

00:29:48 Emily Hurst (she/her) | VCU Libraries: Welcome! We will get underway soon, please be to review our tips for today

00:30:40 Emily Hurst (she/her) | VCU Libraries: Welcome!

00:31:00 Emily Hurst (she/her) | VCU Libraries: Thank you for joining us today :) We are excited to have Dr. Kevin Johnson join us today for the Matheson Lecture

00:31:03 Greenberg, Charles J: Hello from Stratford NJ :-)

00:31:38 Kristine Alpi: Hi everyone, so excited for this. I got to talk with Dr. Johnson at the American Medical Informatics Association meeting in San Diego (ended yesterday) and he was looking forward to talking with us.

00:31:52 Colleen Cuddy (she/her/hers): Welcome everyone! Thanks for joining us today!

00:36:17 Emily Hurst (she/her) | VCU Libraries: More information about the Tap Pilam Coahuiltecan Nation: <https://tappilam.org/>

00:38:40 Cristina Pope | she, her, hers: and please check out Carmen Tafolla, State Poet Laureatte: <https://www.carmentafolla.net/>

00:42:35 Emily Hurst (she/her) | VCU Libraries: Yes, we will be saving the chat, happy to share with you

00:44:27 Colleen Cuddy (she/her/hers): Love the photo! Good to see Jean too

00:46:48 Kristine Alpi: Valerie was in the center of the photo with Nina and Jean!

00:48:52 Jerry Perry (he, him, his): Colleagues - I'll need to step away from the lecture at 1 pm my-time, 4 pm Eastern, I believe. Louise will be our sole duty officer for the last 30 minutes. Folks are always welcome to contact me at my work email address; jerryperry@arizona.edu. Sorry for the complication. Jerry

01:00:43 Margaret Ansell: #JustSaysInMice as an example of how pointed commentary has gotten about misrepresenting/exaggerating findings

01:04:21 Shan: And not just influencers, but the mainstream media reporting what will get attention

01:05:06 Jerry Perry (he, him, his): Flo!

01:05:07 Gabriel Rios: FLO

01:05:12 Hal Bright (he/él): the insurance eoman

01:05:14 Hal Bright (he/él): woman

01:05:29 Greenberg, Charles J: Flo...obsessed with getting you a deal

01:05:34 Hal Bright (he/él): Dr. Fauci

01:05:35 Shandra L Knight (she/her): El Fauci!

01:05:38 Jerry Perry (he, him, his): Dr. Fauci

01:05:47 Hal Bright (he/él): ????

01:05:47 Colleen Cuddy (she/her/hers): Get vaccinated!

01:05:54 Kim Loper (she / her) University of Miami Miller School of Medicine: get vaccinated and wear a mask

01:05:56 Melissa Rethlefsen: science is real

01:05:57 Greenberg, Charles J: Mask up and get jabbed

01:05:59 Hannah Rutledge (she/her): Science!

01:05:59 Hal Bright (he/él): It is confused

01:06:01 Shandra L Knight (she/her): His message is "Because Science"

01:06:03 Marie Ascher - NYMC Library: Don't use masks, Use masks

01:06:27 Teresa L. Knott: Science - learning from the past :)

01:06:28 Colleen Cuddy (she/her/hers): He has a much harder job than Flo...

01:06:57 Melissa De Santis (she/her): +1 Colleen

01:07:00 Marie Ascher - NYMC Library: It's also an issue of transparency.

01:07:14 Margaret Ansell: Flo isn't a real person, so she can be one-dimensional with a single issue (buy insurance!). Real people are more complicated than that.

01:07:25 Teresa L. Knott: Exactly, Margaret!

01:08:11 Kim Loper (she / her) University of Miami Miller School of Medicine: news wasn't sensationalized

01:08:28 Teresa L. Knott: And the news cycle wasn't so immediate

01:08:32 Margaret Ansell: If Walter Cronkite had had a twitter account I doubt he would've been memorialized so much as an impartial news deliverer.

