Biomedical Information Retrieval

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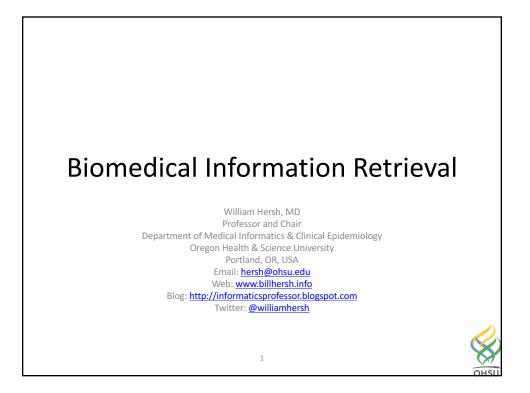
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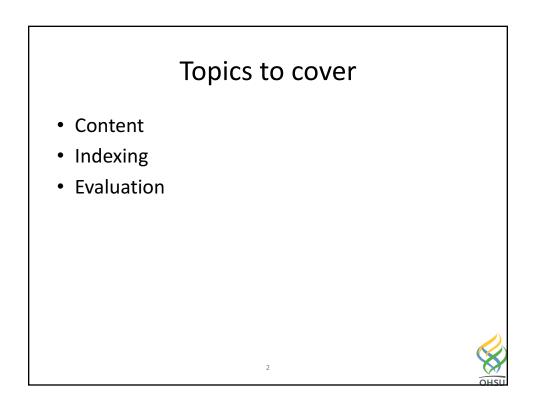
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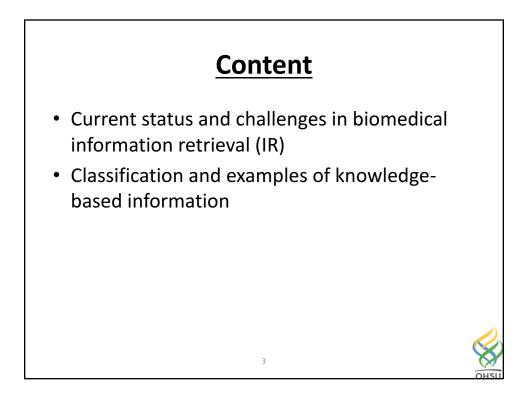
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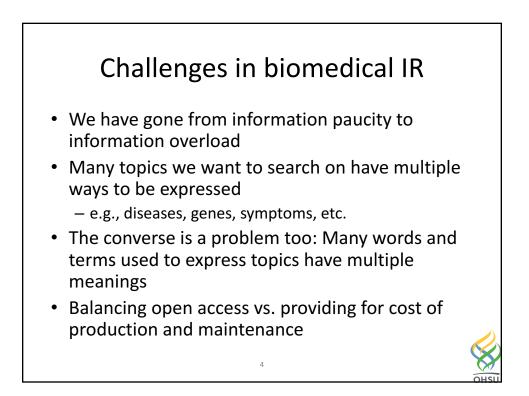
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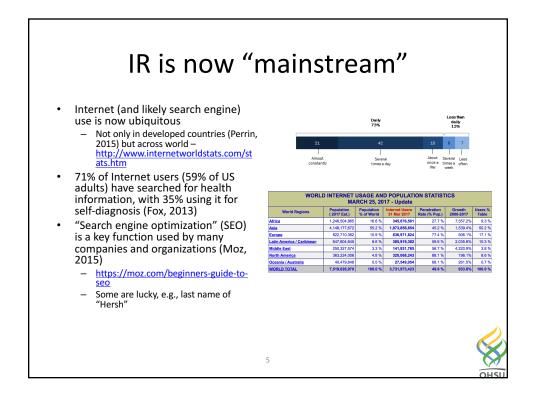
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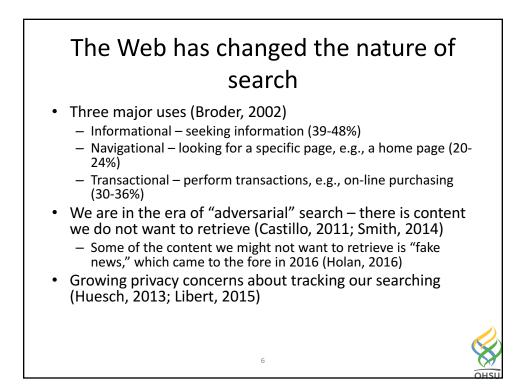


