Joint CME/MOC Providership

American Society for
Gastrointestinal Endoscopy

Medical Education in the Age of Social Media

HERSH SHROFF, MD MPA
ASSISTANT PROFESSOR OF MEDICINE
TRANSPLANT HEPATOLOGIST

UNC SCHOOL OF MEDICINE

DISCLOSURES

None

Objectives

By the conclusion of this talk, participants should:

1) Know the different social media platforms used for medical education

2) Gain tips on how to effectively learn through social media

3) Understand the downsides to the use of social media in medical education

How do we learn as adults?

Theoretical approaches to learning
Adult learning theory
Transformative learning theory
Reflective practice
Social cognitive theory
Self-directed learning
Situated learning
Communities of practice
Experiential learning

Kaufman DM, Mann KV. Understanding Medical Education: Evidence, Theory, and Practice. 2010

How do we learn as adults?

Theoretical approaches to learning
Adult learning theory
Transformative learning theory
Reflective practice
Social cognitive theory
Self-directed learning
Situated learning
Communities of practice
Experiential learning

Characteristics of adult learners (compared to children):

- More likely to be self-directed (know their own needs and styles)
- Value learning that integrates with demands of everyday life
- Value immediate application (vs. future application)

We learn by **observing** and **imitating others**

Our learning is impacted not only by *personal factors* and *internal motivation* but by our **environment** as well

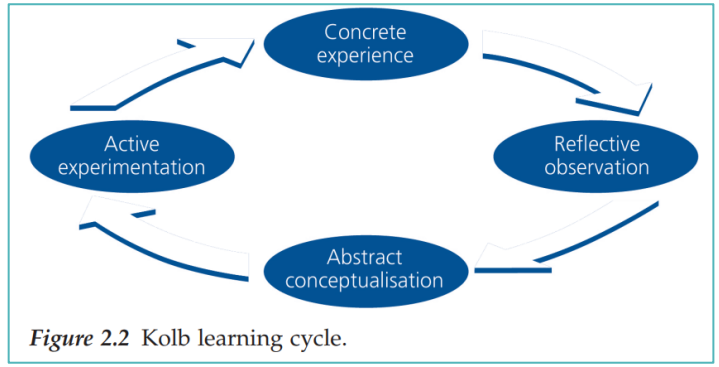


Figure 2.2 Kolb learning cycle.

Kaufman DM, Mann KV. Understanding Medical Education: Evidence, Theory, and Practice. 2010

What does this have to do with Tiktok?

What is **social media**?

Interactive technologies that facilitate the creation and sharing of *information*, *ideas*, and other *forms of expression* through virtual networks or communities

- Wikipedia

Web-based technologies that facilitate *multi-user interaction* that goes beyond fact-sharing.

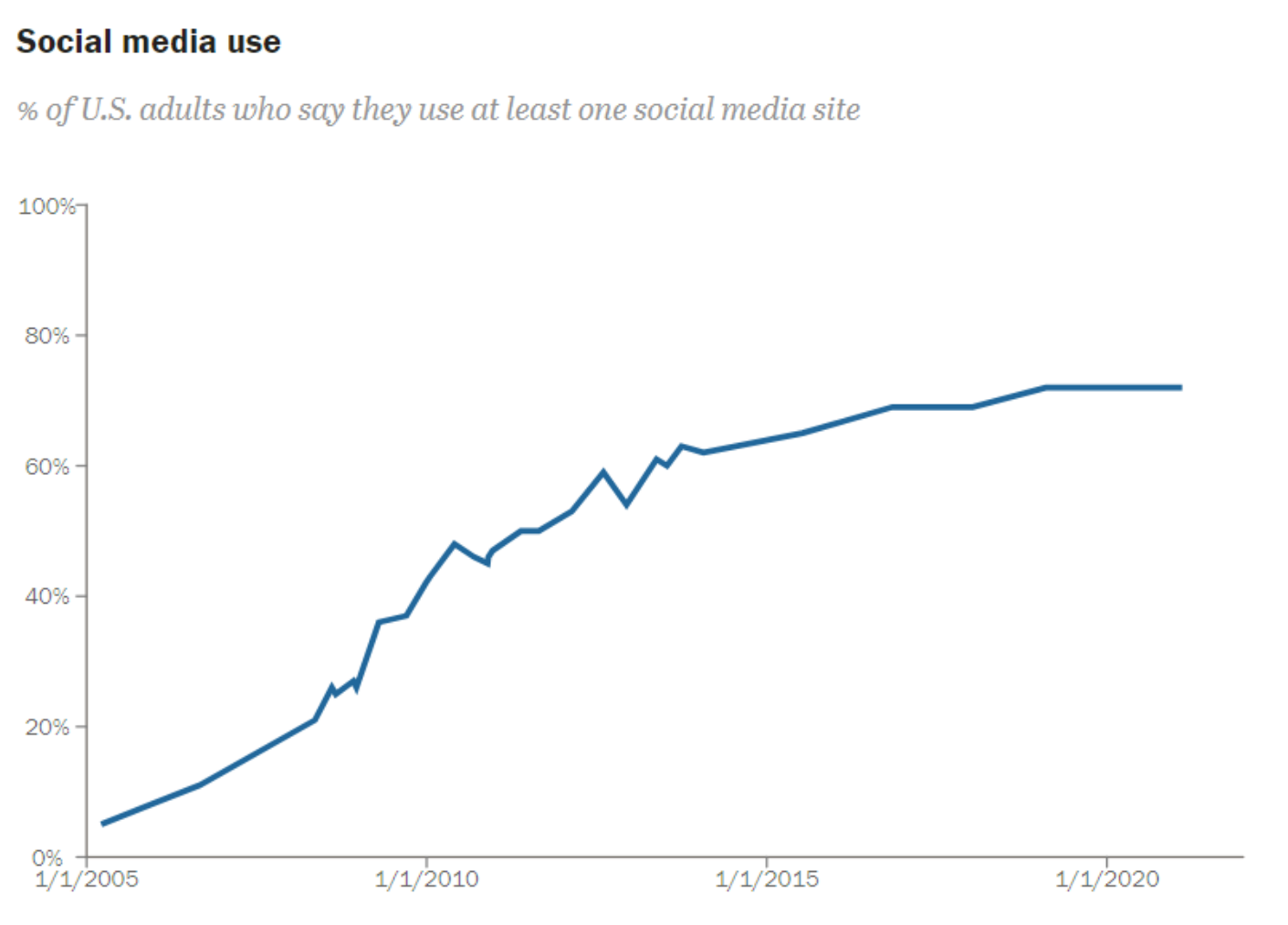
- Cheston et al. (2013)

Wikipedia
Cheston CC et al. Acad Med 2013.

How might social media help us learn?

HOW WE LEARN	HOW SOCIAL MEDIA CAN HELP
We value: **Integration** with daily life **Immediate** applicability **Self-direction**	Content spans multiple modes of delivery, media, and learning styles Offers asynchronous learning that can be more applicable in the moment
We are **social learners**	Dramatically expand our learning network
We learn by **accumulating experiences** and reflecting	Exponential increase in "experiential knowledge"

