWL). All students in this course need to use OWL to access materials including PowerPoint slides (lecture notes), evaluation rubrics, and readings. Please closely monitor the announcements on the course website for any changes or updates regarding to lectures or assigned readings.

Course Attendance Policy:

Students are expected to regularly and actively attend classes. Unexcused absences, tardiness, and failure to meet deadlines will have a negative impact on your final grade. Students who unavoidably miss a class for medical and other reasons are still responsible for getting that class’s assignment in on time, getting necessary information from their classmates, and completing the assignments by the due date.

Academic Integrity:

Academic integrity is a guiding principal and fundamental component for all that you do as a student of Western University. Avoiding plagiarism is easy and can be achieved by means of considered, responsible academic practice, by and large a diligent acknowledgement of source materials. I am always open to any questions or concerns you might have about how to properly cite sources.

Statement on Use of Electronic Devices

This course occasionally requires the use of a laptop computer, a tablet or a smartphone. Please make sure you are able to borrow or share one with your classmates if you don’t have one. Nonetheless, students are expected to be considerate of their classmates and the instructor and keep their use of electronic devices to minimum in class. No disruptive electronic media use will be permitted in class. No electronic devices will be allowed during tests. Unauthorized visual, audio, and video recording of the instructor, students, lectures and lecture materials is strictly prohibited. Discovery of such occurrences may lead to dismissal from the class or course.
**Evaluation**

<table>
<thead>
<tr>
<th></th>
<th>Percentage of Final Grade</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Test 1 (All lecture &amp; readings covered from Week 2-6)</td>
<td>30%</td>
<td>Week 7 (Feb 16, 2017)</td>
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<tr>
<td>Test 2 (All lecture &amp; readings covered from Week 8-11)</td>
<td>20%</td>
<td>During final exam period</td>
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<tr>
<td>Group Project: Scoping Review</td>
<td>50%</td>
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<tr>
<td>(Draft Research Plan – 5%</td>
<td>Proposal – 10%</td>
<td>Research Plan: Week 4 (Jan 26)</td>
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<td>Group Presentation – 10%</td>
<td>Final Paper – 25% )</td>
<td>Proposal: Week 9 (Mar 9)</td>
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<td>Group Presentation: Week 12,</td>
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<td>13 (Mar 30, Apr 06)</td>
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<td>Final Paper: Week 13 (Apr 06)</td>
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**Tests (Test 1: 30%, Test 2: 20%)** – Due Week 7 (Feb 16), Final Exam Period

There will be two tests on Week 7 (Test 1) and during the final exam period (Test 2). Tests are not cumulative. All tests will be based on the combination of the assigned readings and anything that have been covered prior to the test during class. The test may contain multiple choice, T/F, short answer and essay questions.

**Group Project: Scoping Reviews (50%)**

In a group of 4-5, students will conduct a scoping review on a topic that is relevant to social media use and health. Following Arksey & O’Malley’s (2005) approach, students will conduct a systematic literature search (using electronic databases), data charting, and knowledge synthesis. This assignment is incremental, consisting of: 1) Draft Research Plan (5%); 2) Proposal (10%); 3) Group Presentation (10%); and 4) Final Paper (25%). Students are encouraged to use digital collaboration tools such as Google Drive and Zotero for the purpose of this project. The following is a brief outline of the project; further details will be discussed in class and posted to OWL.

1) Draft Research Plan – **Due Week 4 (Jan 26) 6:00pm**

In 500-800 words, state the scope of the review, background information, tentative research question and tentative search strategy (including potential databases, keywords, and reference software to be used). Students should also identify potential stakeholder(s) who would benefit from the review. Make sure that there is no existing scoping review on the topic of your choice.

2) Proposal – **Due Week 9 (Mar 9) 6:00pm**

This 1000-1200 word proposal should include revised background, revised research question(s), explicit search strategy (incl. keywords, databases, and reference software), methods of data charting and synthesis of findings, timetable and action plan that states who does what. Prior to the submission, the
search strategy should be approved by a librarian knowledgeable of the topic under study. Have the librarian and all group members sign the proposal and submit the hardcopy.

3) Poster-style presentation + 10-mins oral presentation
In the final two class meetings (Week 12, 13), groups will prepare and present a poster and a short (10-mins) oral presentation about their scoping review project. Presentation will be peer-assessed. All students are expected to submit evaluations of other group’s presentations. An average mark of student reviews will be awarded to each group. Grading scheme (rubric) and detailed guidance will be provided in class.

4) Final Paper - Due Week 13 (Apr 06) 6:00pm
The final scoping review paper should be max. 4000 words, consisting of Introduction, Methods, Findings, and Discussion. The paper should be accompanied with relevant table(s) and/or figure(s) that clearly communicate methods, analysis and findings. Final papers that achieve a grade of 85% or higher may have an opportunity to be submitted to scholarly journals with further revision with/by the instructor. The paper must be submitted in hard copy in class and electronically through OWL and Turnitin.

