

Quo vadis i od kuda vadiš informacije?

Vrkić, Dina

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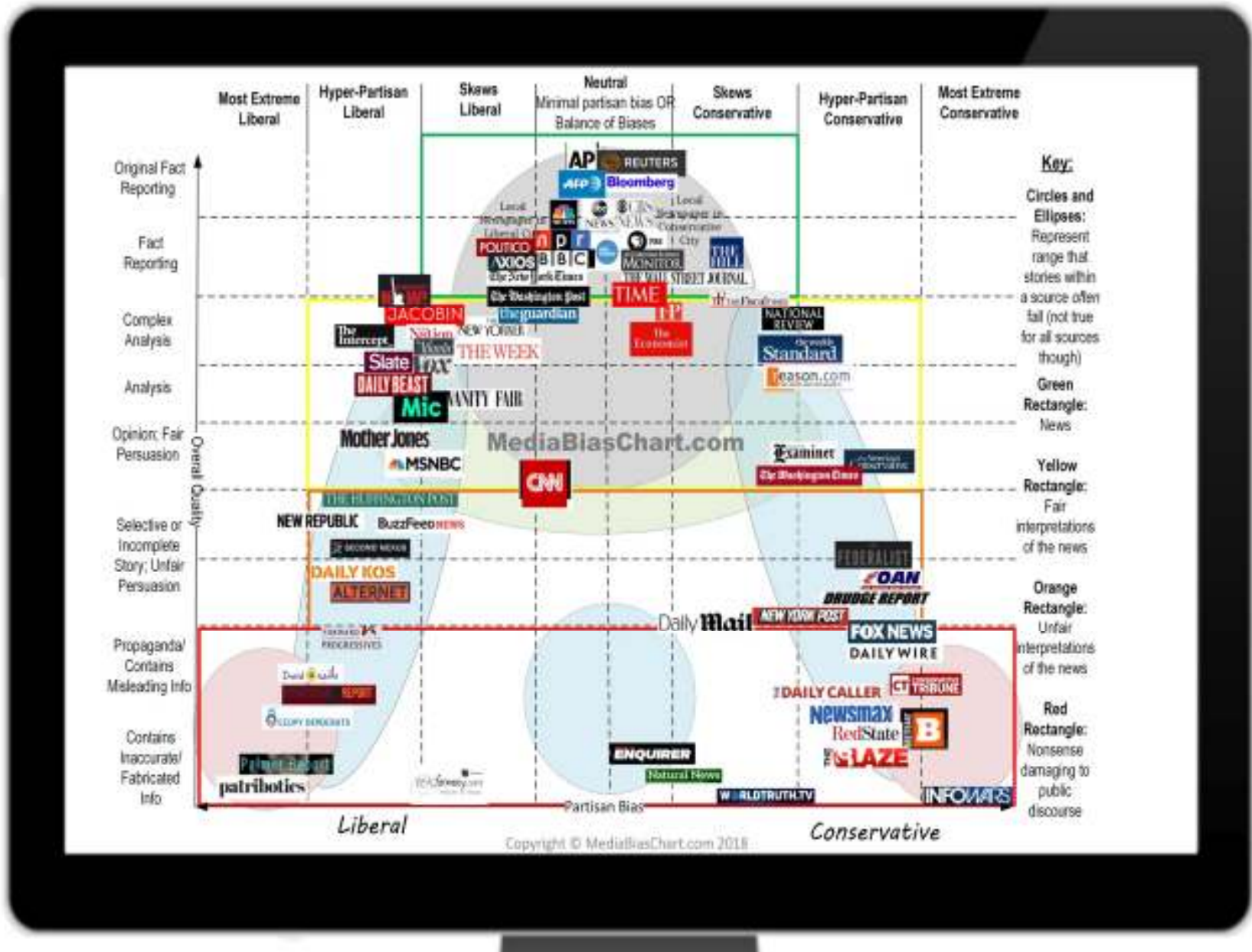
Quo vadis i od [kuda vadiš] informacije?

