

Western Health Sciences

The University of Western Ontario
School of Health Studies

Health Sciences HS 4091b - Section 002
Social Media in Health
Thursdays 6:00-9:00pm

Instructor: Gillian Mandich
Winter 2016

Email: gmandich@uwo.ca

Classroom Number: Health Sciences Building, Room 35

Office Hours: By appointment only

Prerequisite Checking

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 Information

The purpose of the course is to introduce students to the use of social media in the health care context from the health care provider and/or health care user perspective.

Recognizing the need for accurate and reliable information within contemporary health care, this course will examine the theory and practice of producing content for, and engaging in social networks. The focus will be on analyzing and manufacturing content for distribution across a variety of platforms including Facebook, Twitter, YouTube, Instagram, podcasting, and blogs.

Students are expected to attend all lectures and participate in class discussions, quizzes, assignment, project, and examinations.

Course Materials

Required Readings (Available Online): Students will be assigned readings throughout the duration of the course. These readings correspond to the lecture topics and will be identified at the end of each lecture and on the course syllabus (located by logging in to OWL). Additional readings may be posted on the course website at any

time. Students are responsible for the content of all required readings.

Selected readings, available online:

Berthon, P. R., Pitt, L. F., Plangger, K., Shapiro, D., & SPECIAL ISSUE: STRATEGIC MARKETING IN A CHANGING WORLD. (May 01, 2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, 55, 3, 261-271.

Chou, W. S., Hunt, Y. M., Beckjord, E. B., Moser, R. P., & Hesse, B. W. (2009). Social Media Use in the United States: Implications for Health Communication. *Journal of Medical Internet Research*, 11(4), e48. <http://doi.org/10.2196/jmir.1249>

Freeman, B. & Chapman, S. (2008). Gone viral? Heard the buzz? A guide for public health practitioners and researchers on how Web 2.0 can subvert advertising restrictions and spread health information. *J Epidemiol Community Health*, 62(9): 778-782
doi:10.1136/jech.2008.073759

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, no.2: 361-368 doi: 10.1377/hlthaff.28.2.361

Heinonen, K. (2011), Consumer activity in social media: Managerial approaches to consumers' social media behavior. *Journal of Consumer Behaviour*, 10: 356-364. doi: 10.1002/cb.376

V. Kumar, R. Mirchandani (2012) Increasing the ROI of Social Media Marketing MIT Sloan Management Review

Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013). A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of Social Media for Health Communication. *Journal of Medical Internet Research*, 15(4), e85. <http://doi.org/10.2196/jmir.1933>

Rosemary Thackeray, R. Neiger, B. L., Smith, A. K., & Van Wagenen, S. B. (2012). Adoption and use of social media among public health departments. *BMC Public Health*, 12:242, DOI: 10.1186/1471-2458-12-242

Woolley, P. & Peterson, M. (2012). Efficacy of a Health-Related Facebook Social Network Site on Health-Seeking Behaviors. *Social Marketing Quarterly*, 18: 29-39, doi:10.1177/1524500411435481

Yeager, V., Cooper, G. P., Burkle, F. M., & Subbarao, I. (2015). Twitter as a Potential Disaster Risk Reduction Tool. Part IV: Competency-based Education and Training Guidelines to Promote Community Resiliency. *PLoS Currents*, 7, ecurrents.dis.ce3fad537bd666770a649a076ee71ba4.
<http://doi.org/10.1371/currents.dis.ce3fad537bd666770a649a076ee71ba4>

Additional readings may be assigned each week as we go through the course. This is because the area of social media is rapidly developing and, I am likely to run across new, relevant, and interesting resources as we go through the course.

Class Schedule and Format

The class consists of one lectures per week (3 hours). Lecture notes (with some spaces on slides to fill in blanks) will be posted by 8pm the day before a lecture. Although lectures will be led, students are encouraged and expected to participate in class, mainly in terms of bringing perspectives and ideas into the discussions. For the group project, groups will be randomly assigned and it is imperative that students remain in the group they are assigned to. Some class time will be given to allow groups to work on their presentation; however, additional time outside of classroom hours may be required.

Evaluation

Participation during lecture and online (10%)
2 Multiple Choice Quizzes (20%)
Assignment (10%)
Group Project (25%)
Final Exam (35%)

Makeup Exams

You must have a valid medical or compassionate reason for missing a scheduled examination, and documentation for your absence must be filed with the main office of the School of Health Studies prior to the examination (please see “Additional Statements” section below for information pertaining to accommodation for medical illness or non-medical absences).

Retroactive accommodation (i.e., for exams that have been written) will not generally be granted, nor will last minute requests for extensions/make-up exams. Following receipt of approved accommodation from the counselling office, a makeup examination will be scheduled within one week of the originally scheduled exam. Please note that makeup examinations will differ from the originally scheduled examinations, and may include written/short answer components.

General Course Policies and Procedures

Rounding of Grades and Re-Weighting of Exams

These practices will not occur in this course. The edges of this course are clear and sharp. The mark attained is the mark you achieved and the mark assigned; there is no rounding to the next grade level,

and there is no re-weighting of exams or exam questions. Please do not ask me to do this for you. It degrades my experience as your professor and your experience as a student. We both have an appreciation for high standards.

