

Adoption and use of social media for eGovernment in the public health sector: a systematic review

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Review question

- To capture the corpus of published studies on the uses of social media by public health agencies or services, at the regional or national levels, in different countries;
- To classify the objectives for which social media have been deployed in these contexts, and the methods used to achieve them, as explicitly stated by the authors or deduced from the published descriptions;
- To analyse and synthesise evidence of the uptake and use of social media by various public sector health organizations and agencies worldwide and their impacts upon a range of outcomes (e.g. satisfaction, uptake of services, organizational quality improvements etc.).

Searches

1. MEDLINE, Cochrane Library, Web of Science Core Collection and Scopus international electronic databases will be interrogated for the following keywords:
("e-government" OR "government" OR "department" OR "organization" OR "agenc*" OR "hospital*" OR "clinic*") AND ("social media" OR "Facebook" OR "Twitter" OR "YouTube") AND ("health" OR "healthcare");
2. Relevant sources of grey literature, such as World Health Organization (WHO) reports and working papers (searched via WHO's Institutional Repository for Information Sharing), and industry (consultancy, marketing etc.) reports (searched via Google search engine);
3. Reference lists of studies meeting the inclusion criteria;
4. Content experts will be consulted to ensure that important articles have not been missed.

Types of study to be included

Inclusion criteria: • Academic or industry research with a primary focus on the adoption and use of social media by public sector health organizations at the regional or national levels. For example, studies focusing on social media adoption by government departments of public health, regional health authorities, state-funded (public) hospitals or other government-sponsored agencies with a public health remit. • Studies published between January 1, 2004 and July 12, 2015. The year 2004 has been chosen as a starting point, since this was when Facebook, the most widely used social media website, was created. Exclusion criteria: • Studies focused on private sector health organizations • Studies focused on individual units within public sector health organizations, such as emergency care or cardiology services and individual clinics; • Studies primarily focused on social media for health surveillance or research; • Studies focused on uses by specific professional or patient groups (e.g. diabetes specialists or patients) or by individuals. • Studies published before January 1, 2004 and after July 12, 2015.

Condition or domain being studied

Governments in many countries have taken steps to make their information and services more accessible to their citizens through the Internet, a practice often referred to as eGovernment. Public health organisations are increasingly deploying social media to support public engagement, health promotion, disease prevention strategies, and to provide a means of improving accountability through user feedback. Although research in this area exists, more work is needed to understand how these approaches are being deployed and what effects they have in various countries. Moreover, existing evidence is spread across a variety of academic and grey literature sources, making it difficult to see the complete picture of adoption and use of these technologies by public sector health organizations in different countries.

Participants/population

Public sector health organizations that have adopted and use social media including, but not limited to public hospitals, health agencies, governmental departments and ministries.

Intervention(s), exposure(s)

Not applicable.

Comparator(s)/control

This is not a review of clinical trials and, based on our preliminary scoping work, we expect that most studies will be exploratory in nature.

Context

Public sector health organizations, agencies or health systems that have deployed social media as part of an eGovernment strategy.

Main outcome(s)

Indicators of uptake and use of social media and reported impacts on organizational transparency, efficiency or effectiveness.

Additional outcome(s)

Perceived increase of government-to-government, government-to-citizen, government-to-business, and government-to-employee interaction, engagement and satisfaction.

Data extraction (selection and coding)

One reviewer will search the databases and extract data. Two reviewers will review and code titles and abstracts for potentially eligible studies with the help of EPPI-Reviewer4 systematic review software. Any disagreement that may arise during this process will be resolved by consensus or by involvement of a third reviewer. Full texts will be sought for those studies that meet the inclusion criteria. Reasons for exclusion will be noted for the remaining publications. PRISMA flowchart illustrating the studies screening and selection process will be created to ensure the transparency of the review.

The following information is planned to be extracted from the studies that meet the inclusion criteria:

Authors/Year

Setting (Country, organization, size, year)

Social Media used

Research question

Theoretical basis

Study design and scope

Outcomes examined, if relevant

Main findings

Conclusion/comments

Risk of bias (quality) assessment

In order to reduce the risk of potential selection bias, two reviewers will independently evaluate included studies. Arbitration of the third reviewer will be sought in case of any disagreement that may arise during this process.

Strategy for data synthesis

Data synthesis will be descriptive only.

Analysis of subgroups or subsets

None planned

Contact details for further information

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Organisational affiliation of the review

University of Molise; University of Edinburgh

Review team members and their organisational affiliations

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Anticipated or actual start date

01 June 2015

Anticipated completion date

01 December 2015

Funding sources/sponsors

Currently none

Conflicts of interest

None known

Language

English

Country

Scotland, Italy

Stage of review

Review Ongoing

Subject index terms status

Subject indexing assigned by CRD

Subject index terms

Adoption; Health; Humans; Public Health; Public Sector; Social Media

Date of registration in PROSPERO

21 July 2015

Date of first submission**Details of any existing review of the same topic by the same authors**

None. Emerging topic.

Stage of review at time of this submission

Stage	Started	Completed
Preliminary searches	Yes	Yes
Piloting of the study selection process	Yes	Yes
Formal screening of search results against eligibility criteria	Yes	No
Data extraction	No	No
Risk of bias (quality) assessment	No	No
Data analysis	No	No

The record owner confirms that the information they have supplied for this submission is accurate and complete and they understand that deliberate provision of inaccurate information or omission of data may be construed as scientific misconduct.

The record owner confirms that they will update the status of the review when it is completed and will add publication details in due course.

Versions

21 July 2015

PROSPERO

This information has been provided by the named contact for this review. CRD has accepted this information in good faith and registered the review in PROSPERO. The registrant confirms that the information supplied for this submission is accurate and complete. CRD bears no responsibility or liability for the content of this registration record, any associated files or external websites.