

Learning in the Social Age

Simon Carley
Manchester & Virchester

“As a junior doctor in the 90s I had to be a walking library of facts.

As a modern clinician I need to be the Librarian”

St Emlyn's

What is the Social Age?

Why should we care?

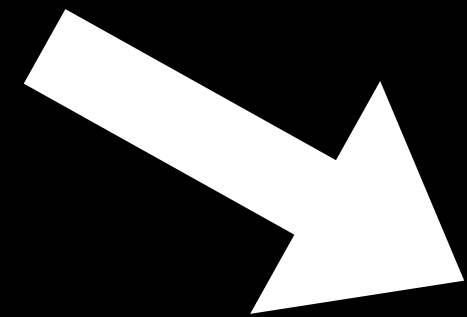
How do we use this in academia?

The Social Leadership Handbook

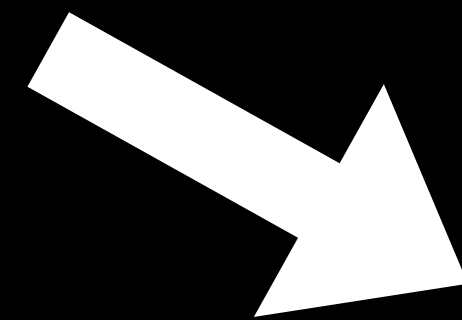
By Julian Stodd
www.julianstodd.wordpress.com



