

# The IxAction Alliance Meets Web/Health 2.0



**IxInsights Webinar**  
**IxCenter**  
**March 17, 2009**  
**3-4pm EDT**

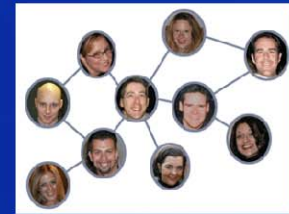
**What does the “Web 2.0” part of “Health 2.0” really mean?**

**What is Web 2.0, anyway?**

**What is social networking?**

**What does all of this have to do with the IxAction Alliance?**

# The IxAction Alliance Meets Web/Health 2.0



Today, we will (at least try to) answer a few basic questions about recent developments and trends in technology...and how these changes affect health care, particularly information therapy.

We talk a lot about Health 2.0, but do we really understand what the Web 2.0 part of Health 2.0 means?

Click on the picture to the right to play the video (you need to be connected to the internet) or visit <http://tinyurl.com/ixie0008>.

Length 7:17





One of the things that makes Web 2.0 so significant is the overall decreasing cost of technology—both in terms of hardware and software.

One one level, this has to do with open source, which has been around for a long time, but is making a comeback. Open source software is free. It is developed and refined by a community of users who volunteer their time.

This, combined with the movement towards the “web as a platform” (running software off the internet rather than your personal computer), is driving down the cost of the next generation of laptops, also known as netbooks.

Netbooks are relatively small and inexpensive. Software is primarily run through the internet browser, minimizing the amount of hardware needed.



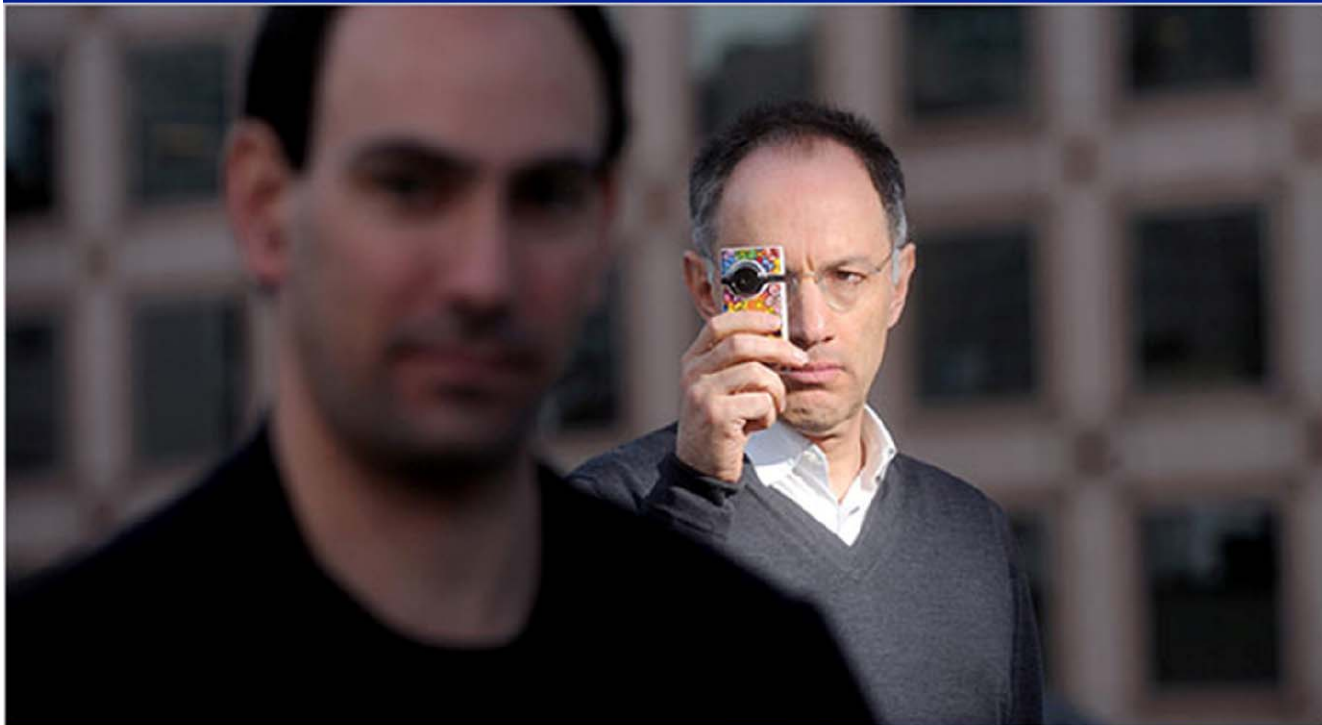
The increasing accessibility of the internet and the decreasing costs of software and hardware have enabled some interesting social transformations. Clay Shirky is the first person to articulate and explain some of these trends.