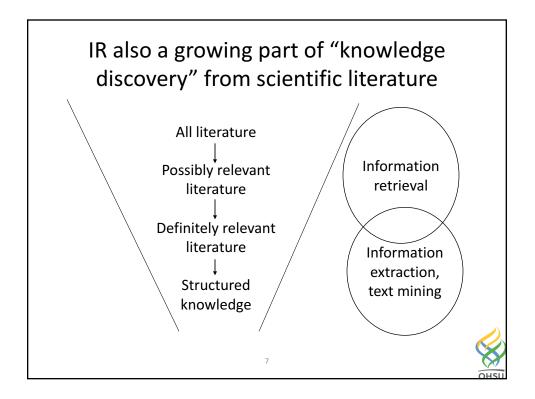


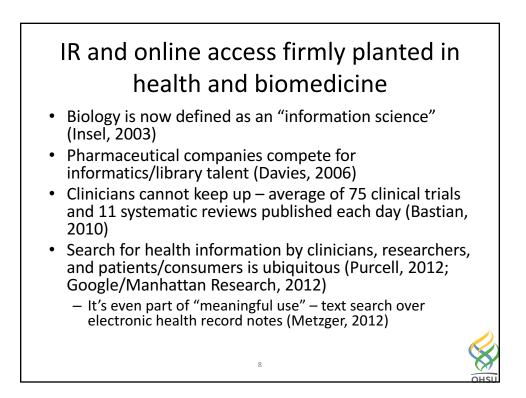




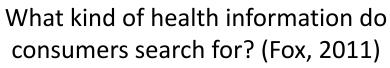






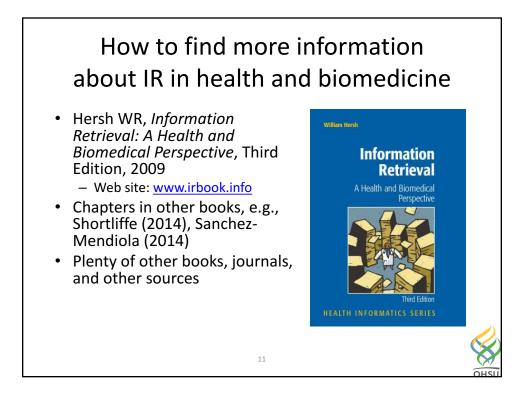


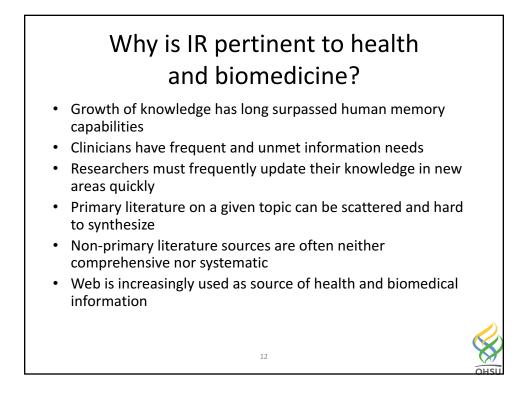
Use is ubiquitous among physicians (Google/Manhattan Research, 2012) Most have multiple devices - 99% with a desktop or laptop, 84% with a smartphone, and 54% with a tablet Spend twice as much time using online resources as print resources Even physicians aged 55+ heavy users - 80% own a smartphone, 84% use search engines daily, and 9 hours per week is spent online for professional purposes Search engine use a daily activity - 84%, with average of six searches done per day and 94% using Google When looking for clinical or treatment information, about a third click first on sponsored listings from a search About 93% say they take action based on searching – everything from pursuing more information to sharing with a patient or colleague to changing treatment decisions On smartphones, searching is preferred over mobile apps - 48% of use time with a search engine, 34% with mobile apps, and 18% going to specific Web sites in a browser or with a bookmark Spend about 6 hours per week watching online video, with about half of that time spent for professional purposes

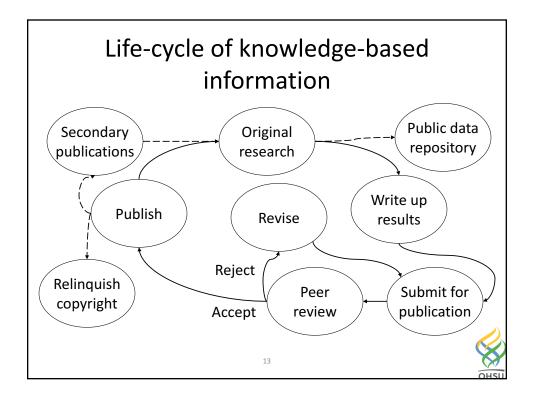


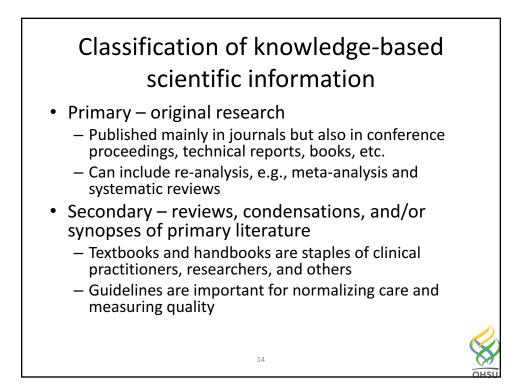
9

Health topic	% searching
Specific disease or medical problem	66%
Certain medical treatment or procedure	56%
Doctors or other health professionals	44%
Hospitals or other medical facilities	36%
Health insurance – private or government	33%
Food safety or recalls	29%
Environmental health hazards	22%
Pregnancy and childbirth	19%
Medical test results	16%



