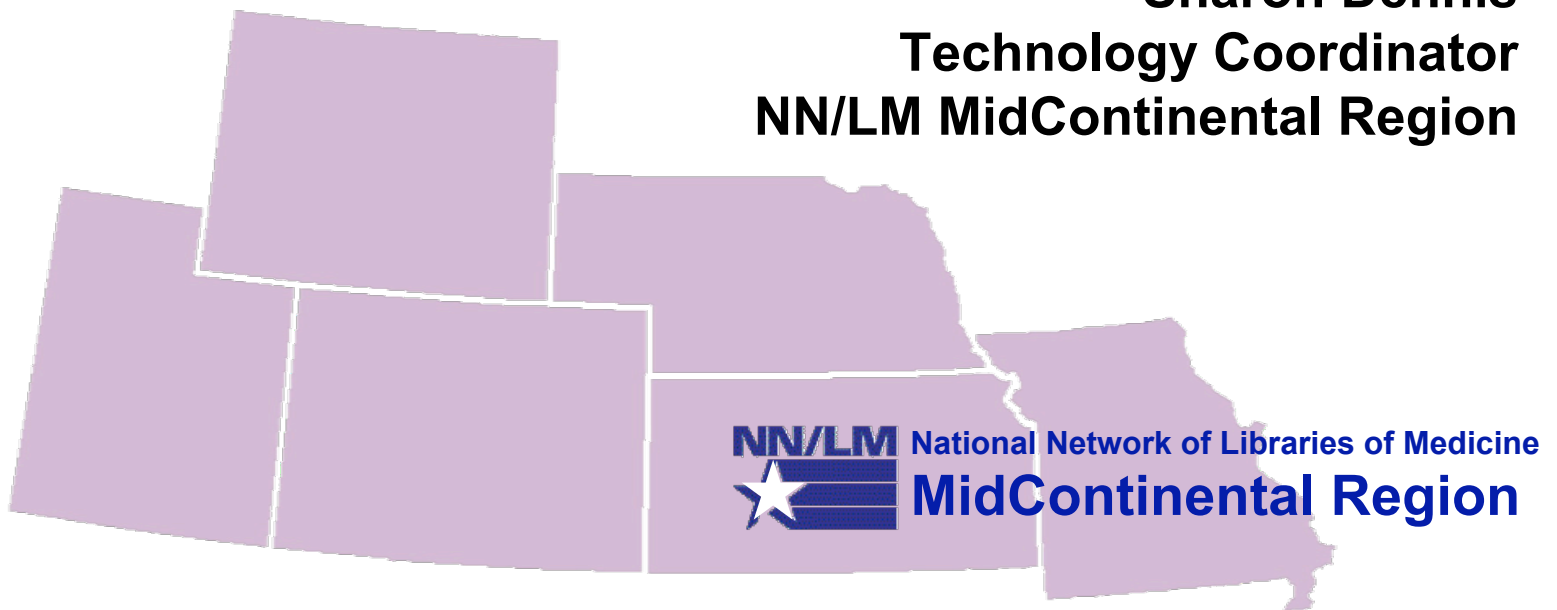


Mobile MedlinePlus® and Twitter

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Overview

- **Mobile MedlinePlus**
- **NLM Twitter feeds, including MedlinePlus4You**
- **HHS Twitter feeds**



Objectives

- **Learn how to access Mobile MedlinePlus**
- **Learn about the differences between Mobile MedlinePlus and MedlinePlus**
- **Learn about HHS Twitter feeds**
- **Discover 3 ways to access Twitter feeds**



Poll 1

- **Do you have access to a mobile device?**
 - Blackberry
 - Android
 - iPhone
 - Other
 - None

Background

- **40% of cell phone users can access Internet**
- **Increasing use of phones for health information and monitoring – “mHealth”**
- **California Healthcare Foundation: “How Smartphones Are Changing Health Care for Consumers and Providers”**
 - <http://www.chcf.org/publications/2010/04/how-smartphones-are-changing-health-care-for-consumers-and-providers>

Background

- **Suzannah Fox, Pew Internet report**

- <http://www.pewinternet.org/Commentary/2010/July/Mobile-Social-Health-at-the-National-Library-of-Medicine.aspx>

- **"Information purveyors: Go mobile.**

Everyone else is:

<http://pewrsr.ch/Mobile2010>"



Mobile MedlinePlus

- <http://m.medlineplus.gov/>
- **Mobile MedlinePlus includes a subset of content from the full Web site**
 - Summaries for over 800 topics
 - Health news
 - Illustrated medical encyclopedia
 - Prescription and over-the-counter medications
- **Spanish version:**

- <http://m.medlineplus.gov/spanish>



Important Distinction

- **This is a website formatted for mobile phones**
 - *There's NOT an "app" for this!*
- **Works on any mobile device with a browser, but you must go to "m." URL**
- **Optimizes display for the device**
 - Text size cannot be changed on Android – NLM working on this



