

Global Digital Health Forum 2017

The Evolving Digital Health Landscape: Progress, Achievements, and Remaining Frontiers

How today's digital media ecosystem impacts evidence-based health communication efforts for policy and practice :

Messages, messengers, experts,
OH MY!

The views expressed during this panel do not necessarily reflect the views of the Robert Wood Johnson Foundation.

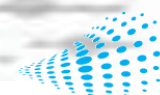
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Messages, messengers, experts, OH MY!

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Robert Wood Johnson Foundation

The Media Cloud Project

MediaCloud.org

- Media Cloud project led by PIs Ethan Zuckerman at the Center for Civic Media at the MIT Media Lab and Yochai Benkler at the Berkman Klein Center for Internet & Society at Harvard University
- Funding by the Ford Foundation, the Pershing Square Fund for Research on the Foundations of Human Behavior the Open Society Foundations, the John D. and Catherine T. MacArthur Foundation, Bill and Melinda Gates Foundation, and the Robert Wood Johnson Foundation.
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FAKE NEWS



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ALTERNATIVE FACTS



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Oxford Dictionaries

post-truth

"RELATING TO OR DENOTING CIRCUMSTANCES IN WHICH
OBJECTIVE FACTS ARE LESS INFLUENTIAL IN SHAPING PUBLIC
OPINION THAN APPEALS TO EMOTION AND PERSONAL BELIEF"
- OXFORD DICTIONARY



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10 Great Public Health Achievements of the 20th Century

1. Vaccines

2. Motor vehicle safety

3. Safer workplaces

4. Control of infectious diseases

5. Decline in deaths for coronary heart disease and stroke

6. Safer and healthier foods

7. Healthier mothers and babies

8. Family planning

9. Fluoridation of drinking water

10. Recognition of tobacco use as a health hazard

Source: Centers for Disease Control and Prevention



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A Vaccine Story

[Lancet](#). 1998 Feb 28;351(9103):637-41.

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

[Wakefield AJ](#)¹, [Murch SH](#), [Anthony A](#), [Linnell J](#), [Casson DM](#), [Malik M](#), [Berelowitz M](#), [Dhillon AP](#), [Thomson MA](#), [Harvey P](#), [Valentine A](#), [Davies SE](#), [Walker-Smith JA](#).

Author information

Retraction in

Retraction--Ileal-lymphoid-nodular hyperplasia, non-specific colitis, and pervasive developmental disorder in children. [[Lancet](#). 2010]

Partial retraction in

Retraction of an interpretation. [[Lancet](#). 2004]

Abstract

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: Onset of behavioural symptoms was associated, by the parents, with measles, mumps, and rubella vaccination in eight of the 12 children, with measles infection in one child, and otitis media in another. All 12 children had intestinal abnormalities, ranging from lymphoid nodular hyperplasia to aphthoid ulceration. Histology showed patchy chronic inflammation in the colon in 11 children and reactive ileal lymphoid hyperplasia in seven, but no granulomas. Behavioural disorders included autism (nine), disintegrative psychosis (one), and possible postviral or vaccinal encephalitis (two). There were no focal neurological abnormalities and MRI and EEG tests were normal. Abnormal laboratory results were significantly raised urinary methylmalonic acid compared with age-matched controls ($p=0.003$), low haemoglobin in four children, and a low serum IgA in four children.



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A Vaccine Story

■ Early Report

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

Dr AJ Wakefield, FRCS¹, 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

Altmetric 1,056

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

RETRACTED



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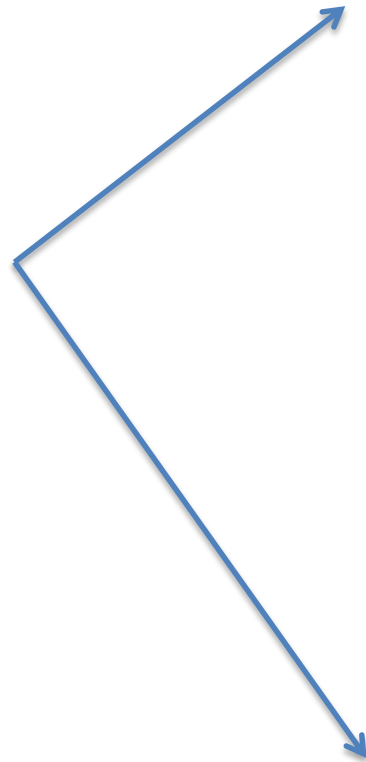

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Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

- [Autism and Vaccines](#)



- [Vaccine Adjuvants](#) (Additives)
- [Autism and Vaccines](#)
- [Fainting \(Syncope\)](#)
- [Febrile Seizures after Childhood Vaccinations](#)
- [Guillain-Barré Syndrome \(GBS\)](#)
- [Sudden Infant Death Syndrome \(SIDS\)](#)
- [Thimerosal](#) (Preservative used in Some Flu Vaccines)
- [Multiple Vaccines and the Immune System](#)
- [Vaccines During Pregnancy](#)
- [Vaccine Recalls](#)
- [Historical Vaccine Safety Concerns](#)



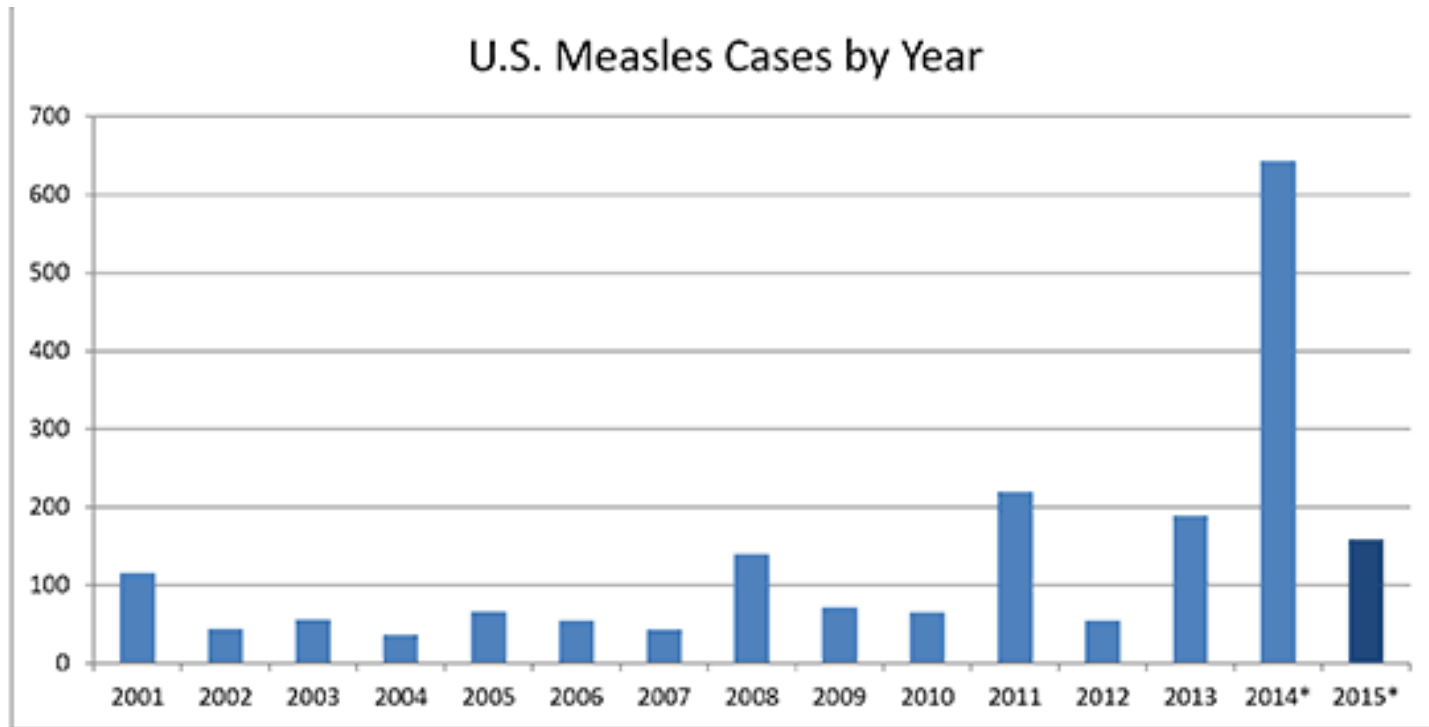
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*Provisional data reported to CDC's National Center for Immunization and Respiratory Diseases



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Vaccines Do Not Cause Autism Concerns | Vaccine Safety | CDC

<https://www.cdc.gov/vaccinesafety/concerns/autism.html> ▼

Nov 23, 2015 - Studies have shown there is no link between autism and any vaccine or vaccine ingredient.

NOVA - Official Website | The Autism-Vaccine Myth - PBS

www.pbs.org/wgbh/nova/body/autism-vaccine-myth.html

The assertion that vaccines could be linked to autism burst onto the international stage with the 1998

The MMR vaccine and autism: Sensation, refutation, retraction, and fraud

<https://www.ncbi.nlm.nih.gov> › NCBI › Literature › PubMed Central (PMC)

by TSS Rao - 2011 - Cited by 25 - Related articles

Almost immediately afterward, epidemiological studies were conducted and published, refuting the posited link between MMR vaccination and autism.[3,4] The ...

[PDF] Vaccine Studies - American Academy of Pediatrics

https://www.aap.org/en-us/documents/immunization_vaccine_studies.pdf ▼

vaccines to read the evidence for themselves. These studies do not show any link between autism and MMR vaccine, thimerosal, multiple vaccines given at ...