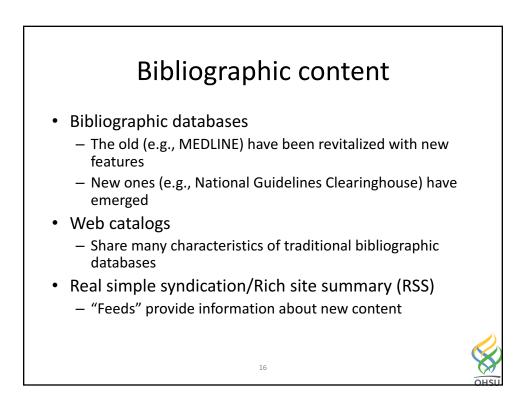


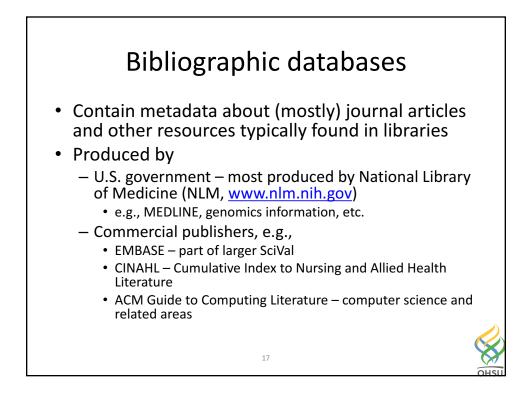


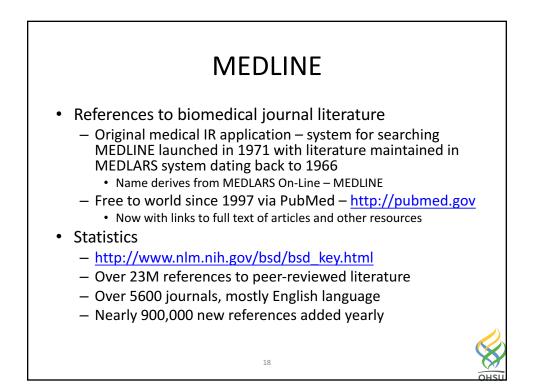


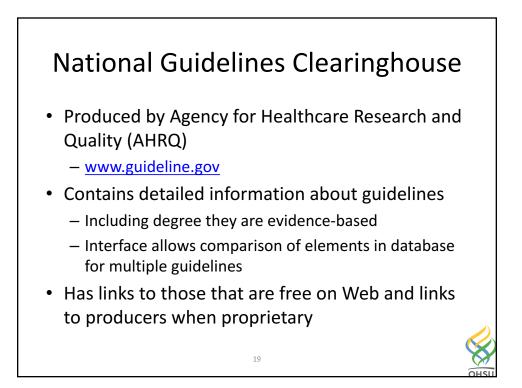
Classification of knowledge-based content

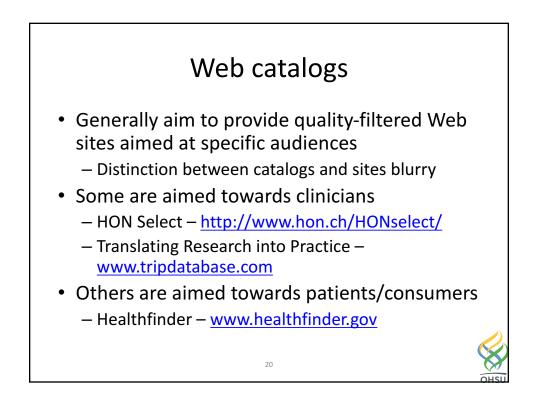
- Bibliographic
 - By definition rich in metadata
- Full-text
 - Everything on-line
- Annotated
 - Non-text or structured text annotated with text
- Aggregations
 - Bringing together all of the above
- These categories are admittedly fuzzy, and increasing numbers of resources have more than one type