Rising use of social media

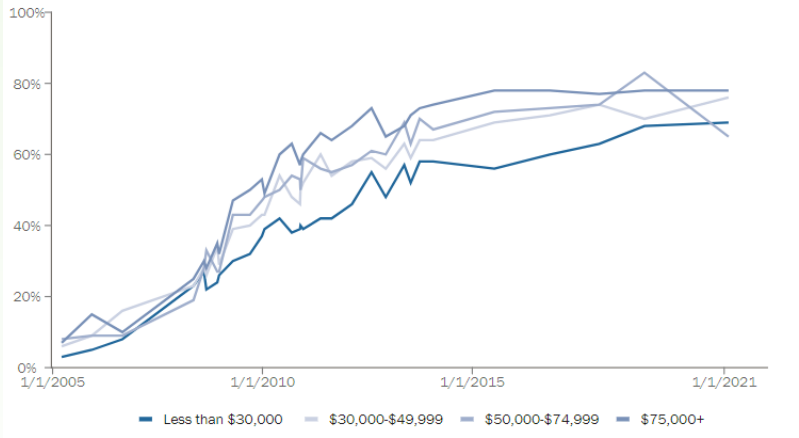


Pew Research Center

Rising use of social media

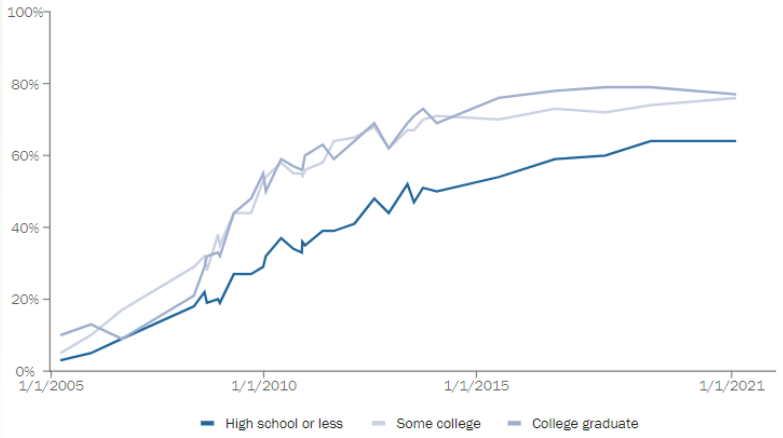
Social media use by income

% of U.S. adults who say they use at least one social media site, by annual household income



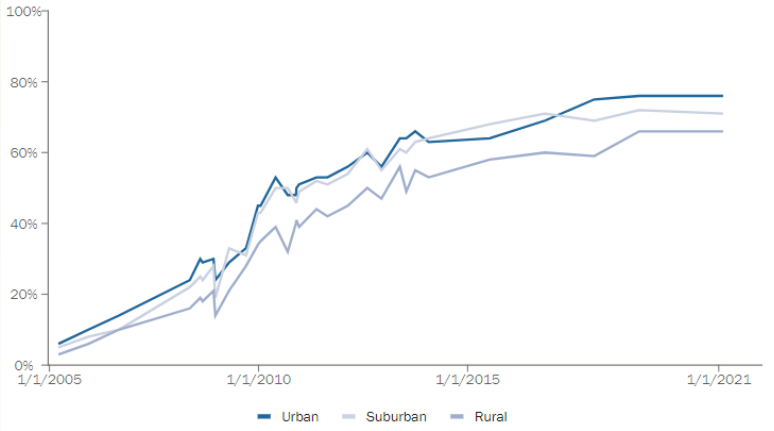
Social media use by education

% of U.S. adults who say they use at least one social media site, by education level



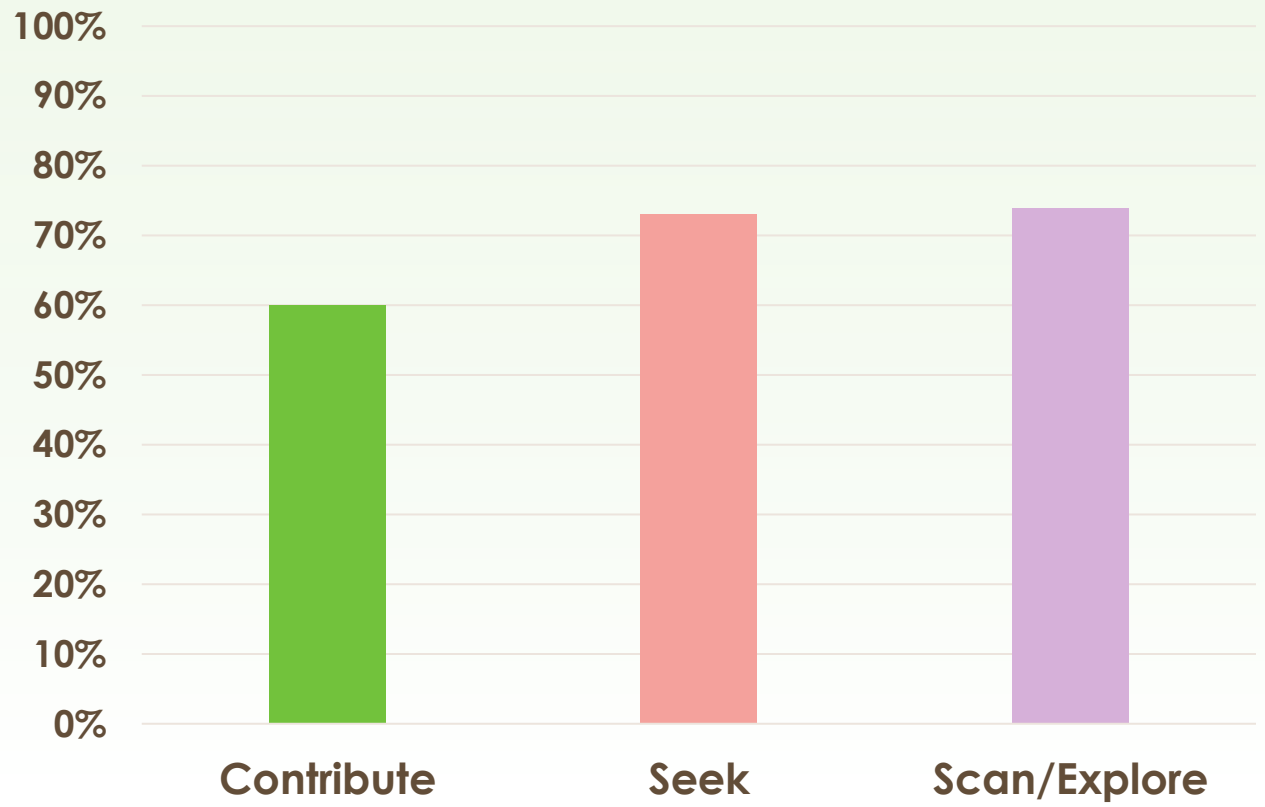
Social media use by community type

% of U.S. adults who say they use at least one social media site, by community type



What are the platforms?

Trends in social media use in medicine



On at least a monthly basis

McGowan BS et al. J Med Internet Res 2012

Let's agree on some criticisms first

1. It's a waste of time
2. It's an echo chamber for a small # of people
3. It's too easy to be misunderstood
4. You can violate patient confidentiality
5. Plenty more!