In the following video, he discusses a few relevant ideas including “**mass amateurization**” and “**publish, then filter.**”

Click on the picture to the right to play the video (you need to be connected to the internet) or visit <http://tinyurl.com/ixie0003>.

Length 6:54





The concept of mass amateurization is becoming increasingly relevant to the implementation of information therapy.

For example, Flip Video has really taken off recently...this picture is from a New York Times article published earlier this week on entrepreneurs. Flip Video makes an inexpensive and easy-to-use digital video camera in the \$100 to \$200 range, with some models available for around \$70.

The decrease in cost of these video cameras has brought them within reach of the typical consumer, who, by definition is not a professional videographer. However, with some experimentation and guidance from fellow users, one can become an amateur videographer and publish their videos on the internet.

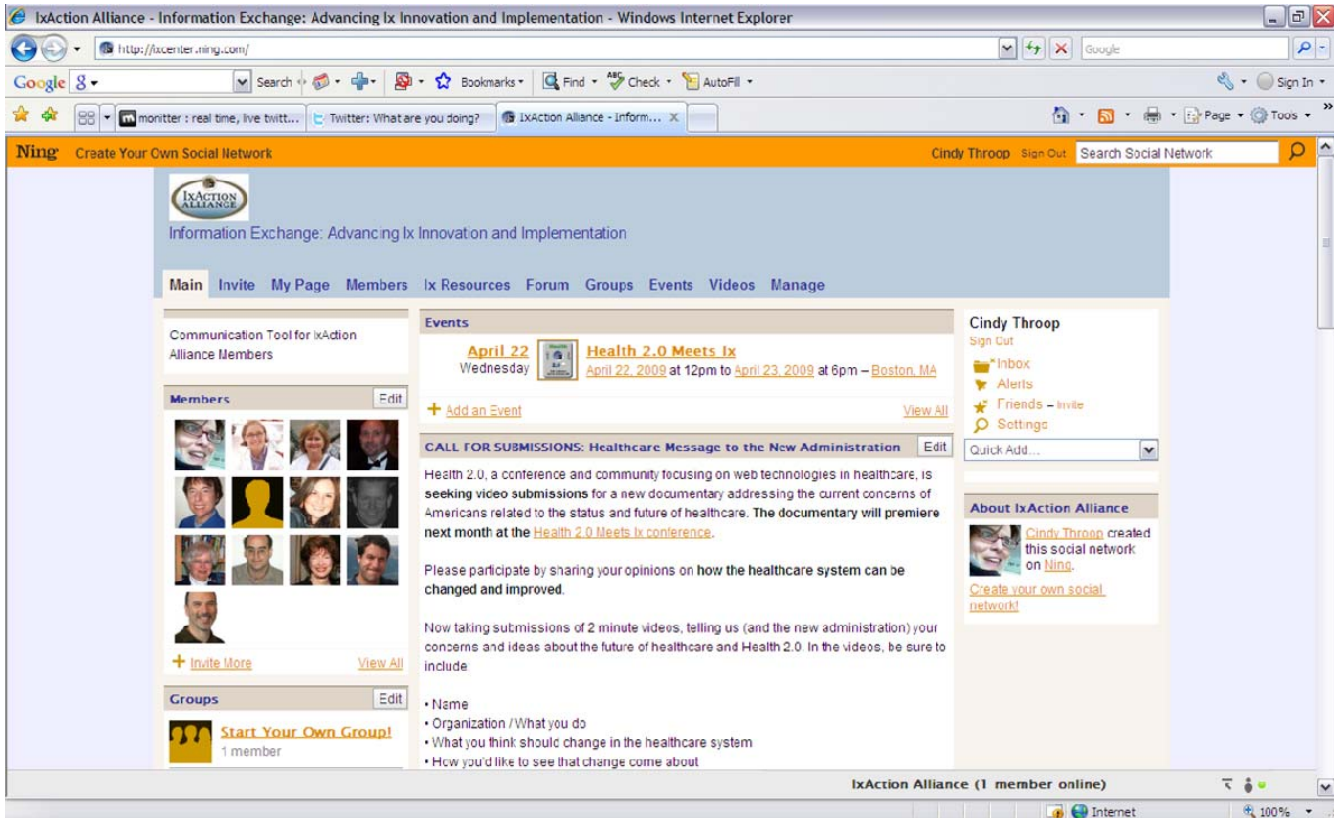
1. Drafts are okay.
2. Ask questions.
3. Give it a try.