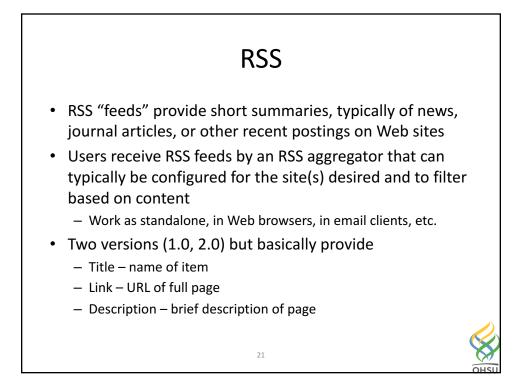


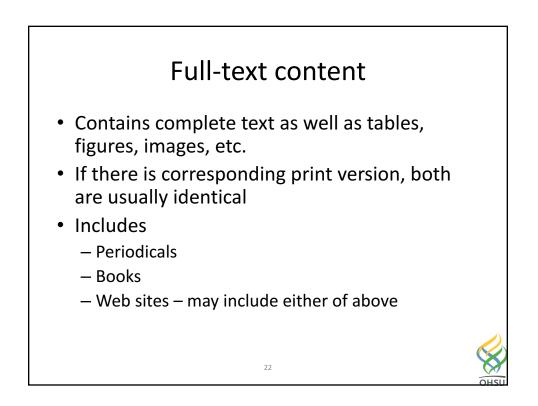


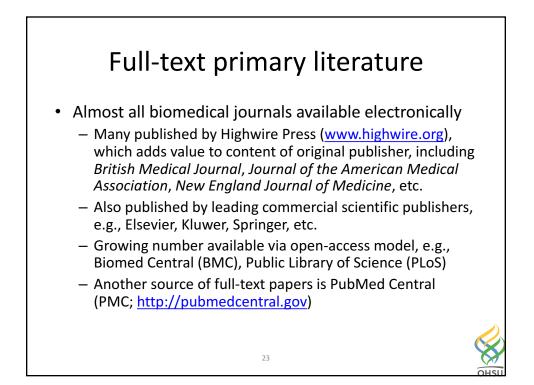


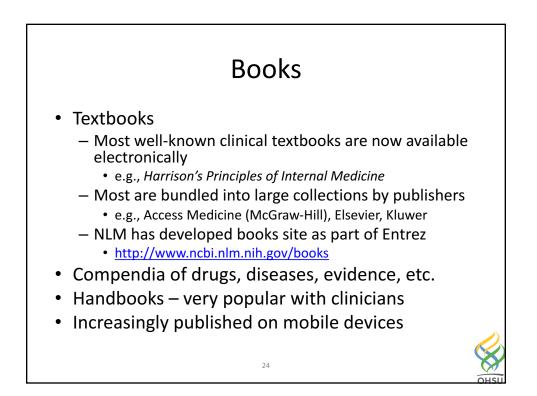


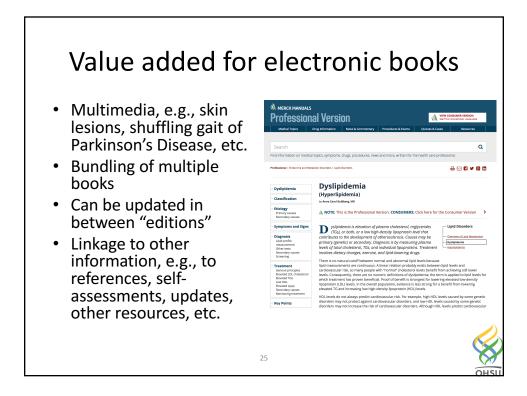


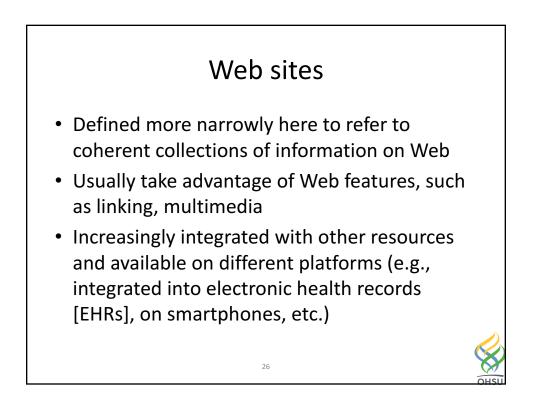


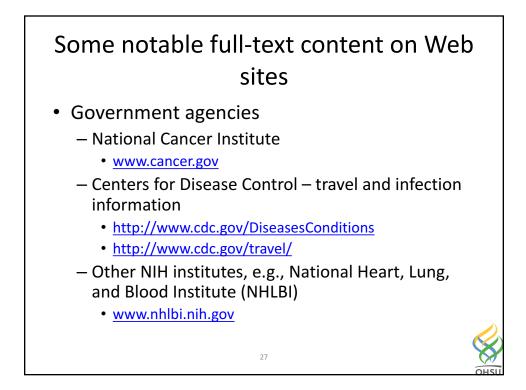


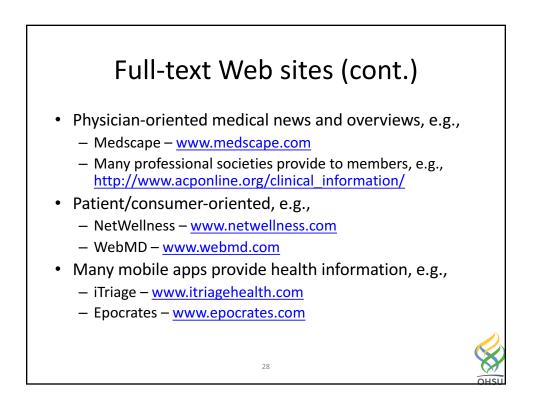










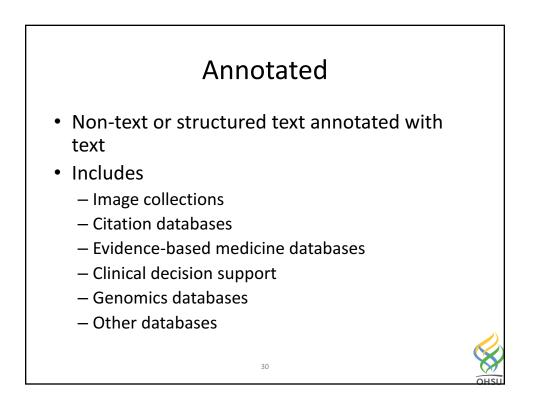


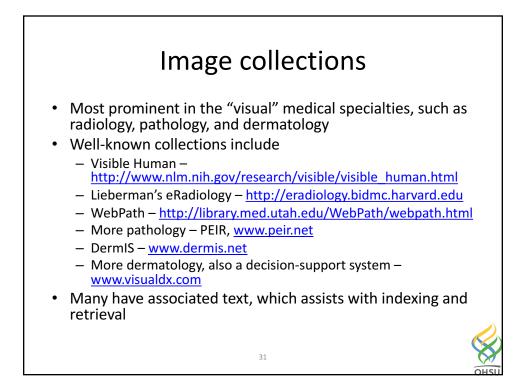
Other interesting types of Web content

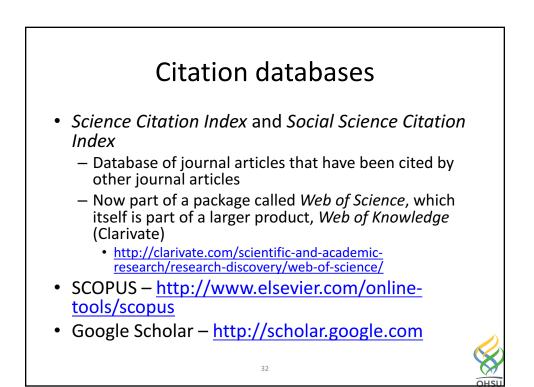
- Wikipedia <u>www.wikipedia.org</u>
 - Encyclopedia with free access and distributed authorship
 - Some concerns about manipulation (McHenry, 2004) but
 - Comparable to *Encyclopedia Britannica*? (Giles, 2005 rebuttal: Anonymous, 2006)
 - Health information quality is reasonably good (Nicholson, 2006)
 - Content retrieved prominently in most Web searches (Laurent, 2009)
 - Making attempt to improve quality of medical content (Heilman, 2013)