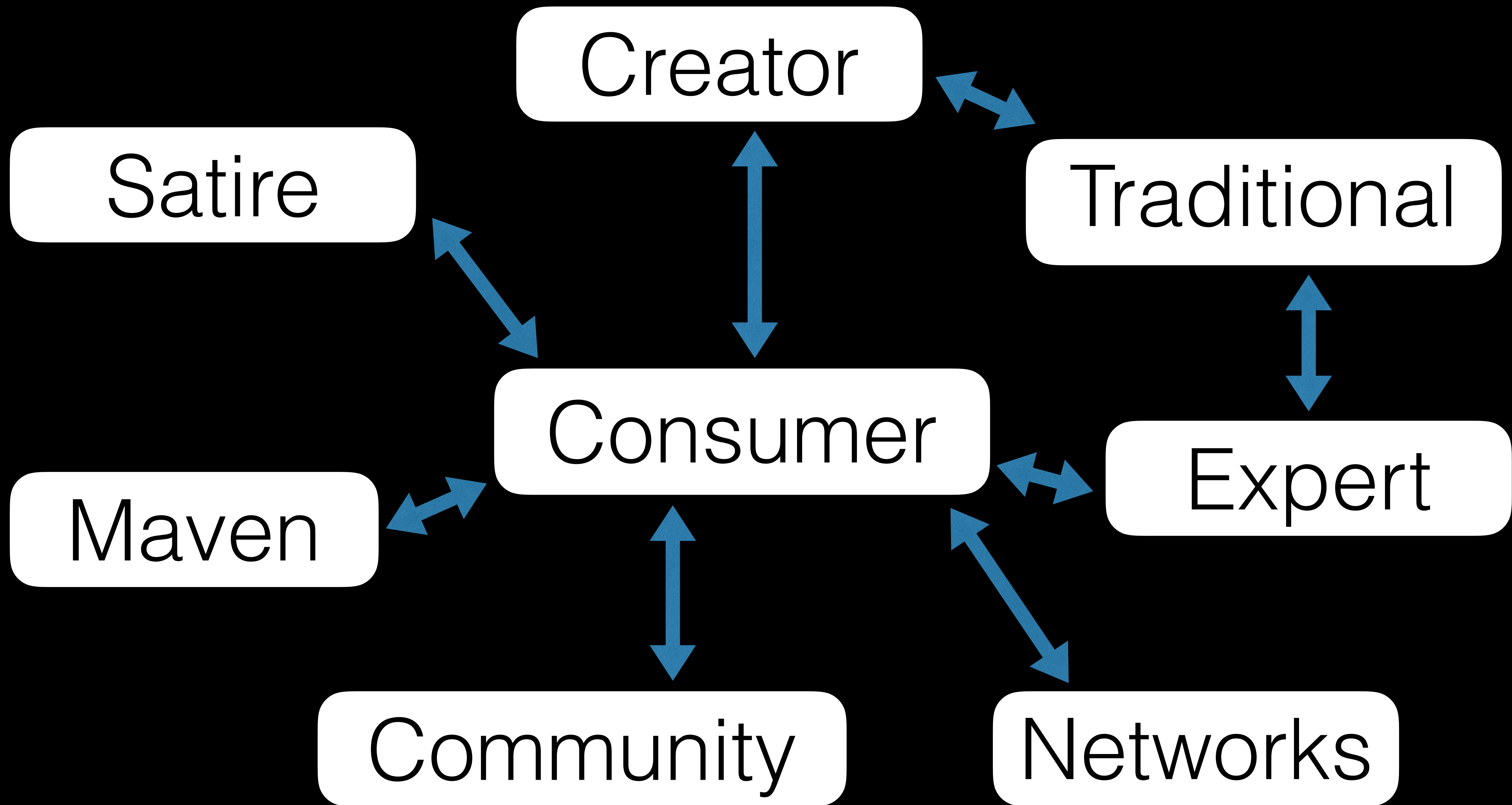
Content



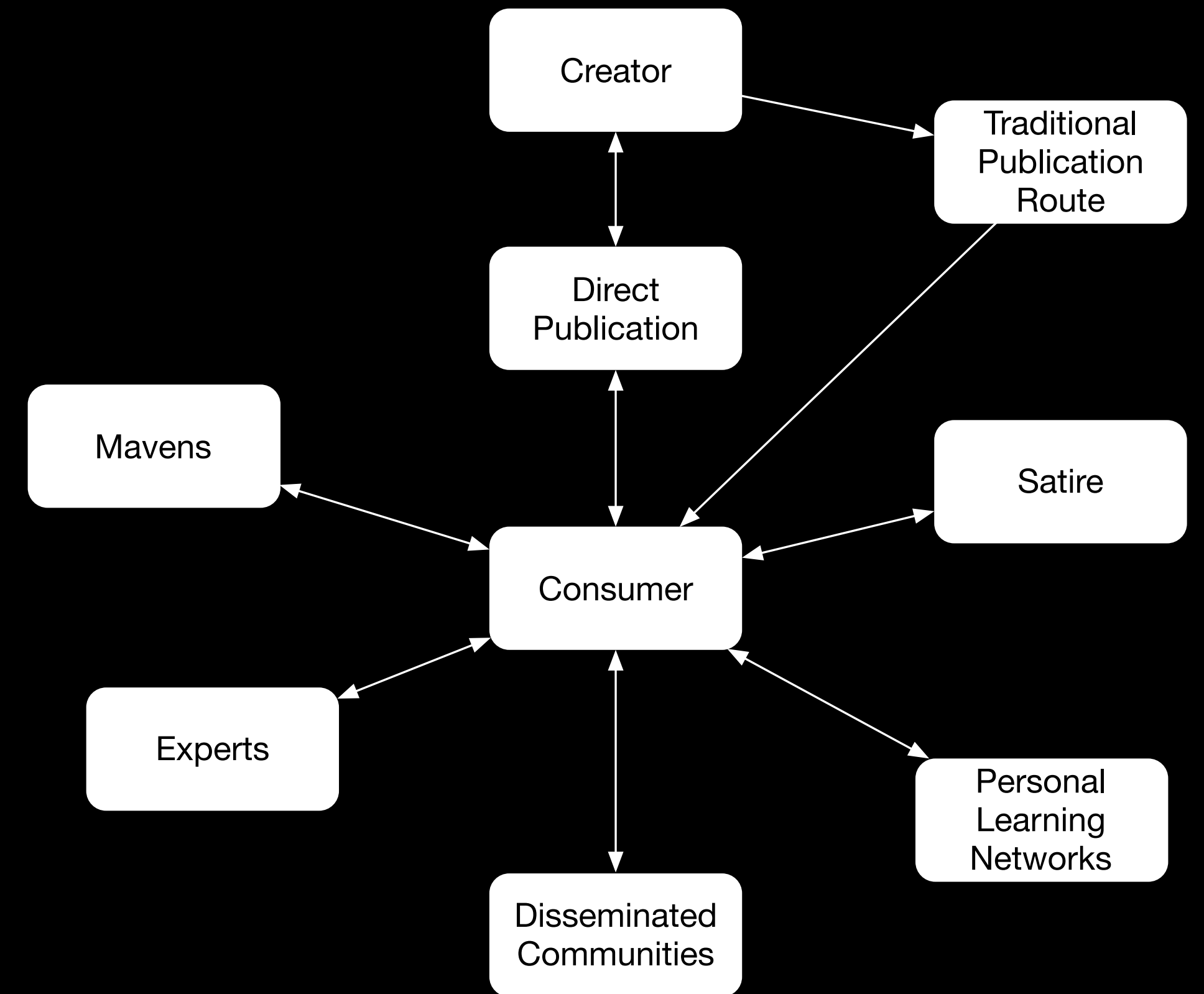
Expert



Consumer



Community Trumps Authority



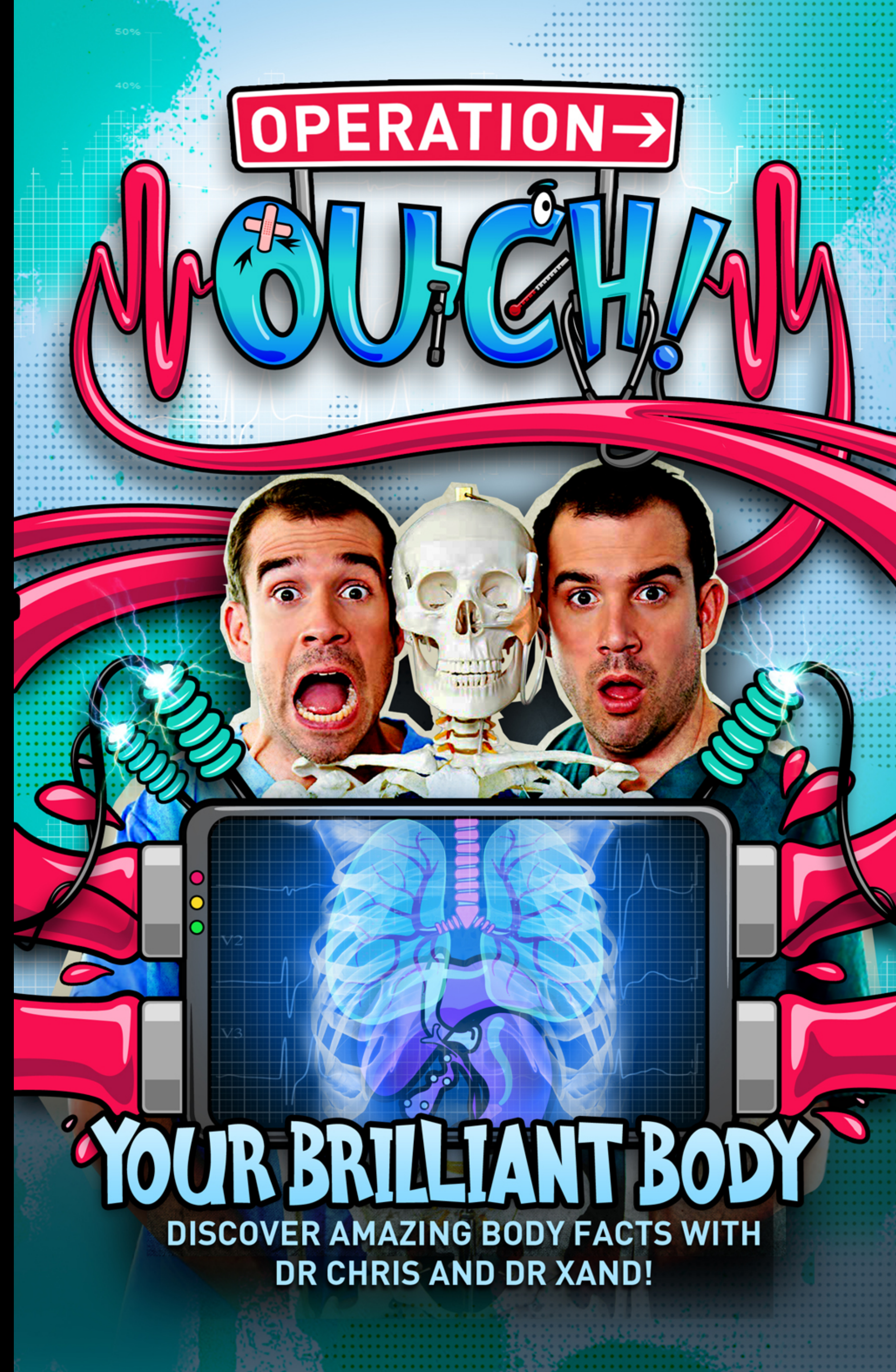


12-17 years





Dr Ranj



The Symptom

โรคภัยไข้เจ็บ

**Welcome everyone to the newest
dimension of Medical Television.**

A DEMONSTRATION ON MAN OF ELECTROMOTIVE CHANGES ACCOMPANYING THE HEART'S BEAT. By AUGUSTUS D. WALLER, M.D.

IF a pair of electrodes (zinc covered by chamois leather and moistened with brine) are strapped to the front and back of the chest, and connected with a Lippmann's capillary electrometer, the mercury in the latter will be seen to move slightly but sharply at each beat of the heart¹. If the movements of the column of mercury are photographed on a travelling plate simultaneously with those of an ordinary cardiographic lever a record is obtained as under (fig. 1) in which the upper