Dina Vrkić

Medicinski fakultet Sveučilišta u Zagrebu, Središnja medicinska knjižnica



1917–2017
100 godina Medicinskog
fakulteta Sveučilišta
u Zagrebu



ACCURACY OF DRUG INFORMATION ON WIKIPEDIA

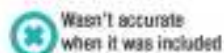
Wikipedia - #1 source
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patients & healthcare
professionals

SOURCE: IMSHEALTH

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dosage info



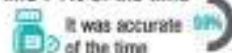
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Results are based on
a proprietary study of
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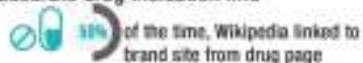
INCLUDED SIDE EFFECTS
info 74% of the time



7 IN 10 - # of times
drug interaction
information
was included

Inaccurate 70% of the time
when included

3 IN 4 - # of times Wikipedia listing included
accurate drug indication info



underscore

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"I already diagnosed myself on the Internet.
I'm only here for a second opinion."



Društvene mreže i mediji

Novi oblici teksta u društvenom (Web 2.0) okruženju omogućuju:



Stvaranje → Povezivanje → Komuniciranje → Dijeljenje → Suradnju → Uključivanje

- Tuđa mišljenja nam uvelike mogu koristiti u raznim poljima
- Mreža (engl. Web) mjesto pamćenja, odnosno arhiviranja te je on, podložno i pretraživanju
- Pojam informacije se promijenio iz **činjeničnog stanja** u **kontekst osobnog**

Altmetrija

Alternativna metrika : Odgovor-kritika *tradicionalnoj metrici*



TEMELJI SE

- Društvenim mrežama
- Otvoreni pristup - Otvorena znanost
- Kvantitativni pokazatelj javnog doseg i pažnje ↔ Izvan znanstvenog okruženja
- **Mjeri interes – ne kvalitetu**
- Praćenje u realnom vremenu ↔ Cilj: dokaz utjecaja

OKRENUTA

Člancima, knjigama, skupovima podataka (dataset), programskom kodu, softveru, svojoj literaturi (diplomski radovi),...

PRISTUP

Radovi → (odnosno) objekti pomoću: DOI, URL (skraćeni URL), URI

Mjeri interes – ne kvalitetu

Kvantitativni pokazatelj javnog doseg a i pažnje

POGLEDAN

mrežne stranice izdavača, Dryad

UČITAN

mrežne stranice izdavača, Dryad

CITIRAN

PubMed, CrossRef, Scopus,
Wikipedia, DOI, WoSCC

PONOVNO KORIŠTEN

GitHub

DIJELJEN

Facebook, Twitter, LinkedIn

OZNAČEN/POHRANJEN

Mendeley, Zotero, CiteULike

KOMENTIRAN

Twitter, Mendeley, blog, mrežne stranice
izdavača, Wikipedia, Faculty of 1000

PRIMJENJEN

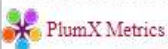


Early Report

RETRACTED: Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children

Dr A J Wakefield, FRCS^{SE}, SH Murch, MB, A Anthony, MB, J Linnell, PhD, DM Casson, MRCP, M Malik, MRCP, M Berelowitz, FRCPsych, AP Dhillon, MRCPsych, MA Thomson, FRCP, P Harvey, FRCP, A Valentine, FRCP, SE Davies, MRCPsych, JA Walker-Smith, FRCP

Published: 28 February 1998



DOI: [https://doi.org/10.1016/S0140-6736\(97\)11096-0](https://doi.org/10.1016/S0140-6736(97)11096-0)

[Article Info](#)[Summary](#)[Full Text](#)[Tables and Figures](#)[References](#)

Summary

Background

We investigated a consecutive series of children with chronic enterocolitis and regressive developmental disorder.