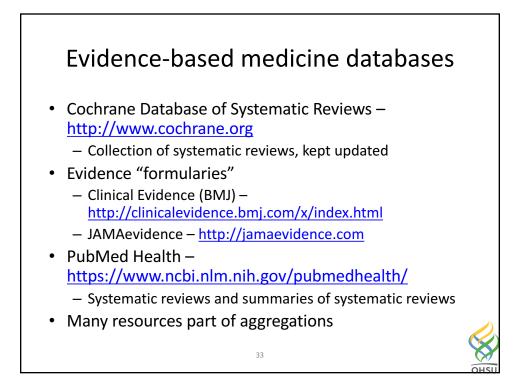
- Body of knowledge
 - Software Engineering Body of Knowledge (SWEBOK, <u>www.swebok.org</u>) organizes knowledge of field
- Social media/Web 2.0 and beyond (Lee, 2011)

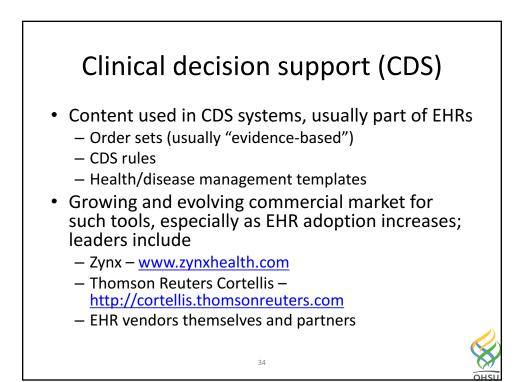


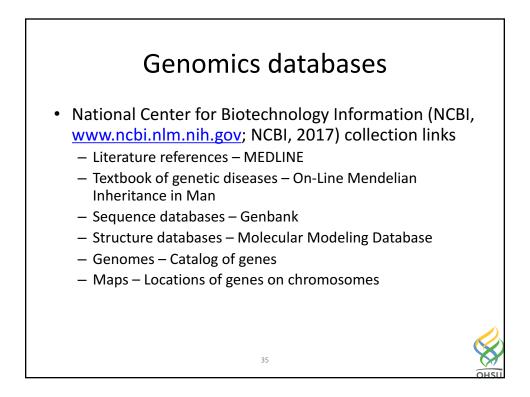


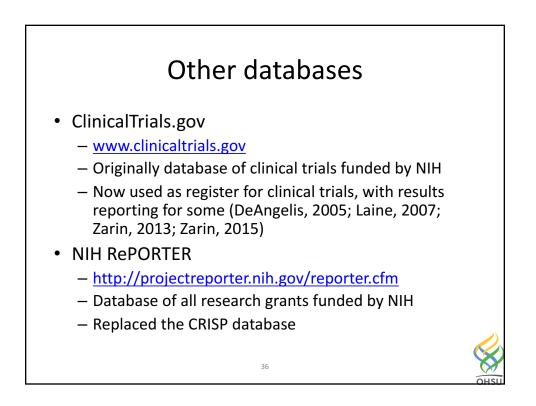


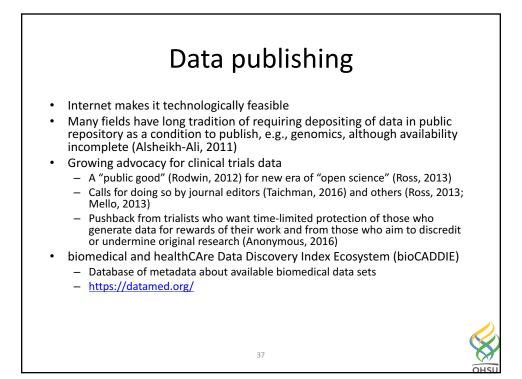


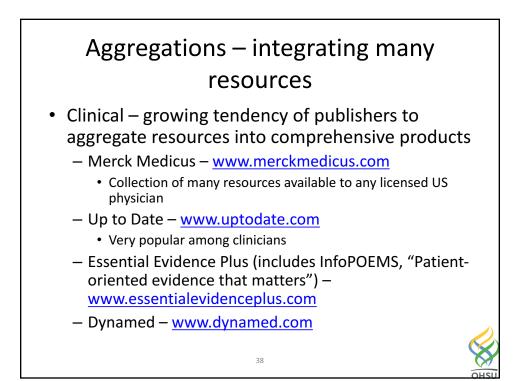