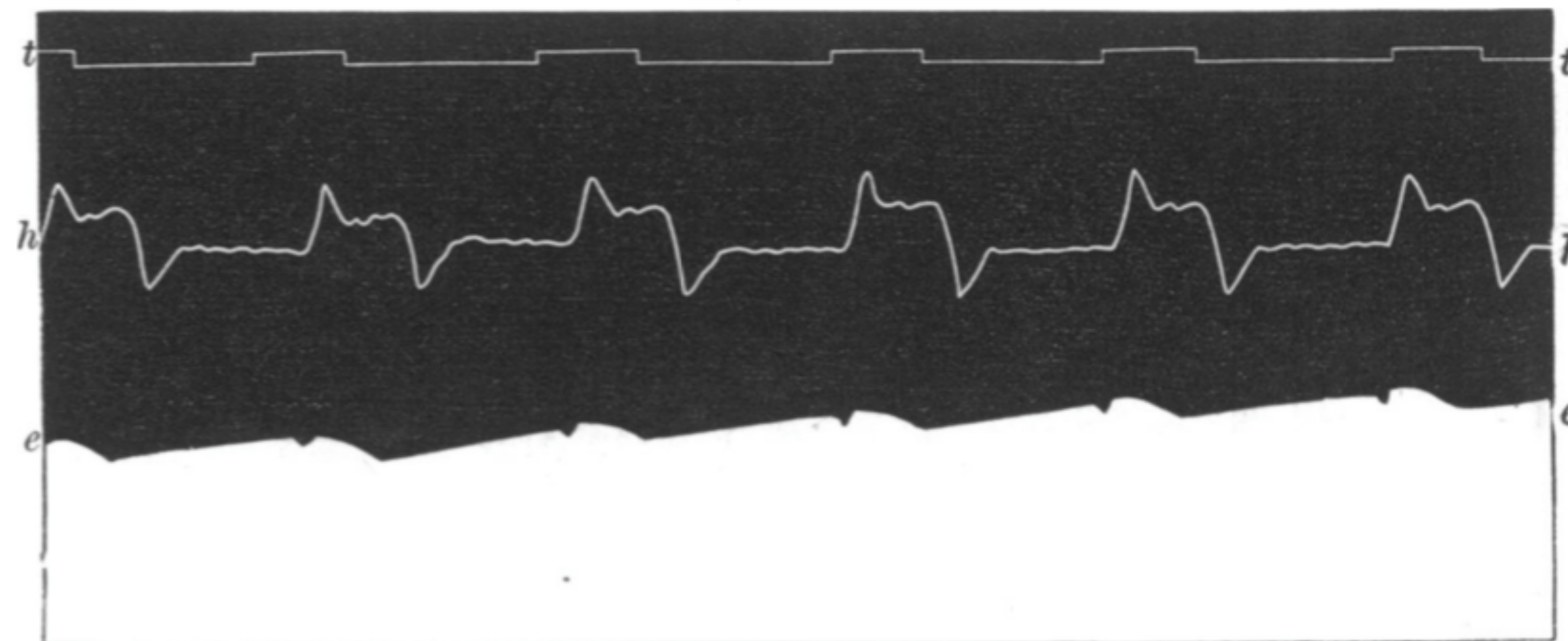
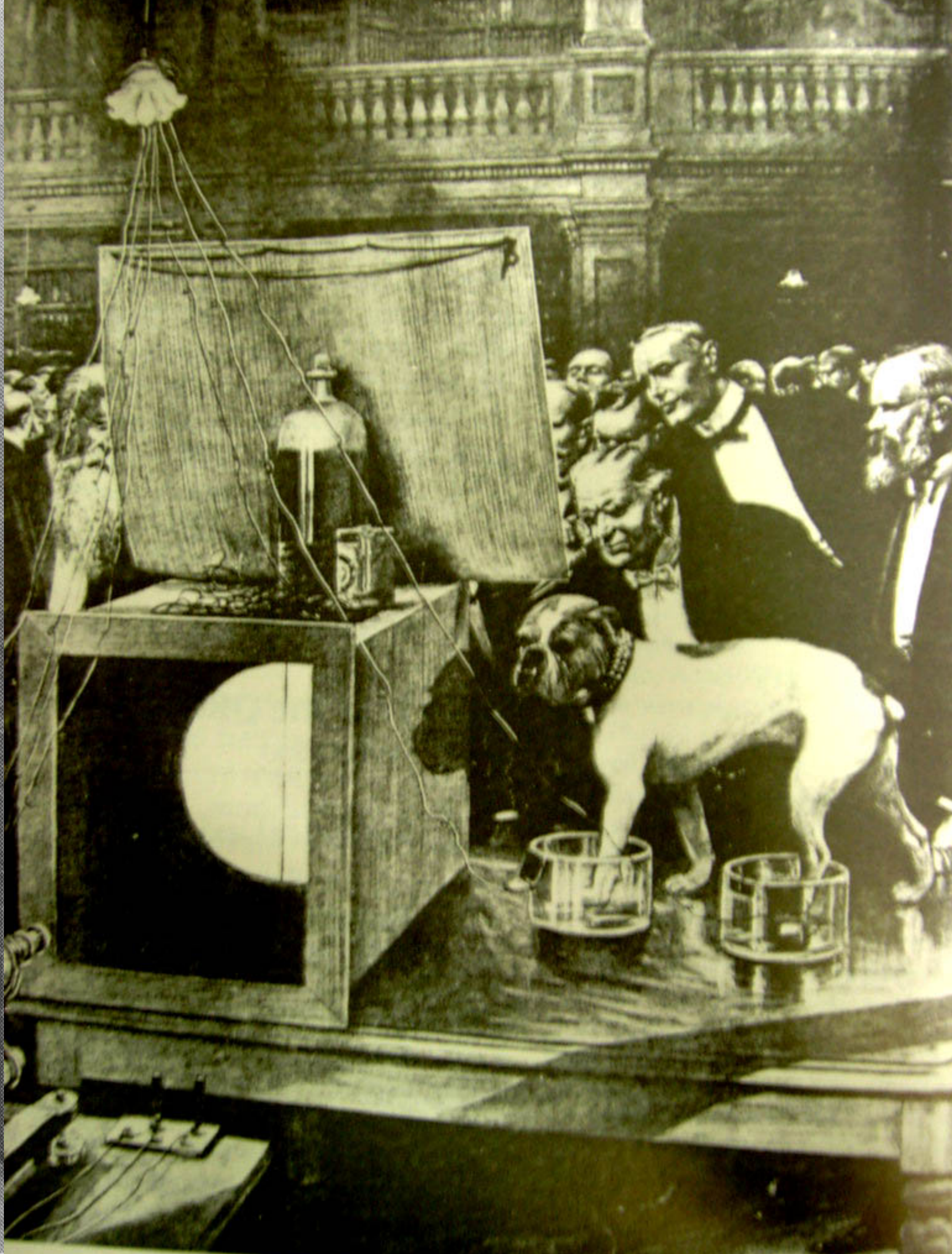


FIG. 1. Man. Heart led off to electrometer from front and back of chest (front to Hg; back to H_2SO_4).

e.e. electrometer. *h.h.* cardiograph. *t.t.* time in seconds.