Methods

12 children (mean age 6 years [range 3–10], 11 boys) were referred to a paediatric gastroenterology unit with a history of normal development followed by loss of acquired skills, including language, together with diarrhoea and abdominal pain. Children underwent gastroenterological, neurological, and developmental assessment and review of developmental records. Ileocolonoscopy and biopsy sampling, magnetic-resonance imaging (MRI), electroencephalography (EEG), and lumbar puncture were done under sedation. Barium follow-through radiography was done where possible. Biochemical, haematological, and immunological profiles were examined.




Findings

RETRACTED



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Articles

Primary symptomless colonisation by *Clostridium difficile* and decreased risk of subsequent diarrhoea

RETRACTED: Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children

Citation data: The Lancet, ISSN: 0140-6736, Vol: 351, Issue: 9103, Page: 637-641
 Publication Year: 1998

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Readers ⌵	1288	Blog Mentions ⌵	51	Tweets ⌵	929				
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DOI:

10.1016/s0140-6736(97)11096-0

AUTHOR(S):

AJ Wakefield; SH Murch; A Anthony; J Linnell; DM Casson; M Malik; M Berelowitz; AP Dhillon; MA Thomson; P Harvey; [+ Show More](#)

PUBLISHER(S):

Elsevier BV

MOST RECENT BLOG MENTION

20 years ago, research fraud catalyzed the anti-vaccination movement

Feb. 28, 2018 | 3quarksdaily by S. Abbas Raza


Julia Belluz in Vox: Exactly 20 years ago this month, an esteemed medical journal published a small study that has become one of the most...

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wide eyed
@realityisagoodt

Open your eyes and see what is happening around you. Don't be selfish. THINK AND DO!
The next generation is counting on you.

United States

Joined July 2016

Rosewind @Rosewind2007 · 16 Nov 2017

#nazivax
#astroturfing

You're not really going yourself any favours here; are you?

You're going to post links to an a film by a discredited charlatan and fraud based on two contradictory and retracted papers?
Knock, as they say, yourself out...

2 7

wide eyed
@realityisagoodt

Follow

Replying to @Rosewind2007 @erikwilson1975 and 48 others

You're obviously not aware of the entire story but that's okay.

I'm thinking that maybe over 100 Twitter notifications a day this week must be a sign that I should get more involved

Here is a prosecuting attorney who has vaccine injured children



VaxXed Stories: The Prosecutor
District Attorney Nico LaHood and wife Davida tell the story of their son and daughter's vaccine injury to Polly Tommey of the VaxXed Team. Camera by Joshua ...
youtube.com