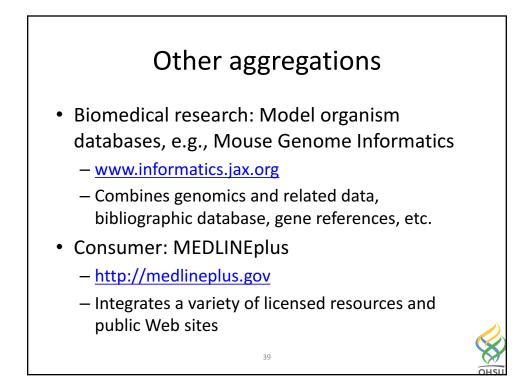


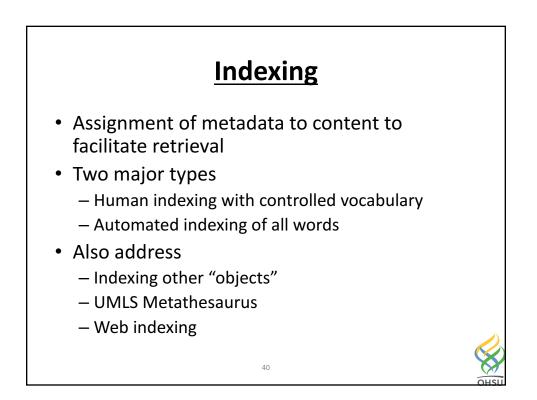




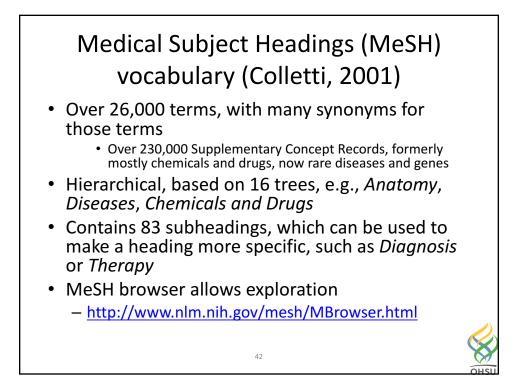


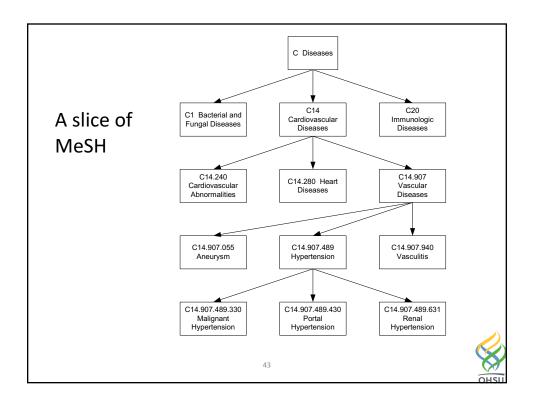


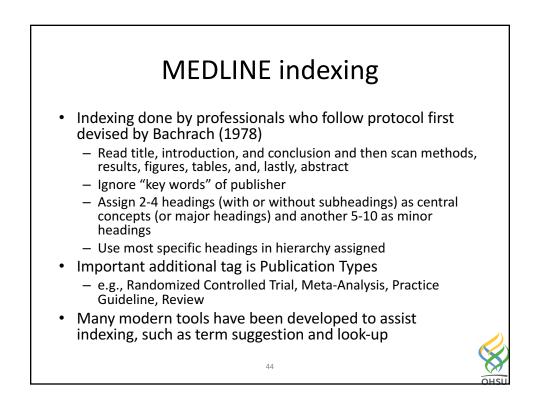


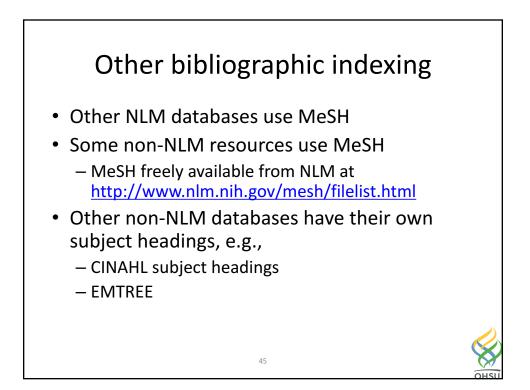


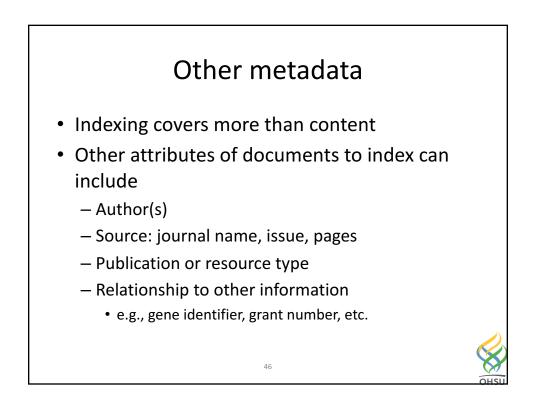
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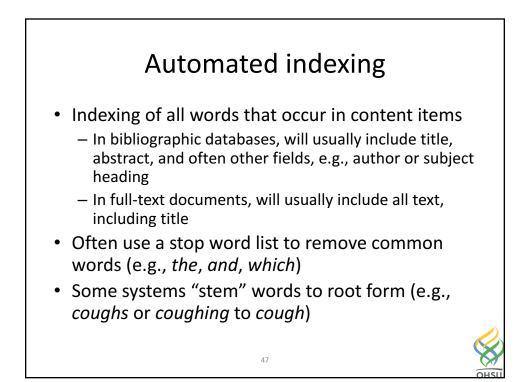