Jimmy with Electrodes



A Walt Disney Production

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PHOTOGRAPHED





*“I would rather entertain
and hope that people
learned something than
educate and hope that they
were entertained”*

- Walt Disney

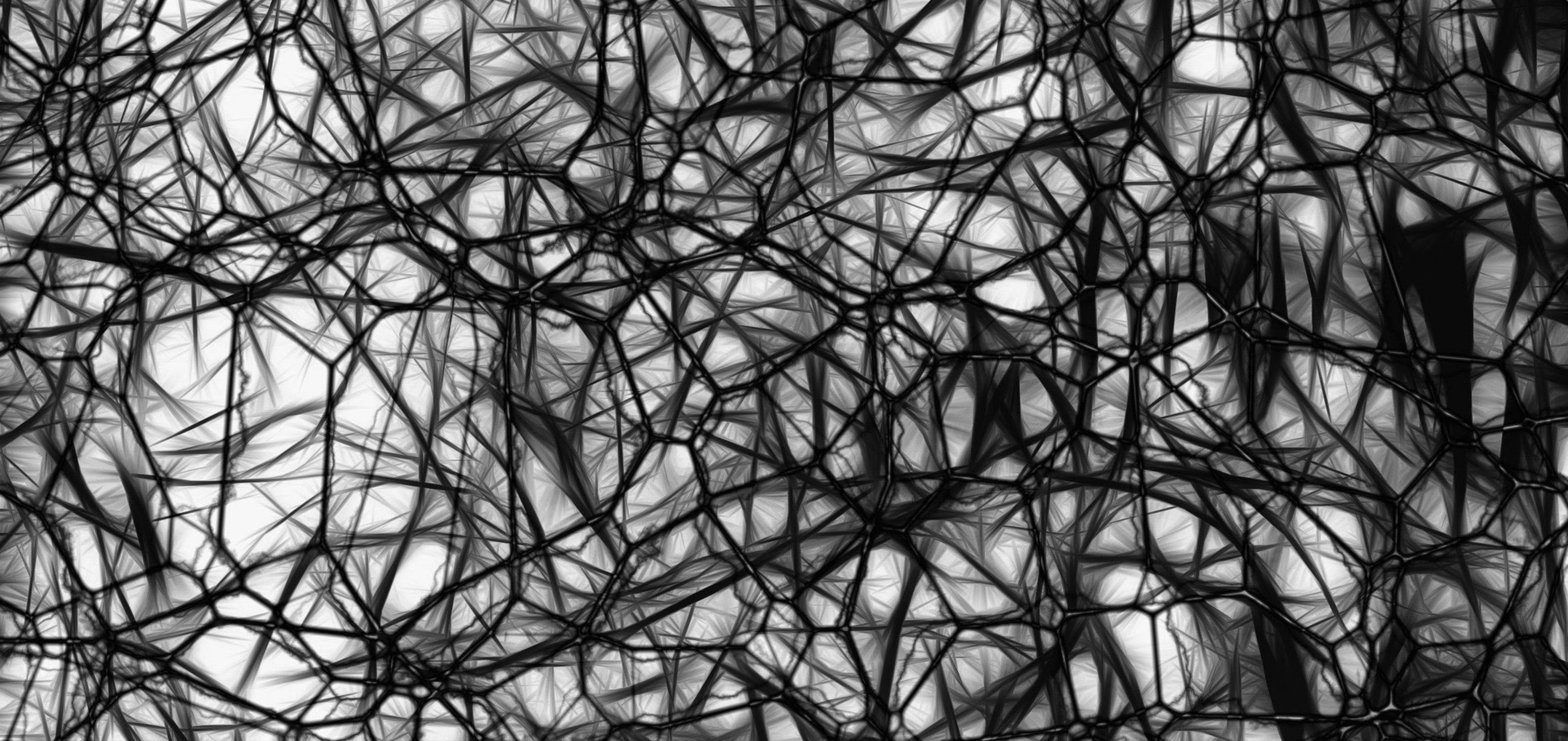


Why now?





Learning in the Social Age



Is the internet changing your brain?





Continuous Partial Attention



A PENGUIN BOOK

The Medium is the Message

Marshall
McLuhan

Quentin
Fiore





Short
Ideas
Concepts
Stories

What does this mean for academia?



Who is your audience?

A black and white photograph showing two men shaking hands over a table. The man on the left is wearing a dark, textured sweater, and the man on the right is wearing a light-colored sweater. On the table in front of them are several crumpled US dollar bills, including a \$20 bill and a \$10 bill. A bottle is partially visible on the right side of the frame. The background is a wooden wall.

