MedEd Crowdsourcing at #CORDAA20   MedEd Tech Open House

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Goal:
Learners will be able to utilize social media workflows to incorporate the knowledge of a virtual community of practice into educational programming.

Objectives:
1. Understand the history of crowdsourcing
2. Understand how to use crowdsourcing in medical education development
3. Discuss future uses of crowdsourcing for medical education

The idea of crowdsourcing in medical education is to leverage social media and other digital networks to identify concepts from various stakeholders to address topics and problems in order to build enriched medical education products (lectures and other asynchronous materials like blogs or podcasts).

In it's most simplest form, crowdsourcing in medical education can serve as a digital space to brainstorm which knowledge, skills, and attitudes on a particular topic to include in your educational products. In it's most intense form, could perform an entire targeted needs assessment using democratized social media tools.

The key elements to MedEd crowdsourcing include:
1. Identifying a stakeholder platform (social media vs previously established digital network)
   a. Digital tools are critical to be able to obtain efficient information at scale and to collect from a more diverse stakeholder pool.
   b. Examples: Twitter, Facebook, Reddit, ACEP Teaching Fellowship Cohort, ALiEM Incubators
2. Curation of Responses
   a. Abstract themes
   b. Identify key concepts to learners (end user)
   c. Identify key concepts to content experts
   d. Identify topic blind spots
   e. Consider CONTEXTUAL themes (tacit knowledge/microskills)
      i. Address biases and attitudes
3. Build
   a. Site those that contributed
   b. Identify and utilize high-quality resources that support content and context items

MEDED CROWDSOURCING

BUILDING EPIC EDUCATIONAL PRODUCTS

KEY ELEMENTS

IDENTIFY STAKEHOLDERS

Learners, content experts, context experts using SoMe platform(s) or existing networks like ACEP/CORD/ALiEM incubators.

SCALE & CURATE

Hashtag/ flag and @ stakeholders to generate specific responses. Abstract themes and discover blindspots in content and context.

RESOURCE & BUILD

Discover and use high quality resources that support themes, content, and context.