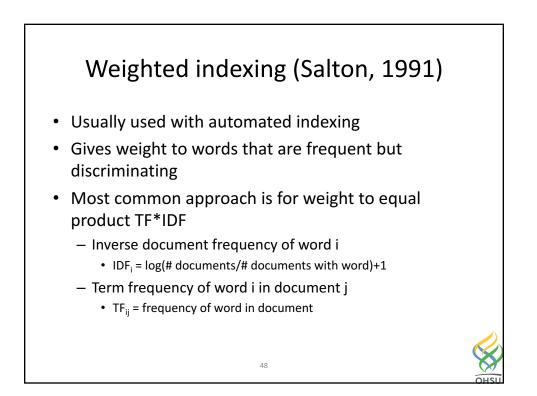


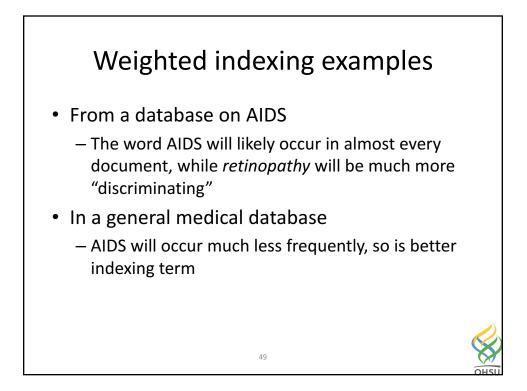


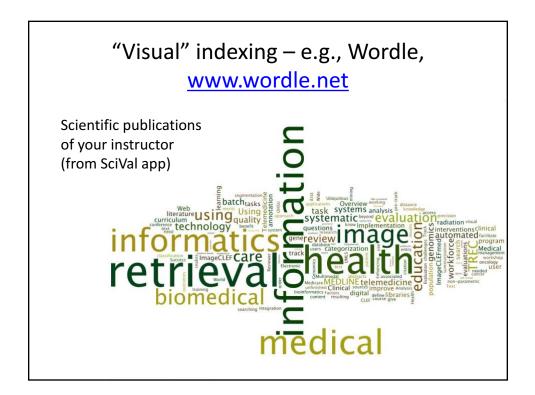


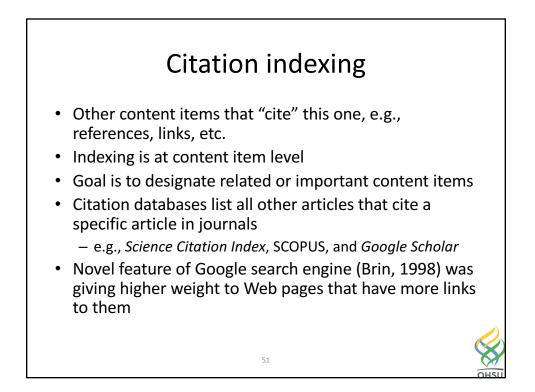


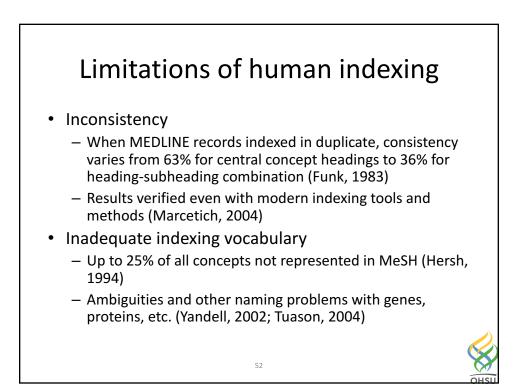


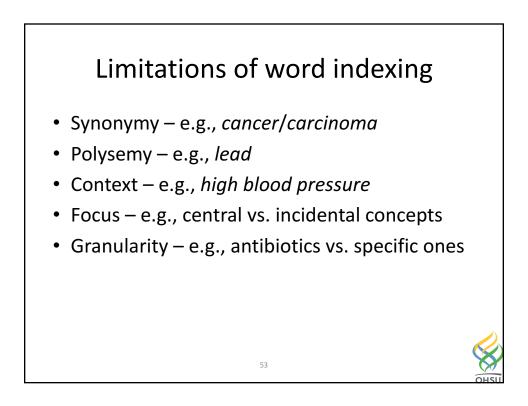


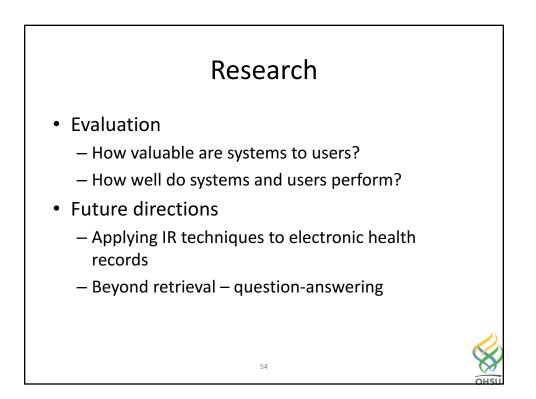


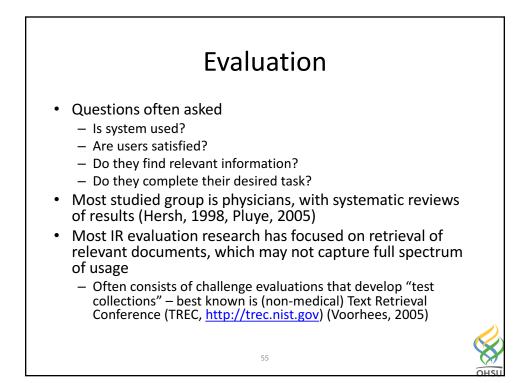


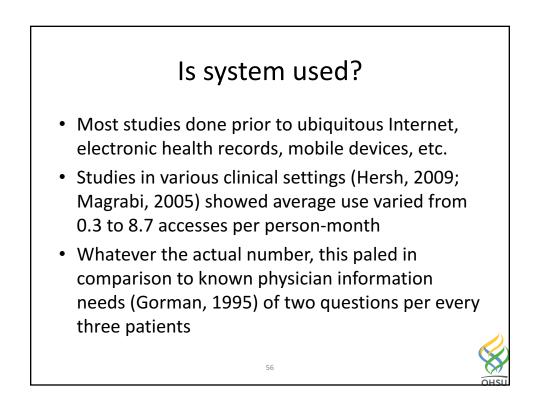


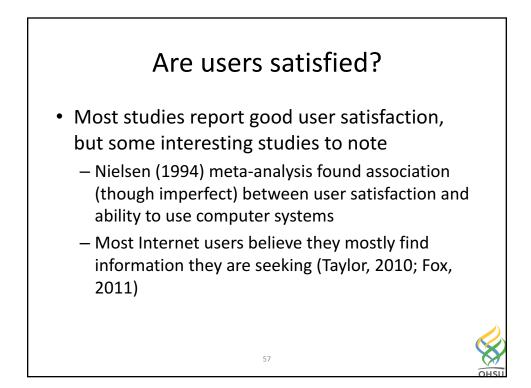


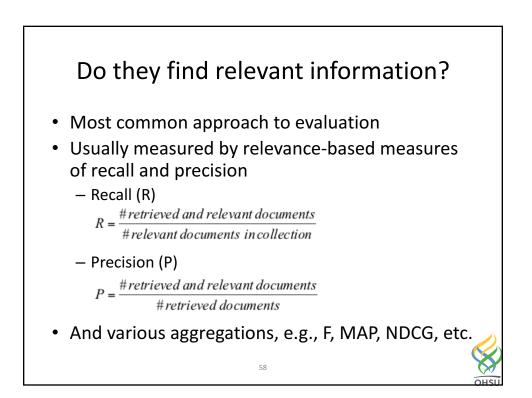


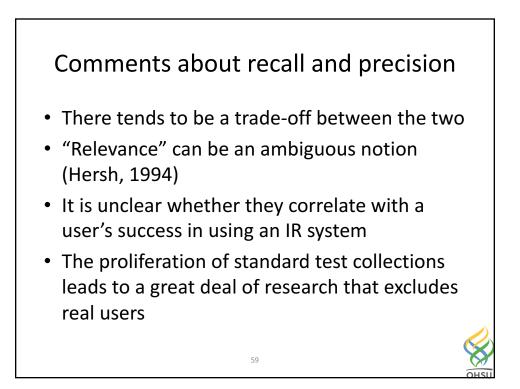










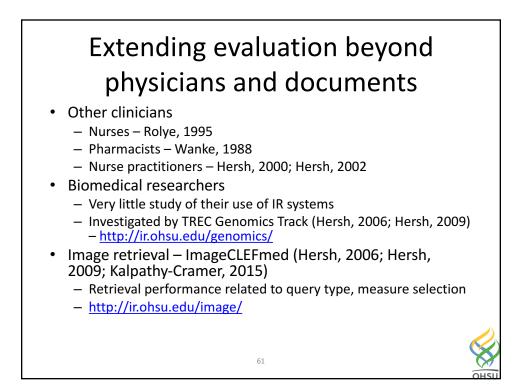


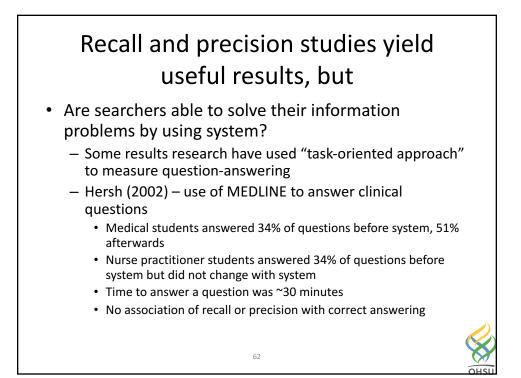
How well do clinicians search? Early results from Haynes (1990)

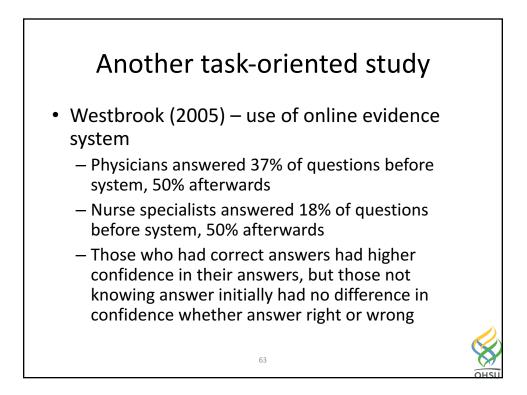
