


# **H.I.N.T.S. of the Future**

**How can we chart the use of emerging technologies...**

**While tracking trends on important items asked before?**

**And disseminate important findings to key potential users?**

**In short, how can we look both backwards and forwards?**



**HINTS SHOULD MAKE A  
DIFFERENCE...NOT JUST  
BE GREAT DATA.**



# H.I.N.T.S. of the Future

**Balance the tension between surveillance and monitoring of trends and understanding the next big things, between the present and the future, between focusing on the next cycle and reporting and disseminating on the previous one.**

# HINTS Must Multi-Task

- Do a really good job of tracking key cancer-related knowledge, attitudes and behaviors over time relative to areas of interest.
  - Consider more attention to environmental causes of cancer.
  - Provide insight into emerging/developing areas, e.g. proteomics tests.



# HINTS Must Multi-Task

- **Identify and track new communication tools, technologies and styles.**
  - **Get information on emerging technologies early enough to provide useful baselines.**
  - **But recognize that HINTS cannot be a new technologies survey.**



Mobile Sites

People

Places

Chat

Dashboard

# Hello.

Sign Up for Your Free Mobile Website & Profile.

Sign Up Now

Winksite makes it easy to publish mobile websites and build simple social connections via mobile phones.



**Create community website specifically for mobile users...free**



Dear At Home,  
Click here to book a flight! It's our not so-so-subtle way of saying, "go somewhere."

[Book It!](#)

Sincerely, jetBlue  
AIRWAYS

"71 million blogs...  
some of them *have*  
to be good."  
-Matt

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## WTF?

What's hot, and why!

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search.php tags: cash  
advance tom\_cruise twitter  
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# A popularity engine for blogs



Meebo lets users chat with virtually all instant message service users from a single web page, with no special software. It permits users to add free live chat to their blogs or Web pages.

The screenshot shows the Meebo website's login interface. At the top left is the Meebo logo, and at the top right are navigation links: [about](#), [blog](#), [community](#), [products](#), [privacy](#), [meebo.me](#), [help](#), and [icons](#). Below the logo is the tagline "instant messaging everywhere".

The main content area features several login boxes for different services:

- aim**: Includes a yellow stick figure icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".
- yahoo!**: Includes a red "Y" icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".
- meebo**: Includes the Meebo logo, "meebo id" and "password" fields, a "remember me" checkbox, and a "Sign On" button.
- google talk**: Includes a blue speech bubble icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".
- msn**: Includes a colorful butterfly icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".
- icq**: Includes a green flower icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".
- jabber**: Includes a yellow lightbulb icon, "login" and "password" fields, and links for "forgot password?" and "sign up!".

At the bottom left, there is a "fewer networks" link. At the bottom right, there is a "sign on as invisible" checkbox and a "Sign On" button.

# HINTS Must Multi-Task

- Identify new sources of cancer information and how the public, people at risk, patients and survivors are using them.
- Dig deeper to understand what drove users to those channels and how they are benefiting from them.

# Wikipedia, the Collaborative Encyclopedia

The screenshot shows a web browser window displaying the Wikipedia article for 'Breast cancer'. The browser's address bar shows the URL: [http://en.wikipedia.org/wiki/Breast\\_cancer#Environmental\\_causes](http://en.wikipedia.org/wiki/Breast_cancer#Environmental_causes). The page features the Wikipedia logo on the left, navigation links, and a main content area with a table of contents and a diagram illustrating the progression of breast cancer from normal ductal cells to metastatic cancer.

**Navigation:**

- Main page
- Contents
- Featured content
- Current events
- Random article

**Interaction:**

- About Wikipedia
- Community portal
- Recent changes
- Contact us
- Make a donation
- Help

**Search:**

Go Search

**Toolbox:**

- What links here
- Related changes
- Unproven

## Breast cancer

From Wikipedia, the free encyclopedia

*Your continued donations keep Wikipedia running!*

**Breast cancer** is a **cancer** of the **breast** tissue. Worldwide, it is the most common form of cancer in females - affecting, at some time in their lives, approximately one out of thirty-nine<sup>[1]</sup> to one out of three **women** who reach age ninety in the Western world. According to the United Nations **World Health Organization**, it is the leading cause of cancer deaths among women worldwide.<sup>[2]</sup> The number of cases has significantly increased since the 1970s, a phenomenon partly blamed on modern lifestyles in the Western world.<sup>[1][3]</sup> Because the breast is composed of identical tissues in males and females, breast cancer also occurs in males, though it is far less common.<sup>[4]</sup>