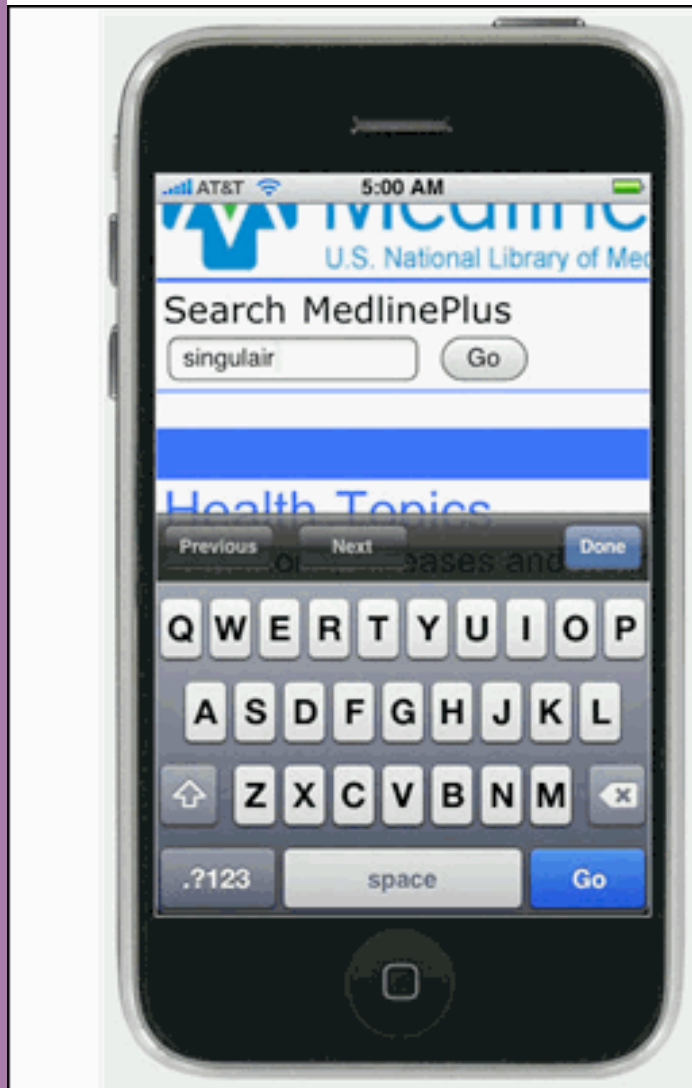
Mobile MedlinePlus



Encyclopedia Images



Search Interface



Search vs. “Find a Topic”

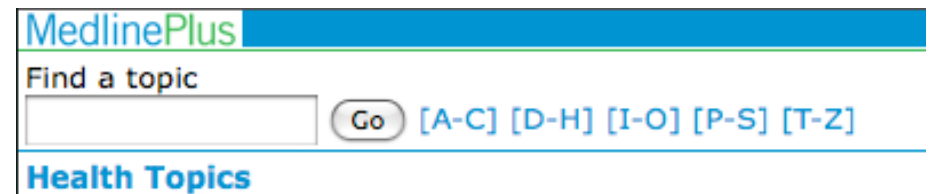
Search box searches
full text of articles



MedlinePlus
U.S. National Library of Medicine

Search MedlinePlus

“Find a Topic” searches
ONLY topic titles



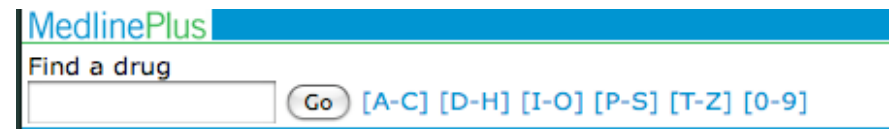
MedlinePlus

Find a topic

 [A-C] [D-H] [I-O] [P-S] [T-Z]

Health Topics

“Find a Drug” searches
ONLY drug titles



MedlinePlus

Find a drug

 [A-C] [D-H] [I-O] [P-S] [T-Z] [0-9]

iPad



Browser Emulation

- **IE: OK**
- **Firefox: may require plug-in**
- **Safari: OK**
- **Demo**



Exercise 1

- Search m.medlineplus.gov for “herniated disc”
- Do the same search on medlineplus.gov
- Difference in results?
- Can you guess why different Health Topics are listed?

Exercise 2

- In m.medlineplus.gov, click on “Drugs”
- Use “Find a Drug” to search for “headache”
- Use “Find a Drug” to search for “dizziness”
- Are the results what you expect?