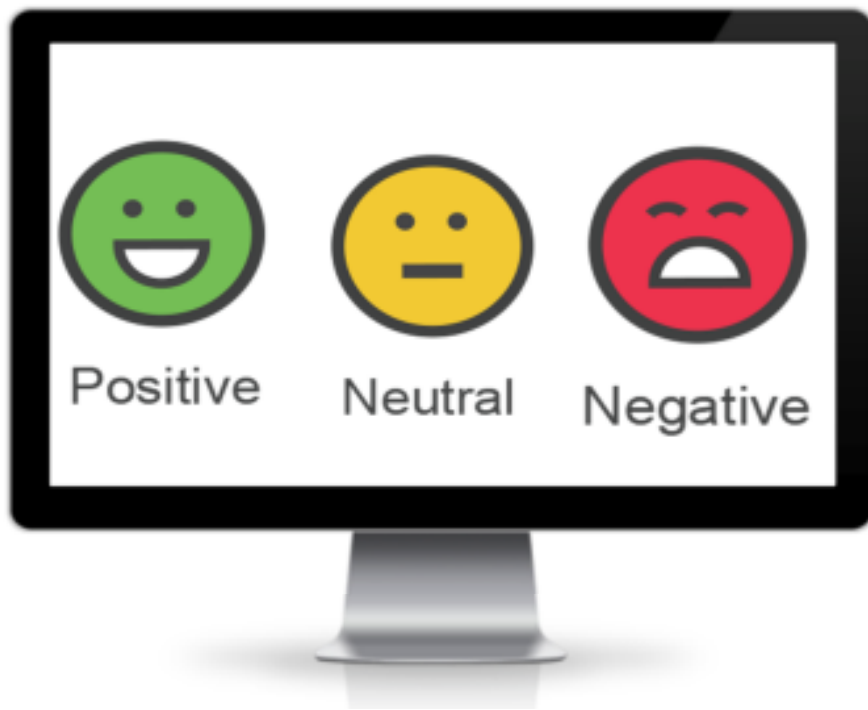
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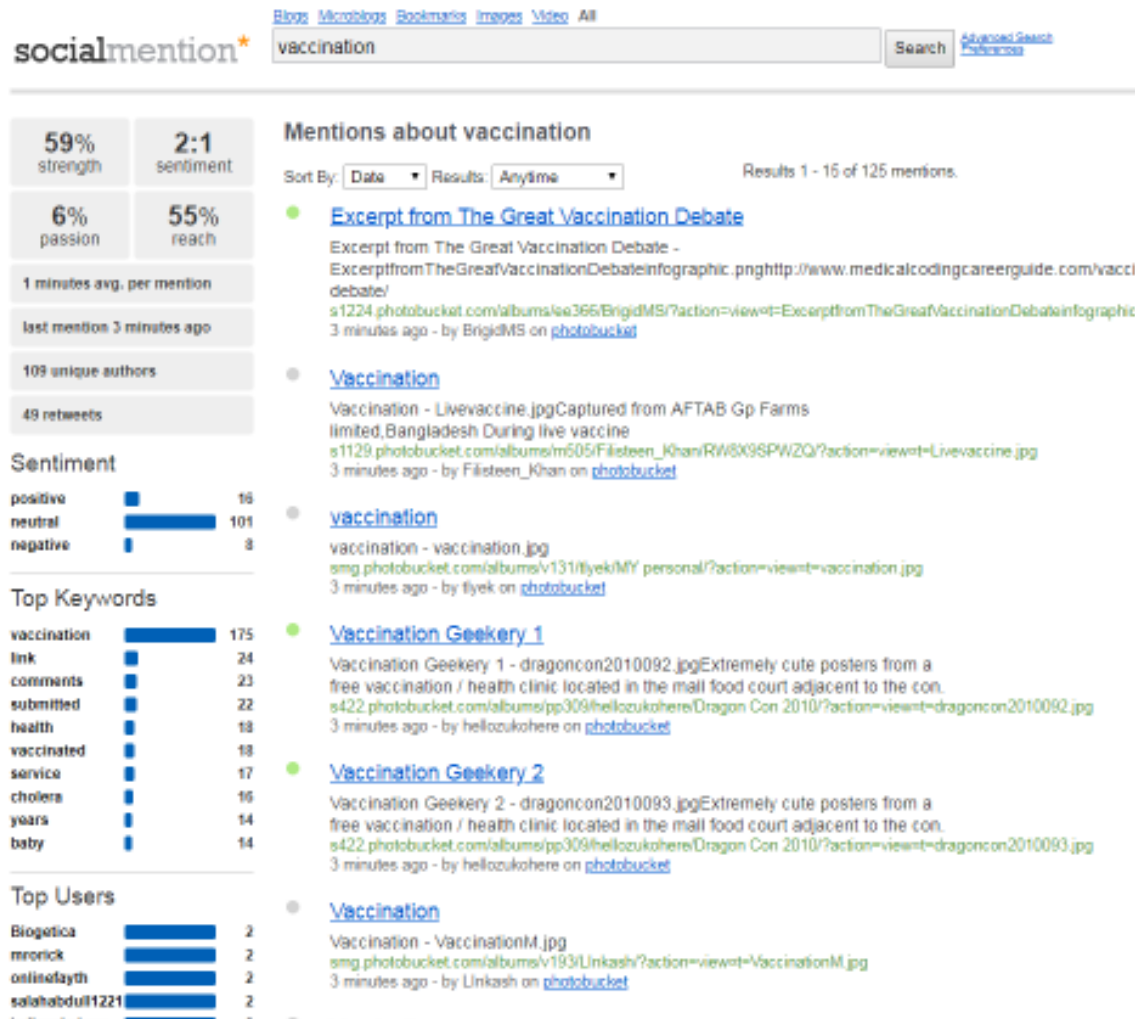
Analiza sentimenta