Breast cancer	
Classification & external resources	
ICD-10	C50. <a href="#">↗</a>
ICD-9	174 <a href="#">↗</a> -175 <a href="#">↗</a>
OMIM	114480 <a href="#">↗</a>
DiseasesDB	1598 <a href="#">↗</a>
MedlinePlus	000913 <a href="#">↗</a>
eMedicine	med/2808 <a href="#">↗</a>

**Contents [hide]**

- History of breast cancer
- Types of breast cancer
- Epidemiologic risk factors and etiology
  - Age
  - Alcohol
  - Environmental causes
  - Genes
  - Hormones
  - Light levels
  - Obesity
  - Unproven

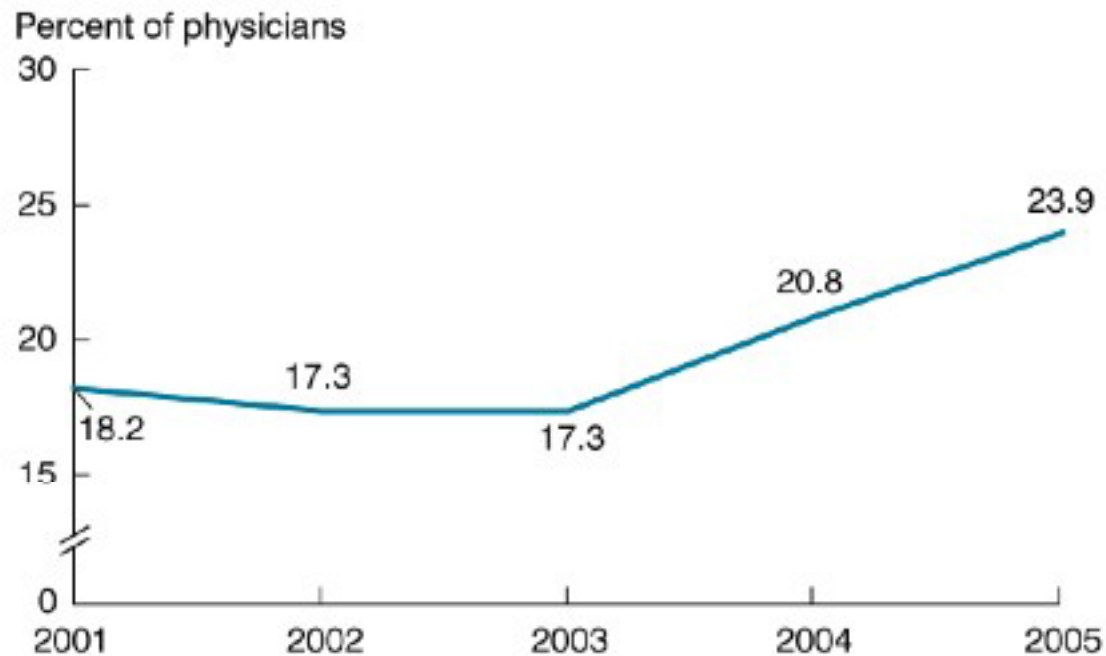
The diagram is divided into four panels illustrating the progression of breast cancer:

- Normal:** Shows a cross-section of a duct with a central lumen. The duct is lined by a single layer of cuboidal epithelial cells. The basement membrane is intact. Labels: Duct, Lumen, Cells, Basement membrane intact.
- Epithelial hyperplasia in situ cancer:** Shows the duct filled with a thickened layer of epithelial cells. The basement membrane remains intact. Labels: Epithelial hyperplasia in situ cancer, Basement membrane intact.
- Invasive cancer:** Shows the cancer cells breaking through the basement membrane and invading the surrounding stroma. Labels: Invasive cancer, Stroma.
- Metastatic cancer:** Shows cancer cells entering a blood vessel and traveling to a distant organ, such as a bone. Labels: Metastatic cancer, Blood vessel, Distant organ.