Exercise 3

- **Conduct your own search in both Mobile MedlinePlus and the MedlinePlus, and report the difference in results.**
- **Do you see different Health Topics?**

Brief Introduction To Twitter

- A means of publishing brief text updates
- www.twitter.com
- Less than 140 characters
- Can be public or private
- As a social networking tool:
 - Twitter users can “follow” other people; other people can follow them
- As a tool for information discovery



Twitterspeak

- **Tweets – the short posts**
- **@ -- referencing another user**
 - @sedrml
- **RT – “retweet” – copying another user’s tweets for your followers**
- **# -- references a “hashtag” or keyword**
 - #mla



Twitter for information discovery

- *You don't have to sign up for Twitter to use it for information discovery!*



Twitter

- **nlm_newsroom**
 - News from NLM
- **Medlineplus4you**
 - Links to resources
 - Responses to feedback



Twitter page tips

Did you know that high heels may actually alter the anatomy of your calf muscles & tendons over time? <http://bit.ly/binKPw>

about 1 hour ago via TweetDeck

@litebulb11 Could you be more specific? We want to be sure we understand what you're seeing and where the problem is. Thanks!

about 18 hours ago via TweetDeck in reply to litebulb11

Use herbal remedies or dietary supplements? From Alfalfa to Zinc, get the facts on over 80 herbs & supplements <http://bit.ly/cQP77P>

about 19 hours ago via HootSuite

Is your toddler watching too much TV? Study finds that nearly 20% of 2 yr olds watch more than 2 hrs/day <http://bit.ly/cKIHVI>

about 22 hours ago via web

@Endrelefeldi Thanks for the suggestion. We'll pass it along

Following



View all...

 RSS feed of medlineplus4you's tweets

HHS Tweets

- Hhstweets.com



HHS Tweets



Tweets from the
**Department of
Health & Human
Services**

Not created or endorsed by HHS



Secretary Sebelius
Announces Final
Rules To Support
'Meaningful Use' of
Electronic Health
Records: U.S.
Department...
<http://bit.ly/aczRy8>

HHSgov / Tue Jul 13 9:53am



RECALL: Fresh Express Romaine
Lettuce, 23 products, use-by dates 7/8-
12, possible E. coli.
<http://go.usa.gov/ONZ>

foodsafetygov / 3 hours ago

This site was developed by **Ignite Health's skypen** based on the list created by HHS employee Read G. Holman. **Follow the list. Follow ReadG.** An empty box indicates an account that has not been updated for more than 4 weeks.



@CDCgov has a new fact sheet on
HIV/AIDS in the United States
<http://go.usa.gov/ORO>

AIDSgov / 5 minutes ago



RT @npptl: Agenda for Respirator
Manufacturers Meeting, August 24-26,
2010, Taiwan - <http://bit.ly/npptl>

FDACdrhIndustry / Tue Jul 13 12:25pm



#NIH hiring a Medical Officer to be a
translational and clinical #neuroscience
Program Director <http://bit.ly/bLFJC>
#ScienceJobs

NIHforJobs / 1 hour ago



NIAID has launched a Facebook
account. Stop in and like
<http://i.mp/9jF7af> to learn more about
#allergy and infectious disease
#research.

NIHforHealth / 1 hour ago



Public health practitioners- see how to
put our materials into action
@NACCHOmeets conference poster
session, Board 9, today @ 2:45! #NA10

NDEP / 16 minutes ago



RECALL: Fresh Express Romaine
Lettuce, 23 products, use-by dates 7/8-
12, possible E. coli.
<http://go.usa.gov/ONZ>

foodsafetygov / 3 hours ago



RT @AIDSgov: @whitehouse has a
new blog post highlighting the newly
launched National #HIV #AIDS Strategy
<http://go.usa.gov/ORc> #NHAS

CDCNPIN / 23 minutes ago



Did You Know? More than 10,000 new
patients visited the Clinical Center in the
year 2009.

NIHClinicalCtr / 20 hours ago



Experts give mixed reviews about a
new weight loss pill (lorcaserin) that's
up for FDA review <http://bit.ly/cNfe0W>

medlineplus4you / 5 minutes ago



RT @NIHforHealth: NIH-Funded Finding
- 2009 H1N1 Pandemic Influenza
Vaccine Protects Mice from 1918
Influenza Virus <http://bit.ly/9wOadC>

NIHSciEd / 2 hours ago



Dr. Harold Varmus being sworn in as
NCI director today.... more news
later...

NCIprevention / Mon Jul 12 8:34am



RT @NIH_NHLBI: A recent study shows
that even mild COPD, when there are
no or only mild symptoms, can diminish
heart function: <http://bit.ly/9P56QW>

Breathebetter / 3 hours ago



Chronic kidney disease information from
National Kidney Disease Education
Program: <http://bit.ly/c0tVZ3>

nlm_newsroom / 49 minutes ago

NN/LM National Network of Libraries of Medicine
MidContinental Region

Twitter Lists

- <http://listorious.com/ahier/official-government>
- <http://listorious.com/mamapedia/health>



Twitter

- Demo



Exercise 4

- **Go to hhstweets.com and look at some of the tweets; do you find interesting information?**



3 ways to access Twitter info

- **Sign up for a Twitter account and “follow” each account or list you’re interested in**
- **Access Twitter pages online (no sign-up)**
- **Subscribe to the Twitter resource RSS feed**
 - Read in your favorite news reader, e.g., Google Reader



Questions?

■ Contact me:

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- E-mail: sdennis@lib.med.utah.edu
- Skype: sedennis
- Twitter: sedrml

