Mobile is here

- >4.6 billion users worldwide
- Always-on, always-with-me
- Phone ⇒ computer
- Numerous uses in m-health, m-libraries, m-learning…
Participant recruitment

- Make it easy for prospective participants to contact you
- Use a ‘short code’, e.g. “Text CHERRY to 60777”

How have other technological innovations fared…?

Electronic health records
NHS Connecting for Health

Biggest civilian IT project in the world ever; many successes, however…

"Seven years after the launch of the National Programme for IT in the NHS, essential technology does not meet the needs of doctors, local cost estimates are unreliable, many NHS staff remain unenthusiastic, and the programme’s future is far from certain."

"The delays are despite the programme’s having spent £2.4bn by March 2007”

“few successful deployments of the scheme’s two main hospital systems [...]”

"An NHS trust at the forefront of work on the £12.7bn NHS IT scheme has called in police after a breach of smartcard security compromised the confidentiality of hundreds of electronic records.”

Principles to support technology innovation?

Involve users in design
Allow co-evolution of technology and usage
Recognise issues with top-down and bottom-up approaches (middle-out?)
Address the complexity of work practices
Address organisational issues
Get the infrastructure right
Technology push v. user pull

In electronic health records: Greenhalgh, Potts et al., Milbank Quarterly 2009, 87(4):729-88

"if you think IT is the solution to your problem, then you don’t understand IT, and you don’t understand your problem either.”

Roger Needham, CBE
Y r u obsessed w apps? :-)

• Don’t overlook SMS (text) & interactive voice response
• Near universal coverage; no fragmentation
• UK
  – 62M population, 82M mobile phone subscriptions, 25M smartphones, 40% smartphone penetration
• India
  – 1220M population, 973M mobile phone subscriptions, 33M smartphones, 3% smartphone penetration

Make it easy-to-use

[Image of SurveyMonkey interface]
Make it easy-to-use

Research Methods in Healthcare

Introduction

This module covers research methods and evaluation methods for use in health care.

Dr. Mary's focus (right) is not clear, although it is more visible at the moment. In this module, you will learn how to design research studies and evaluate yourself, and how to effectively manage others' work. This assignment involves a qualitative research study designed to explore the experiences of patients undergoing chemotherapy. The research team is collaborating with chemotherapy patients to ensure that the information collected is relevant and useful.

The module handbook lists what we cover in this module and includes reading lists for each topic. It also has details on the assignment.

Dr. Mary will be available to discuss your research plan and provide feedback. However, if you are having difficulty understanding the material, contact us in your personal e-mail. On the beginning, the initial topics are clear. Further topics will be explained in future sessions.

Writing a thesis.

So, what is the future for you? First, go to the library and introduce yourself and your experiences of research. Second, pick your seminar papers within your group. Detailed instructions below.

Sampling

In this block (starting at 18:15), we are considering how to obtain a sample of participants for a research project. Start by reading the PDF that is on the topic. You may then need to read further on the topic (see module handbook for reading list).

There are two approaches here. First, you will have to consider a way of enhancing response rate. Secondly, in the empirical model, describe the sampling methods used in the paper you selected previously.

We can continue to study further in this area by selecting books, journals, or other sources.
## Money

- Unlike Internet, most mobile activities have to be paid for
- What does the end user pay? What does the institution pay?
- Long tail of usage

## Guess the date

Advert in California newspaper that a certain doctor “wishes to inform his patients and the public that he may be summoned or consulted through the telephone either by night or day. The communication is made through the American Speaking Telephone Company, and is absolutely private and confidential.”

July 1878
Pre-history
• Mid-19th century: telegraph used to fetch doctors
• 1860: heart signals sent by telegraph
• 1876: Alexander Graham Bell patents the telephone
• 1879: A doctor describes listening to a child’s cough through the telephone late one night and being able to decide an immediate visit was not required
• 1901: Linguaphone release language lessons on wax cylinders

Thank you
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