Internet

By 2005, nearly a quarter of office based physicians reported using electronic medical records. (National Ambulatory Med. Survey)

**Figure 1. Percentage of office-based physicians who report using electronic medical records: United States, 2001–05**



NOTES: Trend is significant ( $p < .05$ ). Includes nonfederal, office-based physicians who see patients in an office setting. Excludes radiologists, anesthesiologists, and pathologists

SOURCE: CDC/NCHS, National Ambulatory Medical Care Survey, 2001–05



**Health Record**

[Overview](#)

**Basic Information**

[Registration Info](#)

**Identification**

[Medications](#)

[Conditions/Med History](#)

[Allergies](#)

**Additional Information**

[Clinicians](#)

[Immunizations](#)

[Surgeries/Procedures](#)

[Specialty Modules](#)

[Emergency Contact](#)

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[Employment Info](#)

[Insurance](#)

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[Legal Documents](#)

[Access Privileges](#)

[Saved Messages](#)

## Identification

[Print/View Record](#) / [Wallet Card](#) | [Help](#)

Complete the Patient Identification information below.

[Previous](#) [Save and Continue](#) [Skip](#)

### Identification

Patient Race:

Primary Language:

Patient Height: ' "

Patient Weight:  lbs

Patient Eye Color:

Patient Blood Type:

Patient Marital Status:

Patient's Number of Children:

Comments: Add any specific information you would like to note about this patient's health or care.

[Previous](#) [Save and Continue](#) [Skip](#)

# HINTS Must Mult-Task

- HINTS developers should track new genomics technologies, prevention strategies, detection methods and treatments that may be used by public and patients as well as methods that may no longer be advised.
- Any of these may translate into KAB relevant to HINTS or topics about which people communicate.

# HINTS Must Multi-Task

- Track how people are using new communications technologies to get information and support.
- In the past, we may have emphasized communication of information over communication support. Both are important.

# CaringBridge lets families share the news about patients with all who care.



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**CaringBridge offers free, easy-to-create web sites that help connect friends and family when they need it most.**

- ▶ **create** a CaringBridge site
- ▶ **author sign in**
- ▶ **visit** a CaringBridge site

## Reaching out and touching lives.



The entire Watt family drew strength from the outpouring of love and encouragement on Wesley's CaringBridge site.

[Read Wesley's story](#)  
[Read more stories](#)

## How you can help

Together we can help millions of people stay connected with friends and family.

 [Tell a Friend](#)

- ▶ [Donate Now](#)
- ▶ [Distribute CaringBridge Brochures](#)
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# HINTS Must Multi-Task

- **And—we want to understand how any of these key trends are influenced by racial/ethnic group/age/and other relevant characteristics.**
- **Are we satisfied with the current proportion of African Americans?**
- **Shouldn't HINTS be able to include Asians as a category?**

# HINTS Must Multi-Task

- Be open to new ways to collect data.
- Recognize trends in survey research, e.g. declining participation in household surveys.
- How can the internet be used optimally for HINTS?

# HINTS SHOULD BE TIMELY

- Perhaps, it is time to consider HINTS real-time modules.
- For example, a news story comes out about MRI and breast cancer screening.

# HINTS SHOULD BE TIMELY


**NATIONAL CANCER INSTITUTE** National Cancer Institute  
U.S. National Institutes of Health | www.cancer.gov

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Posted: 08/04/2006

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## Most Americans Do Not Know When or How Often To Get Cancer Screening Tests

While most Americans know that mammograms, pap smears, and colonoscopies are screening exams for cancer, the majority of Americans do not know the appropriate age at which initiation of these tests is recommended, according to the latest brief from the Health Information National Trends Survey (HINTS).

HINTS is a nationally representative telephone survey of the general population that was first conducted in 2002-2003 and repeated in 2005. The National Cancer Institute (NCI), part of the National Institutes of Health, developed HINTS to evaluate how the general public accesses and uses information about cancer, and how this information can be delivered most effectively.

"We must significantly increase our efforts to inform all Americans of what cancer screening tests are available so that we can catch cancer in its earliest stages when it is most treatable," said NCI Acting Director John E. Niederhuber, M.D. "We need to get into communities with a renewed education effort."

A recent analysis of HINTS 2005 data found that 57 percent of American

*(The code that lets users enlarge type is free.)*

# HINTS SHOULD BE TIMELY

- Field a HINTS module to determine how this is affecting women's beliefs and intentions re mammography.