All true
and yet
all avoidable

Variety of content structure and medium

Podcasts

ASGE Listen In GI Endoscopy

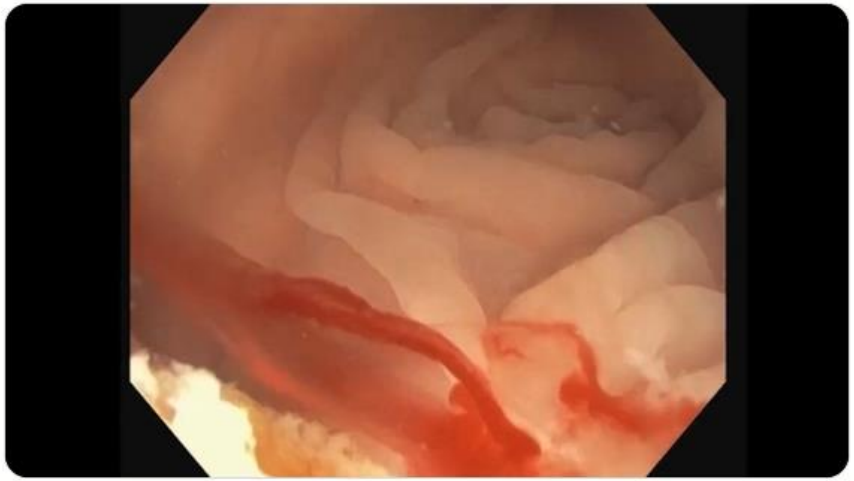
Small Talk, Big Topics
aga podcast

Videos

Tweet

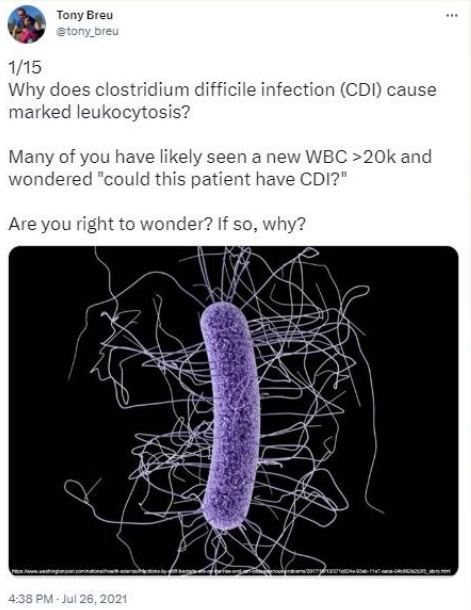
RKeswaniMD
@RKeswaniMD

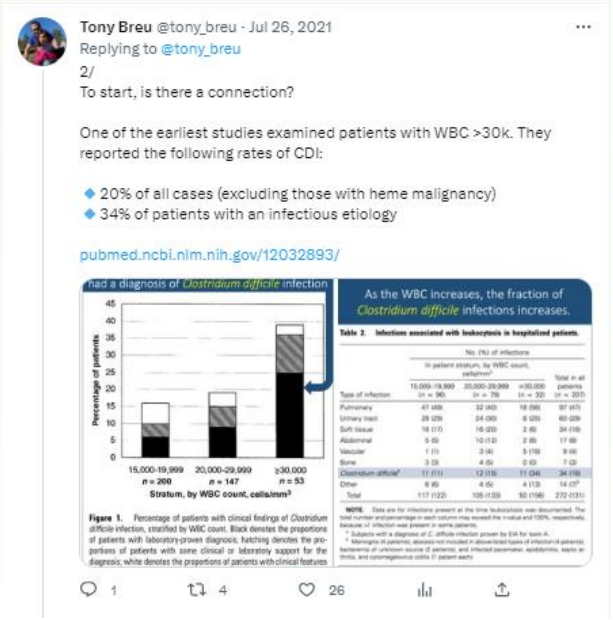
Do the uEMR fans think that treating PPB is easier underwater? This video highlights how important patient positioning (so that gravity doesn't cause the blood to pool on the polypectomy site) is - but the bleeding also looks less intimidating underwater to me!