01:08:43 Emily Hurst (she/her) | VCU Libraries: Dr. Johnson's Podcast link: <https://kevinbjohnsonmd.podbean.com/> Informatics in the Round

01:09:08 Will Olmstadt: Nice to see Dr Consuelo Wilkins - I knew her from St Louis.

01:09:24 Margaret Ansell: We only saw Cronkite in a single specific context, following a script on polished/complete stories, not commenting on developing events.

01:12:00 Janna Lawrence (she/her): But I don't think that many of the general public understand that science is not static. Many of us have certainly tried to explain that, but I don't think it gets through.

01:12:11 Margaret Ansell: Describing scientists/science as a monolith that is inherently trustworthy or should be trusted is dangerous ground, in my opinion. There are self-proclaimed scientists that say the earth is flat.

01:12:46 Sally Gore: +1 Janna How to build trust in science and/or scientists when a large swath of society doesn't understand science. Challenge.

01:14:30 Lisa McGuire: Also, media companies are owned by larger corporate businesses who's sole concern is profits for share holders so leads with 'scary' headlines generate clicks/pageviews and that equals to ad \$

01:14:44 Greenberg, Charles J: I received a recent inquiry for physician-branded newsletters: One was <https://simpleandpractical.com/> The other was the Carlat Report. Doctors disseminating to physicians and the curious, and monetizing it. White coat influencers.

01:17:53 Margaret Ansell: Question related to niche influencers like the white coat ones Charles mentions: when it comes to social media influencers, there is a HUGE variety of niches for influencers today, and "microinfluencers" have become a growing part of the social media landscape. How do we decide which influencers to court/connect with? I mean, I personally follow the @steak_umm twitter account for their hot takes on information literacy, but I don't know how interested they'd be in connecting with the #medlibs crowd.

01:19:12 Greenberg, Charles J: The partner of health literacy is health information literacy...recognize an information need and recognize the higher qualities of effective information and also recognize misinformation

01:20:51 Emily Hurst (she/her) | VCU Libraries: We have some room, not a lot of questions really so far

01:22:39 Kristine Alpi: How can librarians influence administrators when the benefit is societal savings and might actually be lowering revenues for a fee for service provider?

01:22:51 Kevin Johnson: can u hear it?

01:22:56 Margaret Ansell: yup!

01:22:56 Lisa McGuire: yes

01:23:01 Kevin Johnson: thx

01:27:17 Jerry Perry (he, him, his): Colleagues - stepping away from the lecture now; if any code questions or concerns arise, please reach out to Louise Miller or write me at my work email address - jerryperry@arizona.edu. Take care, all!

01:27:28 Emily Hurst (she/her) | VCU Libraries: Thank you Jerry

01:30:50 Emily Hurst (she/her) | VCU Libraries: Feel free to share your questions in chat. I have a list of those that have already come in.

01:32:22 Todd Puccio: Thank YOU

01:32:43 Colleen Cuddy (she/her/hers):

01:36:06 Michelle Kraft: @Emily OOooh good point about our established influencers got into social media a little late to be a social media influencer.

01:39:10 Colleen Cuddy (she/her/hers): Story behind the updated image that Dr. Johnson shared <https://www.ama-assn.org/delivering-care/patient-support-advocacy/knocking-down-barriers-health-equity>

01:42:39 Kristine Alpi (she, her, ella): I love how you've incorporated your health literacy colleagues. How are you seeing their messages be convincing to care leaders and more investment in their services that might be a model for libraries who are also serving patients and families.

01:43:45 Michelle Kraft: Topol published a considerable amount prior to social media and him leaving the Cleveland Clinic, several cardiovascular texts. That set him up for him now.

01:45:29 Margaret Ansell: Grammarly instead of a science comms department, IT purchasing databases instead of a library... I sense a trend.

01:46:37 Margaret Ansell: Canada has an interesting campaign that they've been doing <https://www.scienceupfirst.com/>

01:47:13 Margaret Ansell: Led by a "debunking" influencer Tim Caulfield

01:47:33 David Duggar (he/him): Some medical schools offer double-degrees - MD/MPH. If a second degree was tied to the MD degree, what should it be?