Professor's Responsibilities

- Be organized and well prepared for class
- Create a supportive learning environment
- Be available to provide additional explanation or feedback
- Actively seek students' input in class and take students' arguments seriously
- Return students' assignments within a reasonable time (in most cases, 1 week) and provide feedback to help
- Assist students with developing transdisciplinary skills - critical and creative thinking and analysis, presentation skills, argument formation
- Use a variety of teaching methods and strategies to accommodate different learning styles

Student Responsibilities

As a participant in this class, you should:

- Read and reflect upon the assigned chapter BEFORE each class
- Attend each class ready to engage with the course material
- Participate respectfully with class and/or group discussions
- Take seriously (and reflect upon) the opinions/arguments presented in your text, by your fellow students and your professor
- Thoughtfully examine everyday ('commonsense') ideas through a health lens

Attendance

Regular attendance is critical as many classes will address material not found in the text and/or will involve thinking outside the book. If you miss a class, please make arrangements with another student to obtain her/his notes. For logistical reasons, films cannot be shown out of class.

Accommodation for Medical Illness or Non-Medical Absences

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:

<https://studentservices.uwo.ca/secure/index.cfm>.

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. For more information, please see:

http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf

Statement on Use of Electronic Devices

Policy on Laptops in Class

The University of Western Ontario acknowledges the integration of new technologies and learning methods into the curriculum. The use of laptop computers can contribute to student engagement and effective learning. However, the instructor may choose to limit the use of electronic devices during group discussions, active learning activities, films, and group activities. If students are found using their laptops for anything other than taking notes or gathering research for their group project during tutorial (e.g. Facebook, TSN, personal banking, Youtube, etc.) they will be asked to leave IMMEDIATELY. If misuse of laptops occurs during class time, laptops may be banned for the remainder of the class for ALL students. If it becomes an ongoing disruptive and disrespectful issue, laptops may be banned for the remainder of the course for ALL students.

Cellphones and Similar Devices:

Cellphones and similar devices, must be on silent (not just vibrate) during classes unless specific permission is sought for emergency purposes in a given class. Text messaging/Facebooking etc. is NOT permitted during class. If you MUST utilize your cell phone during class time for emergency situations, you need to communicate this with the instructor BEFORE class begins. If a student is found using any of these devices in class, he or she may be asked to leave the class.

Use of Recording Devices and Cameras During Class

You do not have my permission to make audio or video recordings of lectures, or to take pictures of lecture material.

Course Website (OWL Sakai)

All students in this course need to use OWL to access resources used in this course such as PowerPoint (lecture) handouts, additional handouts and/or readings, and this course outline. Students are responsible to check the OWL site regularly for this course for updates and announcements. Additionally, due to changes in privacy legislation, grades will only be provided to you through the course website – I will not, under any circumstance, convey grades via email or over the phone.

OWL is an electronic shared space that will be used frequently throughout the course for a variety of purposes. Please interact respectfully on this shared e-space. The privilege of contributing to the site can be revoked if deemed necessary.

Please contact Instructional Technology Services (ITS) for difficulties in accessing OWL Sakai at (519) 661-3800, or <https://servlet.uwo.ca:8081/helpdesk/index.jsp>.

Contact/Questions

All questions regarding course content should be posted on OWL Sakai forums. The forums will be set up to include a separate space for questions and discussion related to: (1) lectures/content; (2) the mid-term exam; and (3) the final exam. You have the ability to edit and delete your own posts. The instructor can also delete posts that are deemed to be inappropriate. There will also be a 'general discussion' forum where students can discuss any number of topics.

In all of the above communication tools and any time you are interacting with others on our shared OWL website or via e-mail, please be mindful of 'e-etiquette'. It is expected that you will use proper grammar and punctuation when posting and e-mailing. You are also expected to respect your peers, and instructor in any discussion/forum. Students who do not act accordingly have the potential of losing website privileges. **Please note that you must use your UWO email address for all correspondence regarding this course.**

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/board/code.pdf>.

English Proficiency for the Assignment of Grades

Visit the website <http://www.uwo.ca/univsec/handbook/exam/english.pdf>.

Accommodation for Medical Illness or Non-Medical Absences

http://www.uwo.ca/univsec/handbook/appeals/accommodation_medical.pdf

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:

<https://studentservices.uwo.ca/secure/index.cfm>.

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:

http://www.uwo.ca/univsec/handbook/appeals/scholastic_discipline_under_grad.pdf .

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>).
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/ssd/>
2. Student Health -- <http://www.shs.uwo.ca/student/studenthealthservices.html>
3. Registrar's Office -- <http://www.registrar.uwo.ca/>
4. Ombuds Office -- <http://www.uwo.ca/ombuds/>

Topic	Class Lecture Date	Have Read in Text Before Class
Introduction to social media Course Outline	January 7, 2016	No Readings
What is social media? Introduction to Twitter, Hootsuite, and Instagram	January 14, 2016	Chou, W. S., Hunt, Y. M., Beckjord, E. B., Moser, R. P., & Hesse, B. W. (2009) Yeager, V., Cooper, G. P., Burkle, F. M., & Subbarao, I. (2015).

		Hawn, C. (2009)
Advertising in the Internet Age Online Health Marketing	January 21, 2016	V. Kumar, R. Mirchandani (2012)
Guest Lecture	January 28, 2016	No Readings
YouTube	February 4, 2016	Heinonen, K. (2011)
Podcasting Facebook *In-class quiz	February 11, 2016	Woolley, P. & Peterson, M. (2012)
Reading Week	February 18, 2016	
Reputation management Guest Lecture	February 25, 2015	Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013)
Viral Videos Social media for social change *Assignment Due	March 3, 2015	Freeman, B. & Chapman, S. (2008)
Guest Lecture *In-class quiz	March 10, 2015	No Readings
Big Data Privacy	March 17, 2015	Rosemary Thackeray, R. Neiger, B. L., Smith, A. K., & Van Wagenen, S. B. (2012)
Group Presentations Blogs	March 24, 2015	No Readings
Group Presentations	March 31, 2015	No Readings
FINAL EXAM DURING THE JUNE EXAM PERIOD		