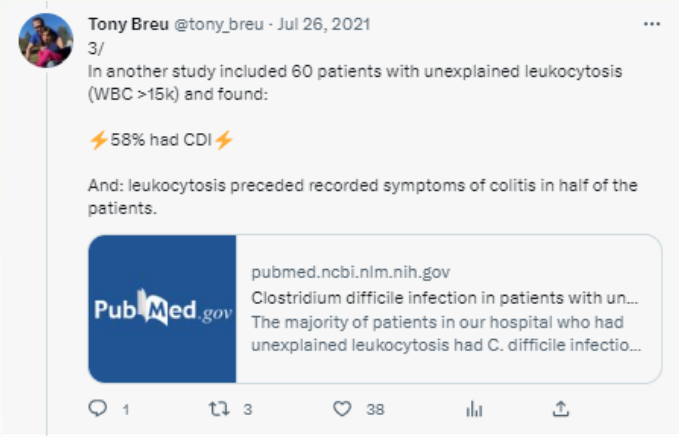


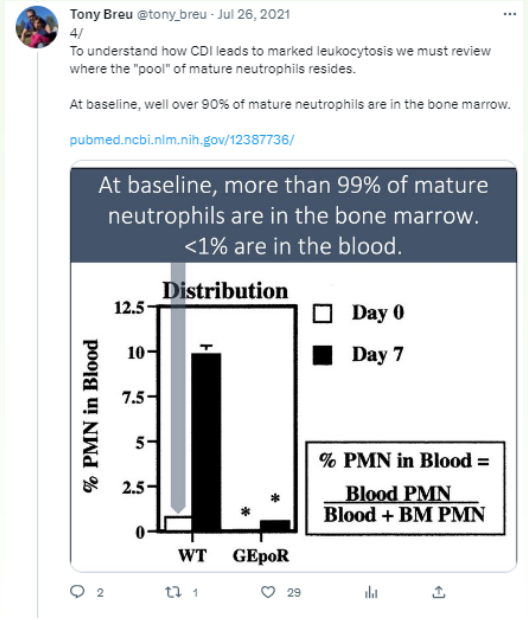
7:13 PM · Sep 7, 2022

Variety: Tweetorials



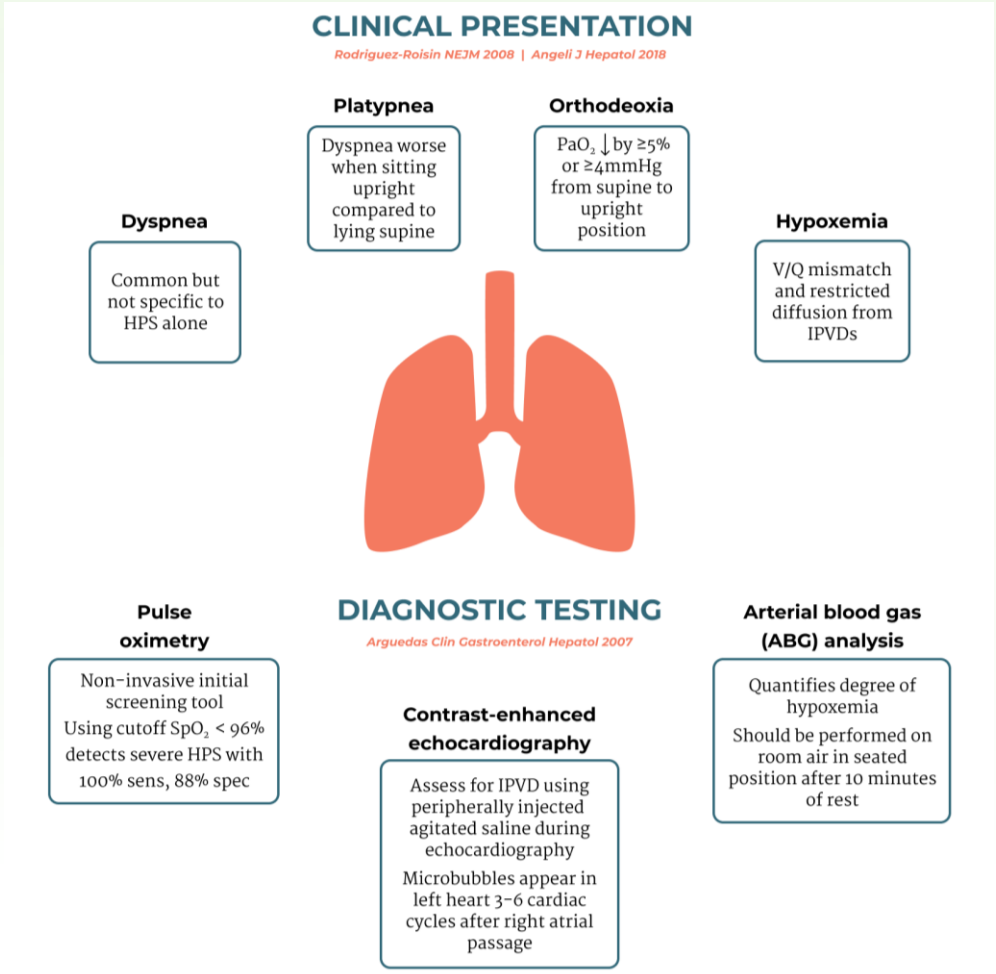


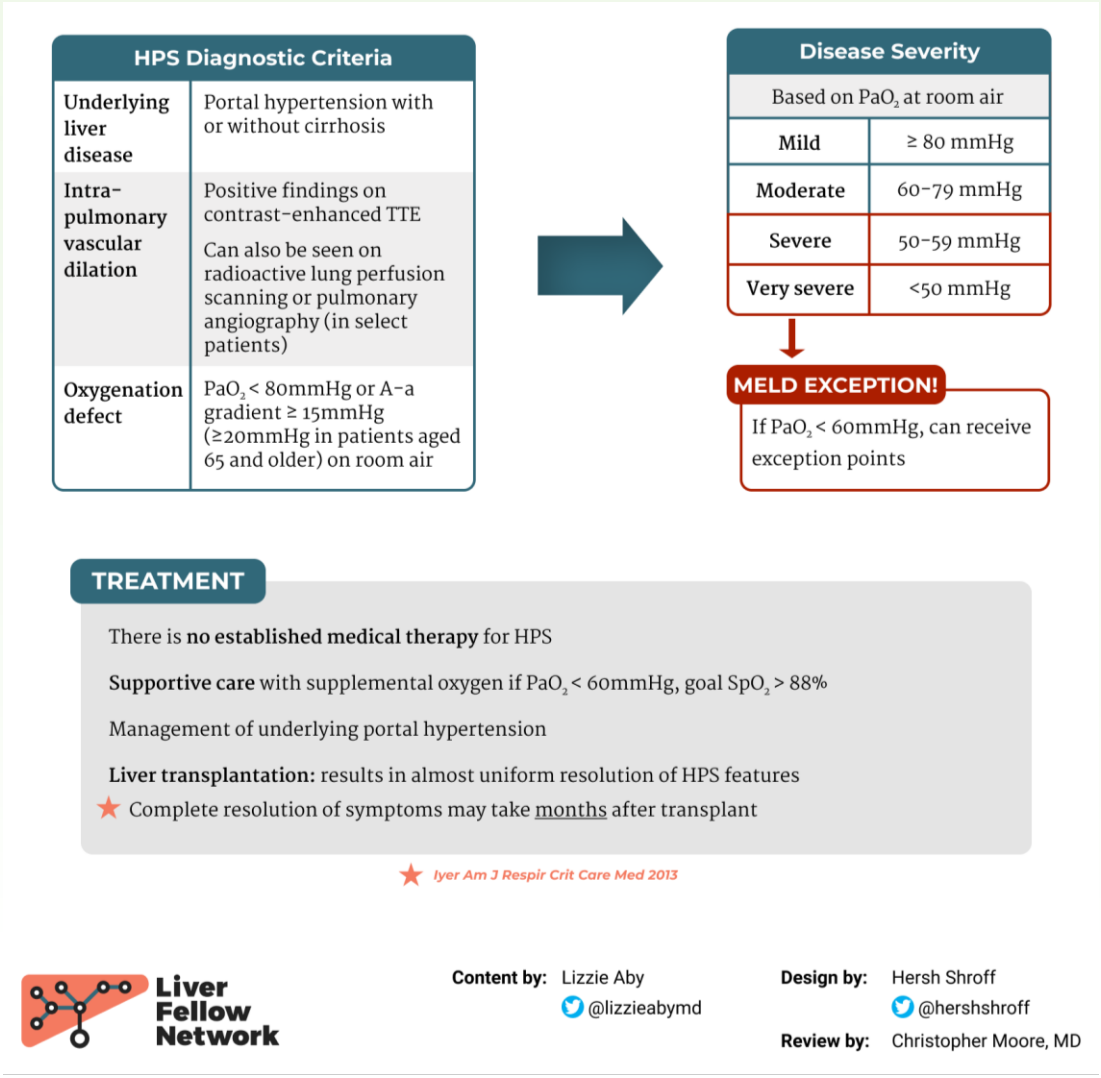




McGowan BS et al. J Med Internet Res 2012

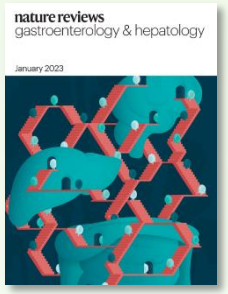
Variety: Infographics

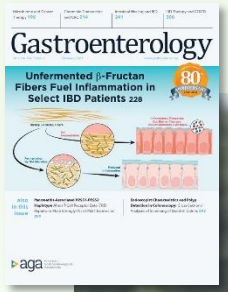


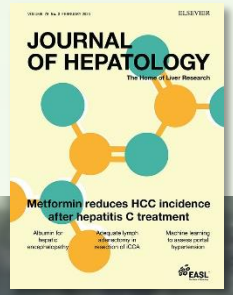


Liver Fellow Network. https://liverfellow.org/post/quick-tips-hps

Staying up to date







DDW2023
Digestive Disease Week®
MAY 6-9, 2023 | CHICAGO, IL
EXHIBIT DATES: MAY 7-9, 2023

AIBD
ADVANCES IN INFLAMMATORY BOWEL DISEASES

AASLD
The Liver Meeting®
Nov. 4-8, 2022

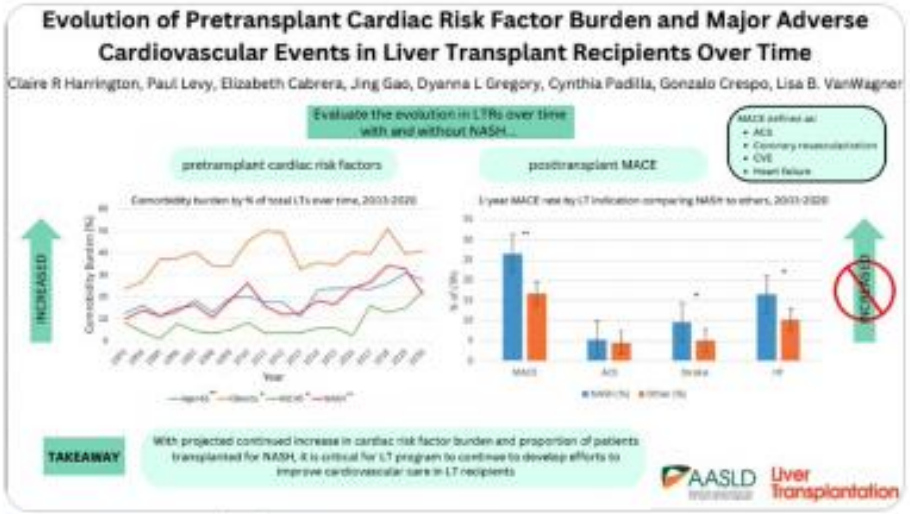
Staying up to date

Liver Transplantation Journal (LTxJournal) @LTxJournal · Jan 7

Evolution of pretransplant cardiac risk factor burden and major adverse cardiovascular events in liver #transplant recipients over time

journals.lww.com/lt/Abstract/99...