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7. Healthier mothers and babies
8. Family planning
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10. Recognition of tobacco use as a health hazard

Source: Centers for Disease Control and Prevention



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A Fluoride Story

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The Lancet Neurology, [Volume 13, Issue 3](#), Pages 330 - 338, March 2014
doi:10.1016/S1474-4422(13)70278-3 [Cite or Link Using DOI](#)

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Neurobehavioural effects of developmental toxicity

Dr [Philippe Grandjean](#) MD [a](#) [b](#) [✉](#), [Philip J Landrigan](#) MD [c](#)

Summary

Neurodevelopmental disabilities, including autism, attention-deficit hyperactivity disorder, dyslexia, and other cognitive impairments, affect millions of children worldwide, and some diagnoses seem to be increasing in frequency. Industrial chemicals that injure the developing brain are among the known causes for this rise in prevalence. In 2006, we did a systematic review and identified five industrial chemicals as developmental neurotoxins: lead, methylmercury, polychlorinated biphenyls, arsenic, and toluene. Since 2006, epidemiological studies have documented six additional developmental neurotoxins—manganese, fluoride, chlorpyrifos, dichlorodiphenyltrichloroethane, tetrachloroethylene, and the polybrominated diphenyl ethers. We postulate that even more neurotoxins remain undiscovered. To control the pandemic of developmental neurotoxicity, we propose a global prevention strategy. Untested chemicals should not be presumed to be safe to brain development, and chemicals in existing use and all new chemicals must therefore be tested for developmental neurotoxicity. To coordinate these efforts and to



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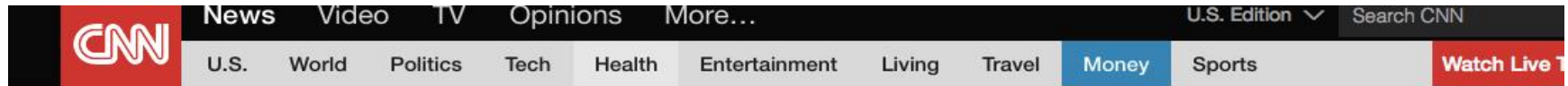


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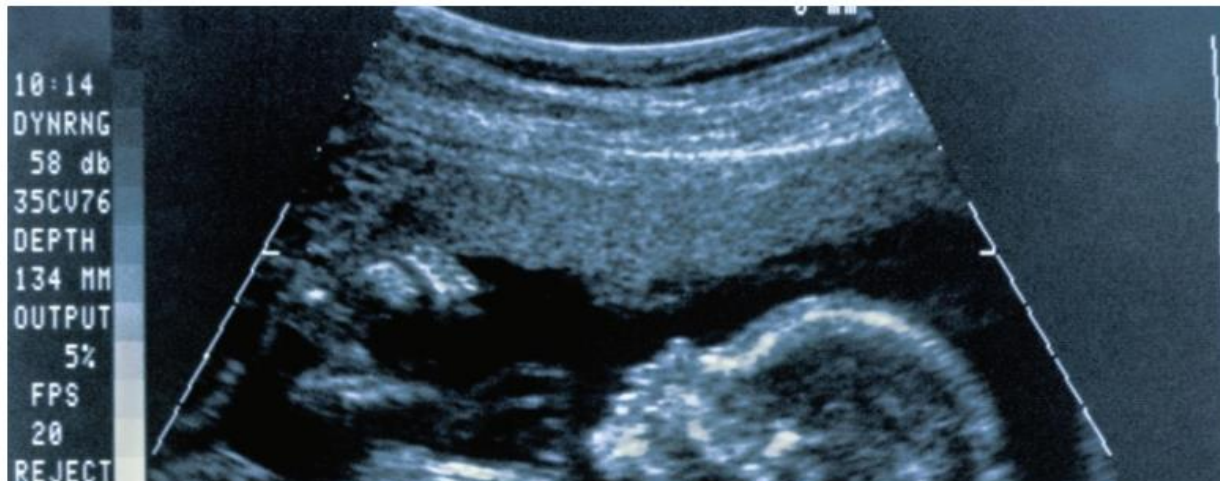
A Fluoride Story



'Putting the next generation of brains in danger'

By Sandra Young, CNN

Updated 4:26 PM ET, Mon February 17, 2014



More from CNN



Waitress responds to LOL cheapskate



What CDC could do about brain-eating amoeba



Tropical Storm Erika heading toward



The world in 2014



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Fluoride - Dangers of Fluoridation | Mercola.com

fluoride.mercola.com/ ▼

Learn about the dangers of **fluoride** and why the practice of water **fluoridation** should be ended now.
The Toxic Import from China ... · No Evidence That Fluoridated ...

The Spice That Prevents Fluoride From Destroying Your Brain

www.greenmedinfo.com/blog/spice-prevents-fluoride-destroying-your-brain ▼

Apr 7, 2014 - **Fluoride** is found everywhere today, from antibiotics to drinking water, no stick pans to toothpaste, making exposure inevitable. All the more ...

Fluoride, Industrial Chemicals, Linked To Brain Development Deficits ...

<https://iaomt.org/fluoride-industrial-chemicals-linked-brain-development-deficits/> ▼

Jan 12, 2017 - New research finds exposure to **fluoride** in drinking water and several other common chemicals in early life diminishes **brain** function in ...

How to prevent fluoride from destroying your brain - WAKING SCIENCE

wakingscience.com/2016/09/prevent-fluoride-destroying-brain/ ▼

Sep 11, 2016 - **Brain** damage is perhaps one of the most concerning aspects surrounding **fluoride** consumption. In 2014, the journal Lancet Neurology ...



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Recent Fluoridation Issues - American Dental Association

www.ada.org/public-programs/.../fluoride-and-fluoridation/recent-fluoridation-issues ▼

Identify new and trending issues regarding water fluoridation. ... Raymond Gist, D.D.S., Comments on Harvard Study Examining Fluoride Levels in Bone ...

Debunking Unreliable Claims: The “Harvard study”

ilikemyteeth.org/debunking-unreliable-claims-the-harvard-study/ ▼

Nov 17, 2015 - A new video featuring Dr Brittany Seymour, Harvard School of Dental Medicine, debunks unreliable claims about water fluoridation.

You've visited this page many times. Last visit: 3/27/17

Community Water Fluoridation and Intelligence: Prospective Study in ...

ajph.aphapublications.org › American Journal of Public Health › January 2015 ▼

by JM Broadbent - 2015 - Cited by 39 - Related articles

Dec 20, 2013 - Community Water Fluoridation and Intelligence: Prospective Study in New Zealand.

American Journal of Public Health: January 2015, Vol. 105 ...

Community Water Fluoridation in the United States

<https://www.apha.org/.../community-water-fluoridation-in-the-united-states> ▼

This position paper provides updated evidence for the many supportive policies held by the American Public Health Association (APHA) on community water ...

Missing: iq



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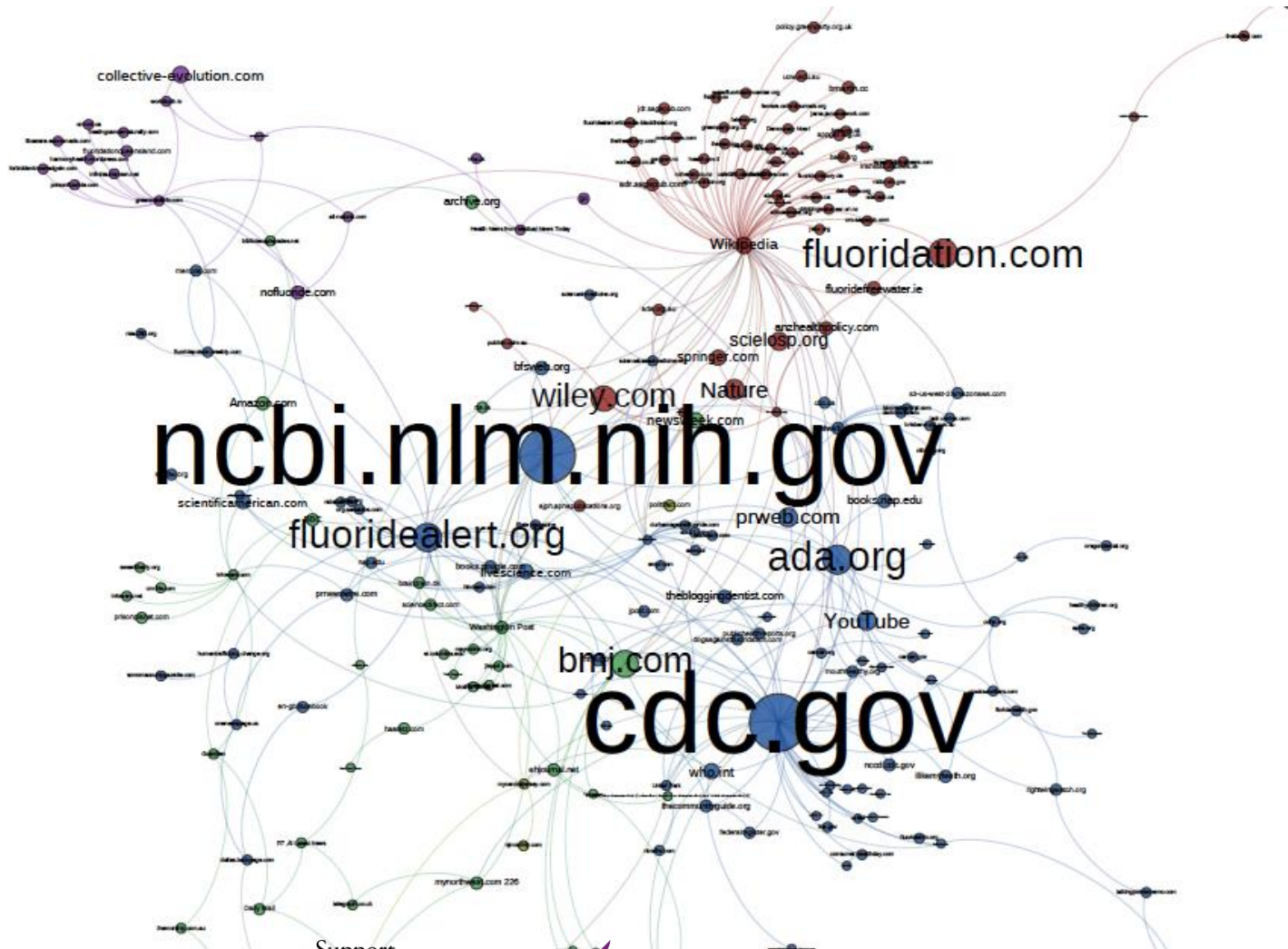


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A Fluoride Story: Media Cloud



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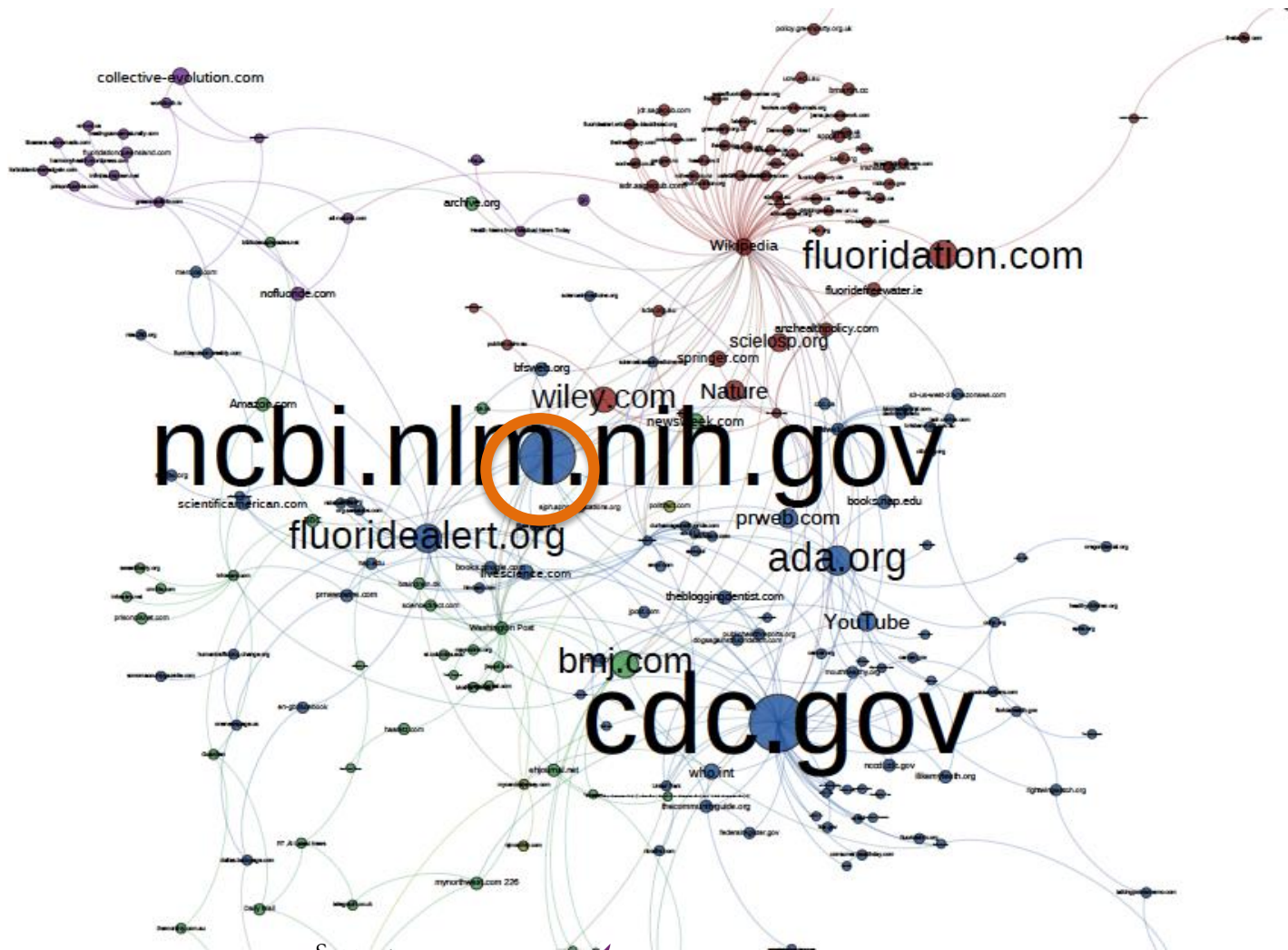


