

PRE-CONFERENCE WORKSHOP

Web2.0 and the implications for health care

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Objectives

- Try to share our perspectives on the next generation of web sites / applications / uses.
- Give you an opportunity to try out some of applications.
- Discuss how this applies to health / the work you are undertaking.

Agenda

- Introduction to Web 2.0
Concepts (*20 minutes*)
- Overview of Tools and Services (*60 minutes*)
- Group Discussion - What are there implications for health care? (*40 minutes*)

The background features a light blue gradient at the top, transitioning to a light green gradient at the bottom. White, semi-transparent bubbles of various sizes are scattered in the upper corners, creating a clean, modern aesthetic.

Web 2.0 defined?

Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform. Chief among those rules is this: Build applications that harness network effects to get better the more people use them.

http://radar.oreilly.com/archives/2006/12/web_20_compact.html

But this definition only provides a fairly narrow view of what many consider web2.0 concepts.....

Aggregators Folksonomy Wikis User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Recommendation Social Software FOAF Browser
Videocasting Podcasting Sharing Collaboration Perpetual Beta Simplicity AJAX
Audio IM Video **Web 2.0** Design
Convergence CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID **Remixability** REST Standardization The Long Tail
DataDriven Accessibility XML
Modularity SOAP Microformats Syndication

Important Concepts (IOHO)*

- Sharing, reusing and remixing
 - Participation
 - Focus on simplicity
 - Convergence
 - Network effect
 - Software as a Service (SaaS)
 - Web services (content syndication, application programming interfaces (APIs))
 - Data driven
- Don't forget the "ugly" parts:**
- Immature business models
 - Participation Inequality
 - Playing/Gaming the system.



Web2.0 Tools and Services

Wikis

- Wiki - Hawaiian for "Fast"
- Popularized by wikipedia.
 - Explosive Growth. [July 2001](#) and [Today](#)
- Purpose - Simple easy to use content management.
- Literally [hundreds](#) of wiki software titles

- Basic Features:
 - Used for creating series of webpages
 - Minimal access controls / user constraints
 - Ability to create hyperlinks
 - Upload Images

Wikis (continued)

- [A little exercise](#)
- http://www.informatics-review.com/wiki/index.php/Main_Page
- Create your own wiki:
 - <http://www.wetpaint.com>
 - http://en.wikipedia.org/wiki/Comparison_of_wiki_farms
 - <http://www.commoncraft.com/video-wikis-plain-english>

Blogs

A blog is an **online dialogue** that the owner adds to on a regular basis. Many invite readers to contribute - to respond to what the originator has written.

Blogs range in content from a personal diary - like format to crisp, thought-provoking journalistic commentaries. A well tended blog can grow to become a substantial body of work written by one or many "bloggers"

A blog is a **web based publishing tool** that can be added to a site, or one can use ready made web applications that allow you to blog instantly. One such place is **Blogger**, a free online service that allows you to set up your own blog on their server.

Social Networks

Provide a cyberspace for people to make contacts, share information and ideas, and build a sense of **virtual community**

Facilitate a **dynamic environment** to communicate and collaborate through wikis, blogs, forums, e-mail, to share artifacts such as documents and other files and create profiles to support contact and a sense of kinship

Often, **nursing networks** are created to exchange ideas on practice issues and best practices; to learn about new trends, research, and innovations in health care; or to participate in advocacy, activist, and educational initiatives.

Tagging and Folksonomies

- Used quick and easy categorizing of content in a social way.
- Advantages
 - Loose and flexible.
 - Not everything needs to be known in advance.
- Disadvantages
 - Not everything is defined.
 -

RSS and Syndication



- [RSS Tutorial](#)
- Readers
 - Google Reader (reader.google.com)
 - Bloglines
 - Netvibes
- Websites
 - <http://www.cnia.ca/blog/rss.xml>
 - <http://rss.cbc.ca/lineup/topstories.xml>
 - <http://www.syndic8.com> -- find rss feeds
 - *Remember to look for the icon!*

APIs

Short for Application Program Interface

- Allows you to access application components
- May allow partial or complete access to those components
- Allows integration of other applications into your own to create new and unique applications

- [Google Maps Pedometer](#)

- <http://whoissick.org/sickness/>

- <http://www.healthmap.org/en>

Who has implemented it? Google, Amazon, Facebook,

Some Examples

Client Social Network: **Daily Strength** - <http://dailystrength.org/>

Nurse Social Network: **NurseLinkUp** - <http://nurselinkup.com/>

Social Network: **FaceBook** - [http://www.facebook.com/](http://www.facebook.com/http://www.facebook.com/n/?reqs.php)
<http://www.facebook.com/n/?reqs.php>

Health Informatics Blog - <http://healthinformaticsblog.com/>

SINI Nursing Informatics Blog - <http://www.differance-engine.net/SINI2006blog/>

<http://www.differance-engine.net/SINI2006blog/>

Tablet PC Blog (former CIO) - <http://tabletpcnursing.blogspot.com/>

Use Common Sense

Using social applications can be both exciting and enriching but we all need to keep a level head when engaging online.

TIPS

Restrict access to your profile (especially important with vulnerable participants, e.g. minors, potential victims)

Keep your private information private, e.g. address, phone, financial ID, schedule

Be selective about what you post or share - a good motto:
"Don't post anything that you wouldn't want the whole world to see or read".

Other Professional Applications

Blogs can be used as **Organizers**, e.g. for PhD work:

<http://nursing-informatics.com/research/>

Project OS software like DotProject can be used to **organize events and work on projects**, such as organizing the paper reviews for this Conference.

http://nursing-informatics.com/dotproject_lg.png

A group of 39 educational technology experts **collaborated to write a 25 chapter book** on Empowering Education through Online Learning (will be published by Commonwealth of Learning) totally online using a wiki and forum/community web space to organize it. <http://collaborativebook.wikispaces.com/>

Bringing it all together

- In small groups - pick a problem and discuss how these technologies / tools may help or hinder your task of solving it.