**Late Assignments**
Students are expected to hand in assignments on time. Late submissions for written assignments will be penalized **20% per day** (including weekends). Assignments that are 5 calendar days late, without an approved extension, will automatically receive 0. Students who wish to request an extension for assignments must do so through the Academic counseling office at the Faculty of Health Sciences, and must have a valid medical or non-medical justification in accordance with the University’s policy on Accommodation for Medical Illness or Non-Medical Absences. You must inform the instructor of any situation which arises during the semester that prevents you from meeting assignment/test deadlines. Please refer to the ADDITIONAL STATEMENTS section on “Accommodation for Medical Illness or Non-Medical Absences” (p.9) for detail.
### Weekly Class Schedule

<table>
<thead>
<tr>
<th>Date (2017)</th>
<th>Topic</th>
<th>Assignments/Notes</th>
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<tbody>
<tr>
<td>Week 1 – Jan 5</td>
<td>Course Overview: What is Social Media? Why is it important for Health?</td>
<td>Group Project Overview</td>
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<tr>
<td>Week 2 – Jan 12</td>
<td>Medicine 2.0</td>
<td>Set Up Groups</td>
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<tr>
<td>Week 3 – Jan 19</td>
<td>Doctor-Patient Relationship</td>
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<tr>
<td>Week 4 – Jan 26</td>
<td>Consumer Health: Health Information Seeking, e-Patients</td>
<td>Due: Group Project Draft Research Plan (5%)</td>
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<td>Week 5 – Feb 2</td>
<td>User-generated Pain Narratives</td>
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<td>Week 6 – Feb 9</td>
<td>Online Risk Behaviour</td>
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<td>Week 7 – Feb 16</td>
<td>Midterm Test</td>
<td>Test 1 (30%)</td>
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<td>Group Project Update (no grade)</td>
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<tr>
<td>Feb 20-24</td>
<td></td>
<td>Reading Week</td>
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<td>Week 8 – Mar 2</td>
<td>eHealth Literacy</td>
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<td>Week 9 – Mar 9</td>
<td>Health Promotion &amp; Intervention via Social Media</td>
<td>Due: Group Project Proposal (10%)</td>
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<td>Group Project Update (no grade)</td>
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<tr>
<td>Week 10 – Mar 16</td>
<td>Health Surveillance 1: Infodemiology</td>
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<tr>
<td>Week 11 – Mar 23</td>
<td>Health Surveillance 2: mHealth and Internet of Things</td>
<td>Group Project Update (no grade)</td>
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<tr>
<td>Week 12 – Mar 30</td>
<td>Group Presentations</td>
<td>Group Project Presentations (10%)</td>
</tr>
<tr>
<td>Week 13 – Apr 6</td>
<td>Group Presentations &amp; Course Wrap-up</td>
<td>Group Project Presentations (10%)</td>
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<tr>
<td></td>
<td></td>
<td>Due: Group Project Final Paper (25%)</td>
</tr>
<tr>
<td>Exam Week</td>
<td>Final Test</td>
<td>Test 2 (20%)</td>
</tr>
</tbody>
</table>
**Detailed Class Schedule & Required Readings (Tentative)**

**Week 1 – January 05, 2017**

**Course Overview: What is Social Media? Why is it important for Health?**

**Week 2 – January 12, 2017**

**Medicine 2.0**
- Hawn, C. (2009). Take two aspirin and tweet me in the morning: how Twitter, Facebook, and other social media are reshaping health care. *Health affairs*, 28(2), 361-368. [http://content.healthaffairs.org/content/28/2/361.long](http://content.healthaffairs.org/content/28/2/361.long)

For group project, read and prepare for the first group meeting:

**Week 3 – January 19, 2017**

**Doctor-Patient Relationship**

**Week 4 – January 26, 2017**

**Consumer Health: Health information seeking, e-Patients**


**Week 5: February 2, 2017**

**User-generated Pain Narratives**

• Gonzalez-Polledo, E. (2016). Chronic Media Worlds: Social Media and the Problem of Pain Communication on Tumblr. *Social Media+ Society, 2*(1), 2056305116628887. [http://sms.sagepub.com/content/2/1/2056305116628887.full](http://sms.sagepub.com/content/2/1/2056305116628887.full)


**Week 6: February 9, 2017**

**Online Risk Behaviour**


**Week 7: February 16, 2017**

Test 1 (Midterm) – No assigned reading

**Week 8: March 2, 2017**

**eHealth Literacy and Social Media**


**Week 9: March 9, 2017**

**Health Promotion & intervention via Social Media**


**Week 10: March 16, 2017**

**Health Surveillance 1: Infodemiology**


**Week 11: March 23, 2017**

**Health Surveillance 2: mHealth and Internet of Things**


**Week 12: March 30, 2017**

**Group Presentations 1**
**ADDITIONAL STATEMENTS**

**Student Code of Conduct**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For more information, visit [http://www.uwo.ca/univsec/pdf/board/code.pdf](http://www.uwo.ca/univsec/pdf/board/code.pdf).

**English Proficiency for the Assignment of Grades**

Visit the website [http://www.uwo.ca/univsec/pdf/academic_policies/exam/english.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/exam/english.pdf)

**Accommodation for Medical Illness or Non-Medical Absences**

[http://www.westerncalendar.uwo.ca/2016/pg117.html](http://www.westerncalendar.uwo.ca/2016/pg117.html)

The University recognizes that a student’s ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student’s overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

A UWO Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: [http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

Documentation is required for non-medical absences where the course work missed is more than 10% of the overall grade. Students may contact their Faculty Academic Counselling Office for what documentation is needed.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner. Documentation for any request for accommodation shall be submitted, as soon as possible, to the appropriate Academic Counselling Office of the student’s Faculty of registration. For BHSc students, you may go to the School of Health Studies Office in HSB room 222.
**Scholastic Offences**

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website:  

Additionally,

1. All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com ([http://www.turnitin.com](http://www.turnitin.com)).
2. Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

**Support Services**

There are various support services around campus and these include, but are not limited to:

1. Student Development Centre -- [http://www.sdc.uwo.ca/](http://www.sdc.uwo.ca/)
2. Student Health – [http://www.uwo.ca/health/services/students/index.html](http://www.uwo.ca/health/services/students/index.html)