VAŽNO!!! Računalna analiza koja je podložna nedostacima i treba je iščitavati s odstojanjem

- **Sentiment analiza je klasifikacija dokumenata temeljenih na ukupnom broju izraženih sentimenta od strane nositelja mnijenja (Pang i Lee)**
- **Metode za analizu temelje se na korištenju kombinacije:**
 1. obrade prirodnog jezika,
 2. računalne i tekstove analitike s pomoću koje se mogu izvući subjektivne informacije iz riječi, odnosno skupa riječi.
- **Nastala je** zbog rasta velikog broja metoda strojnog učenja, načinima obrade teksta, povlačenju podataka i zbog velikih količina podataka i brzog širenja interneta (rezultata mišljenja)
- **Omogućava** olakšanu evaluaciju, ali i klasifikaciju mišljenja vezano uz neku temu
- **Temelji se** na **binarnoj** analizi: **zločin je loše, zaljubljenost je dobro**
- **PROBLEM:** Bogatstvo prirodnog jezika (i njegovi gramatički elementi) mogu stvoriti i „sivu“ zonu – sva ona prenesena značenja kao što su: sarkazam, sleng, ironija, narječja, itd. (Wright)

Što je bitno?



✓ Anatomija sentiment analize nam omogućuje da uz vizualno pomagalo imamo i **direktan pristup samom izvoru**

✓ Uvijek treba uzeti u obzir kako se radi o obradi prirodnog jezika i kako postoji mogućnost netočno dodijeljenog polariteta samoj rečenici – značenju

✓ izlučivanja ključnih riječi koje su povezane s onom koju korisnik traži: **omogućuje praćenje i drugih pojmova ili trendova unutar samog interesnog polja.**



