Session 3.111

Learning and Creating with 21st Century Online Tools

February 17, 2011

Robert Ladd, MA & Barbara Rochen Renner, PhD
University of North Carolina at Chapel Hill
Health Sciences Library
Robert “Bob” Ladd, MA

Instructional designer
photography
digital imaging
video
editing
GRAPHIC DESIGN
print design
WEB AND BLOG DESIGN
Individual & group consultations

Barbara Rochen Renner, PhD

Library Liaison,
Allied Health Sciences
information competencies
Outreach/ENGAGEMENT
Library Exhibits  instruction
Educational Research & Evaluation
INNOVATION IN LIBRARIES
Social Media & Professionalism
Distance Learning Support
Poll: my primary affiliation is...

A. K-12
B. Community/Technical College
C. 4 year college
D. University
E. Other
Tell us a little more...

I use social media tools
(e.g. Facebook, Twitter, blogs, social bookmarking):

A. Not at all
B. To dabble a little
C. Comfortably
D. Expertly; I can teach others
And a little more...

I use multimedia tools (e.g. imaging, video, audio tools):

A. Not at all  
B. To dabble a little  
C. Comfortably  
D. Expertly; I can teach others
CLAP Your Hands...

I use social and/or multi-media tools primarily in MY OWN teaching

SMILE...

I use social and/or multi-media tools, **myself**, AND I teach others to use them
Seeing things a little differently...

Doing things a little differently...

“Borrowed” from
The Division of Occupational Science and Occupational Therapy
UNC-Chapel Hill
http://www.med.unc.edu/ahs/ocsci/
Outreach/engagement:

- Broader community
- Donors
- Alumni
- Prospective students
- Others
Build Community
• beyond classroom
• “extra curricular”
• among faculty, students, alumni
Real World

• real life skills
• real life use
• effective communication
• audience, style, language, setting
Professionalism
Responsibility
Social Media and the Workplace
HEALTHCARE BLOGGER CODE OF ETHICS
Blogging Code for Healthcare Professionals and Patients

The Code
Update: May 1st, 2009

1. **Clear representation of perspective** – readers must understand the training and overall perspective of the author of a blog. Certainly bloggers can have opinions on subjects outside of their training, and these opinions may be true, but readers must have a place to look on a blog to get an idea of where this author is coming from. This also encompasses the idea of the distinction between advertisement and content. *This does not preclude anonymous blogging*, but it asks that even anonymous bloggers share the professional perspective from which they are blogging.

2. **Confidentiality** – Bloggers must respect the nature of the relationship between patient and medical professionals and the clear need for confidentiality. All discussions of patients must be done in a way in which patients’ identity cannot be inferred. A patient’s name can only be revealed in a way that is in keeping with the laws that govern that practice (HIPPA, Informed Consent).

3. **Commercial Disclosure** – the presence or absence of commercial ties of the author must be made clear for the readers. If the author is using their blog to pitch a product, it must be clear that they are doing that. Any ties to device manufacturer and/or pharmaceutical company ties must be clearly stated.

4. **Reliability of Information** – citing sources when appropriate and changing inaccuracies when they are pointed out.

5. **Courtesy** – Bloggers should not engage in personal attacks, nor should they allow their commenters to do so. Debate and discussion of ideas is one of the major purposes of blogging. While the ideas people hold should be criticized and even confronted, the overall purpose is a discussion of ideas, not those who hold ideas.

If you have questions, please e-mail the administrator of this blog at healthcare.bloggers@gmail.com.
Social Networking and Professionalism

Selected References


Ferdig, R. E., Dawson, K., Black, E. W., Paradise, N. M., & Thompson, L. A. (2008). Medical students' and residents' use of online social networking tools: Implications for teaching professionalism in medical education. *First Monday; Volume 13 Number 9 - 1 September 2008*


Appreciative Inquiry

- Storytelling
- Narrative
- Users telling stories in their own words
- Evaluation data
Supplementary Learning Resources as a Diigo list

http://www.diigo.com/list/laddrob/ncdla-2011--recommended-references
Website Tour (screen shots follow)

- Appreciative Inquiry (AI) & Positive Psychology Resources: [http://guides.lib.unc.edu/AI](http://guides.lib.unc.edu/AI)
- HSL YouTube Channel: [http://www.youtube.com/user/hslunc](http://www.youtube.com/user/hslunc)
- I Love My HSL Blog: [http://ilovemyhsl.org](http://ilovemyhsl.org) (if duplicate, remove or specify)
- Keys to Communication Exhibit: [http://www.hsl.unc.edu/exhibits/speechandhearing/index.cfm](http://www.hsl.unc.edu/exhibits/speechandhearing/index.cfm)
- Poster Design Resources Guide: [http://guides.lib.unc.edu/poster_design](http://guides.lib.unc.edu/poster_design)
AI Guide

Appreciative Inquiry & Positive Psychology Resources

Resources for the AI Community at Carolina.