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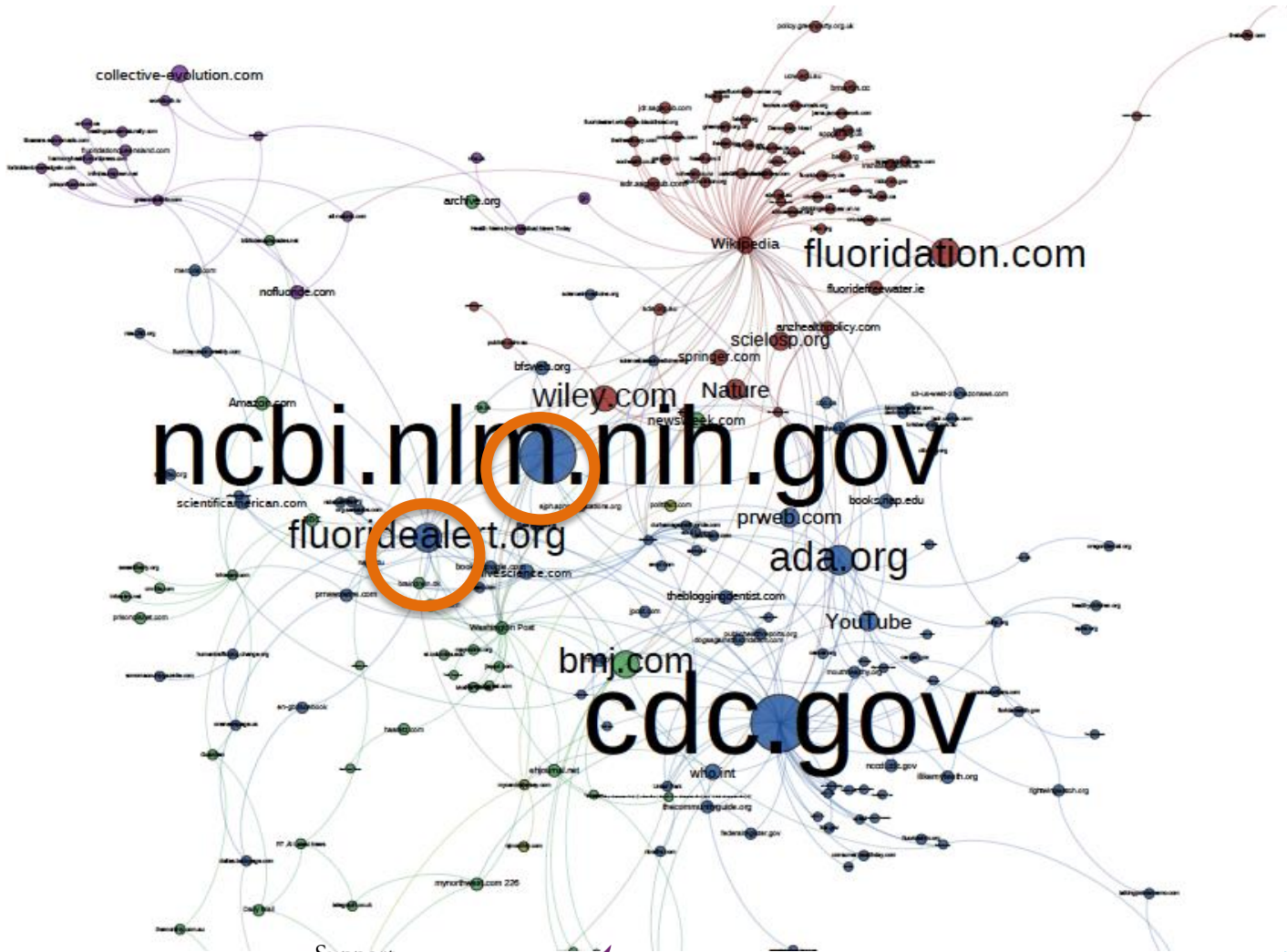


