



## Social Media in Healthcare

### 1. IMPRINT

<b>Academic Year</b>	2023/2024
<b>Department</b>	Faculty of Medicine
<b>Field of study</b>	Medicine
<b>Main scientific discipline</b>	Medical sciences
<b>Study Profile</b>	General academic
<b>Level of studies</b>	Uniform MSc
<b>Form of studies</b>	Full time studies
<b>Type of module / course</b>	Non-compulsory
<b>Form of verification of learning outcomes</b>	Completion
<b>Educational Unit / Educational Units</b>	Department of Social Medicine and Public Health Medical University of Warsaw 3 Oczki St, 02-007 Warsaw Phone: 22-621-52-56, 22-621-51-97 E-mail: <a href="mailto:zmsizp@wum.edu.pl">zmsizp@wum.edu.pl</a>

<b>Head of Educational Unit / Heads of Educational Units</b>	Prof. Aneta Nitsch-Osuch, MD, PhD
<b>Course coordinator</b>	Krzysztof Kanecki, MD, PhD e-mail: <a href="mailto:krzysztof.kanecki@wum.edu.pl">krzysztof.kanecki@wum.edu.pl</a>
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<b>Teachers</b>	Krzysztof Kanecki, MD, PhD Magdalena Bogdan Msc, PhD Katarzyna Lewtak, MD, PhD

<b>2. BASIC INFORMATION</b>			
<b>Year and semester of studies</b>	I-VI year, summer and winter semester	<b>Number of ECTS credits</b>	2.00
<b>FORMS OF CLASSES</b>		<b>Number of hours</b>	<b>ECTS credits calculation</b>
<b>Contacting hours with academic teacher</b>			
Lecture (L)			
Seminar (S)		30 (e-learning)	1.00
Classes (C)			
e-learning (e-L)			
Practical classes (PC)			
Work placement (WP)			
<b>Unassisted student's work</b>			
Preparation for classes and completions		30	1.00

<b>3. COURSE OBJECTIVES</b>	
O1	Understand how social media is used in healthcare, to improve communication and information sharing

#### 4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

<b>Code and number of effect of learning in accordance with standards of learning</b>	<b>Effects in time</b> (in accordance with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)
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##### Knowledge – Graduate\* knows and understands:

D.K1.	up to date views on: the social dimension of health and illness, influence of the social environment (family, social relations networks) and social inequalities onto the health condition, social and cultural differences and the role of social stress in health related and self-destructive behaviours;
D.K5.	principles and methods of communication with the patient and his/her family to build an empathetic, trusting relationship
D.K8.	functioning of health care system entities and the social role of the physician
D.K9.	the basic psychological mechanisms related to functioning of a person in health and illness;
D.K19.	cultural, racial and ethnic determinants of human behavior
D.K23.	the foundations of evidence-based medicine

##### Skills– Graduate\* is able to:

B.S10.	use databases, including the Internet, and search for necessary information using available tools
D.S11.	apply basic psychological motivational and supportive interventions
D.S13.	respect ethical standards
G.S2.	gather information on the presence of risk factors for infectious and chronic diseases and plan preventive actions at various levels of prevention

\* In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019 „graduate”, not student is mentioned.

#### 5. ADDITIONAL EFFECTS OF LEARNING (non-compulsory)

<b>Number of effect of learning</b>	<b>Effects of learning in time</b>
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##### Knowledge – Graduate knows and understands:

K1	rules for conducting scientific research and disseminating its results
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##### Skills– Graduate is able to:

S1	plan their own educational activities and constantly improve their knowledge.
S2	critically evaluate scientific findings

**Social Competencies – Graduate is ready for:**

SC1	using objective sources of information
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**6. CLASSES**

Form of class	Class contents	Effects of Learning
(S) seminar 1 synchronous online	Exploring Digital Culture. <ul style="list-style-type: none"> <li>What are social media?</li> <li>Key Concepts of Social Media</li> </ul> The case for social media – why they are important for public health?	D.K1., D.K5., D.K19., B.S10., D.S11.
(S) seminar 2 synchronous online	Understanding Information Literacy	D.K1., D.K5., D.K9., B.S10.
(S) seminar 3 synchronous online	Fake News - How does health (mis)information spread? Addressing conspiracy theories through education	D.K5., D.K8., D.K9., D.K23., B.S10., D.S13., G.S2.
(S) seminar 4 synchronous online	How can promote yourself in the world of social media? <ul style="list-style-type: none"> <li>Key methods of professional doctor’s branding in social media.</li> </ul> Social media marketing – doctors’ common mistakes.	D.K1., D.K5., D.K8., D.K9., D.K19., D.K23., B.S10., D.S13., G.S2.
(S) seminar 5 synchronous online	Examples of successful marketing strategies for doctors.	D.K1., D.K5., D.K8., D.K9., D.S13., G.S2.
(S) seminar 6 synchronous online	What’s New in Social Media? Social Media and Public Health Communication	D.K1., D.K5., D.K9., D.K19., D.K23., B.S10., D.S11., G.S2.

**7. LITERATURE**

**Obligatory**

- Światowa Organizacja Zdrowia WHO. Infodemic. [https://www.who.int/health-topics/infodemic#tab=tab\\_1](https://www.who.int/health-topics/infodemic#tab=tab_1)
- CDC Social Media Tools, Guidelines & Best Practices <https://www.cdc.gov/digital-social-media-tools/>

**Supplementary**

**8. VERIFYING THE EFFECT OF LEARNING**

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion
<i>e.g. G.K1, G.S1, K1</i>	<i>This field defines the methods used for grading students e.g. pop quiz, test, written report etc.</i>	<i>e.g. threshold number of points</i>
D.K1., D.K5., D.K8., D.K9., D.K19., D.K23., B.S10., D.S11., D.S13., G.S2., K1, S1, S2, SC1	Quizzes, written assignments (e-learning platform), class attendance  Test	Credit  Requirements for a pass: a minimum mark of 70%

**9. ADDITIONAL INFORMATION** (*information essential for the course instructor that are not included in the other part of the course syllabus e.g. if the course is related to scientific research, detailed description of, information about the Science Club*)

The course is available on the platform [www.e-learning.wum.edu.pl](http://www.e-learning.wum.edu.pl). Student must learn all materials uploaded to the modules on the platform. After each module there are questions (quizzes) or task related to its subject.

Student must send written assignments (tasks) to the teacher (using e-learning platform) and receive a positive evaluation. Student must sent them before proceeding to the final test.

Student must pass the final test (available on the e-learning platform) to obtain a credit.

Printing the certificate is possible only if the student has fulfilled both criteria: passed the final test and a received positive evaluation of tasks.

Students are obligatory to check MUW student email account as all information are sent only by formal MUW mails.

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**ATTENTION**

The final 10 minutes of the last class in the block/semester/year should be allocated to students' Survey of Evaluation of Classes and Academic Teachers.