#LiverTwitter



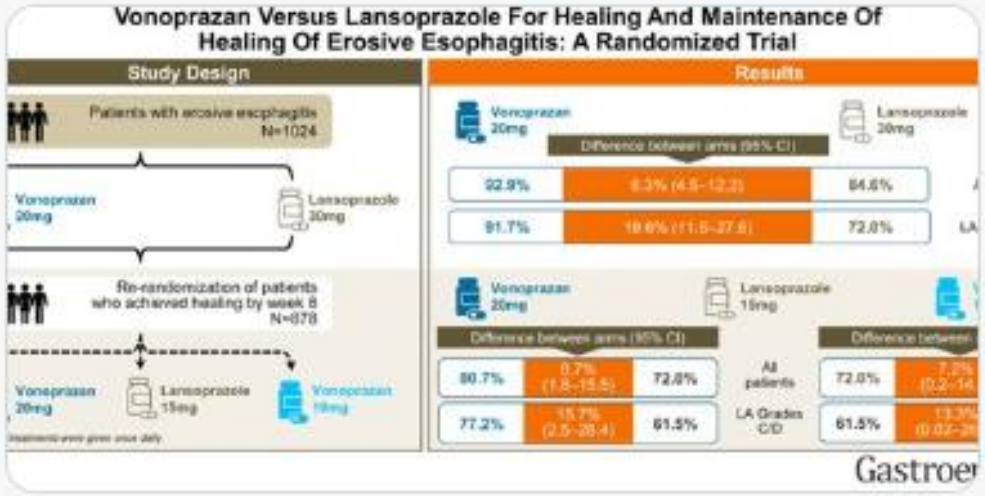
Lisa VanWagner and 2 others

2 3 11 2,744

Show this thread

Gastroenterology @AGA_Gastro · Jan 13

An RCT of vonoprazan vs lansoprazole in >1000 patients with erosive esophagitis showed differences of 8.3% in healing and 7.2-8.7% in maintenance of healing. Differences were greatest in LA Grade C/D: healing: 19.6%, maintenance: 13.3-15.7% ow.ly/URTT50MkpbM



18 36 7,106

Integrate with the demands of life

Choose	Journals, societies, annual meetings of interest to you
Find	The social media accounts of the above parties of interest
Follow	Hashtags for coverage of important meetings (DDW, The Liver Meeting, etc)
Learn	Look out for online journal clubs or literature review

Baveno VII Conference

BavenoVII @BavenoVII · Oct 29, 2021

1/🧵
Part 2 of Session 3

Acute variceal bleeding 🩸
🪑 Chaired by Profs. @VirginiaHdezGea and D. Thabut

👨‍🦰 Panelists: @acv69cardenas, @escorsell, G. Han, @XxuefengL, @DavidPatch1, @bogdanprocopet and M. Rudler

📜 #Livertwitter, follow this 🧵

EASLnews and 8 others

1 17 20

BavenoVII @BavenoVII · Oct 29, 2021

2/3
🦠 Bacterial infections in patients with AVB
🔗 pubmed.ncbi.nlm.nih.gov/33845059/

➡️ SOON Preemptive TIPS
🔗 pubmed.ncbi.nlm.nih.gov/32980344/
🔗 pubmed.ncbi.nlm.nih.gov/32339602/

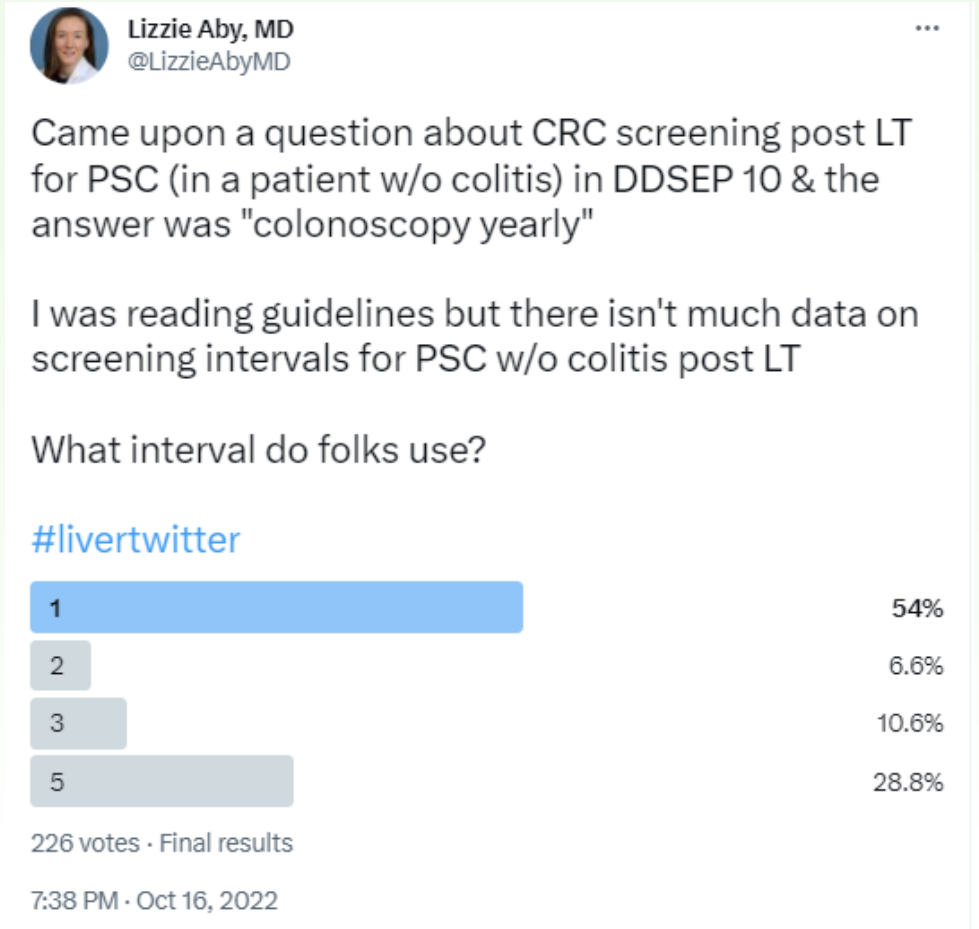
💊 Impact of anticoagulation
🔗 pubmed.ncbi.nlm.nih.gov/25773591/