Primjer sentiment analize



Negativan stav



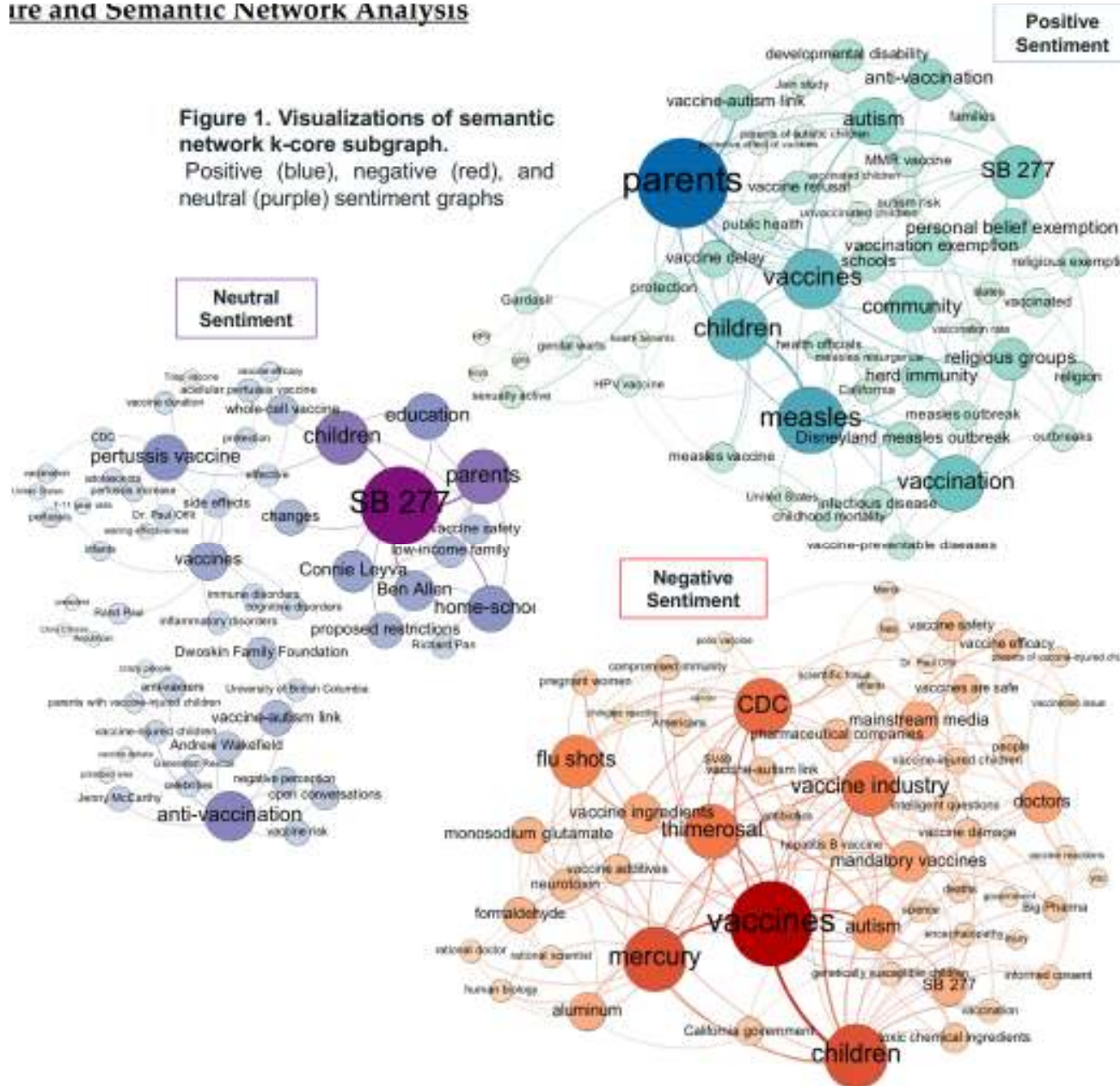
Neutralan stav



Pozitivan stav

ire and Semantic Network Analysis

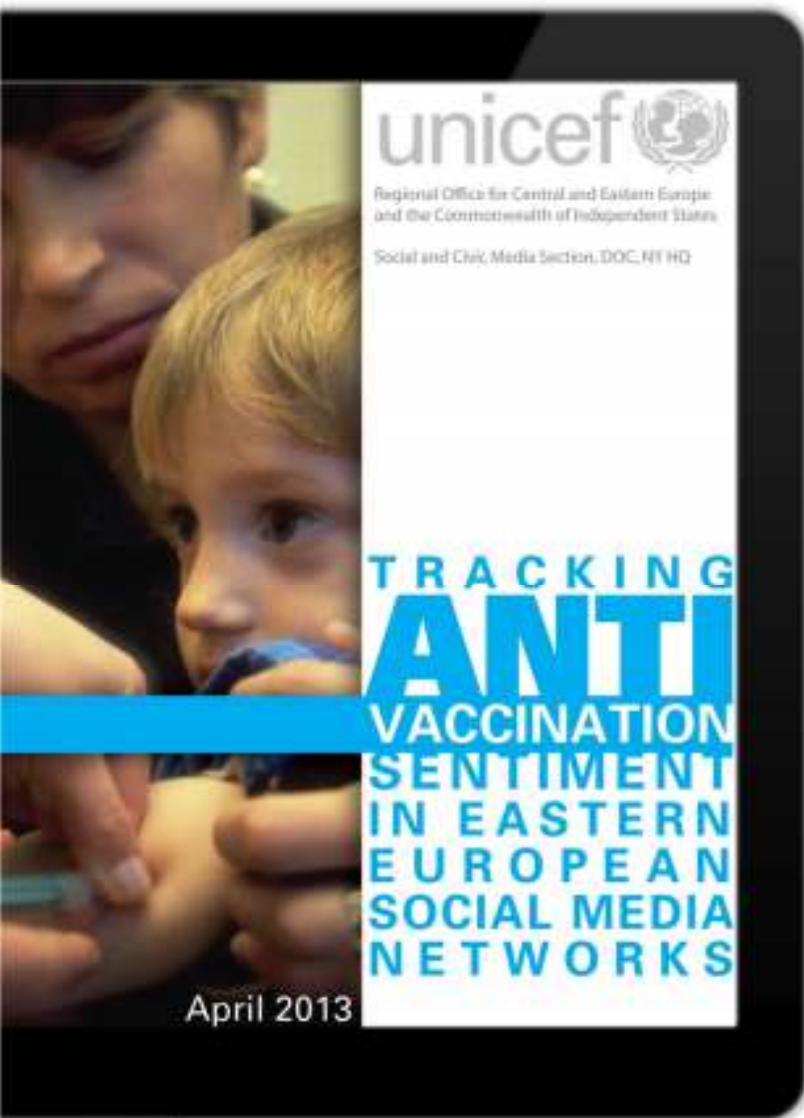
Figure 1. Visualizations of semantic network k-core subgraph. Positive (blue), negative (red), and neutral (purple) sentiment graphs