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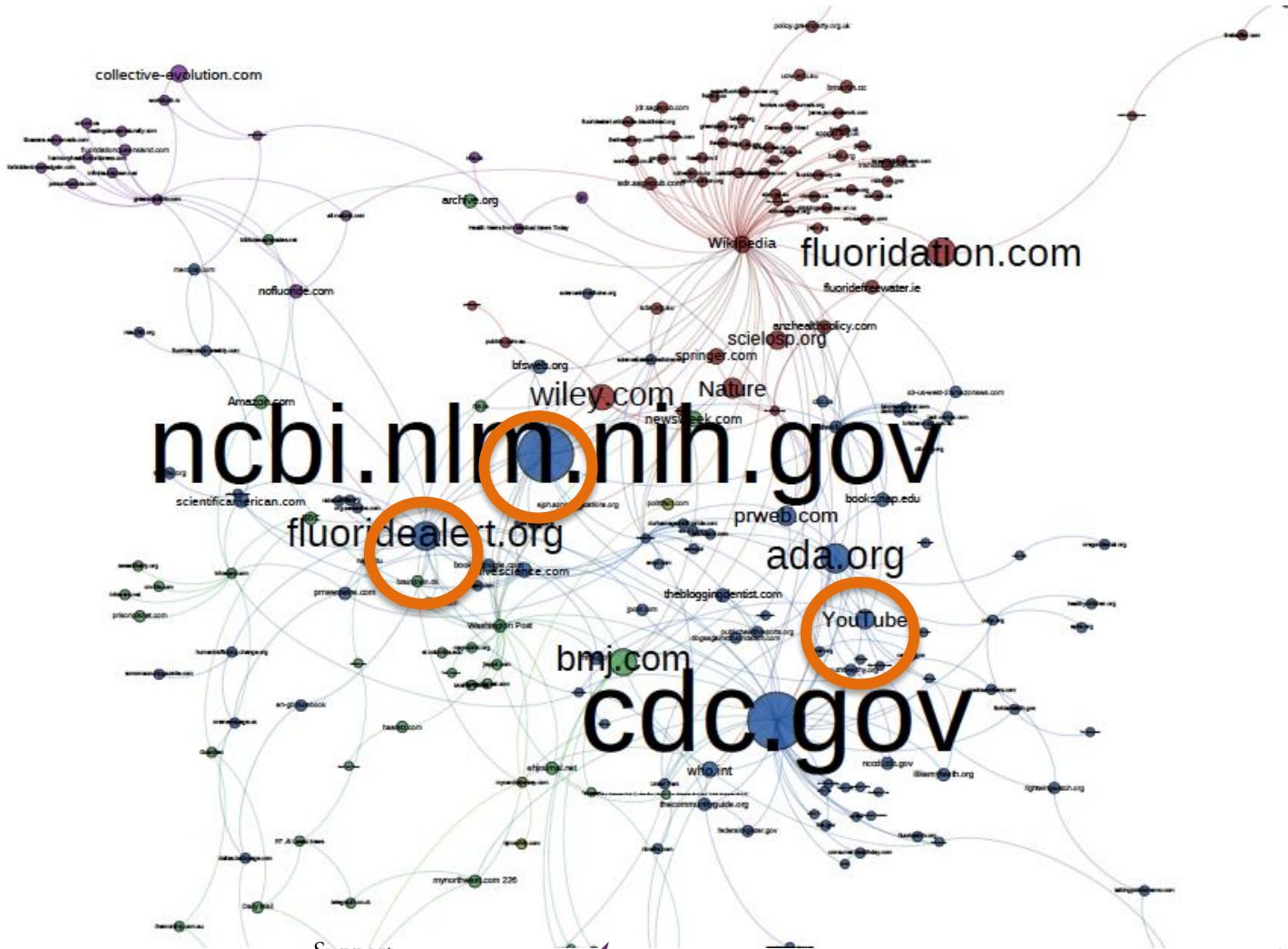
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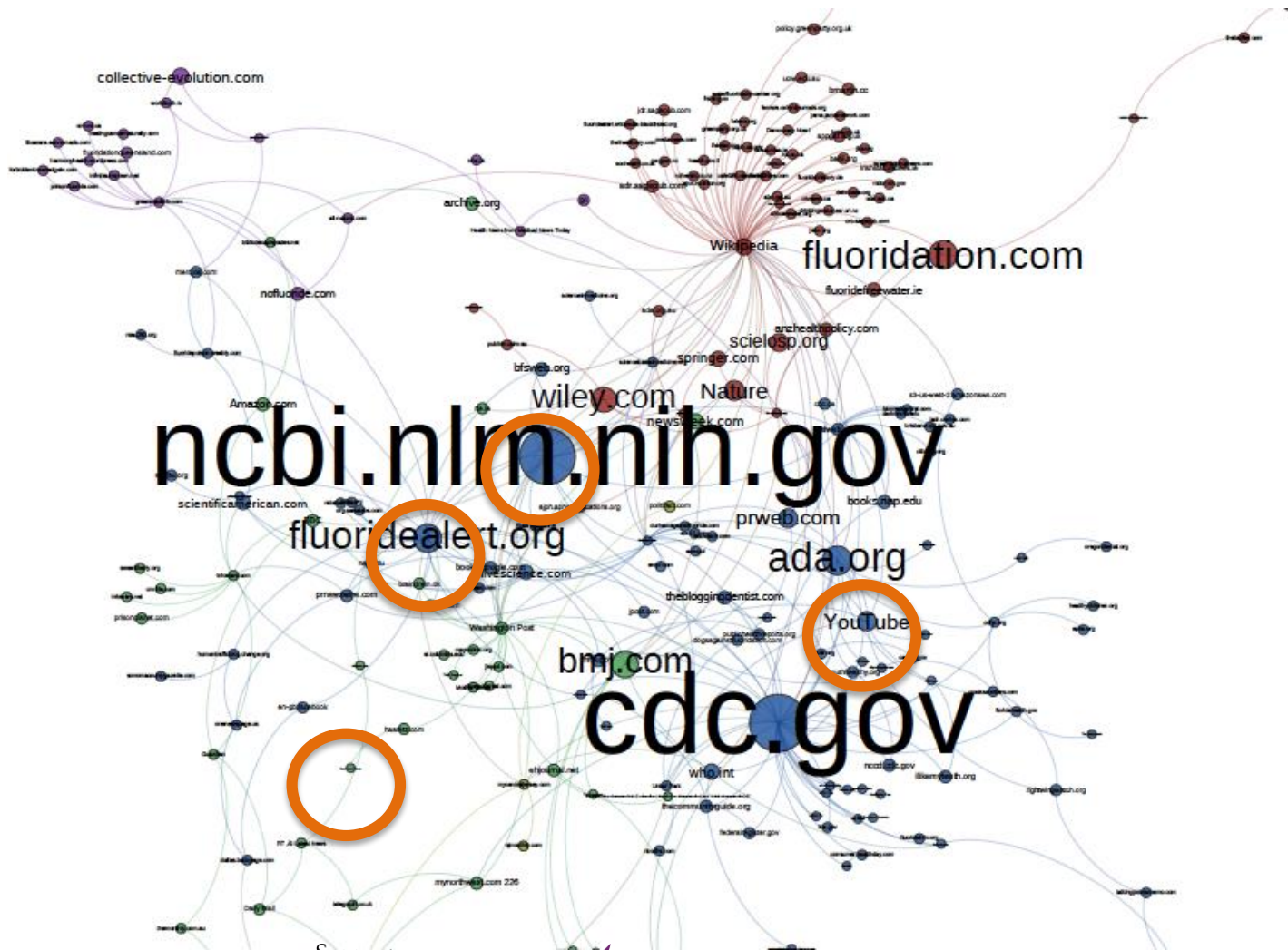
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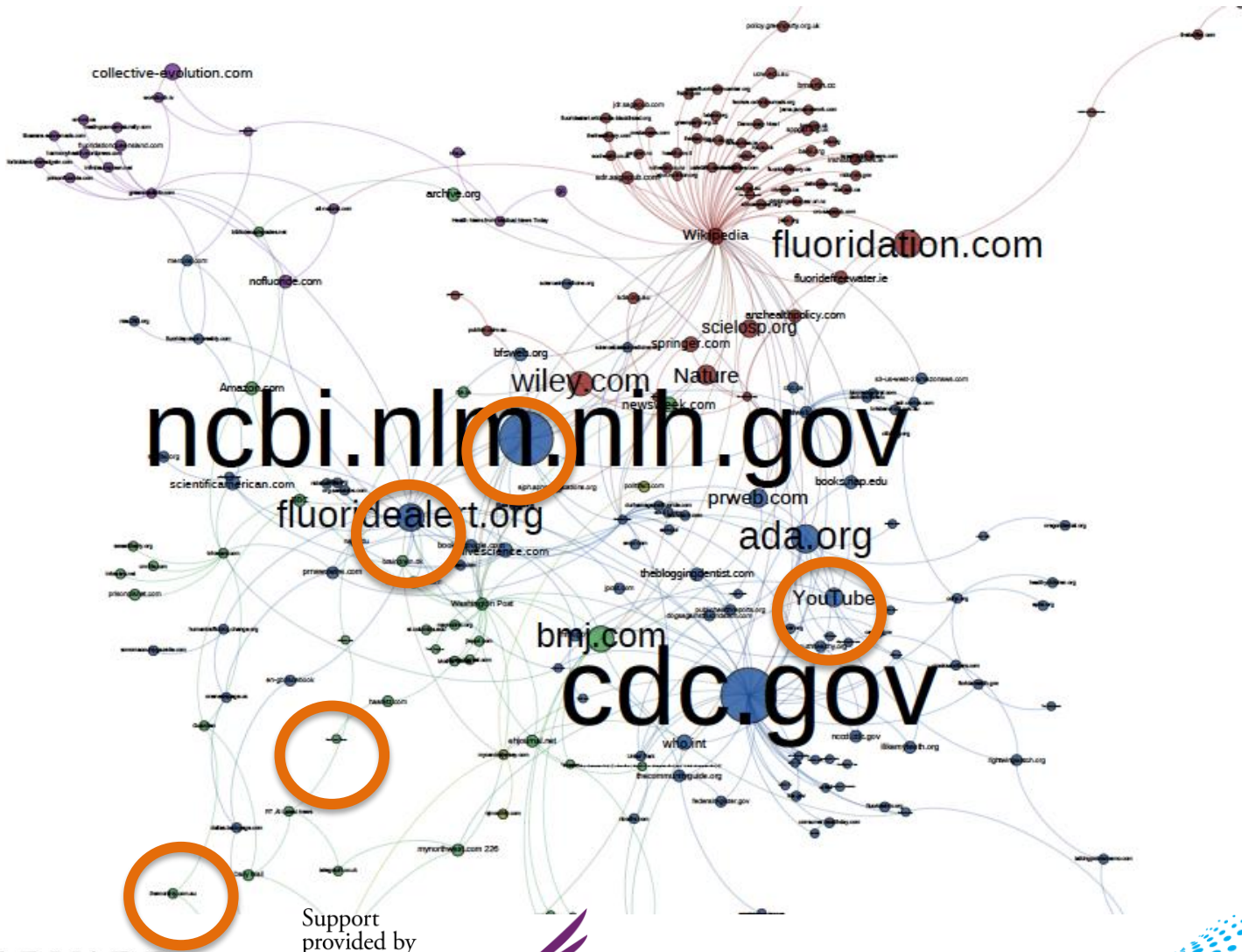
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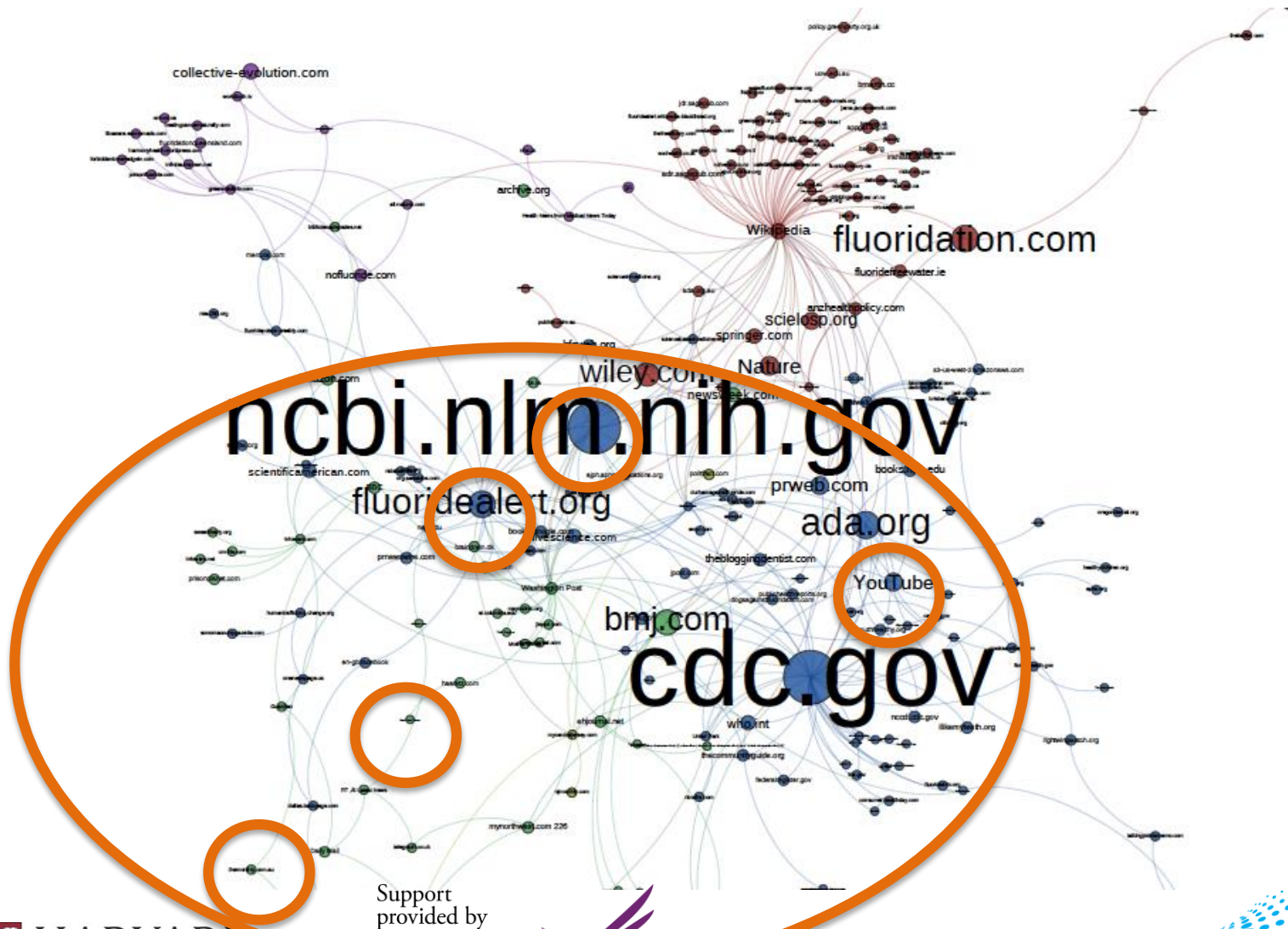
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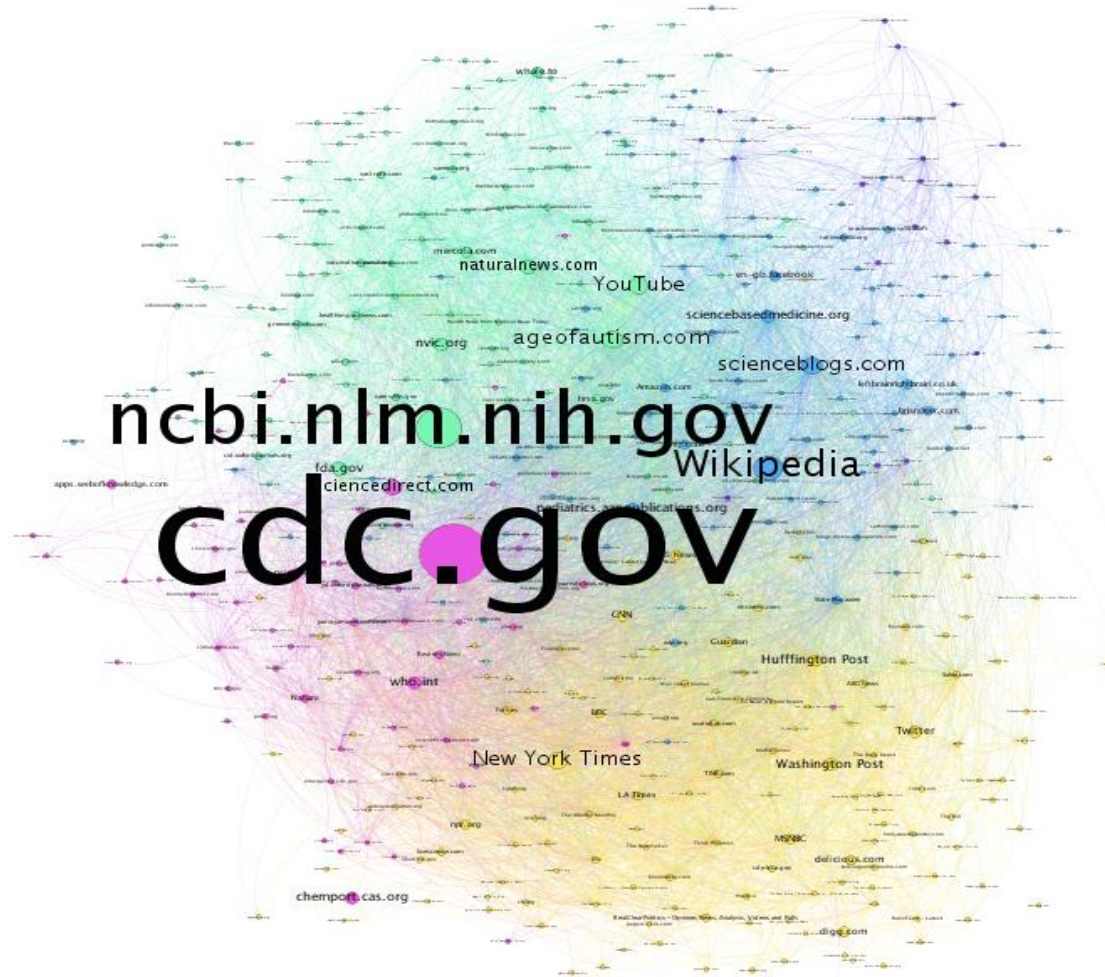


