

August 12, 2020

**Additional Information for the DTTC and CTTC-Current literature review on social media scholarship**

Social media (SM) is comprised of digital and electronic platforms hosted on the internet that allow for the creation, distribution, curation, and collaboration of content<sup>1</sup>. Social media is a unique and very powerful tool. SM is known as an alternative metric; currently considered an important complementary measure of scholarly activity. However, research suggests that the exponential rise in this type of work may lead to it becoming more important than traditional journal-based metrics.

Medical centers and academic institutes have embraced the use of SM for many things such as branding and advertising. However, using SM as proof of scholarship is the early stage of adoption. Therefore, although SM is being used, faculties and institutions are lagging behind with incorporation into promotion applications.

The consensus seems to be that as more faculty take part in these activities it becomes more important for faculties to guide and reward these activities.

**Benefits of SM:**

- Very fast dissemination
- Allows distribution to a large number of people
- Allows for easy distribution to individuals and communities outside of academia (such as the general population)
- Allows for easy engagement and critiques of work
- Allows for new spaces for academic deliberation (online learning networks, digital communities of practice)

**Concerns of adopting SM (with rebuttal).**

- ***Hard for institutes to determine quality standard of this work.***
  - o To address this, an institute needs to come up with a clear quality standards in order to rate the work
  - o Articles have therefore suggested the importance of a “social media scholarship portfolio”
  - o Perhaps through the development of a SM dossier—taking into account aspects current research has deemed important.
- ***Hard to determine metrics and knowledge distribution***
  - o Recent advancements have allowed for easily reportable, real-time metrics (for example: page views, impressions, shares, and likes)
  - o Furthermore, this information is readily available, so the evaluators can easily obtain this information themselves.
- ***Concern of content bias; where an academic product relevant to current events—or about SM—is more likely to be shared on SM.***

- This does need to be considered. However, this is also true in academic journals, where “hot topics” are more likely to be cited.
- ***These types of work are susceptible to manipulation (e.g., the individual can share their own work, visit their own sites)***
  - This is important and does need to be considered. However, this can also hold true for academic journals, where authors can self-reference.

**Examples:**

- Creator or major contributor of a SM-based journal club (with many journals now operating companion blogs)
- Editor-in-chief, chief content officer, or manager of a social media network
- Creator, director, or Editor-in-chief (or major editorial duties) of an academic or clinical blog, podcast, or vodcast.
- Invitations to lay meetings or talks/interviews with media and lay publications
- Creation of media (e.g., websites, instructional videos)

**Level of Impact Examples<sup>1</sup>**

***Low impact:***

- Editor-in-chief (or major editorial duties) of an academic or clinical blog with more than 2000 page views per month over a calendar year
- Editor-in-chief (or major editorial duties) of an academic or clinical podcast/vodcast with more than 2000 downloads/ views per month over a calendar year
- Top 5% influencers in health care–related digital communities using primary or third-party analytics
- Author of a blog post, article, or media piece with more than 3000 views with no DOI
- Author of a blog post, article, or media piece with more than 1000 views with DOI

***Medium impact:***

- Editor-in-chief (or major editorial duties) of an academic or clinical blog with more than 5000 page views per month over a calendar year
- Editor-in-chief (or major editorial duties) of an academic or clinical podcast/vodcast with more than 5000 downloads/ views per month over a calendar year
- Editor-in-chief, chief content officer, or manager of a social media network with more than 10 000 active users
- Author of a blog post, article, or media piece with more than 15 000 views with no DOI
- Author of a blog post, article, or media piece with more than 7500 views with DOI

***High impact:***

- Editor-in-chief (or major editorial duties) of an academic or clinical blog with more than 20 000 page views per month over a calendar year
- Editor-in-chief (or major editorial duties) of an academic or clinical podcast/vodcast with more than 20 000 downloads/ views per month over a calendar year

- Editor-in-chief, chief content officer, or manager of a social media network with more than 50 000 active users

## References

<sup>1</sup> <https://www.jgme.org/doi/pdf/10.4300/JGME-D-17-00171.1>

<sup>2</sup> <https://reader.elsevier.com/reader/sd/pii/S1546144017311341?token=985D2065DBB2FC69F367C8D4A5CF92F6388D6EA8577684F5E8BF8F0A8A23AD253B0FB3C389BCA94226FBEB88015EF401>

<sup>3</sup> <https://pmj.bmj.com/content/postgradmedj/91/1080/551.full.pdf>