01:49:10 Shandra L Knight (she/her): I do think APT Committees (Appointments and Promotions Committees) are going to start granting academic credit for those who synthesize medical information.

Journals are starting to formalize and resource these efforts.

01:52:34 Kristine Alpi (she, her, ella): @Shandra, sounds like we should look at these examples if you can share a few

01:53:11 Colleen Cuddy (she/her/hers): +1 Misa that is a good approach we are doing that too— we should share curricula— maybe an AAHSL best practice guide

01:53:32 Colleen Cuddy (she/her/hers): OK just hand it off to me

01:54:43 Kristine Alpi (she, her, ella): +1 on sharing curricula, it was a point of the IPE session on educating students towards vaccine hesitancy last Friday and they had 14 different educators showing how they teach it

01:54:54 Jenny Mills: The SIFT method by Mike Caulfield is excellent

01:55:14 Jenny Mills: for evaluating misinformation on the Web and social media

01:56:30 Sally Gore: From Univ of Washington professors. Lots can be adapted to health information/disinformation - <https://www.callingbullshit.org>

01:56:55 Jolene Miller (she/her): Thank you!

01:56:57 Teresa L. Knott: Thank you, Dr. Johnson!

01:57:04 Dan Burgard: Thank you!

01:57:07 Janna Lawrence (she/her): Thank you so much - this has been great!

01:57:11 Misa Mi: Colleen Cuddy, thank you for your great idea! Yes, we should share more of what we can do in this area.

01:57:24 Rose Bland Univ South Florida: Thank you Dr. Johnson. Wonderful presentation!

01:57:30 Misa Mi: Thank you Dr. Johnson for a great presentation!!!

01:57:30 Darlene Parker Kelly: Thank you Dr. Johnson

01:57:33 Martha Earl: <https://lib.lavc.edu/fake-news>

01:57:36 Debra Rand: Thank you. very helpful

01:57:48 Greenberg, Charles J: Very engaging....Thanks, Dr. Johnson!

01:58:03 Martha Earl: Thank you so much, Kevin! Much food for thought.

01:58:05 Christina Pryor: Thank you!

01:58:15 Kevin Johnson: Thank you all for insightful questions and stimulating discussion!

01:58:23 Victoria Wagner: Thank you Dr. Johnson - fantastic food for thought!

01:58:30 Kevin Johnson: Thank you committee for making this easy for me!

01:58:31 Teresa L. Knott: Thanks to the program committee! Fabulous job!

01:58:40 Sandra Franklin: Thank you Education Committee!

01:58:54 Barnaby Nicolas: Thank you Dr. Johnson! Insightful lecture!

01:58:58 Donna Gibson: Thank you all for organizing this wonderful session. Very timely and engaging.

01:59:00 Crystal Cameron-Vedros: Thanks to all who planned this conference.

01:59:02 Nadine Dexter: thank you education committee

01:59:02 Misa Mi: Dr. Johnson, my son graduated from Penn in the neuroscience program. He is a scientific communicator now with a lot of stories to tell about data science.

01:59:15 Judy Cohn: Great presentation! Thank you Education Committee!

01:59:15 Chris Shaffer (he, him, his): I am so sorry, something got mixed up in my calendar on the time zone and I thought this started in 30 minutes....

01:59:23 Chris Shaffer (he, him, his): Will look forward to watching the recording

01:59:25 Misa Mi: Thank you to everyone for a great program!!!

01:59:28 Melissa De Santis (she/her): Thank you!

01:59:30 Kristine Alpi (she, her, ella): Thank you!!!

01:59:46 Rich McGowan: thank you!

01:59:55 Misa Mi: Thank you Emily for hosting it!!! Excellent job!!!

02:00:02 Yumi Yaguchi: Thank you!

02:00:04 Katie Dayani: Thank you!