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Social Networks?



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cdc.gov

wikipedia

naturalnews.com

YouTube

ageofautism.com

sciencebasedmedicine.org

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fda.gov

sciencedirect.com

who.int

New York Times

Huffington Post

Washington Post

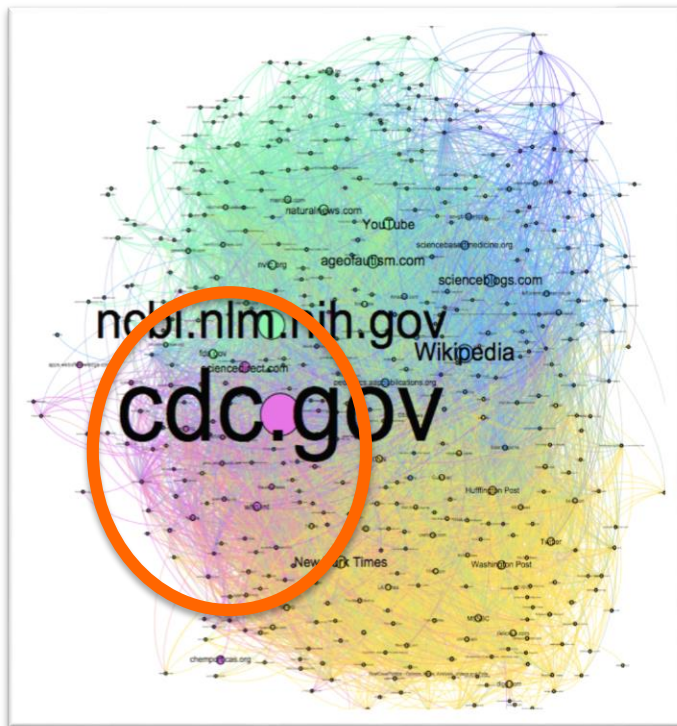
LA Times

delicieux.com

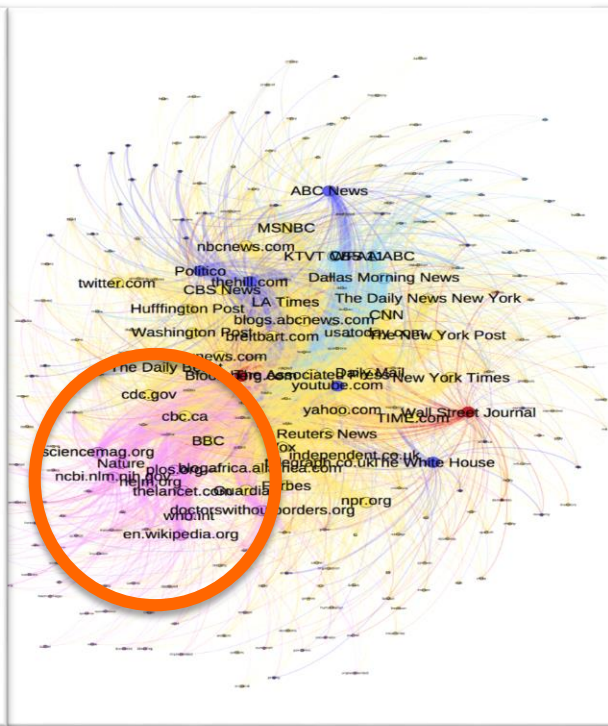
chempop.cas.org

big.com

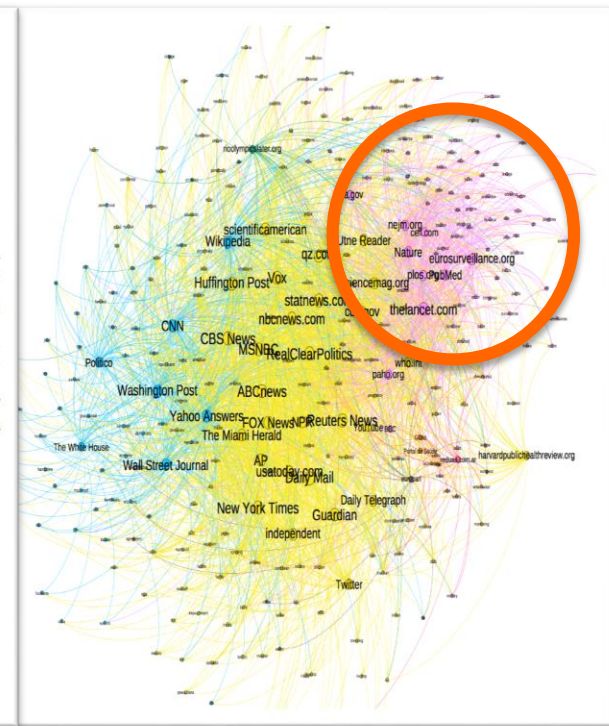
Public Health Echo Chambers



Vaccines Case Study



Ebola Case Study



Zika Case Study



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Questions for Public Health:

How can we break out of our own echo chambers and effectively reach broader audiences?



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Questions for Public Health:

From

‘How can we get our evidence based information to our target audiences?’

to

‘How can we get our audiences to share our evidence based information?’



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Thank you!



Please stay in touch:

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The Evolving Digital Health Landscape: Progress, Achievements, and Remaining Frontiers

Democratizing Digital Media Analysis Tools:

Media Cloud

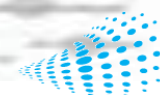


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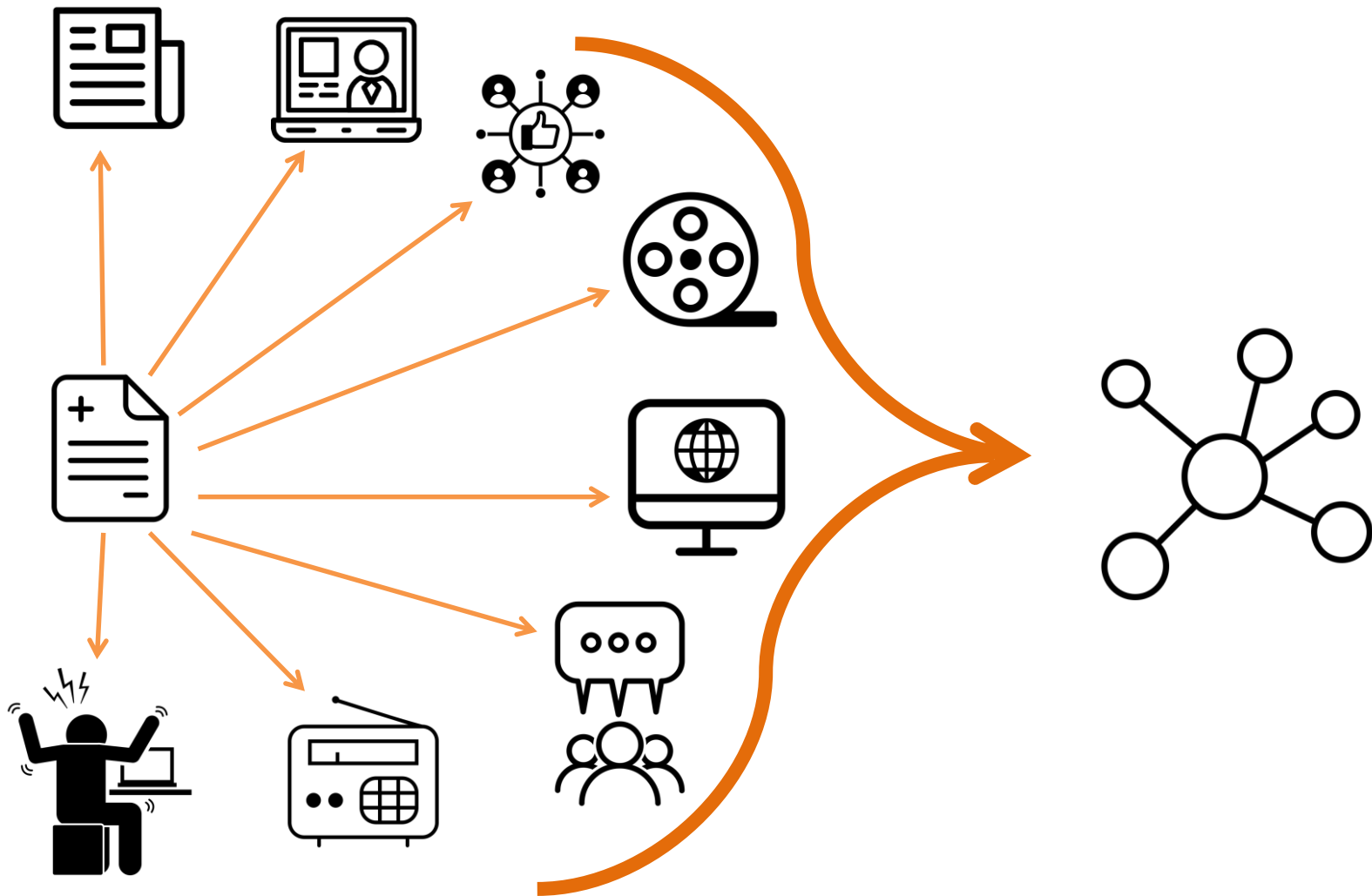
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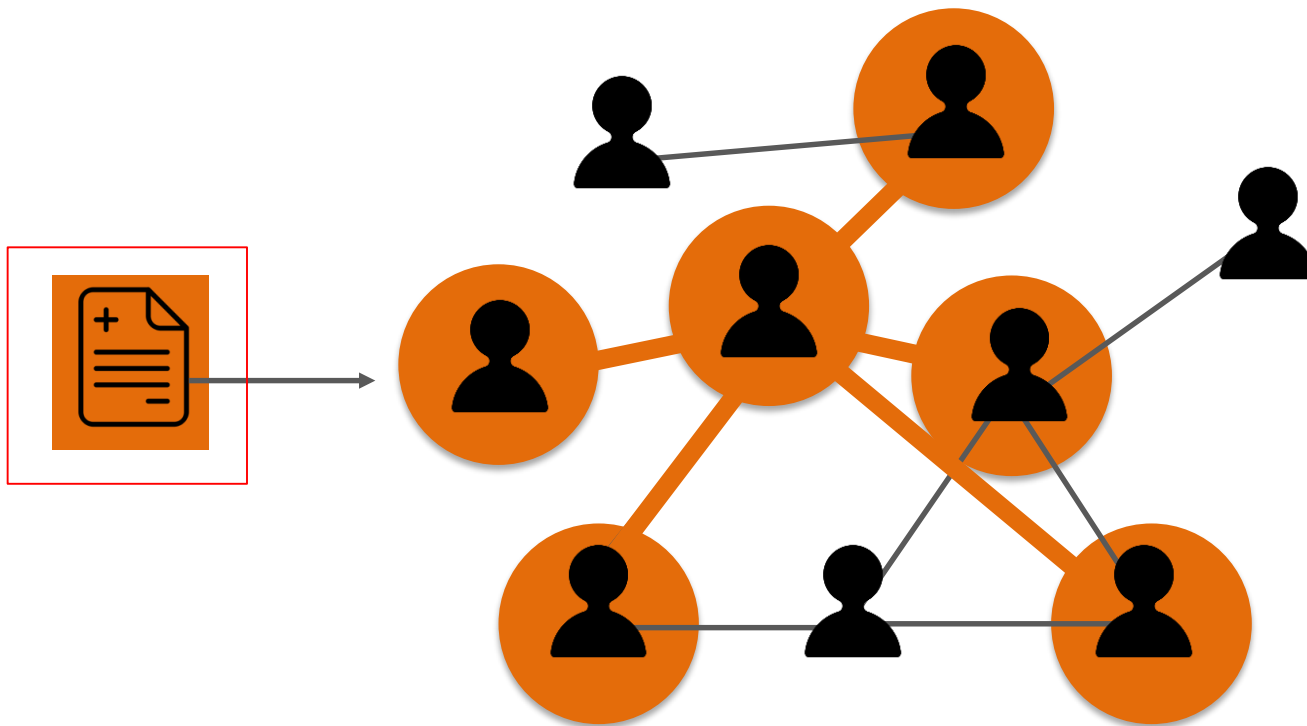
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Media

