



PERCEPTION OF DIFFERENT FORMS OF EVIDENCE-BASED INFORMATION RESULTS FROM A PILOT STUDY

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Background

In the context of increasing complexity of the medical discourses and the enormous amount of information available, providing lay people with 'accessible, credible information to support informed decision-making' is an adequate mission for research institutions.



Aim

to evaluate different **forms**
of presentation of evidence
based information.



Methods

Focus Group Interview (FGI)

- presentation of 9 formats of information summarizing results from Cochrane SR
- individual evaluation sheet

To what extent the information presented was helpful for you to learn about the effect of Oscinocucinum in preventing/ treatment of influenza?

*from **0 - completely unhelpful** to **10 - completely helpful***

- exchange of opinions

Study participants

6 university employees

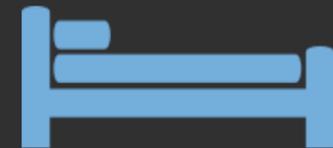
Plain Language
Summary (PLS)



Recorded PLS



Vlogshot



Blogshot



Infographic



Comic drawing



Summary of findings



Abstract



Press release (PR)



Results

Majority of comments regarded

- content of the information
- structure of the format
- linguistic side of the information
- comprehensibility
- graphical representation
- informativeness

3.5

Plain Language
Summary (PLS)



4.16

Recorded PLS



3.67

Vlogshot



4.3

Blogshot



5.83

Infographic



4.33

Comic drawing



4.16

Summary of findings



6.83

Abstract



5.8

Press release (PR)



POSITIVE COMMENTS

- structured formats
- graphic representations
- comprehensibility of the information
- precision of the information

“

a b o u t a b s t r a c t

A very good reception. Well divided [into sections], very clear to read. (P3)

a b o u t i n f o g r a p h i c

It is well arranged, colours and graphics are good. It reads well. The text is clear. (P4)

a b o u t p r e s s - r e l e a s e

I would get interessted with this one. If I saw the title, I'd be interessted. I think the language here is very accessible for laics. Surely I'd read it. (P2)

”

NEGATIVE COMMENTS

- jargon
 - low precision (too plain language)
 - lack of the effect of the intervention
 - low informativeness
-

“

a b o u t a b s t r a c t

I also have this feeling, that the language is rather difficult. At first I had this thought that I should look up things in encyclopedia or some dictionary [laugh], to explain some of those words. (P5)

a b o u t c o m i c d r a w i n g

I think it catches attention, but my first impression was that it is for kids! If it was a story book regarding health prevention, it would be fine. (P1)

”

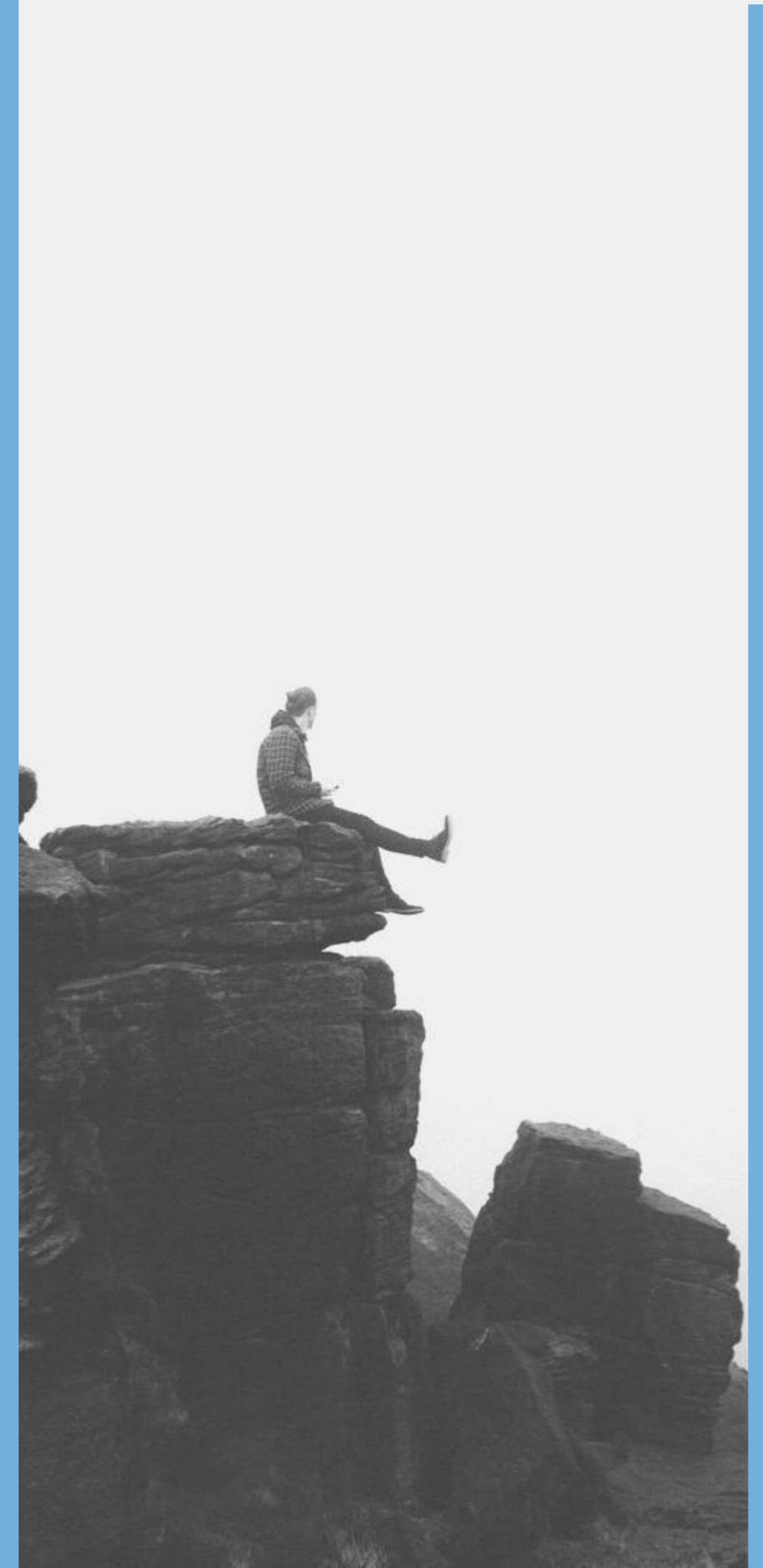
Conclusions

- All format should be carefully revised and accompanied with clear guidelines.
- The most popular form - PLS - should be checked in terms of the language used.
- Coexistence of professional terminology with plain language remains the main drawback.
- Participants pay attention to numerical data and graphic representation of information.



Limitations

- the sampling technique applied
- the characteristics of study participants: trained in information processing, with a high motivation to provide feedback
- a high number of presented forms





thank you

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