**“What has changed since [the days of the Interleuken2 frenzy] is the speed at which people can find information on the web, discuss it and take control of their own treatment by finding unconventional ways to get hold of unapproved drugs.”**

***New Scientist, 31 March 2007, p. 5***

**THEY** say that a rumour grows as it goes. So it was when *New Scientist* broke a story in January about a drug called dichloroacetate, or DCA, that showed promise in animal studies of cancer. Within weeks, blogs and web chatrooms were buzzing with discussions touting DCA as a new cure for human cancer, and in their desperation some people with cancer began to locate DCA for themselves and take it (see "When all else fails").

***New Scientist*, 31 March 2007, p. 5**



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### Welcome to The DCA Site

This site is to help inform people of the exciting research done on DCA by scientists at the University of Alberta. In January 2007, a team of scientists at the University of Alberta published a paper in the scientific journal, *Cancer Cell*, describing the discovery that a simple, cheap molecule, DCA, worked to reactivate the apoptosis mechanism of cancer cells, causing rapid shrinkage of tumors in rats. Mitochondrial reactivation represents an entirely new approach to treating cancer.

The tumors shrank 75% in three weeks.

DCA is not patentable. There is no incentive for private money to go into developing DCA as a cancer treatment. This is where we need to step in. We intend to create in one place, all the important information on DCA.

This site gives the results of the Michelakis research, a look at the possible side effects of DCA and the prospects of it being used by YOU. See also the commentary and conclusions we have reached about DCA. Questions are answered and a chat room is provided. Please help contribute to this site.

To avoid any legal issues, we must state we are not doctors and cannot give medical advice.

DCA has not been approved by the Food and Drug Administration for the treatment of cancer. It can be prescribed "off-label" by your physician.

We want to encourage everyone to use the Chat Room or ask the questions you want answered. The site is brand new. It was first uploaded late on February 5th. The chat room was added February 8.







Assess the Social Aspects of  
Communication.

Collaborative filtering on Amazon.com points the user to choices made by people with interests like hers. NetFlix uses similar technology.



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[Uplift : Secrets from the Sisterhood of Breast Cancer Survivors](#) by Barbara Delinsky

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# How People Use New Media

- **HINTS must understand how people use communication channels and for what.**
- **For example, knowing that ACOR list users seek ACOR mailing lists for information and support is important in thinking about how to communicate with patients.**

# How People Use New Media

**acor.org**  
Association of Cancer Online Resources

The free online lifeline for everyone affected by cancer & related disorders

Home Dictionary Help Site Map

Search ACOR Search

**WELCOME**  
Association of Cancer Online Resources

ACOR is a unique collection of online communities designed to provide timely and accurate information in a supportive environment.

**ACOR** offers access to mailing lists that provide support, information, and community to everyone affected by cancer and related disorders.

- ▶ **MAILING LISTS**
  - ONLINE COMMUNITIES
- ▶ **SUPPORT & RESOURCES**
  - COPING WITH CANCER
- ▶ **TYPES OF CANCER**
  - AN A-TO-Z LIST
- ▶ **TREATMENT OPTIONS**
  - CURRENT TREATMENTS
- ▶ **CLINICAL TRIALS**
  - EXPERIMENTAL TREATMENTS
- ▶ **PUBLICATIONS**
  - CANCER-RELATED BOOKS
- ▶ **PARTNERSHIPS**
  - ALLIANCES & FRIENDS
- ▶ **HELP ACOR**
  - DONATIONS & VOLUNTEERS

**News**

**Why cisplatin kills breast cancer cells when other drugs fail**  
The cancerous cells of some individuals with breast cancer lack expression of two cell surface proteins, the estrogen and progesterone receptors, ...  
Apr 19, 2007  
[\[Full Story\]](#)

**What's New**

**Please Note: Mar 26, 2007 Update: We have started rebuilding the ACOR site. .**

# Continue to be accessible

- Provide access to data quickly and with a low burden of bureaucracy.
- Encourage use of data for dissertations—possibly with some small grants to doctoral students.
- Encourage partnerships with other agencies.

