COMM 611: Communication Technology and Healthcare
Weeks 1-15, Thursdays 12:30-3:20 pm, ASC 230

Instructor:
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Office Phone: 213-740-3938
Office Hour: 1:30 pm Mondays or by appointment
Office: 301-D Annenberg School

Description:

Class Requirements:

There will be two primary assignments. First, each student will be responsible for preparing slides on the readings for two class days (40% of grade). The student should select five of the articles to report on, or pick them all where only five are listed. The student should be prepared to lead the class discussion and to supplement his or her presentation with interesting relevant materials from the web including videos, web sites, etc. Students not presenting will be expected to have read at least two of the listed articles prior to coming to class and to be prepared to discuss them.

The second assignment is to be completed on the last class day: an oral presentation with slides of a literature review on a topic area of their choice within the larger field of health and social media (60% of grade). The topic should be different from the one for which they prepared the class discussion. Possible topics might be online hospital review sites, how medical students use professional social networks, self-tracking with friends, crowdfunding for clinical trials, proprietary health and fitness social networks, etc. The presentation should focus on the principal findings of the literature review. It should include at least fifteen references and conclude with suggested research questions or testable hypotheses that would advance the conversation in that research area. Students should upload their slides to Blackboard on the day of the presentation.

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Week 12 Thursday April 5  | Infodemiology and Infoveillance, 2
Week 13 Thursday April 12 | Using Social Media for Health Promotion
Week 14 Thursday April 19 | Optional Topic
Week 15 Thursday April 26 | Presentation of Final Projects

Overview


Online Interventions to Change Health Behavior

http://www.jmir.org/2017/11/e354

http://www.jmir.org/2017/11/e383


Diversity and disparities in health communication technology


**Physicians on social media**


**Use of social media by hospitals, medical centers and public health agencies**


**Online reviews of doctors and hospitals**

Okike K, Peter-Bibb TK, Xie KC, Okike, ON. Association Between Physician Online Rating and Quality of Care J Med Internet Res 2016;18(12):e324 DOI: 10.2196/jmir.6612


**Health information seeking and sharing on social media**


**Use of social media for social support**


De la Torre-Díez I, Díaz-Pernas FJ, & Antón-Rodríguez M. (2012). A content analysis of chronic diseases social groups on Facebook and Twitter. Telemedicine and e-Health, 18(6), 404-408. doi: http://dx.doi.org/10.1089/tmj.2011.0227


Use of social media to promote unhealthy choices, 1


**Use of social media to promote unhealthy choices, 2**


http://dx.doi.org/10.1080/10410236.2012.699889


“Infodemiology” and “Infoveillance”, 1

http://www.jmir.org/2017/11/e370

http://www.jmir.org/2017/10/e361


Infodemiology and Infoveillance, 2

http://www.jmir.org/2017/10/e332


Using social media for health promotion


Statement on Academic Conduct and Support Systems

Academic Conduct:
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct.

Support Systems:
Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255
Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call
Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center
For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086
Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support
Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs
Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710
Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC
Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information
Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu
Provides overall safety to USC community. dps.usc.edu