**Year 3 SSC**

**How can ‘new media’ be used in health research?**

**July 2014**

In recent years there has been an explosion in the use of digital media and social networking in both professional and recreational settings, across all generations. Most commonly research is communicated in an academic paper published in a peer-reviewed journal. However, increasingly academic researchers are turning to new media formats to engage the academic community (and wider public) in research questions and outputs. Some researchers are using novel ‘routine’ datasets, such as Facebook posts and Twitter feeds to generate primary research data about health-care issues.

This SSC will enable students to explore how contemporary digital media can be used in health research. Students will be supported to develop a mini-project focusing on a specific technology, or case study of ‘new media’. For example, students might consider the role of digital media in collaboration, communication or implementation or research. Students will be encouraged to explore the emerging evidence base, appraise the outcomes of ‘new media’ technology evaluations in healthcare research, and reflect upon the opportunities and challenges that such technologies present to the academic community. To communicate their findings students will design their own digital dissemination strategy and will gain experience in traditional research media (posters, oral presentation) as well as the written report.

**Dr Sam Creavin & Dr Matthew Booker**

**How to apply**

To apply for this SSC, email **Sam.Creavin@bristol.ac.uk**

There are only 4 spaces, so early application is advisable.