A. Sets the agenda

B. Can shape our perceptions of norms

*The media does not tell us **what to think**,
but rather **what to think about***



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Attention



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Influence



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Media Analysis: the Data



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Media Cloud Data

Metrics for understanding influence & attention:

- ✓ Coverage overtime
- ✓ Language use & word frequency
- ✓ Inlinks (In-text embedded citations)



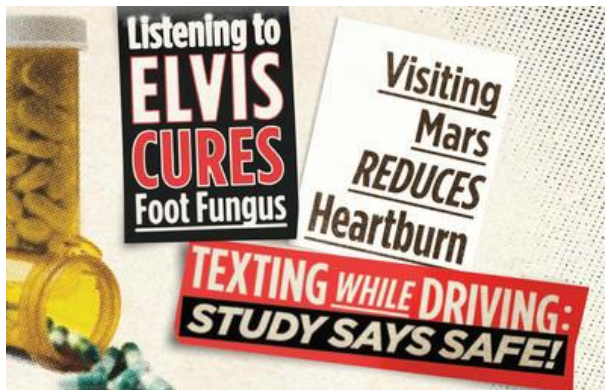
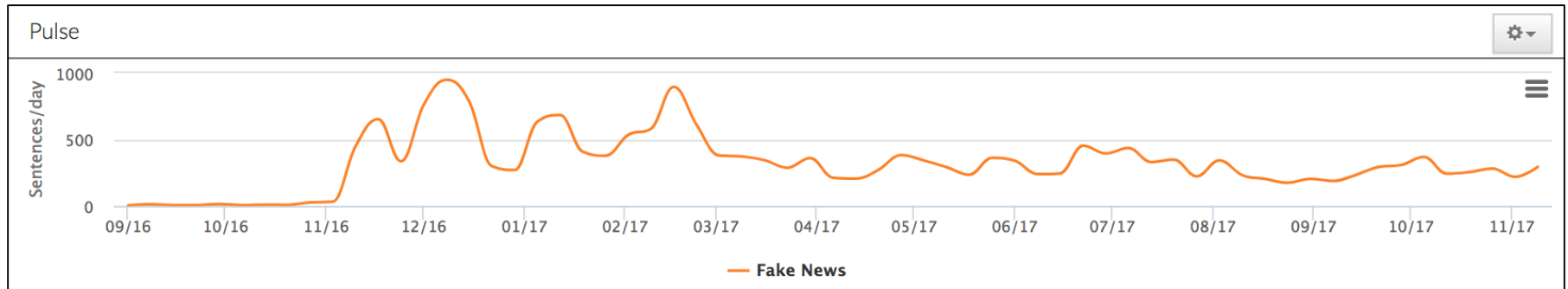
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Coverage Overtime



Health · Science · World

World's First Head Transplant A Success After Nineteen Hour Operation

1 month ago · by Darius Rubics · 104 Comments



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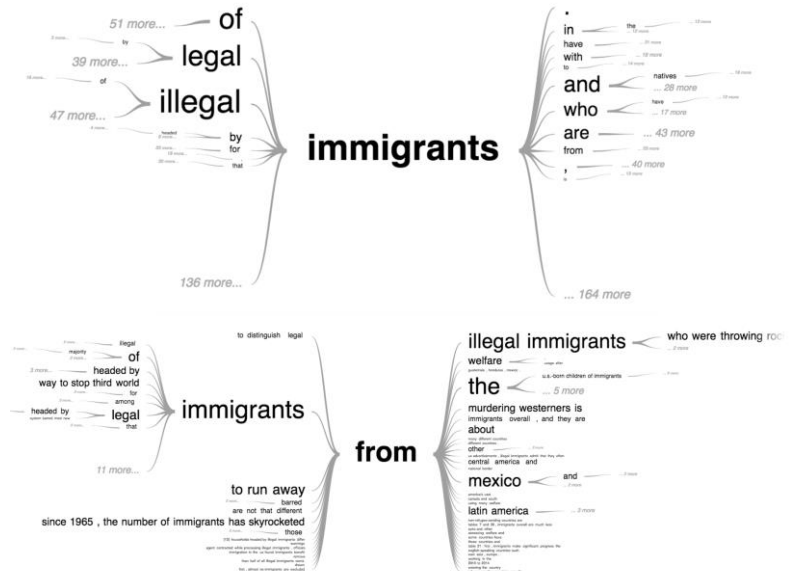
Language Use & Word Frequency



Search for: ➡

((("head start" AND (food OR nutrition OR feed* OR breakfast OR lunch)) OR (WIC AND (school OR "pre school" OR "pre-school" OR "elementary" OR charter or "pre-k")) OR NSLP OR "national school lunch program" OR "Hunger-Free Kids Act" OR "School Breakfast Program" OR "Snack Program" OR "Child and Adult Care Food Program" OR "Summer Food Service Program"))

Top Words



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Inlinks

Net Neutrality in 2017

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FCC Chairman Tom Wheeler: This Is How We Will Ensure Net Neutrality WIRED	 Wired	12/11/2014?	74	0	14,650	41,499
Last Week Tonight with John Oliver: Net Neutrality (HBO)	 YouTube	<i>Undateable</i>	40	1	?	11,579
The FCC wants to destroy net neutrality and give giant cable companies control over the Internet	 battleforthenet.com	7/7/2017?	38	6	24	75,452
Net Neutrality: A Free and Open Internet	 The White House	<i>Undateable</i>	36	0	5	81,806
Blog: Free Basics protects net neutrality	 indiatimes	12/27/2015?	26	0	1	239,144
The Internet needs YOU	 savetheinternet.in	<i>Undateable</i>	24	2	?	384,148
Title II Closing Arguments AT&T Public Policy Blog	 attpublicpolicy.com	<i>Undateable</i>	20	0	0	8
Net Neutrality: How White House Thwarted FCC Chief	 Wall Street Journal	1/2/2011?	19	0	0	2
Think Tank Scholar or Corporate Consultant? It Depends on the Day	 New York Times	8/8/2016?	18	7	0	5,432



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

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




Inlinks

Top Media

Name	Stories	Media Inlinks	Outlinks	Bit.ly Clicks	Facebook Shares
 Washington Post	495	107	254	27,292	498,062
 Wired	75	100	90	18,875	290,491
 New York Times	287	97	78	55,745	1,197,108
 Ars Technica	306	83	259	7,458	340,964
 YouTube	54	79	14	430	152,438
 Wall Street Journal	271	78	45	72,868	136,599
 The Verge	164	66	209	113,249	337,869
 The Hill	183	65	70	4,161	185,322
 Politico	50	60	24	51,694	46,113



Inlinks

Title	Media Source
On this day of action, the internet needs a law, not a regulation	 Re/code
The FCC OKs Streaming for Free— But Net Neutrality Will Pay	 Wired
Net Neutrality: A Guide to (and History of) a Contested Idea	 The Atlantic
What's up with all of those identical comments on the FCC net neutrality docket?	 Medium
Op-ed: Protect the Open Internet with a bipartisan law	 Ars Technica
Here's What People Are Saying About the Net Neutrality Proposal	 Wall Street Journal
FCC chairman finally gets fully behind net neutrality	 Mother Jones
People of the Internet: 1, Cable Industry: 0	 The Atlantic
FCC approves landmark net neutrality policy	 MSNBC
FCC tells net-neutrality backers what...	 MSNBC



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Democratizing Media Analysis

Why?

Media analysis enables better monitoring of media coverage about key topics and events, understanding of public opinions, and mapping of digital communication networks. Everyone should have access to this information.

An **open source** tool for media analysis would mean:

- Any individuals, community or organization can easily learn about how topics you care about are covered in the media
- There is an additional way of understanding the gaps between where you want media coverage & public perception about a topic to be and where it currently stands
- There are new metrics and data available for you to monitor and evaluate programs and campaigns in novel ways



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Media Cloud: An Overview

an open-source
platform for studying
media ecosystems

46,000
sources

195
countries

17+
languages

over half a billion stories



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Background of the Media Cloud Project

Media Cloud is an [open-source](#) suite of tools designed to help researchers, communications professionals, content creators, activists and others better understand the digital media landscape around issues that we care about.