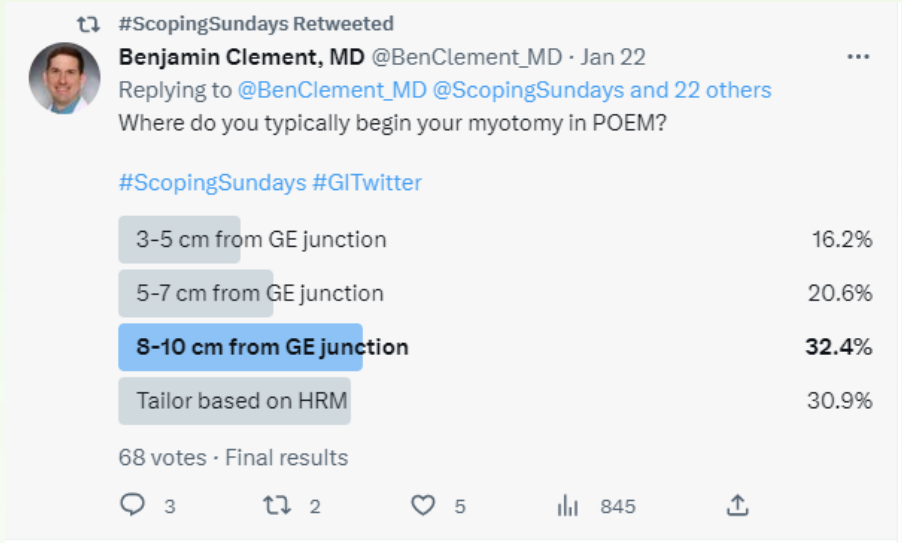
📜 Statements 👇

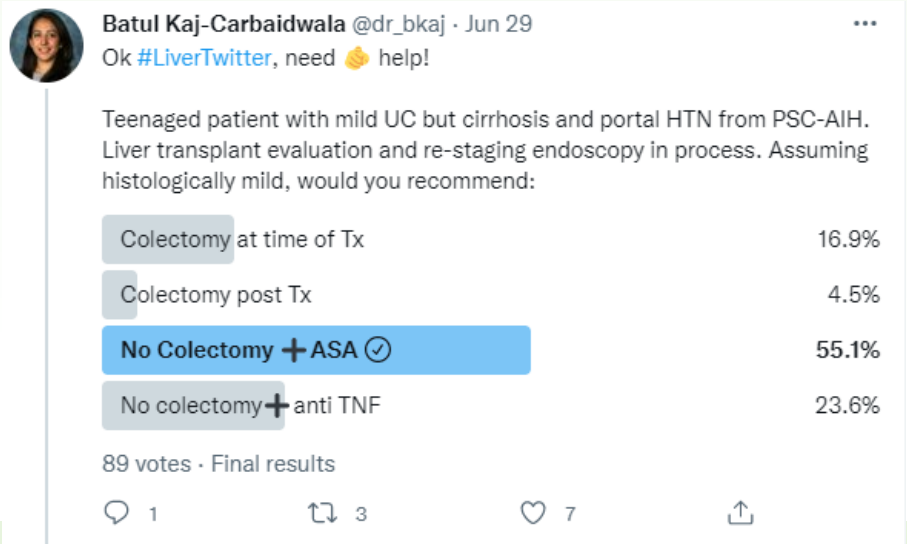
Keith Siau and 9 others

1 16 22

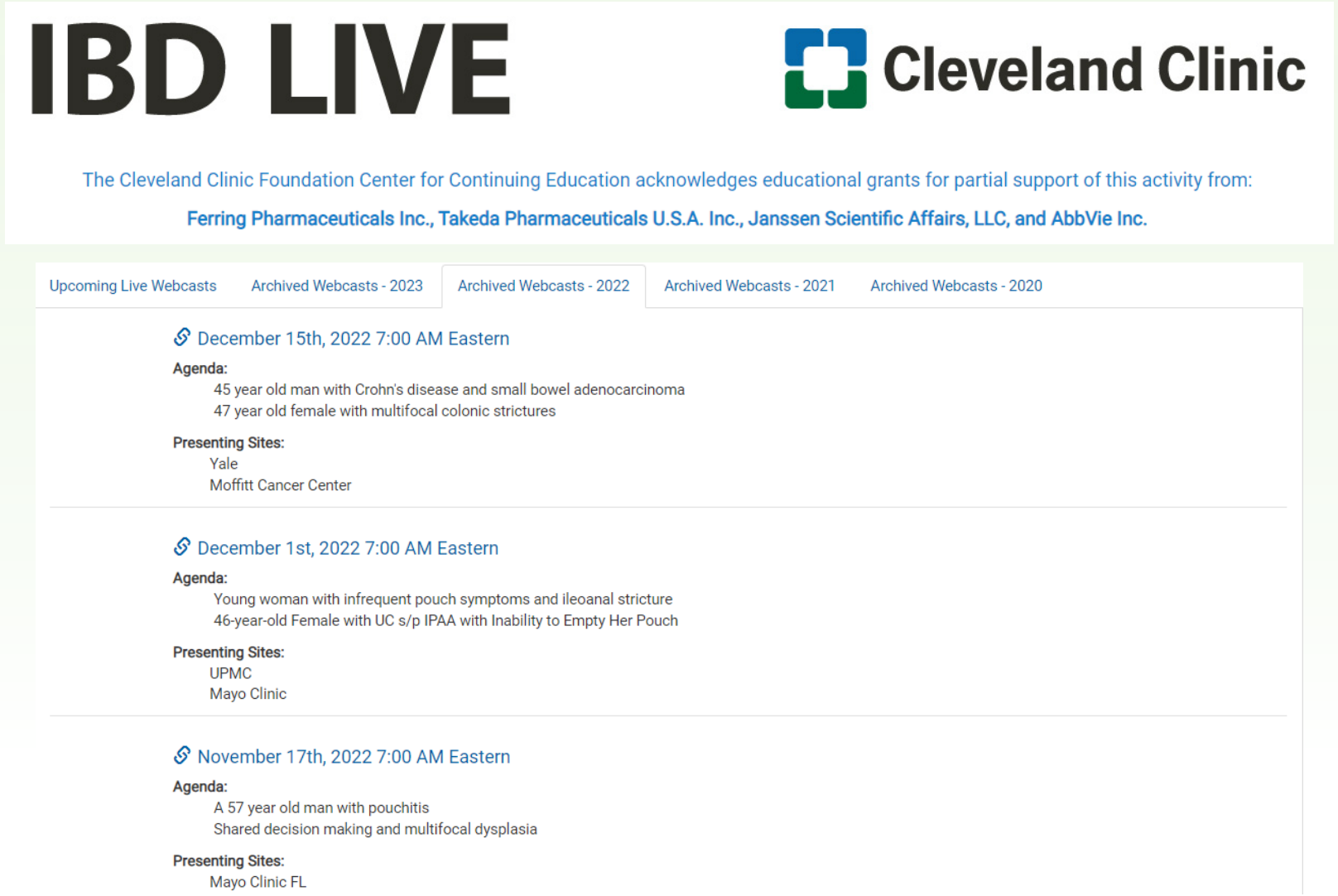
Increase your “experiential” knowledge







Multi-disciplinary case conferences



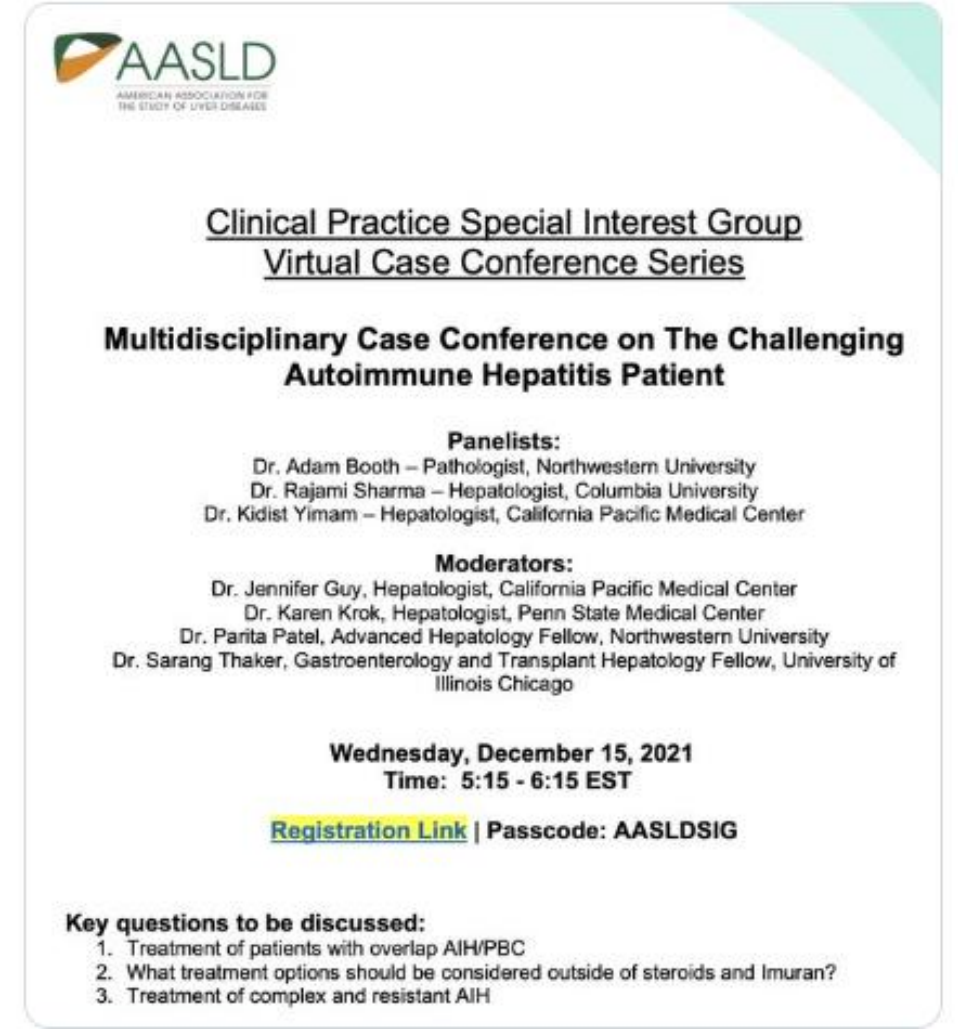
Multi-disciplinary case conferences

Check out the upcoming @AASLDtweets Clinical Practice SIG Virtual Case Conference Series
🗓️12/15/21
⏰5:15-6:15p EST

aasld.zoom.us/meeting/regist...

