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.

www.cochrane.org/about-us
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
Results

Majority of comments regarded

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

5.83
3.5
4.16
3.67
4.3
5.83
4.33
4.16
6.83
5.8

Plain Language Summary (PLS)
Recorded PLS
Vlogshot
Blogshot
Infographic
Comic drawing
Summary of findings
Abstract
Press release (PR)
**POSITIVE COMMENTS**

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

**about abstract**

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

**about infographic**

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

**about press-release**

I would get interested with this one. If I saw the title, I'd be interested. 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

“about abstract

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)

“about comic drawing

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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