Funding and Promotion



Academia.edu
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MENDELEY

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scholar



Simon Carley

FOLLOW

Manchester Metropolitan University

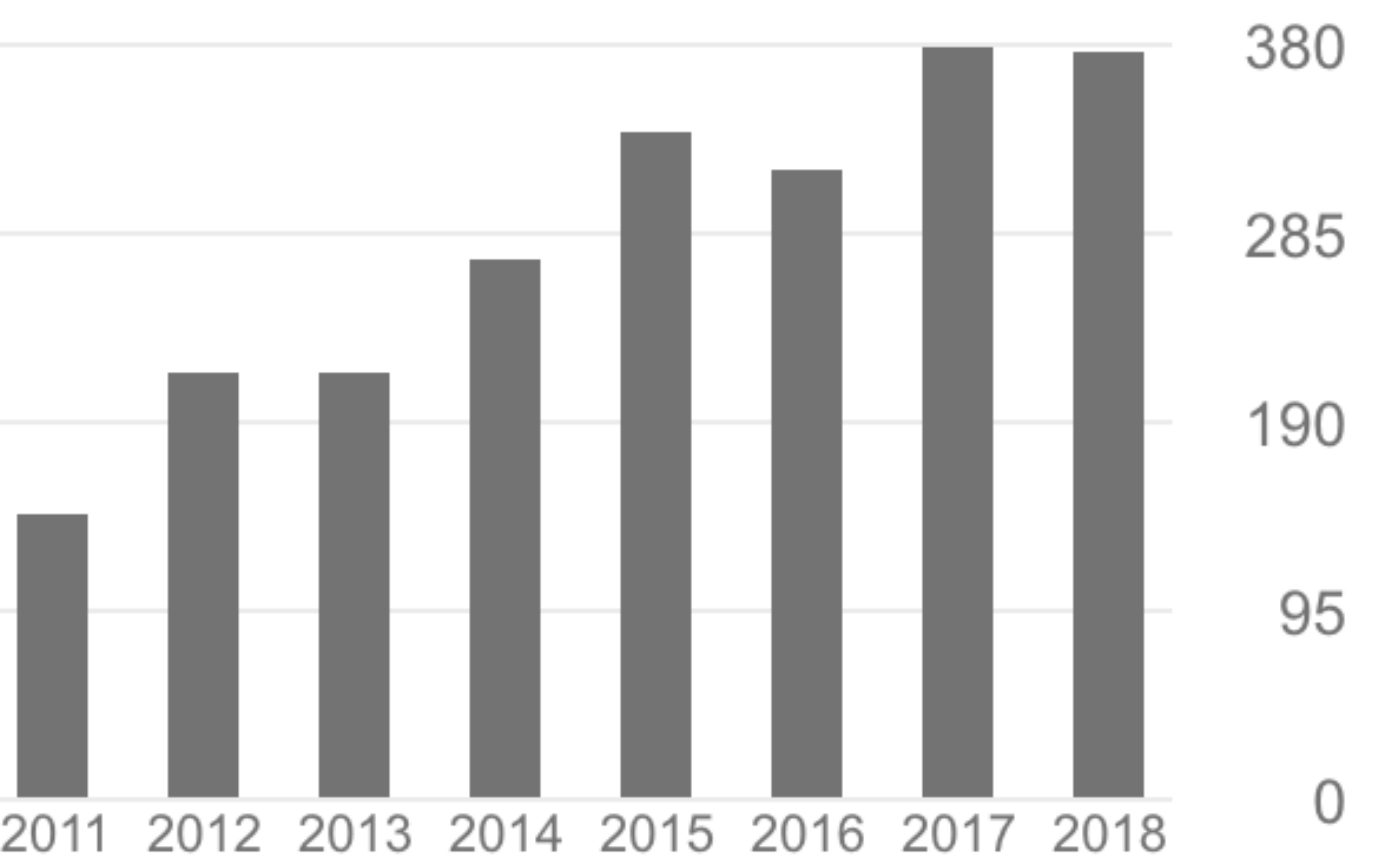
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#FOAMed Diagnostics Medical Education

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- Christopher Wibberley**
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University of Cumbria