# Innovation at dizzying speeds

## ■ Hardware

- ✓ Smaller, faster, more versatile communication devices
- ✓ GPS in everything
- ✓ Cameras in everything
- ✓ Unprecedented storage

# Innovation at dizzying speeds

## ■ Software

- ✓ More personal
- ✓ More personalized
- ✓ More social (there is “social software”)
- ✓ More centralized processing and storage
- ✓ Less device-dependent (e.g. Google Maps on everything)

# Innovation at dizzying speeds

## Access to the Web

- ✓ More places
- ✓ More devices (you can have Web sites “read” to you over the telephone)
- ✓ Low-cost or free
- ✓ More person-to-person
- ✓ More person-to-persons



**It's not technologies that we need to track. They change too fast.**

**What we need to keep on tracking:**

- ★ Who are the trusted sources?**
- ★ Why are they trusted?**
- ★ Why are others not trusted?**
- ★ And by whom?**

# GET HINTS DATA INTO PLAY

- Explore findings from previous cycles, e.g. high proportion of women who do not know recommended age to start mammography
- And...Decrease in trust of Internet-obtained information from 03-05

# GET HINTS DATA INTO PLAY

- Draw NCI/NIH attention to the consistently negative position occupied by people with less than HS education.
- They need special attention by communicators.

# GET HINTS DATA INTO PLAY

- Use the data as a basis for dialogue and discussion.
- Move the data into a policy-relevant role.

# DISSEMINATE FINDINGS AND METHODS

- **HINTS monograph is a great resource.**
- **Keep on disseminating.**
- **Strengthen partnerships with public and private sectors.**



**KEEP UP THE GOOD WORK!!!!!!**



# And yet...

**The more things change...**

- ▶ **The more we stay in touch with one another**
- ▶ **The more we want to use our technology for personal entertainment**
- ▶ **The more we rely on the opinions of others and**
- ▶ **The more comfortable we are with new technology when needed.**





**Now for some examples...**

**Hardware is smaller, faster, more versatile.**



重量 56 g

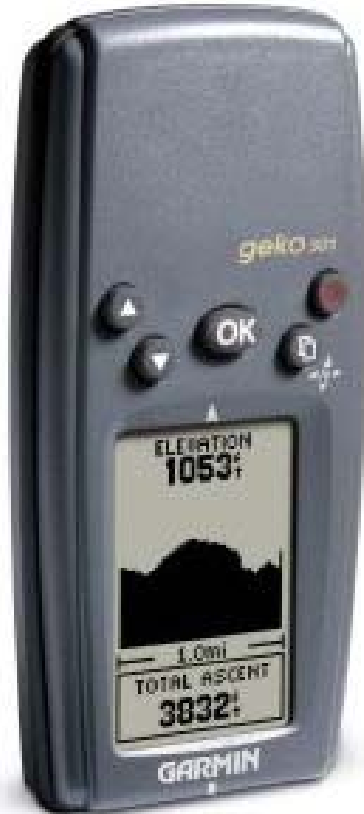
身長 6.7 cm



迅馳 138



3.90"



The Garmin Geko, one of the smallest GPSs, has five built-in exercise games, including a timed virtual maze.

# **More examples...**

**Software is both more centralized (services vs. applications) and more personal/interpersonal/social.**

With mobile Google maps, mobile-phone users see satellite imagery and maps of their current location, as well as directions to a destination.

### Take the power of Google Maps with you on your mobile phone.

**Real-time traffic** — See where the congestion is, and estimate delays in over 30 major US metropolitan areas.

**Detailed directions** — Whether you plan to walk or drive, your route is displayed on the map itself, together with step-by-step directions.

**Integrated search results** — Local business locations and contact information appear all in one place, integrated on your map.