Becoming an amateur videographer (or Twitterer, blogger, etc.) requires a certain degree of humility. and/or confidence depending on your personality.

As Shirky says, things have switched from filter, then publish to publish, then filter. This approach requires is a different mind set. One does not have to wait until something is “perfect” to share it with others.

This brings me to what I now consider the three rules of engagement for the Web 2.0 world: 1) Drafts are okay. 2) Ask questions. Whether you are a novice photographer, videographer, or blogger, watch what others are doing and ask for help when you need it. These communities are incredibly helpful.

Finally, 3) Give it a try. The only way to figure out why a particular tool or technology (e.g., Twitter) is such a big deal is to jump in and try it.



One of the things we can do on Ning, through the IxAction Alliance Information Exchange, is share videos. One of the videos serves as an example of how video can be used to support patient aftercare. It is another format for delivering follow-up instructions, conventionally found written in an after-visit summary (if recorded at all).

Click on the picture to the right to play the video or visit <http://tinyurl.com/ixie0009>.

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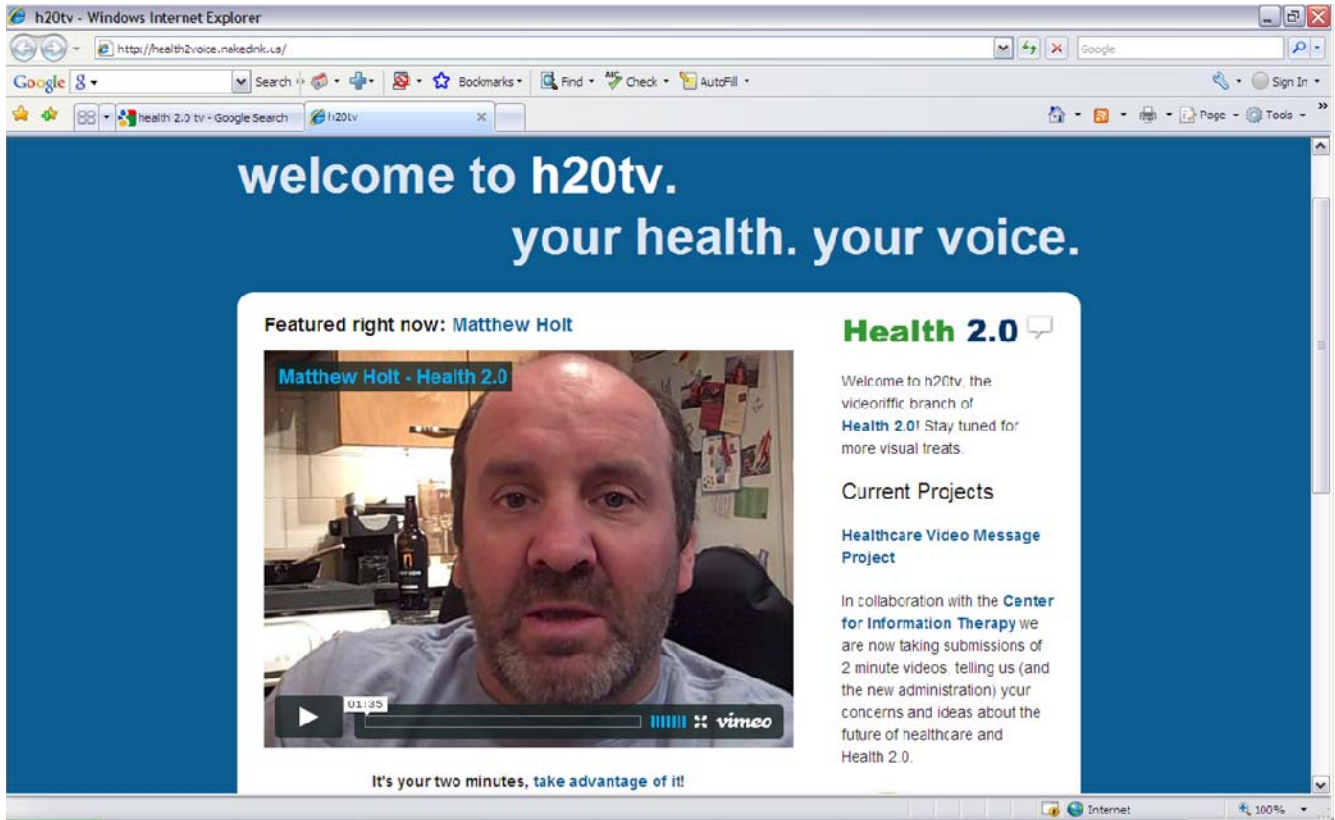