Featuring a great group of moderators & panelists, including LFN team members: @ALBoothMD @ParitaPatelMD & Sarang Thaker!

#livertwitter



AASLD
AMERICAN ASSOCIATION FOR THE STUDY OF LIVER DISEASES

Clinical Practice Special Interest Group
Virtual Case Conference Series

Multidisciplinary Case Conference on The Challenging Autoimmune Hepatitis Patient

Panelists:
Dr. Adam Booth – Pathologist, Northwestern University
Dr. Rajami Sharma – Hepatologist, Columbia University
Dr. Kidist Yimam – Hepatologist, California Pacific Medical Center

Moderators:
Dr. Jennifer Guy, Hepatologist, California Pacific Medical Center
Dr. Karen Krok, Hepatologist, Penn State Medical Center
Dr. Parita Patel, Advanced Hepatology Fellow, Northwestern University
Dr. Sarang Thaker, Gastroenterology and Transplant Hepatology Fellow, University of Illinois Chicago

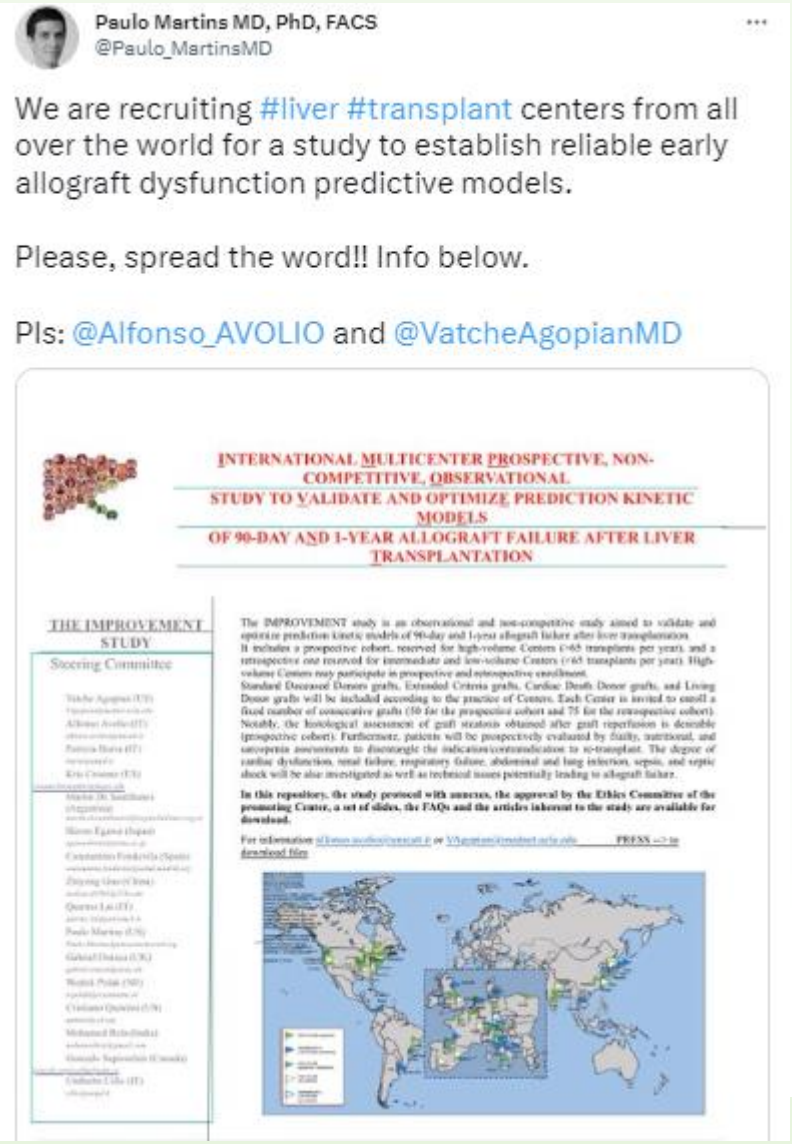
Wednesday, December 15, 2021
Time: 5:15 - 6:15 EST

Registration Link | Passcode: AASLDSIG

Key questions to be discussed:
1. Treatment of patients with overlap AIH/PBC
2. What treatment options should be considered outside of steroids and Imuran?
3. Treatment of complex and resistant AIH

Expand your learning network

Expand your learning network



Flatten traditional hierarchies

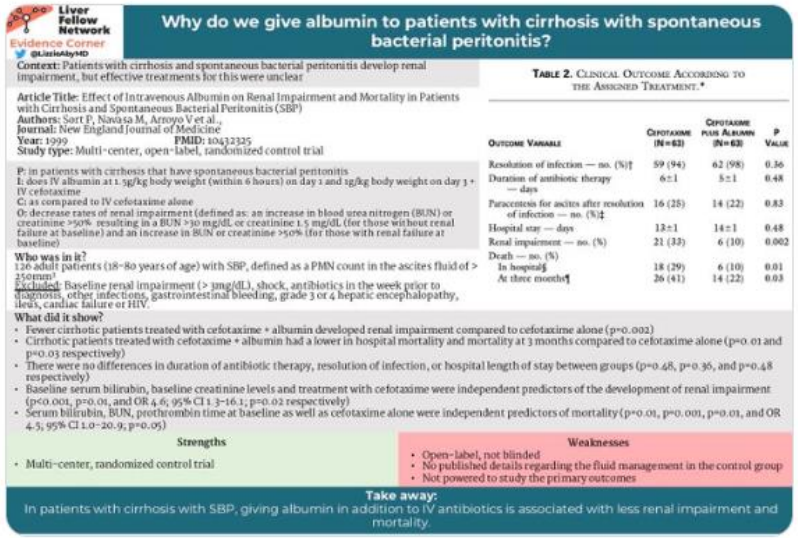
Liver Fellow Network
@LiverFellow

Why do we give albumin to patients w/#cirrhosis w/spontaneous bacterial peritonitis?

Check out this evidence corner by @LizzieAbyMD: liverfellow.org/post/albumin-i...

For the full @NEJM article: nejm.org/doi/10.1056/NE...

#livertwitter #GITwitter #MedEd #FOAMed



8:48 AM · Jul 20, 2020

Followed by some Tweeters you follow

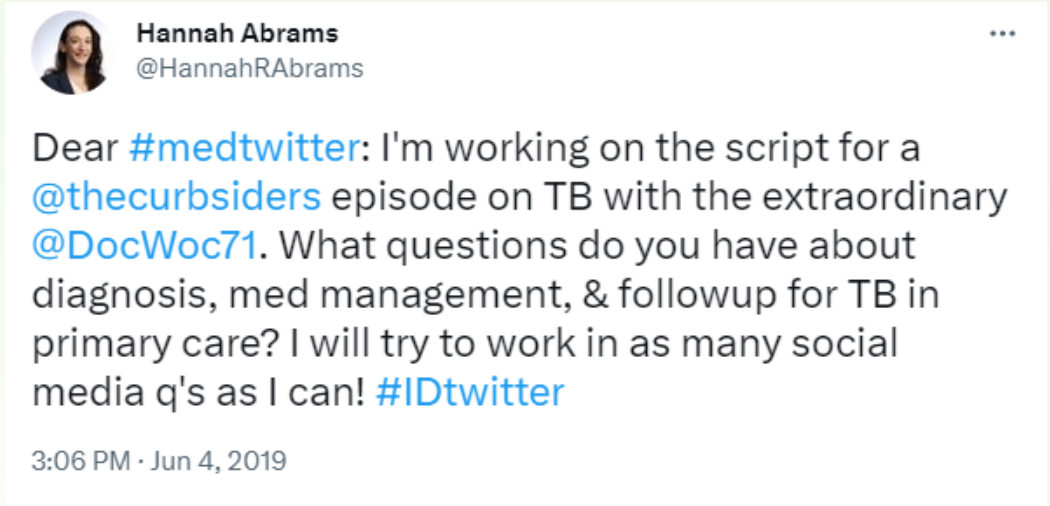
Rohit Mehtani @RohitMehtaniDM · Jul 20, 2020
Replying to @LiverFellow @LizzieAbyMD and @NEJM
I am yet to find a convincing rationale behind the dose of albumin used. We have been using daily albumin 20-40g for 3-5 days and have seen similar results.
1 2

