



COLUMBIA UNIVERSITY

*Mailman School of  
Public Health*



APHA 135TH ANNUAL MEETING AND EXPO  
NOVEMBER 3-7, 2007 WASHINGTON, DC

# **Scientific blogging as an important and innovative research tool to get health data in a changing societal environment**

Alexander P. Bock, MD, MPH



**Consumer orientation in Health**

**requires a rethinking of how to assess**

**these consumers' behaviors and preferences**



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# Overview on an experimental approach

## Research Blog



# **BLOGS are one way to communicate but NOT a one way communication**

**WHAT** – Background

**WHO** – Various types

**WHY** – Implication

**DOs & DONTs**



## **Weblog – we blog**

Chronological order of entries displayed in reverse order

## **Mid 1990s → today**

Shift from uncoordinated Personal Diaries to interactive forms



## Many areas use blogs

Finance, politics, news, travel, fashion

Power of blogs: Resignment of Sen. Trent Lott

## Implication for Healthcare

Public health → Tsunami, Katrina, Ebola

Policy making → change requires peoples' mandate



### Navigation

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### Categories / Catégories

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- [General](#)

### Field Blogs / Blogues du terrain

- ["Sounds of Somalia"](#)  
by Tirana Hassan in Mogadishu
- ["Michael's First Mission"](#)  
by Michael White in Sudan
- ["Off the beaten path in PNG"](#)  
by Dr. Nazanin Meshkat
- ["Dear Darfur..."](#)  
by Kevin Barlow, RN
- ["Made in Bangladesh"](#)  
by Julia Payson
- ["Ebola in DRC"](#)  
by Zoe Young

## 25/10: [Diary Day 22 - Friday - THE END](#)

Category: [General](#) | Posted by: [ZoeY](#) | [Add comment](#)

Yesterday was a finishing off day back in Kinshasa. We had some news through from Kampungu: a young boy's test result was negative. It was a huge relief. But, to temper that, we heard that our last patient had died in the night. It is so frustrating because she had survived so long and we had hoped that she would be able to hold out long enough to win.

I finally got on the plane back home at Kinshasa airport. This morning they woke us up with an announcement to apologise for the lack of breakfast service. A woman had gone into labour in the night, had delivered a healthy baby girl over Mauritania. She was now lying asleep in the kitchen. New life and a happy ending to my mission.

## 23/10: [Diary Day 21 - Wednesday](#)

Category: [General](#) | Posted by: [ZoeY](#) | [Add comment](#)

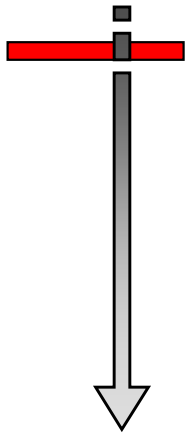
Good news last night: the man and child in the isolation unit tested negative so they went home today. I was very pleased, since it is my last day on the project.

At our new airstrip we had to wait about an hour before the plane arrived. Someone turned up to sell us some woven raffia material that had been tie-dyed - it's quite funny that at this tiny airport we can buy souvenirs! The plane was very, very tiny: only five seats plus the moustachioed pilot from before. It was slightly worrying because two other organisations also wanted to get people and cargo onto the plane. The

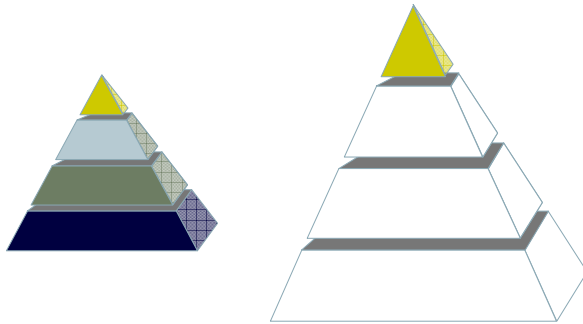
# Flow Directions in Healthcare Communication