A project hosted by the MIT Center for Civic Media and the Harvard Berkman Klein Center, the platform contains a large [database of news stories, blog posts and other online media](#) updated daily from more than [46,000 sources](#). We use big data to [aggregate and analyze](#) this content.

We support [three main tools](#) for investigating data.

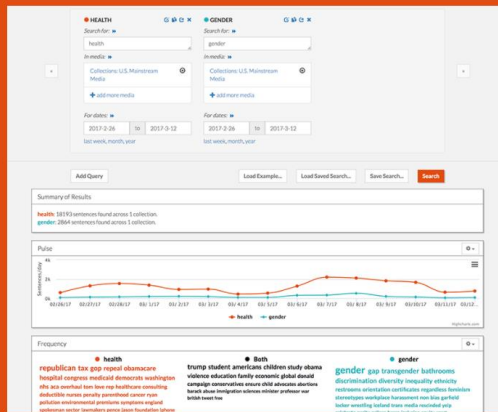
Media Cloud Tools

Explore our tools:

<https://tools.mediacloud.org>

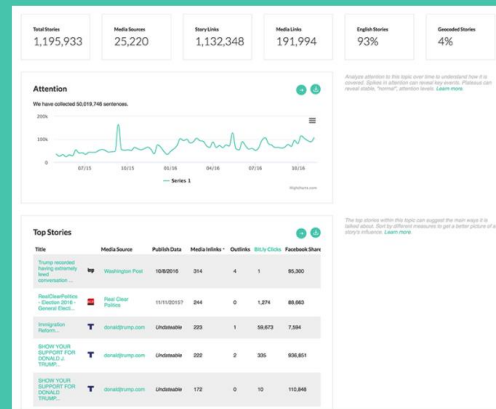
Dashboard

Get a quick overview of how your topic of interest is covered by digital news media



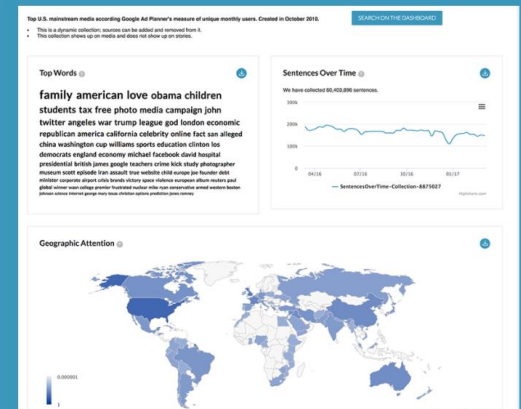
Topic Mapper

Investigate a specific media topic in-depth, seeing the most influential sources, stories, and how language is used



Source Manager

Browse the media sources and collections in our database, and suggest more to add



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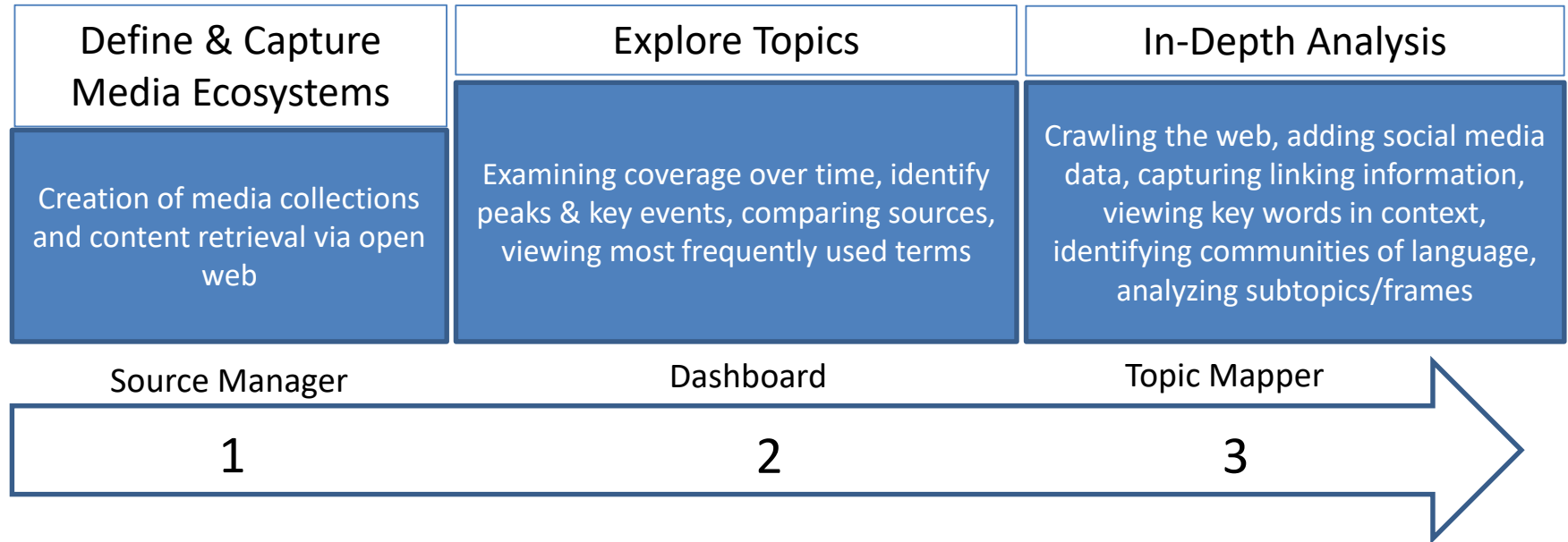
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Media Cloud: How we analyze the media



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Source Manager

Define & Capture Media Ecosystems

<https://sources.mediacloud.org/#/home>

Source Manager

Tools Dashboard Topic Mapper Source Manager Blog

Browse the media sources and collections in our database, and suggest new ones to add.

Create a Collection Add a Source

Search for sources or collections

Explore our Sources and Collections

We add sources and create collections from media ecosystems around the world. In order to identify the right sources, we use a combination of automated search and discovery, identified lists of influential sources, and expert input from journalists and media practitioners. You can also suggest a source.

Featured Collections

Collection: **U.S. Regional Mainstream Media**

Large list of regional TV and newspapers sites, collected by Pew in 2010.

photos ap sports trump mixed league john hawks republican clarendon university michigan college park american united florida ohio children media washington named law engers students district election victory democrats demerit claims lower hospital national portland congress investigations living car offensive culture families justice off white leader space the hollywood south lake in championship child judge engines quarterback dallas warplane western caroline economic america debate david critics deputy mayor officer albertson the updated federal drugage service the engine room cross guard post national post childrens network news too knowing global situation press indiana freedom conservative conservative press flag holding plethys healthy

My Starred Items

You don't have any starred items yet! When you star a source or collection it will show up here.

Browse Media Cloud Collections

See all the collections our team has put together to support our various investigations.

Browse Global Voices Collections

See country-focused collections we created based on media sources cited by Global Voices.

Browse EMM Collections

See country-focused collections we created based on source in the European Media Monitor project.

Popular Collections

ABYZ Global English Sources

Sources in English listed as "national" for every country in the ABYZ directory of online news sources. This contains around 1,500 sources.

African American Media

Media sources focusing on African American content and issues.

Brazil Media

About 1200 sources from Brazil, manually selected in January 2013 from Alexa's list of the most visited sites in Brazil.

Collection: ABYZ: Connecticut
ID #9351099 • Private • Dynamic (can change)

Modify this Collection

Search for sources or collections

SEARCH ON THE DASHBOARD

- This is a dynamic collection; sources can be added and removed from it.
- This collection does not show up on media and does not show up on stories.

Top Words past week past month past year all time

trump connecticut tax ap republicans senate american democrats norwalk greenwich allegations stanford election students conn moore wilson scored campaign children veterans washington university whib lindbergh victim soccer assault harford education victory photo hospital john towarz guard rapian david media hartford commission jones college victims norwich hoven southdown longer number busies district ridgefield foxconn tickets redistribution congress overseas christmas southbark kid nathan's trouble! Investigating cancer chemotherapy alabama halibut economic online culture trouble! Investigating can't make can't investigate systems called offical social media with some minor this already any deduction china leader stanford park memorial road with central tea leader

Sentences in this Collection

We have collected 8,455,434 sentences.

avg sentences/day

8/1/17 9/1/17 10/1/17 11/1/17

SentencesOverTime-Collection-931099

Geographic Attention

0.00001

1

Highlights over 1000000 hits

- Explore existing source collections
- Review individual sources in our database
- Suggest new sources



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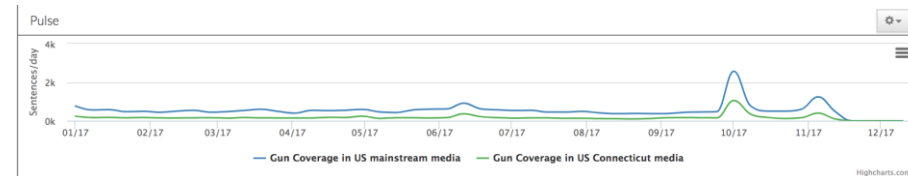
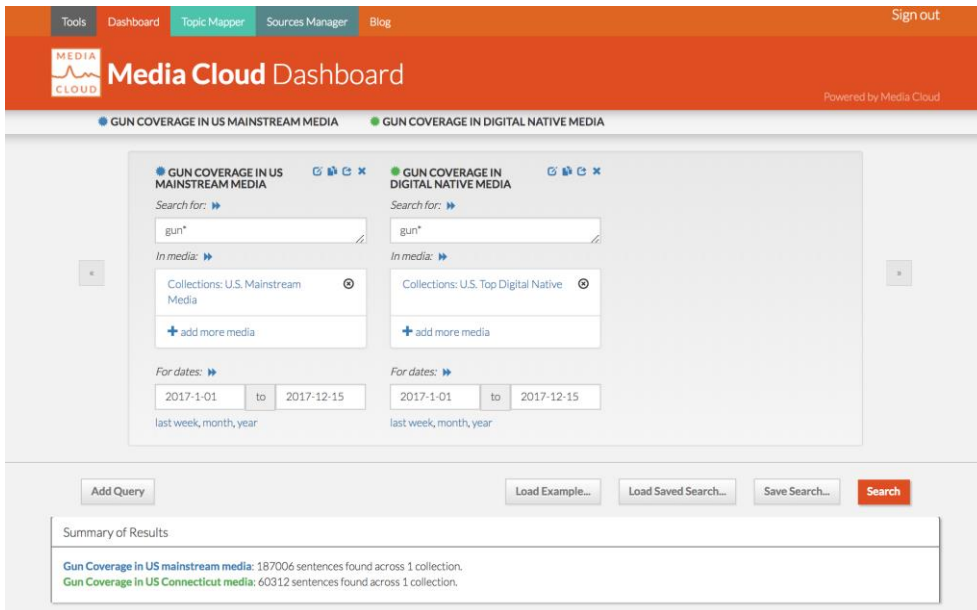
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Dashboard

Explore Topics

<https://dashboard.mediacloud.org/>

- Explore topic coverage overtime
- Examine top words & sample sentences Download all data into CSV files



