Publishing and the Web

BVA Meeting 29th September 2008

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What do online customers want?

The Google generation expect:

• To find everything quickly & efficiently
• Websites to be easy to use
• Personalisation: recommendations, what others are looking at, sharing favourites
• All this without need to register
Discoverability and filtering

• Search Engine Optimization
• Publishers can help filter for e.g. Related Articles, “most read”, RSS feeds, “virtual collections”
• Tag content for data mining
• Publishers and societies provide a stamp of quality to help readers navigate
Usability

• “Don’t make me think” approach
• Functionality and ease of use over branding and design
• Use industry standards and terminology
• Appropriate tools at each level
• Links e.g. CrossRef to improve the reader experience
Added value

Enhancing the reader experience:

• **Beyond the article:** editors’ comments, reviewers reports, authors’ postscripts, video, audio, podcasting, animations, enhanced images

• **Interaction:** comments, blogs
Communities

• Create a community ... Or
• Use existing communities
• Encourage authors to link from their blogs to their articles and books
• Allow sharing of links – e.g. via Delicious, CiteULike, Connetea, Digg, Reddit, Facebook etc.
Experiment!

• Use open source software or free / cheap tools
  – Blogs, YouTube, iTunes, Flickr
• Try out blogs and social networking sites
• Webinars
May 06, 2008

Finnstrom in Sudan Tribune

Sverker Finnström, author of *Living with Bad Surroundings: War, History, and Everyday Moments in Northern Uganda* has co-written an article about the complicated and precarious peace process in Northern Uganda for the *Sudan Tribune*. Finnström and his co-author Ronald R. Atkinson focus on what will happen (particularly to the widely-displaced Acholi people) if/when a peace agreement is finally reached: “As we wait for the current situation to be resolved, and a final agreement signed, we would like to stress that successfully implementing the agreement will be an arduous, grassroots project that will require the sustained attention and support of the outside world. A so-called “post-conflict situation” can often be more violent than a conflict itself, and we need to be prepared, emotionally and practically, for problems and setbacks.”
Editor/author blogs

Wachter’s World
Lively and iconoclastic ruminations on hospitals, hospitalists, quality, safety, and more...

Should Hospitals Install Bar Coding or CPOE First? Why I’ve Changed My Tune

This is one of the most commonly asked questions in IT World, and my answer has always been “CPOE first” — largely because that has always been David Bates’s (the world’s leading IT/safety researcher) answer. But I’ve changed my mind. Here’s why.

Before...

456 Views / 3 Comments
Fri, May 02 2008, 9:00 PM by Bob Wachter
Filed under: Hospital Care, Information Technology, Patient Safety/Errors, Industry/Pharma, Nurses/Nursing, Health Policy, Media/Press Coverage

Message to Medicare: Whoa, Nellie!

Last week, Medicare proposed nine additional “do not pay” conditions, several months before implementing the first eight. I like the concept of not paying for preventable adverse events, but this new list is a case of too far, too fast. In my previous...

703 Views / 5 Comments
Mon, Apr 28 2008, 7:37 AM by Bob Wachter
Filed under: Hospital Care, Transparency and Reporting, Quality Measurement, Patient Safety/Errors, Health Policy

Snooping At Britney’s Chart: Why Should Docs and Nurses Have Different Rules?
Podcasts, audio & video
Community sites
Virtual collections
Future directions

- Lecturers using Facebook or MySpace instead of VLEs
- Podcasting feedback on coursework
- Lectures for distance learning in Second Life
- Don’t forget the basics
Questions?