Kang G, Ewing-Nelson S, Mackey L, Schlitt J, Marathe, A, Abbas K, Swarup S. Semantic Network Analysis of Vaccine Sentiment in Online Social Media. URL: <https://f1000research.com/assets/download/1114137>

Vaccine sentiment articles (total n = 50)	Positive (n = 23)		Negative (n = 21)		Neutral (n = 6)	
Document type	Blog = (34.8%)	8	Blog = (71.4%)	15	News = (66.7%)	4
	News = (30.4%)	7	Alternative News = (9.5%)	2	Blog = (16.7%)	1
	Magazine = (21.7%)	5	Magazine = (9.5%)	2	Magazine = (16.7%)	1
	Informational = (13.0%)	3	Commercial = (4.8%)	1		
			News = (4.8%)	1		
Article source type	Media = (39.1%)	9	Media = (71.4%)	15	Government = (33.3%)	2
	Government = (34.8%)	8	Industry = (14.3%)	3	Media = (33.3%)	2
	News = (17.4%)	4	Personal = (9.5%)	2	News = (33.3%)	2
	Industry = (4.4%)	1	Forum = (4.8%)	1		
	Resource = (4.4%)	1				

Vaccine sentiment articles (total n = 50)	Positive (n = 23)		Negative (n = 21)		Neutral (n = 6)	
Target vaccine population	Childhood = (69.6%)	16	Childhood = (71.4%)	15	Childhood = (50.0%)	3
	Adolescent = (13.0%)	3	Adolescent =	0	Adolescent = (33.3%)	2
	Adult = (4.4%)	1	Adult =	0	Adult = (16.7%)	1
	Multiple = (13.0%)	3	Multiple = (28.6%)	6	Multiple =	0
Vaccine type focus	General = (34.8%)	8	General = (66.7%)	14	General = (50%)	3
	Specific = (65.2%)	15	Specific = (33.3%)	7	Specific = (50%)	3
Specific vaccines	Measles/MMR =	9	Shingles =	1	Whooping cough =	2
	HPV =	3	Polio =	1	Influenza =	1
	Influenza =	1	Gardasil =	1		
	Meningococcal =	1	Measles =	1		
	Rubella =	1	Swine flu =	1		
			Tdap =	1		
			Hepatitis B =	1		