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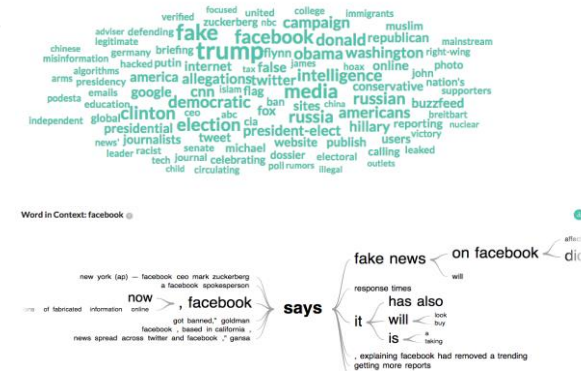
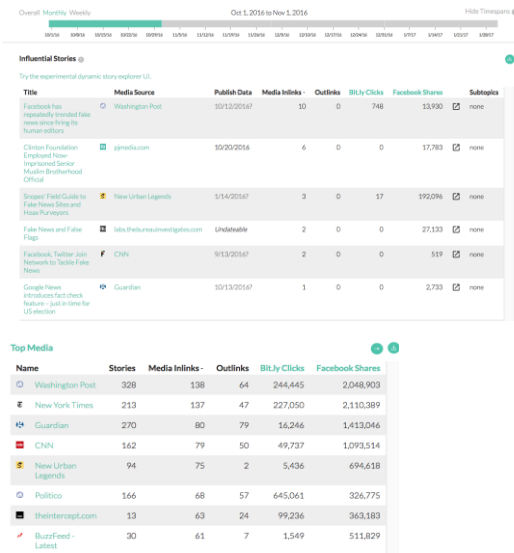
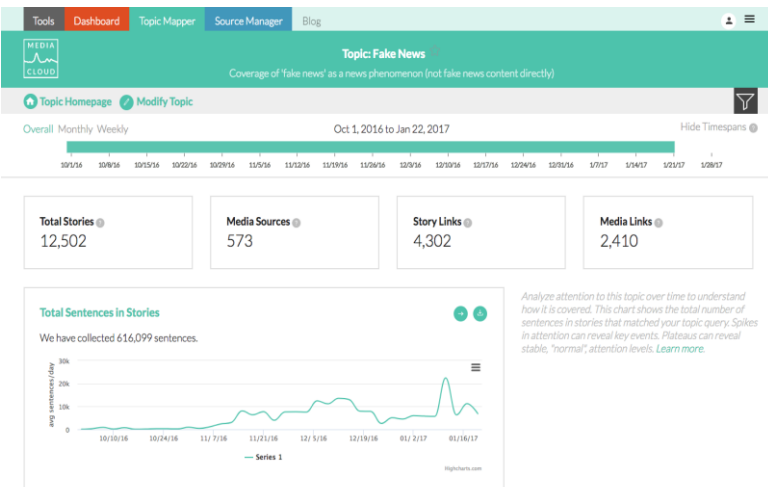
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Topic Mapper

In-Depth Analysis

<https://topics.mediacloud.org/>

- Investigate most influential sources & stories
- Examine media inlinking behavior
- Explore frames through language use & media networks
- Create subtopics to disaggregate your existing database



Feel free to try out our tools: www.mediacloud.org

Join the community group, check out our blog, and learn more about what we do through our press and publications.

And please reach out!

support@mediacloud.org
ngyenes@media.mit.edu

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Global Digital Health Forum 2017

The Evolving Digital Health Landscape: Progress, Achievements, and Remaining Frontiers

Democratizing Digital Media Analysis Tools:

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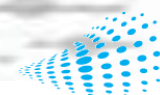


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- Building a Culture of Health where everyone in the U.S. has the opportunity to live their healthiest lives possible



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- Use cases
 - Exploring an issue
 - Monitoring a topic
 - Identifying influencers
 - Designing messages
 - Evaluating interventions



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Culture of Health & Health Equity

- What narratives are driving the topic of health equity?
- Who are the most influential actors in publishing content about health equity?
- What agendas and frames are driving online media related to health equity?



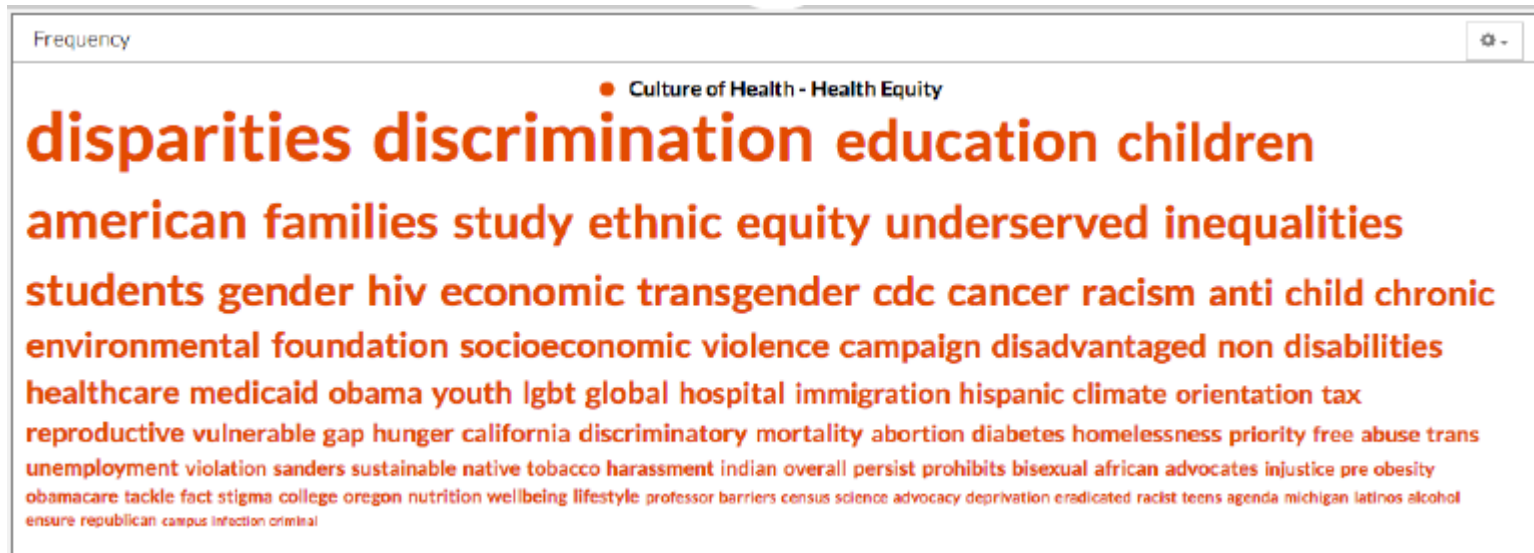
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Culture of Health & Health Equity



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Culture of Health & Health Equity

- Top influencers:
 1. National Center for Biotechnology Information
 2. Centers for Disease Control
 3. Kaiser Family Foundation
 4. American Public Health Association
 5. New England Journal of Medicine
 6. Washington Post
 7. Human Rights Campaign
 8. Healthy People
 9. Springer
 10. New York Times



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Culture of Health & Health Equity

Cluster	Influencers	Top Words
Public Health & Medicine	NCBI, CDC, AJPB, NEJM,	Obesity, Cancer, study, HIV, diabetes, chronic
Government Services; LGBTQ Health	Federalregister.gov, EEOC, HHS, HRC, transequality.org	compliance, prescription, gender, abuse
Policy & Mainstream News	Think Progress, NYT, WaPo, The Guardian, Huffington Post	family, students, economic, America, college
Child Health; Minority Health; Global Health	HHS – Minority health, Pediatrics, White House, WHO, americanprogress.org	child(ren), infant, Hispanic, ethnic, African, American, equity,
Health Insurance; Reproductive rights	KFF, Kaiser Health News, Health Affairs Blog, NPR, Guttmacher	disparities, Medicaid, abortion, reproductive

Health

● Health Coverage

clinton trump families education study hospital
hillary americans children republican campaign cancer
donald obama tax abortion texas democrats washington economic
foundation florida medicaid students overall disorder infections premiums california
environmental advocates america nursing immigration medicare obamacare hazard presidential crisis
violations ministry miami science global free sector zika website tom option repeal subsidies minister healthcare chronic
online nominee anti media suicide nhs ohio rep mosquito stigma innovation ensure reproductive childhood consultant pollution meanwhile marketplace john
london virus enrollment addiction nutrition pension hiv diabetes congress sept professor journal gov boost cnn england inspectors labor ceremony canceled apps economy organisation topic reuters mineral



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Health

- Top Influencers
 1. New York Times
 2. Washington Post
 3. Centers for Disease Control
 4. CNN
 5. Politico
 6. Guardian
 7. Huffington Post
 8. Wikipedia
 9. The Hill
 10. The White House



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Health

Cluster	Influencers
Research & Evidence	CDC, WHO, PAHO, PubMed, Guardian, BBC, Lancet, Scientific American
Politics & Mainstream Media	WaPo, NYT, CNN, The Hill, Politico, Wall Street Journal, Huffington Post, USA Today
Policy	KFF, The White House, Health Affairs blog, LA Times, Miami Herald, healthcare.gov



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Evaluation



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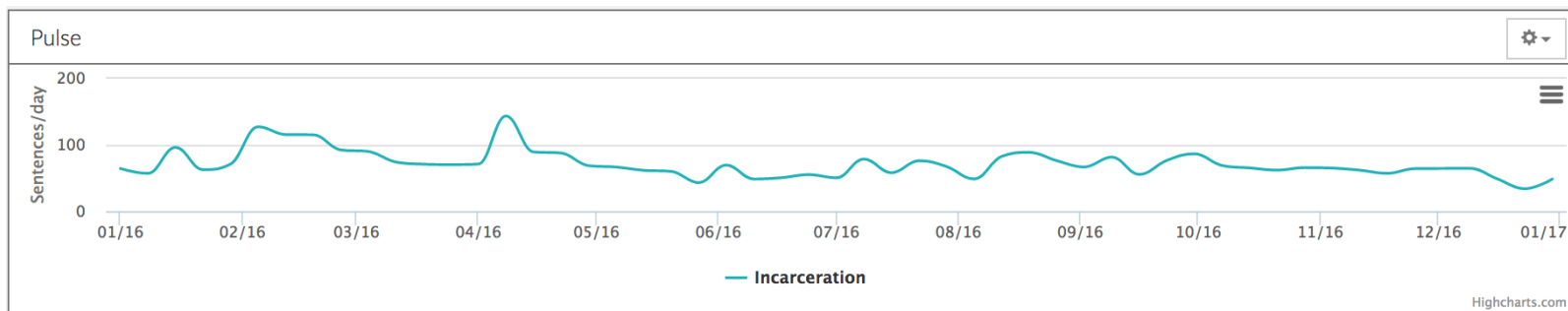
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Other analyses

- Drinking water
- Health by partisanship
- School climate
- Achievement gap



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Focus group findings

- May be overwhelming for small organizations with limited capacity and staff
- Interest in state and local analysis
- Organization specific analysis
- Additional information
 - Location
 - Readership
 - Authorship



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Takeaways

- Make sure you do the upfront work
- More questions than answers
- Timing is important
- Role of media and communications in Culture of Health



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