



The National Elf Service: an exploration of engagement on evidence summary blogs.



Project Information

Introduction and project purpose

Glasgow Caledonian University and the National Elf Service are interested to find out how people use evidence summary blogs and online discussions like the Mental, Dental and MSK Elf. We would like to know if evidence summary blogs are useful and what people read, share, comment and discuss online. By understanding more about blogs and online discussions we hope to improve the National Elf Service and develop more ways of helping health professionals and the general public find up to date, reliable and useful health information on the internet.

It is important for you to understand what participation in the project will involve. Please take time to read the following carefully and please contact us at the address below if you would like more information. The research team may change or update this project information at any time.

How do I take part?

The project runs from January 2015 until September 2015 and, if you are over 18, you can take part in the project in several ways:

1. Read, like, share and comment on the evidence summary blog posts

You can use the Mental, Dental and MSK Elf websites, Facebook pages and Twitter feeds just as you would any other blog. Please read the posts and “like” and share the information with colleagues, patients and friends or family. Please leave comments and join in with the online discussion. You can also sign up for Elf newsletters.

If you are using the Mental, Dental or MSK Elf website you can leave comments by signing into your Twitter or Facebook account or filling in the form at the bottom of the blog post. If you fill in the form you can choose to use a user name or your real name but **whatever you put into the “name” box on the form will be published online for everybody to read.** You need to enter your email address but that does not appear online. You can leave the “website” box blank or add your website address if you like. Add your comments to the “comments” box and click “Post it”. The first time you leave a comment it will be checked by the National Elf Service team just to make sure your comment is appropriate before it appears on the online discussion.

When you click on the evidence summary on one of the National Elf Facebook pages you will be taken to the National Elf Service website to read the whole article. You can like, share and comment using the website form as above or you can like, share and comment using Facebook. Any comments you write on the Facebook page will also appear on the Mental, Dental or MSK Elf website and will include the name and image you use on Facebook.

The research team will analyse the blog and comments to find out what people read and understand, how they use the evidence summary information and discuss things online. We will not use any real names, user names or direct quotations from the National Elf Service posts or comments in any project reports.

We will also use automatic analytical programmes and cookies to gather and store certain information. This includes IP (Internet Protocol) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp and clickstream data. We use this information to analyse trends, to administer our site, to track your movements around our site and to gather general information about the people who use the National Elf Service. We do not use this technology to collect personal information or track your online activities on other websites. The information we collect is used strictly for research purposes, does not contain any names or usernames and is stored securely.

2. Polls and Surveys

Sometimes polls and surveys will appear on the Mental, Dental or MSK Elf websites so we can find out a bit about how and why you use the evidence summaries and online discussion. It is up to you if you fill these in but it is very useful for us to find out what you think. Each poll or survey will tell you what it is for and ask you to agree to its terms and conditions. We will not collect any personal details like names or addresses. All the information you give the project team will be kept securely, none of your survey information will appear on the online discussion and any quotes we use from surveys will be anonymous.

Many of the survey tools use cookies and other similar devices to collect information for quality control and to prevent bothersome repeat surveying. Cookies are small text files stored on your computer by a website that store certain information about your online browsing such as browser type and computer identification. No personal information is stored on any cookie that we use and cookie information will not be used as project data. Ensure your browser is configured so that you are alerted to the placement of all cookies. You can also delete cookies by adjusting your browser settings but this means that certain features of websites may not function properly.

Do I have to take part?

No. It is up to you to decide whether or not to take part. You can choose to read, like, share or comment on any of the blog posts. You can choose to fill in any of the polls or surveys and can choose which question you answer.

You can contact the research team on info@themusculoskeletalelf.net to remove any comment you put on the online discussion up to 7 days after it has been posted. Anything older will have been analysed and become part of the project data.

What are the benefits of taking part?

We can't promise that the project will help you personally but we hope that you will learn more about health evidence by reading the blogs and taking part in the discussions. The results of the project should help our understanding of online discussions and this may benefit other online users.

What about my online safety?

The risks of taking part on the online discussion are the same as the risks of everyday internet use. We do our best to keep the National Elf Service safe, but we cannot guarantee it. We ask that you take part with a spirit of respect, honesty and support and to:

- Post with care and consideration
- Make sure comments are not irrelevant, abusive, malicious inflammatory, defamatory, deliberately misleading, subject to copyright law or relate to anything illegal, obscene or in any way offensive.
- Treat anyone fairly no matter their sex, sexual orientation, race, colour, nationality, ethnic or national origin, religion or philosophical belief, disability, gender identity/reassignment, marital status, family circumstance or age. This is not the place for strong political or religious sentiments.
- Use English and do not swear or use terms that people find offensive
- Use a username to post any comments if you do not want your real name to appear online.
- Remember that anything you post on the online discussion forms a permanent record and is public so can be read and reposted by anyone. Do not post anything about yourself or anybody else that you would not want in public.
- Protect yourself and your computer systems from viruses, worms, Trojan horses, and other harmful or destructive content.
- Seek appropriate medical help and support when necessary as the information and advice posted on the National Elf Service does not replace medical care

The research team will use first comment moderation and alerts to keep the online discussion safe and suitable and may remove unsuitable comments or block inappropriate behaviour. You can report any content or behaviour that concerns you by contacting the research team who will make every effort to take such action as deemed necessary within a reasonable time.

All reasonable precautions will be taken regarding privacy, security, viruses and data backup. The National Elf Service website, polls and survey tools are hosted by 3rd party websites. Please find their privacy policies and read the terms and conditions of these using the links below:

- Wordpress: [Terms of Service](#), [Privacy Policy](#)
- Facebook: [Cookies](#), [Statement of Rights & Responsibilities](#), [Facebook data use policy](#), [Facebook community standards](#)
- Twitter: [Terms of service](#), [Twitter rules](#), [Privacy policy](#), [Cookies](#)
- Survey Monkey: [Terms of use](#), [Privacy policy](#), [Security Policy](#)
- Polldaddy: [Terms & conditions](#) [Privacy](#)

Will my taking part in this project be kept confidential?

It is up to you to choose if you use no name, a username or your real name if you comment on the National Elf Service. We will treat all the information from the blog posts and comments confidentially but please make sure you do not give personal information online.

The responses that you provide in polls and surveys will be treated in confidence. We will not ask for any name, address or other personally identifying information. All information will be handled and kept confidentially and securely according to ethical, legal and duty of care processes.

What will happen to the information collected?

We will take the comments from the online discussion, the analytical data and results of the surveys and polls then remove any names, usernames or other information that might identify you. We will analyse

the posts and comments to see how people use the blogs, interact with the different topics and with each other. We will use the polls and surveys to understand what people want and get from blogs and discussions. The analysis and results will be checked by other members of the research team but research data will not be share with anybody else unless required by law

Your rights are protected under the Data Protection Act. All of the information will be kept on secure password protected computers at Glasgow Caledonian University. All information will be destroyed 3 years after the end of the project.

The results of this project will be reported in journals, at conferences and on social media (e.g. newspapers, websites and blogs). No information about you, such as your name, age or username will appear in any report.

What happens when the research project stops?

Reports of the project findings will be posted on the National Elf Service Websites. However, if you wish, a copy of the report can be requested from info@themusculoskeletalelf.net

Who is organising and reviewing the research?

This project is being run by Glasgow Caledonian University and The National Elf Service. The research has been approved by Glasgow Caledonian University's School of Health research ethics committee and the project will be monitored by an academic supervisory team.

Further information and contact details

Please contact the research team on info@themusculoskeletalelf.net to ask questions, discuss the project or get more information.

Thank you



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