Public media as a tool for dissemination of evidence based information
Advantages and difficulties connected with dissemination of Evidence Based Knowledge

M&M: plain language summaries in social media in Poland.
Social Media profiles for non-specialist audience

- Frequency
- Topics close to everyday problems
- Non-specialist audience into specialist audience
- Introduction: catchy vs concise, short
• Randomized, etc.
• Given this lack of information, a recommendation for or against respiratory muscle training cannot be made.
• We found no conclusive evidence to show that...
• Abstract content ?=? PLS content
Conclusive results are more prone to be “liked” or “shared”

Doesn’t mean UNDERSTOOD
Conclusions

• Shorter forms need to choose words more carefully
• PLS should be treated as a way to present the research to healthcare consumers and encourage them to read it
• Moreover the inconclusive results should be described with special caution in the way that enables recipients to understand the value of such result.