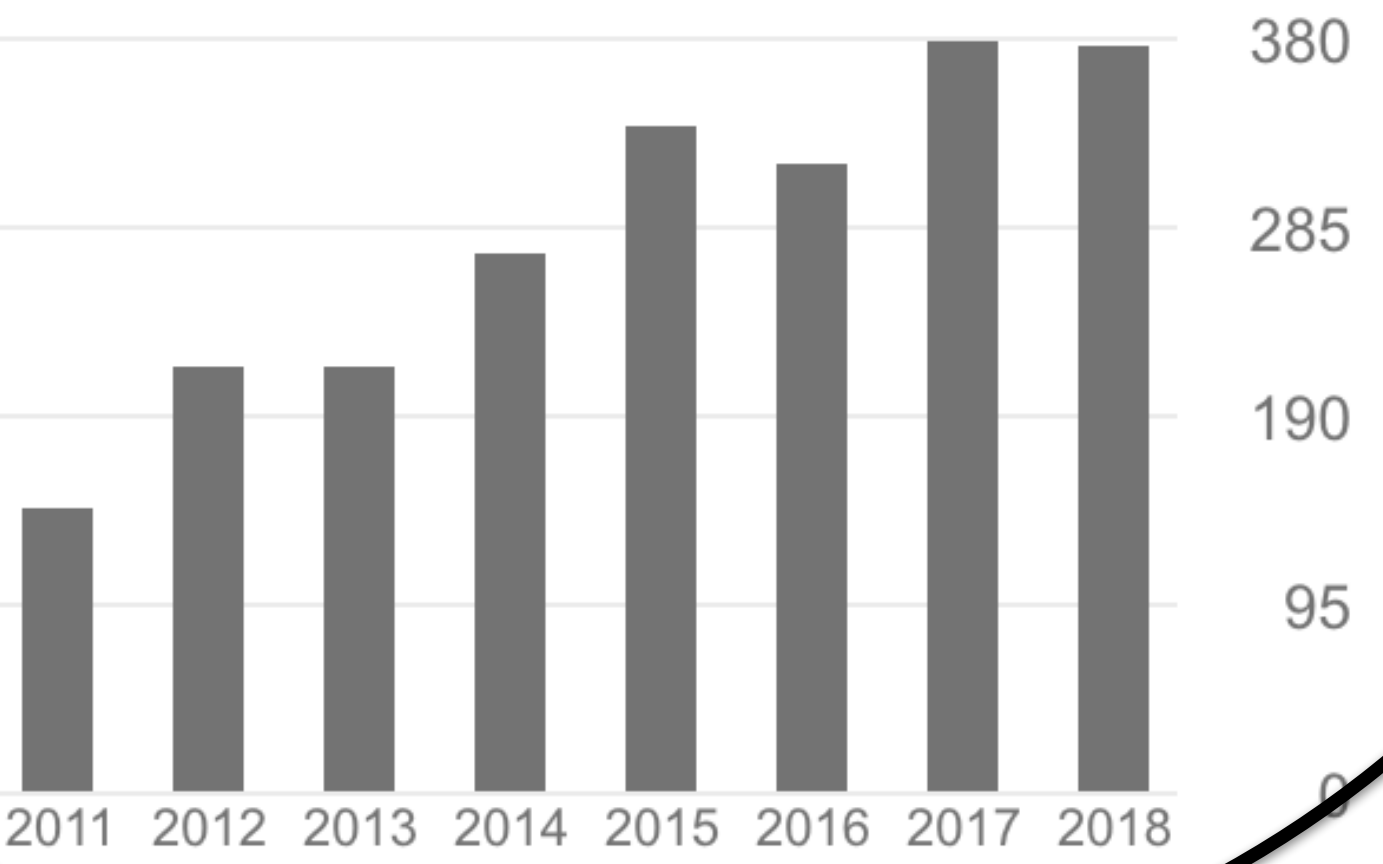


Simon Carley 
Manchester Metropolitan University
Verified email at cmft.nhs.uk - [Homepage](#)
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Simon D Carley

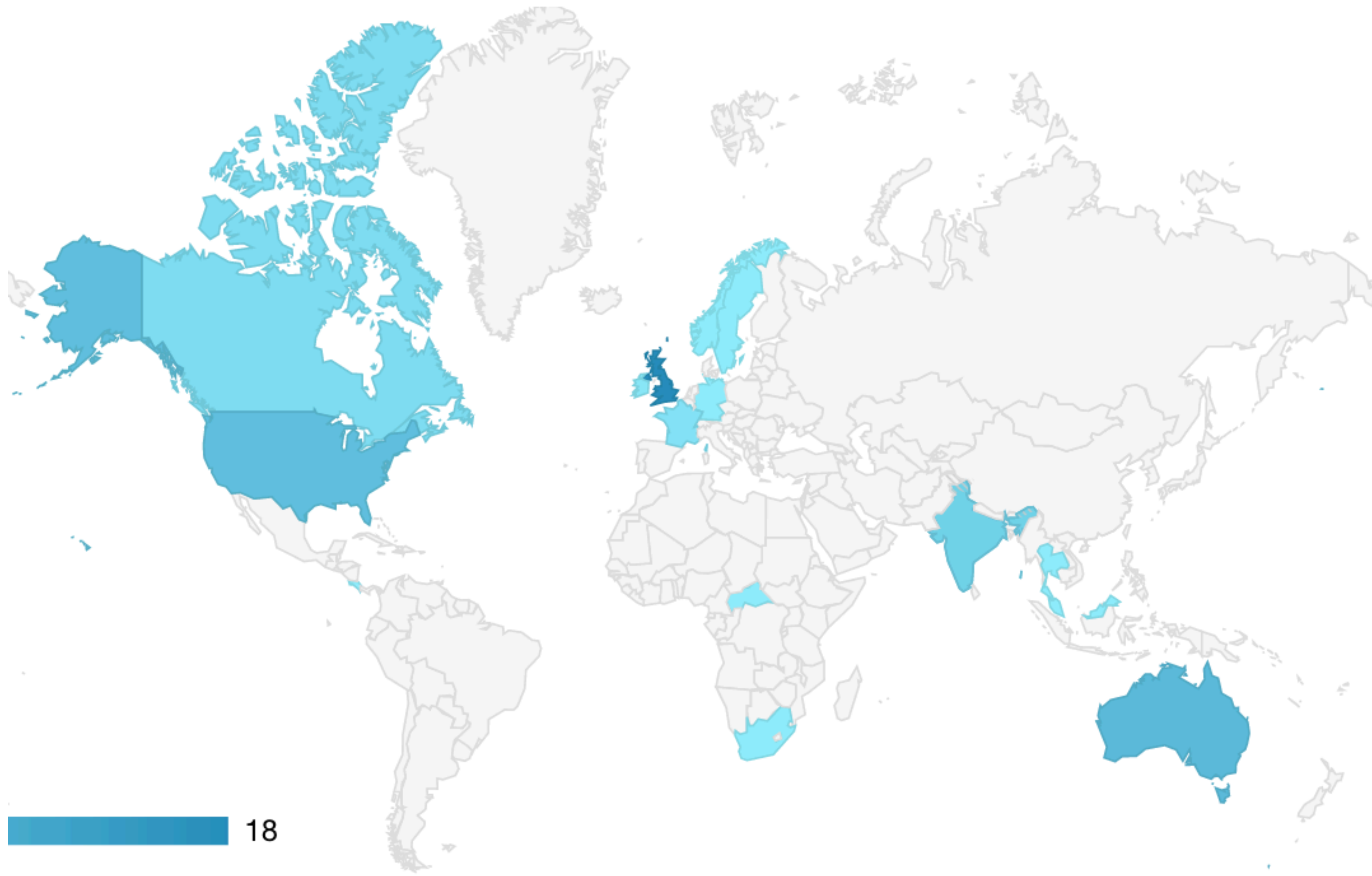
42.05 · MB, ChB, PgDip. DipIMC(RCS (Ed)). FHEA. FRCS(Ed)(98). FRCER. MPhil. MD. PhD · [Edit](#)

