

**Chapter 3: Spotting Low Quality or Questionable Evidence**

*Marketing, Media, Social Media, Memes, and Fact Checking ...*

**OH MY!**

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**Disclaimer/Disclosures**

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- No financial / personal involvements with the presented material
- Resources provided here are to be used at your own discretion

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**How Did We Get Here?**

Why social media?

- Barriers to Evidence Informed Practice (EIP)!
  1. The Research-to-Practice gap
  2. Too much evidence to consume
  3. Article accessibility & pay walls
  4. Lack of engagement



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### How Does Social Media Address EIP Barriers?

**The Research-to-Practice Gap**

1. Acknowledges the gap
2. Brings attention to relevant evidence for practice & policy

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### How Does Social Media Address EIP Barriers?

**The Quantity of Evidence**

1. Promotion of synthesized sources, systematic reviews, & meta-analyses
2. Infographics / Quick reads
3. Refine your readings/searches through observation

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### How Does Social Media Address EIP Barriers?

**Article Accessibility & Pay Walls**

1. Promotes open access articles
2. Links with direct access PDF
3. Presents "fringe" options around pay walls

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## How Does Social Media Address EIP Barriers?

**Lack of Engagement**

1. Normalizes debate, critiques, and differing perspectives
2. Allows clinicians and researchers to interact
3. Utilized humor and imagery to evoke interest in evidence

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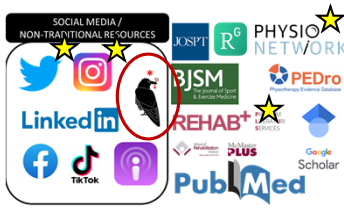
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## Social Media Resources

- **Social Media Platforms**
  - Posts / Tweets
  - Memes
  - Infographics
  - Comment Sections
  - Podcasts
- Research subscriptions
- Online interest groups
- Email Newsletters
- Medical Library Access (AHS)
- *Research links → Go appraise!*



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## Tips for Social Media

**Common Issues:**

- Confirmation Bias
- Too much time & inefficiency
- Online "Culture" & polarizing views
- Outdated / misguided information
- Overgeneralizations
- Fake accounts
- Differentiating clinical vs. research expertise

**Solutions:**

- ❖ Define your own boundaries
- ❖ Take breaks
- ❖ Follow diverse perspectives!
- ❖ Be mindful of what you consume & post
- ❖ Find/appraise the evidence

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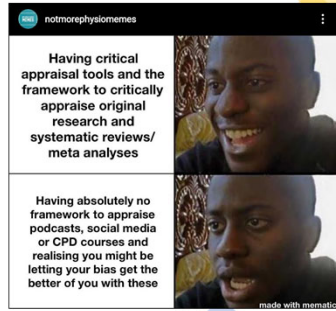
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Thanks for listening!



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