Public media as a tool for dissemination of evidence based information

Advantages and difficulties connected with dissemination of Evidence Based Knowledge

M&M: plain language summaries in social media in Poland.

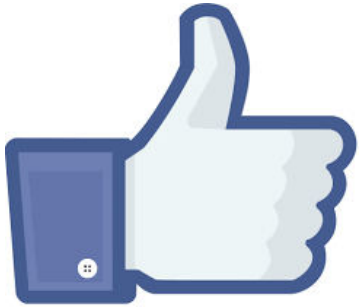
Social Media profiles for non-specialist audience

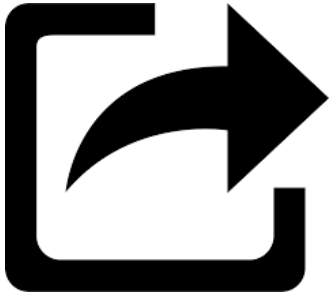
- Frequency
- Topics close to everyday problems
- Non-specialist audience into specialist audience
- Introduction: catchy vs concise, short

Proper language - Real Plain Language used consequently

- Randomized, etc.
- Given this lack of information, a recommendation for or against respiratory muscle training cannot be made.
- We found no conclusive evidence to show that…
- Abstract content ?=? PLS content

Conclusive results are more prone to be “liked” or “shared”





Doesn’t mean UNDERSTOOD

Conclusions

- Shorter forms need to choose words more carefully
- PLS should be treated as a way to present the research to healthcare consumers and encourage them to read it
- Moreover the inconclusive results should be described with special caution in the way that enables recipients to understand the value of such result.