Last update: Feb 14th, 2011 | URL: http://guides.hsl.unc.edu/AI

Getting Started About AI at UNC Databases for UNC-CH Users Write-Cite-Organize AT and Libraries

Submit Your Favorite Link

Do you have an AI or Positive Psychology link to recommend for inclusion in this guide? Submit it here for consideration.

Submit a Link

Comments (0)

Getting a Handle on AI

- The Problem with Problems
  From Bloomberg’s Business Week (April 6, 2009), a brief “Viewpoint” article (appealing “Deficit Thinking” vs. “Appreciative Inquiry”) by Fred Collopy, a Professor of Information Systems at the Western School of Management, Case Western Reserve University.

- Appreciative Inquiry: Using Appreciative Inquiry to Make Change Happen
  Written by Roger Rowe, Director of Taltli Ltd and Dr Neil Wooding, this is one of the series of Sowing Seeds topic papers published by Public Service Management Wales (http://www.as.gov.uk/psmw). It provides a good introduction and overview to the AI approach.

- Definitions of Appreciative Inquiry
  From the AI Commons, hosted by Case Western Reserve University’s Weatherhead School of Management, a collection of definitions.

Comments (0)

Getting a Handle on Positive Psychology

- Frequently Asked Questions about Positive Psychology
  From the Positive Psychology Center at Penn.

- Research Literature on the Positive at UNC

Selected AI & Positive Psychology Links

- The Appreciative Inquiry Commons
  Hosted by Case Western Reserve University’s Weatherhead School of Management, the “AI Commons” is a worldwide portal devoted to the fullest sharing of academic resources and practical tools on Appreciative Inquiry and the rapidly growing discipline of positive change.

- The Positive Emotions & Psychophysiology Lab (PEP Lab) UNC-Chapel Hill
  We study people’s emotions, particularly their positive emotions. We are interested in how positive emotions affect people’s thinking patterns, social behavior, and physiological reactions. Our ultimate goal is to understand how positive emotions might accumulate and complicate to transform people’s lives for the better.

- The University of Virginia Center for Appreciative Practice (UVACAP)
  The University of Virginia Center for Appreciative Practice was established to promote the appreciative...
Appreciative Inquiry at UNC Chapel Hill

Add to this blog!
Posted on December 16, 2010 by Editor

We hope you will add to this blog! You can do this either by commenting on someone else's post or by adding new posts to the blog.

To comment on a post, just click the Leave a comment link that appears at the end of the post. When you send your comment it will go into a queue and should appear on the blog within a day or so if not sooner.

To add a new post, please go to the Add A Post page.

In addition, the About This Blog page includes a form that you can use to send comments or questions about the blog.

Thank you!

Posted in Uncategorized | Leave a comment | Edit

CFE Appreciative Inquiry Meeting Features Alternative Model of Strategic Planning
Posted on November 9, 2010 by Editor

AI at UNC

AI at UVA
AI Commons – Case Western Reserve Univ.
AI Resources Guide
Penn Positive Psychology Center
PEILab at UNC
Sallie Lee, Shared Sun Studio

AI Links

UNC Links
Barbara Fredericson, PhD; PI, PEILab
Center for Faculty Excellence
UNC AI Resources Guide
UNC Chapel Hill
I Love My HSL Blog

Thanks for connecting me with the information I needed

I wanted to track down an article about new research I had read about that could lead to a new treatment for the rare kidney stone condition - cystinuria - I suffer from. I submitted a request to HSL's "Ask a Librarian" service in the morning, and by that afternoon they responded with information on how to find the complete, published article I needed. I take this as proof that the HSL at UNC-Chapel Hill doesn't just say "Connecting people everywhere with knowledge to improve health" for fun. Rather, it is statement of purpose that the HSL librarians truly live by. Thank you for connecting me with the information I needed to (hopefully!) improve my health.

“I love the peace of the HSL”

From Marie:

I love the peace of the HSL. I am constantly refreshed by the ethic of calm, peace, in the whole HSL and sunlight spilling in the windows of friends cafe when I visit. It is a respite to my day and spirit, my mind as I read deliciously good material, and I am always rejuvenated as I nourish myself all around at the HSL. Hapov Valentines!
Partners in Success! Stories from the UNC Health Sciences Library Community

“I love the HSL”
May 17, 2010 by Editor | Edit

Nursing student Courtney W. likes to study at the Health Sciences Library, so much so that she wrote a glowing online review of HSL in Yelp. In an exchange of emails, she wrote: "I love the HSL and am in there pretty much daily. It's such a great place for students of the health sciences!" [Continue Reading]

Posted in Nursing | Leave a Comment »

Students happy with HSL’s Medical Student Book Exchange program
May 15, 2010 by Editor | Edit

Third-year medical students Helen Gaskins and Kaitlyn Bailey talk about HSL’s MSBE program.