The second video is of Mike Roberts talking about what he and a colleague (both physical therapists) have found anecdotally from implementing video-based aftercare instructions.

Click on the picture to the right to play the video or visit <http://tinyurl.com/ixie0001>.

Length 1:58





Even though we spell “health care” in two separate words, we decided to collaborate with Health 2.0 on a project called **Healthcare Messages to the New Administration**. We are collecting 2 minute video submissions...Tell us what you think should change in the health care system and also how you would like to see that change come about. Check out a couple of sample videos:

Click on the picture to the right to play the video or visit <http://tinyurl.com/ixie0002>.

Length 1:39



Click on the picture to the right to play the video or visit <http://tinyurl.com/ixie0005>.

Length 0:54





Since we are not all so musically inclined (Nice job, Tom Chelston!), this tip sheet will help you successfully record a video:

# Health 2.0

## Video Tips

*How to record clear sound and picture with simple tools*

*Recording clear audio is very important to conveying your message.*

**1) Find a quiet indoor location.**

Be aware of the background noises. Can you hear street traffic, conversations in the next room, telephone ringing, dogs barking? Remember: what your ear hears the microphone hears. Your voice may become lost in the noise, so try to avoid these locations. If there is no getting around background noise, then point the microphone in the opposite direction from where the background noise is generated. For example, don't sit with your back to a window while you record because though the microphone will be pointing at your mouth it will also be pointing at the rattling window from all of the traffic below.

**2) Place the microphone at an appropriate distance from your mouth.**

Too far away and your words become lost in the background cacophony of sound. Too close and each word will over modulate and each breath will cause a windstorm.

**3) If your using a laptop or handheld camera to record your message try to find an external Microphone and connect it through one of the ports.**

**4) Do a test: record and view/listen to the playback.**

Recording a clear picture helps to direct the viewers attention to your message rather than the cameraperson.

**5) Use a tripod or place your camera on a solid surface.**

You don't want the viewer to loose their attention to the shaky handheld camera and the audio sounds of the swinging lens cap.

**6) Frame the picture with care.**

You want to consider your presentation and how best to frame it. We would suggest that you frame the speaker with a medium close up. Frame the speaker from mid chest to a few inches above the top of the head with a little breathing room around the shoulders. It is more engaging to watch and listen to a speaker at a medium close up over a long wide shot.

Also, try not to clutter the frame with objects or posters that distract the eye away from the message.

**7) Lighting: Use the available light to sculpt your presentation.**

Avoid sitting with your back to a window or any other light source. You don't want to be in silhouette; instead, face the light. Let the light fall on your face evenly. Try to avoid the interrogation overhead lighting scenarios that cause dramatic shadows. (Most cameras are set to automatic focus and exposure settings, so if you're backlit, the camera will compensate for the bright light and bring the exposure down causing the subject to be in silhouette. If there is not enough light then the camera will continually go in and out of focus.)



Hope to see you at the conference! We can't wait to see the premier of the Healthcare Messages for the New Administration video!

## Thanks for Joining Us!

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