Searcher Type	Recall	Precision
Novice clinicians	27%	38%
Expert clinicians	48%	48%
Librarians	49%	57%

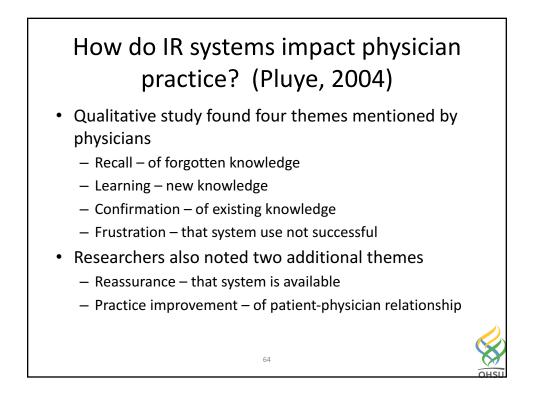
Other findings

- Little overlap among retrieval sets
 - Searchers tended to find similar quantities of disparate relevant documents
- Novice searchers satisfied with results
 - Adequate information or ignorant bliss?









Challenges for IR evaluation moving forward Must understand tasks of user and focus evaluation accordingly Ultimate measure, like any other informatics application, might be health outcome This may be difficult with IR systems since usage may not directly impact outcomes of patient care or research activity