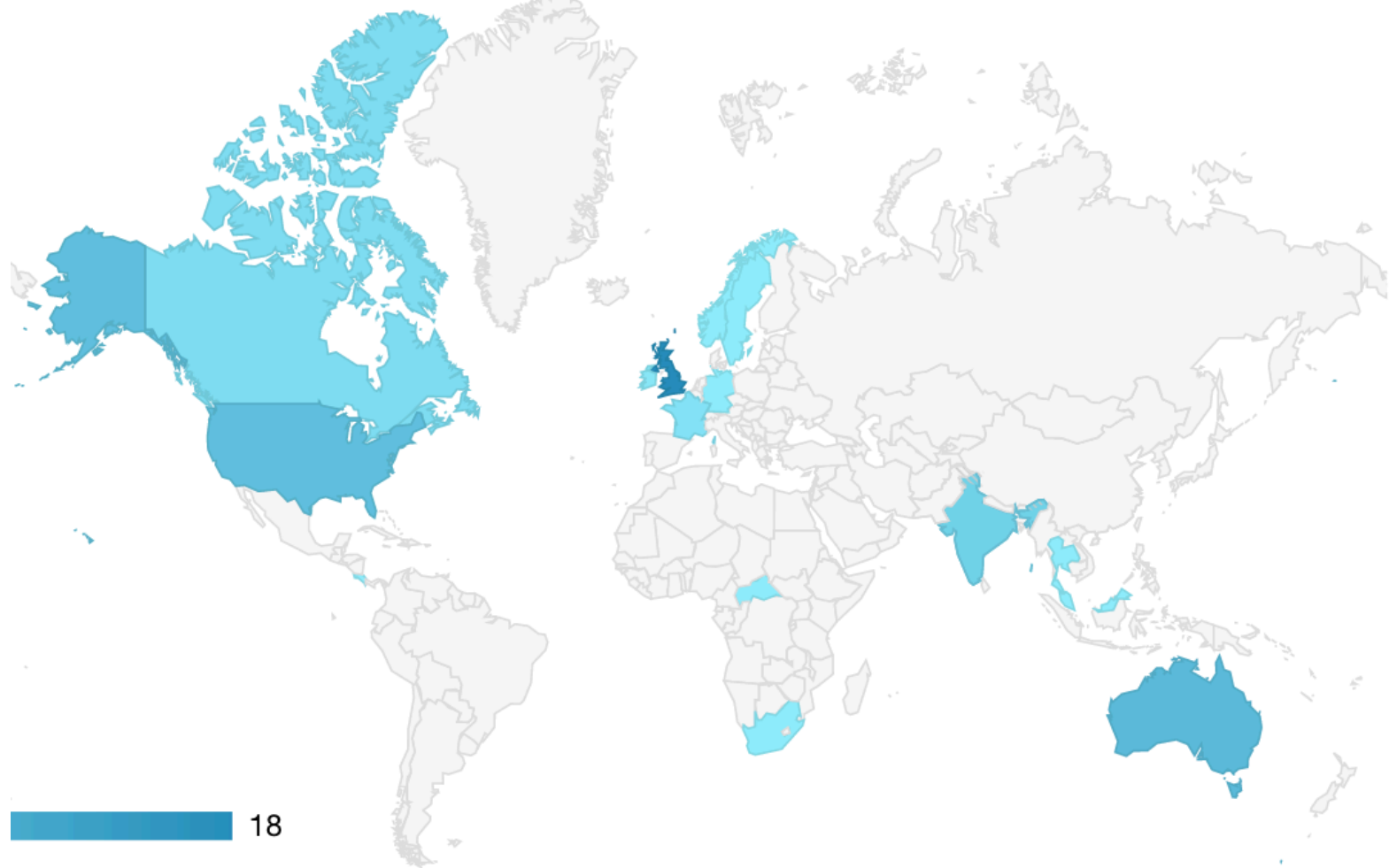
Original article



Social-media-enabled learning in emergency medicine: a case study of the growth, engagement and impact of a free open access medical education blog

Simon Carley¹, Iain Beardsell², Natalie May³, Liz Crowe⁴, Janos Baombe¹, Alan Grayson¹, Richard Carden⁵, Ashley Liebig⁶, Chris Gray¹, Ross Fisher⁷, Daniel Horner⁸, Laura Howard¹, Richard Body⁹





| | | |
|---|----|-----|
| Members of the public | 39 | 46% |
| Practitioners (doctors, other healthcare professionals) | 33 | 39% |
| Scientists | 8 | 10% |
| Science communicators (journalists, bloggers, editors) | 4 | 5% |

The Manchester Acute Coronary Syndromes (MACS) decision rule for suspected cardiac chest pain: derivation and external validation

Statistics from Altmetric.com



[See more details](#)





We are in the Social Age

Social technologies change the way we learn

There are risks and benefits to educators and researchers

“Anyone who tries to
make a distinction
between education and
entertainment doesn’t
know the first thing about
either”

–Marshall McLuhan