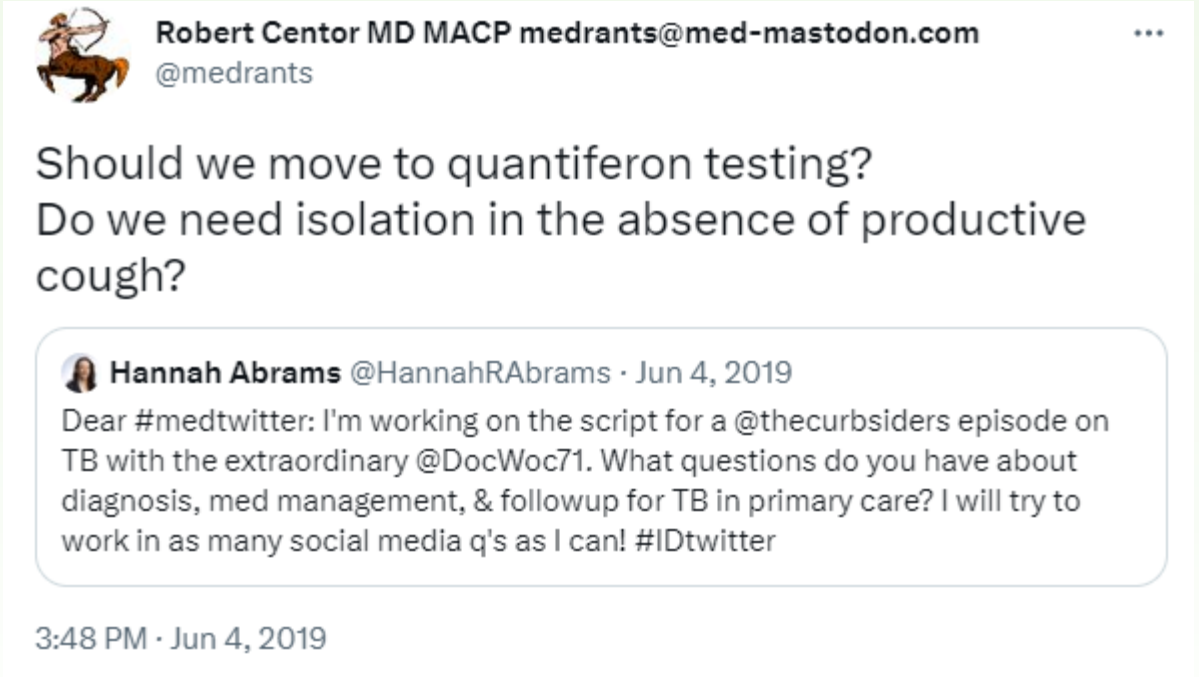
Hersh Shroff @HershShroff · Jul 20, 2020
Replying to @RohitMehtaniDM @RohitMehtani and 3 others
Good point. As far as I know the dose chosen in this trial was arbitrary. Have not been able to find any evidence to suggest otherwise.

Anyone else? #livertwitter
2

jaumebosch @jaumebosch9 · Jul 21, 2020
Replying to @LiverFellow @LizzieAbyMD and @NEJM
✳Certainly, the dose was arbitrary, but based on an "educated guess"
✳It could be that the same can be achieved by a lower dose, but needs to be proven ‼
1 1 11

Flatten traditional hierarchies

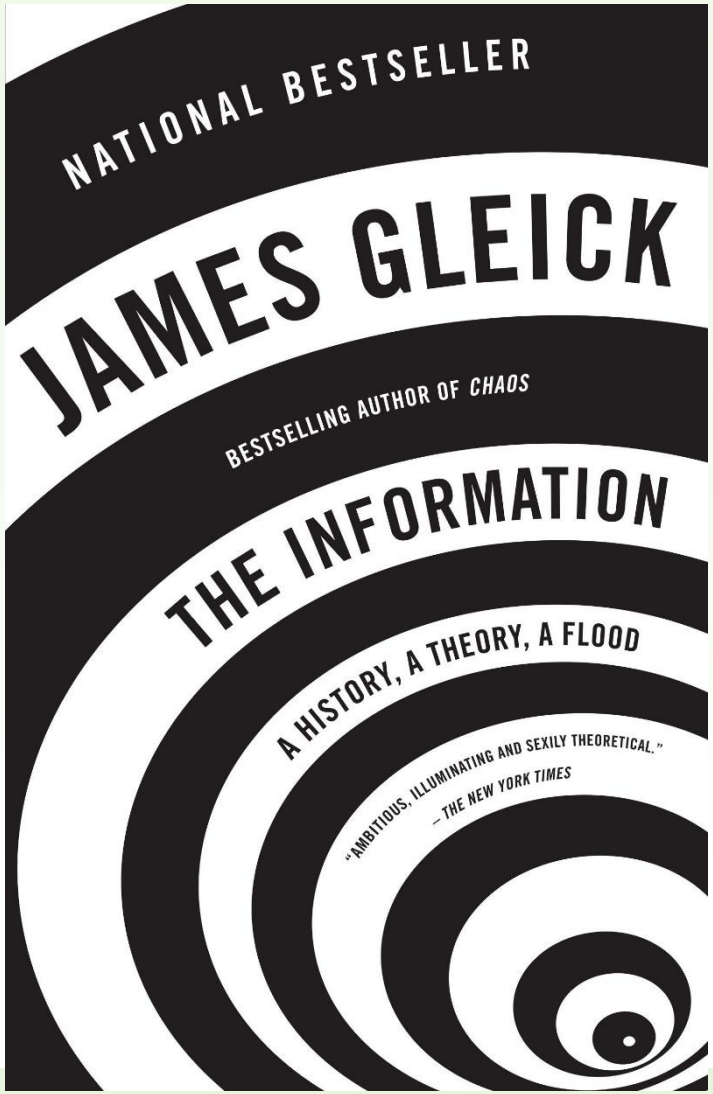




Summary and strategies

Search for content that fits your **life** and **learning style**		• **Subscribe** to a podcast or video series • **Save** videos or links for future patient care situations
Curate your following via **topics** or **hashtags**		• **Push notifications** for specific medical journal accounts • **Hashtags** for real-time academic conference updates
Increase the size and reach of your **network**		• **Follow** individuals in adjacent fields • Aim to **connect** with one new colleague on periodic basis
Engage with the community through **posts** and/or **questions**		• **Share** an interesting fact or journal article • **Respond** to polls about patient scenarios • **Ask** questions of your own (you never know who might respond!)

Downsides



When information is cheap, attention becomes expensive.

- James Gleick, *The Information: A History, A Theory, A Flood*

To revisit those criticisms…

1. Time and attention are precious, so use social media only as it fits with your needs
2. Try to broaden whom you follow to avoid it becoming an echo chamber
3. Be respectful (as you would in real life)
4. Know your institution's policies; never post patient identifiers; if in doubt, get consent!

CME/MOC QUESTION

Which of the following is not an appropriate strategy for using social media in medical education?

A) Post a patient's picture to demonstrate a physical exam finding

B) Create a Twitter profile with a short biography and follow individuals in your field

C) Respond to a thread with your own thought-provoking question or idea

D) Post a question about a clinical scenario to get the opinions' of others in your field

CME/MOC ANSWER

Which of the following is not an appropriate strategy for using social media in medical education?

A) **Post a patient's picture to demonstrate a physical exam finding**

B) Create a Twitter profile with a short biography and follow individuals in your field

C) Respond to a thread with your own thought-provoking question or idea

D) Post a question about a clinical scenario to get the opinions' of others in your field

Thank you

E-MAIL: HSHROFF@UNC.EDU

TWITTER: @HERSHSHROFF