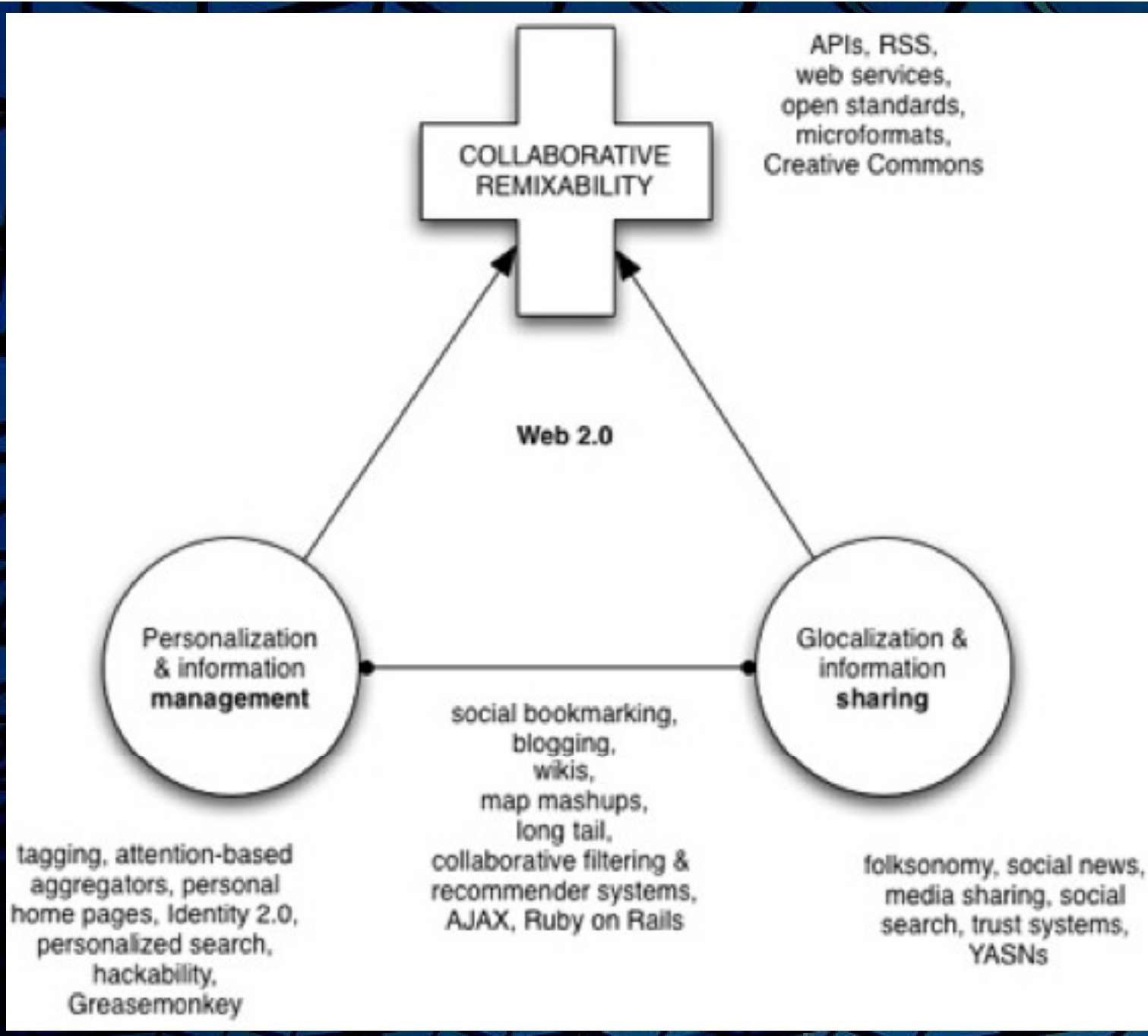
**Easily movable maps** — Interactive maps let you zoom in or out, and move in all directions so you can orient yourself visually.