[Video: Students Discuss Medical Book Exchange program]
Occupation Matters: Thirty Years of Occupational Therapy Education at UNC

Visitors to the HSL OS/OT Exhibit

Posted on December 8, 2010 by Editor

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- Division of Occupational Science and Occupational Therapy
- Health Sciences Library
- OT/OT Alumni Reunion Page
Keys to Communication Exhibit (SPHS)

About This Exhibit

"Of all the gifts bestowed upon humanity, the ability to communicate is one of the most important. Any impairment of this ability can have far-reaching consequences, affecting every aspect of a person's life, from learning, to work to interactions with family, friends, and community. Audiologists and speech-language pathologists provide services to prevent, diagnose, evaluate and treat communication disorders."

—American Speech-Language-Hearing Association

From helping a child with autism to be successful in the classroom, to providing therapy for a man struggling with aphasia after a stroke, to seeing the look in a mother's eyes when she hears her child say "I love you" for the first time, speech and hearing professionals make a difference in people's lives every day.

In celebration of the 40th anniversary of the UNC Division of Speech and Hearing Sciences (DSHS), the UNC Health Sciences Library and the DSHS have collaborated to present an exhibit highlighting the activities of speech and hearing professionals, with an emphasis on the specialty areas of UNC faculty. A physical exhibit is on display in the entrance foyer of the Health Sciences Library, and is complemented by an online exhibit with enhanced content, including videotaped interviews and links to resources on the web.

The exhibit covers the various activities of speech-language pathologists and audiologists, as well as brief histories of the speech and hearing professions. In keeping with the anniversary theme, the exhibit gives an overview of the development of the DSHS, with commentary from Bob Peters, the first Division Director. Descriptions of the division's programs include insights from current students and alumni.

A special feature is the display of selected items from the hearing aid collection of DSHS Director, Jack Roush, showing the
The Chancellor’s Hearing Test

Musician and Chancellor Holden Thorp had his hearing tested on April 8 in the division’s Audiology Teaching Laboratory to measure thresholds for the softest sounds he could detect.

From the April 10, 2010 University Gazette: [http://gazette.unc.edu/archives2/10apr14/health-safety.html](http://gazette.unc.edu/archives2/10apr14/health-safety.html)

PEARLS Receives $2.5 Million Grant

From Allied Health Sciences website:

Researchers with the UNC Chapel Hill Program for Early Autism Research, Leadership, and Service (PEARLS) have been awarded a $2.5 million grant from the Institute of Education Sciences to study the efficacy of early intervention for one-year-old children who are at risk for autism.

See [http://www.med.unc.edu/ahs/pearls-receives-2.5-million-grant](http://www.med.unc.edu/ahs/pearls-receives-2.5-million-grant)
YOUR HEALTH Radio Blog

Happy Valentine's Day!

This Valentine's Day keep your heart healthy with a few tips:
- Exercise for 30 minutes 3-4 times a week
- Eat more fruits, vegetables & grains

This Weekend on YOUR HEALTH™...

This weekend on YOUR HEALTH, Dr. Jim Donohue will join us to talk about Chronic Obstructive Pulmonary Disease (COPD). Dr. Donohue is the Division Chief of Pulmonary Diseases and Critical Care Medicine and Professor of Medicine at UNC.

Please tune in! We're on the air:
- Saturday at 9am
- Sunday at 9am and 5pm
- Monday at 6pm and 10pm

Cristy & Adam planning 30 day fitness 100,000 STEP CHALLENGE FOR CHARITY: starting 3/1, raising $5 - Ur ideas for a charity? Let us know, 1 day ago
- Potty training - practical advice for all parents - listen via House Calls on 2/12/11 radio show now on line at http://www.yourhealthradio.org 2 days ago
Poster Design Resources

Resources to help you create eye-catching & professional scholarly posters.


About  The Design Process  Working With Images  Personalized Help and Classes  Poster Printing

Guide Contents

Think that a good scholarly poster is essentially a research paper slapped onto a posterboard? Think again! This guide will link you to a collection of useful resources to help you create eye-catching & professional scholarly posters.

- The Design Process
- Working With Images
- Personalized Help & Classes
- Poster Printing

The Media Design Studio

The Media Design Studio Team is here to help you learn about educational media design and technology, and is happy to help you plan and create your poster project.

Need a place to work on your project? The HSL Media Design Studio is equipped with computer software and hardware for creating print and digital materials and is available to UNC faculty, staff, and students. It is located in room 229 of the UNC Chapel Hill Health Sciences Library.

- Learn more about the UNC HSL Media Design Studio
- Get personalized help from the MDS team

Ask a Librarian

We are here to help!

Chat Now  Email  FAQ  One-on-One Consultation  Classes  Phone 919-962-6800  Text/SMS 919-584-5931

The MDS Team

- Lisa Philipps
- Bob Ladd
- KT Vaughan

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PEARLS Videos

Trainee Experiences
These four video segments highlight graduate student and post-doc trainee experiences of conducting research with the PEARLS team.

PEARLS: Introduction

PEARLS: Project descriptions
Get in touch!

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Health Sciences Library
University of North Carolina at Chapel Hill