Common arguments by influencers: Russian speaking

Common arguments by influencers: Polish speaking



	Argument #1	Argument #2	Argument #3
Description	Vaccines challenge the immune system to produce antibodies and it may cause autoimmune diseases	Some vaccines are of questionable quality and may be harmful (toxic additives).	Excessive vaccinations are promoted by pharmaceutical companies for profits
Social Networks	Blogs / Forums	Blogs / Facebook / YouTube	Blogs
Tone/Language/Attitude	Negative	Negative	Negative
Influencers	"free press" / moms	M. D. Majewska, Ph.D., EC, Institute of Psychiatry and Neurology / doctors / moms	Moms / Doctors / "free press"
Notable Mentions	Vaccine or your Health - the choice is yours / Vaccines are not able to fight off the mutant viruses.	Scandinavian countries banned Thimerosal a long time ago and they have a much lower percentage of children with autism	in 2007 a dozen of homeless people in Poland who were vaccinated against bird flu died



Name	Position	Facebook Fans	Twitter Followers	Blog	Language
Dr. Tennpen-ny	The Voice of Reason about Vaccines	36,282	1,475	Yes	English
The Truth About Vaccines	Answering questions from concerned parents	21,246	N/A	Yes	English
International Medical Council on Vaccination	Purpose is to counter the messages asserted by pharmaceutical companies, the government and medical agencies that vaccines are safe, effective and harmless	7,983	N/A	Yes	English
The Refusers	"Vaccination choice is a fundamental human right."	9,069	12,457	Yes	English
Mothering Magazine	Mothering is the premier community for naturally minded parents.	66,504	102,173	Yes	English
Ogólnopolskie Stowarzyszenie Wiedzy o Szczepieniach STOP NOP	Protest against new laws for mandatory vaccinations in Poland and against disinformation campaigns about the effectiveness and safety of vaccines.	3,203	N/A	Yes	Polish
STOP Przymusowi Szczepień	Petition campaign against new new laws for mandatory vaccinations in Poland.	2,866	58	Yes	Polish

Table 1: Examples of influencers in the anti-vaccination sentiment in social media.

Influencer	Network	Description
Dr. Joseph Mercola	Facebook, Twitter, Blog	Naturopathic doctor against vaccines.
vactruth.com	Blog	"Your child. Your choice." Concern with vaccines having aborted fetal tissue, chemicals used in pesticides, and heavy metals.
Zen Gardner – Just Wondering	Blog	Conspiracies aimed at media, government, science, etc.
Dr. Tenpenny on Vaccines	Facebook	"The Voice of Reason about Vaccines," Osteopathic doctor argues that vaccines cause brain injury.
Left Brain/Right Brain	Blog	Autism news science & opinion
Thinking Moms' Revolution	Blog, Facebook	Anti-vax, parent-focused
Proud Parents of Unvaccinated Children	Facebook	Argues that vaccinated children get unvaccinated children sick, medical doctors have inadequate vaccine education, Big Pharma controls what doctors learn in medical school.
The Refusers	Facebook, Twitter, Tumblr	Anti-Vax, anti-governmental social mandates, argues that vaccines have neurotoxins that cause brain damage
Natural News	Blog	Alternative Medicine blog
Greenmedinfo.com	Blog	Alternative Medicine blog
Worldtruth.tv	Facebook, Twitter, Reddit, Digg, LinkedIn, Tumblr, Google+, Delicious, StumbleUpon, YouTube	Belief that the Pharmaceutical-Industrial Complex pushes harmful vaccines, and vaccinated kids get more sick than unvaccinated kids
Current Events & Hot Topics Forum (cafemom.com)	Forum	Vaccination studies and effects explored
VaccineInjury.info	Blog	Argues for natural immunity to regain health
EverydayHealth.com	Blog	Alternative Medicine blog

Na razmišljanje...



Korisnici „lijepo“ ključne riječi u svoje objave i poput predmetnice ili odrednica (ovisno o kontekstu same „ključne riječi“)

Altmetrija je više od alternativne metode mjerenja utjecaja

Analiza sentimenta nam omogućuje uvid u izvore i mišljenja drugih

Literatura

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http://www.nytimes.com/2009/08/24/technology/internet/24emotion.html?_r=2&pagewanted=all. (28.5.2014.).
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Hvala na pažnji i dobar tek!



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