Changes over Time

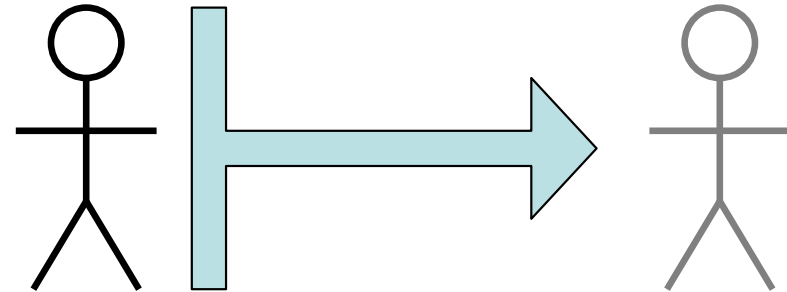
Timeline



Stages



Provider / Policy



Patient / Voter

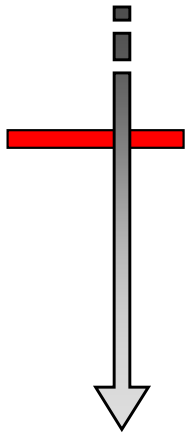




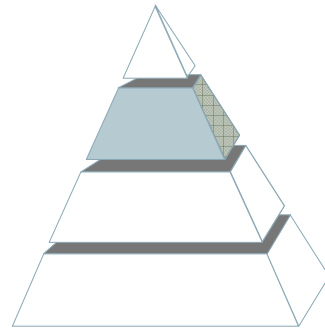
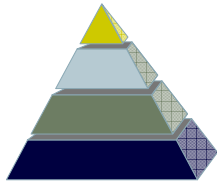
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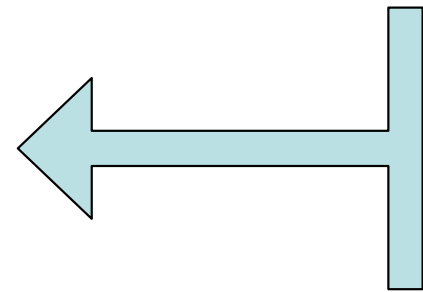
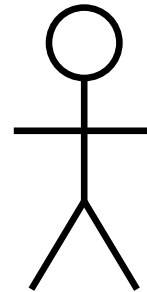
Timeline



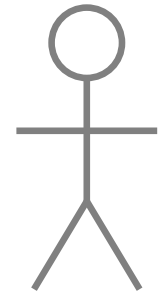
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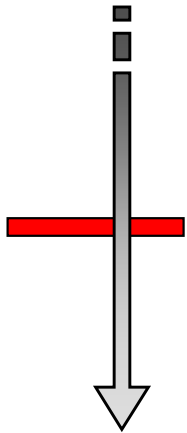
Patient / Voter



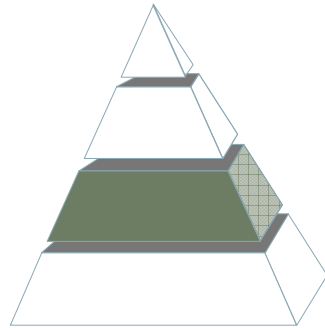
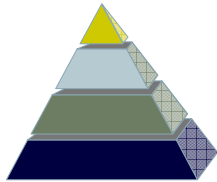
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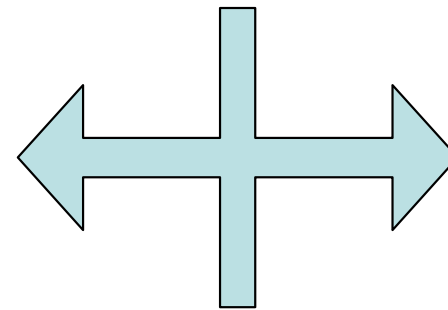
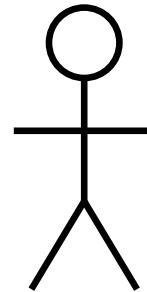
Timeline



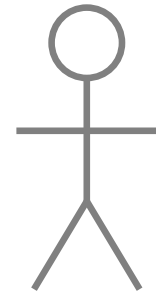
Stages



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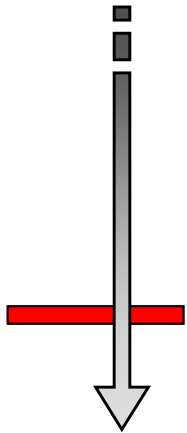
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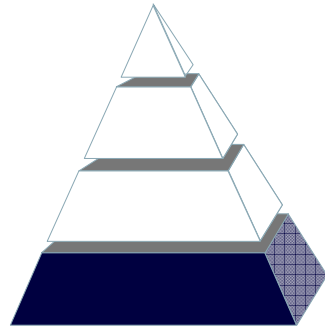
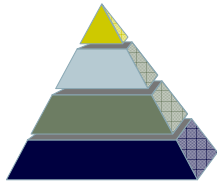
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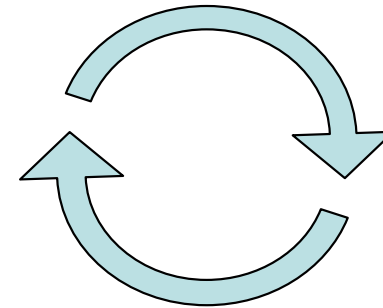
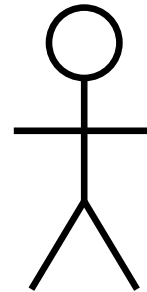
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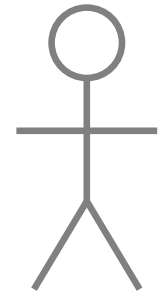
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Provider / Policy



Patient / Voter



**Research Blog**



## Data

- How to collect which data
- Private vs. public blog
- Commented vs. uncommented
- Code of conduct, Controlling
- Interaction, anonymity
- How to give structure to results



## Conclusion

Change is constant but its speed has increased. The ability to react and act appropriately in Public Health depends on timely knowledge. Blogs are one way to gather these important information.



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# Backup



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SPOTLIGHT**



The Dartmouth Atlas