**Satellite imagery** — Get a bird's eye view of your desired location. (It's like you're there, we swear.)

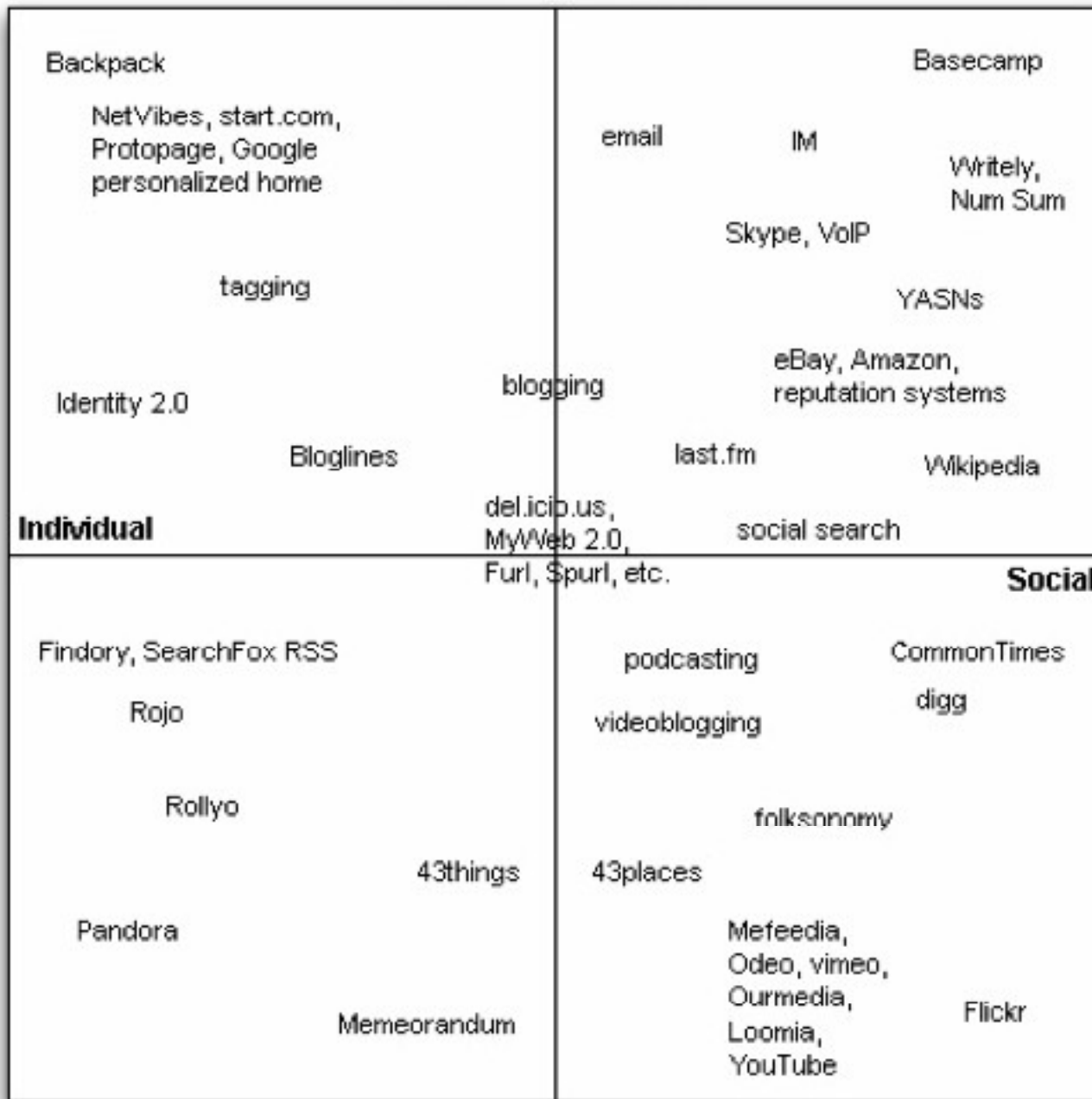
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**Established, familiar**



**Discovery, serendipity**





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 [scastile](#) submitted 2 years 71 days ago ([scastile.blogspot.com](http://scastile.blogspot.com))


Doctors at U of Penn ' and U of Minnesotas invented an imaging system that uses fluorescent fluorophores inserted into a image tissue subcutaneously... [More...](#)

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### [Pokemon Causes Cancer!](#)

 [Software2](#) submitted 2 years 82 days ago ([www.mskcc.org](http://www.mskcc.org))


Scientists at Memorial Sloan-Kettering **Cancer** Center (MSKCC) have identified a new cellular oncogene essential for the d dysfunctional, lead normal cells to become **cancerous**. The investigators have named the gene POKEMON. [More...](#)

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### [Scientists Name Cancer Gene "Pokemon"](#)

 [limpfalfe](#) submitted 2 years 82 days ago ([1up.com](http://1up.com))


The wacky, fun-loving scientists at the Memorial Sloan-Kettering **Cancer** Center have identified a gene which causes **canc** factor -- short name, Pokemon. [More...](#)

| [Blog It](#) | [Email It](#) | Topic: [Gaming News](#) |  |

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### [Breast Milk fights Cancer](#)

 [Halden](#) submitted 2 years 87 days ago ([news.bbc.co.uk](http://news.bbc.co.uk))

A 59-year-old American has been drinking breast milk for the past four years in a bid to fight **cancer**. [More...](#)

| [Blog It](#) | [Email It](#) | Topic: [General Sciences](#) |  |



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