

Reflecting on Grey Horizon: a 5-Year Retrospective of a Grey Literature Current Awareness Tool in Cancer Care

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<http://grey-horizon.blogspot.ca/>

DISCUSSION & FUTURE DIRECTIONS

- User feedback via comments on the Blog has proven to be an invaluable added feature
- Readers are sharing their own cancer journeys, or else expressing their opinions on the research being posted
- 41.67% of Blog readers are Alberta Health Services staff
- Understand your audience and how you can help them
- Engaging readership by reflecting on how the Blog is viewed and adjust strategies (content and structure) accordingly
- As gatekeepers of *Grey Horizon*, the cancer care librarians have established this Blog as *the* leading source of grey literature material in the cancer care environment in Alberta
- Future directions include a retrospective survey with a randomized group of Blog readers to further engage users and enhance the Blog's reach and functionality



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References

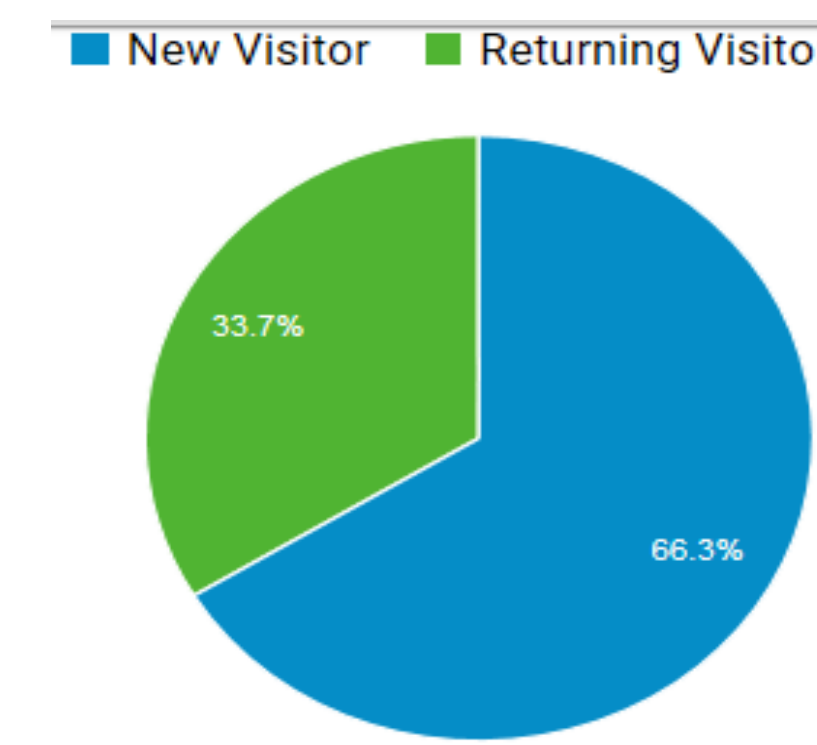
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THEMATIC ANALYSIS OF POSTS

Seasonal Time Period	Posting Title (Sample)	Posting Date	Number of Views	Themes Identified
Spring (April 2012 – June 2012)	Cancer System Quality Index (CSQI) 2012	May 22, 2012	93	Prevention & Screening
Summer (July 2012 – September 2012)	Few Doctors Discuss Exercise with Cancer Patients	September 4, 2012	96	Precision Medicine
Fall (October 2012 – December 2012)	PHARE Trial Results Comparing 6 to 12 Months of Adjuvant Trastuzumab in Early Breast Cancer	October 2, 2012	125	Clinical Trials Targeted Therapy
Winter (January 2013 – March 2013)	Facts and Figures Report: Declines in Cancer Deaths	January 17, 2013	89	Precision Medicine Survival and Recurrence
Spring (April 2013 – June 2013)	IU Researcher, Collaborator Identify Genetic Risk for Cancer in Breast Cells	June 13, 2013	1112	Risk Factors/Side Effects Precision Medicine

ANALYSIS ON THEMES AND CURRENT EVENTS & RESEARCH

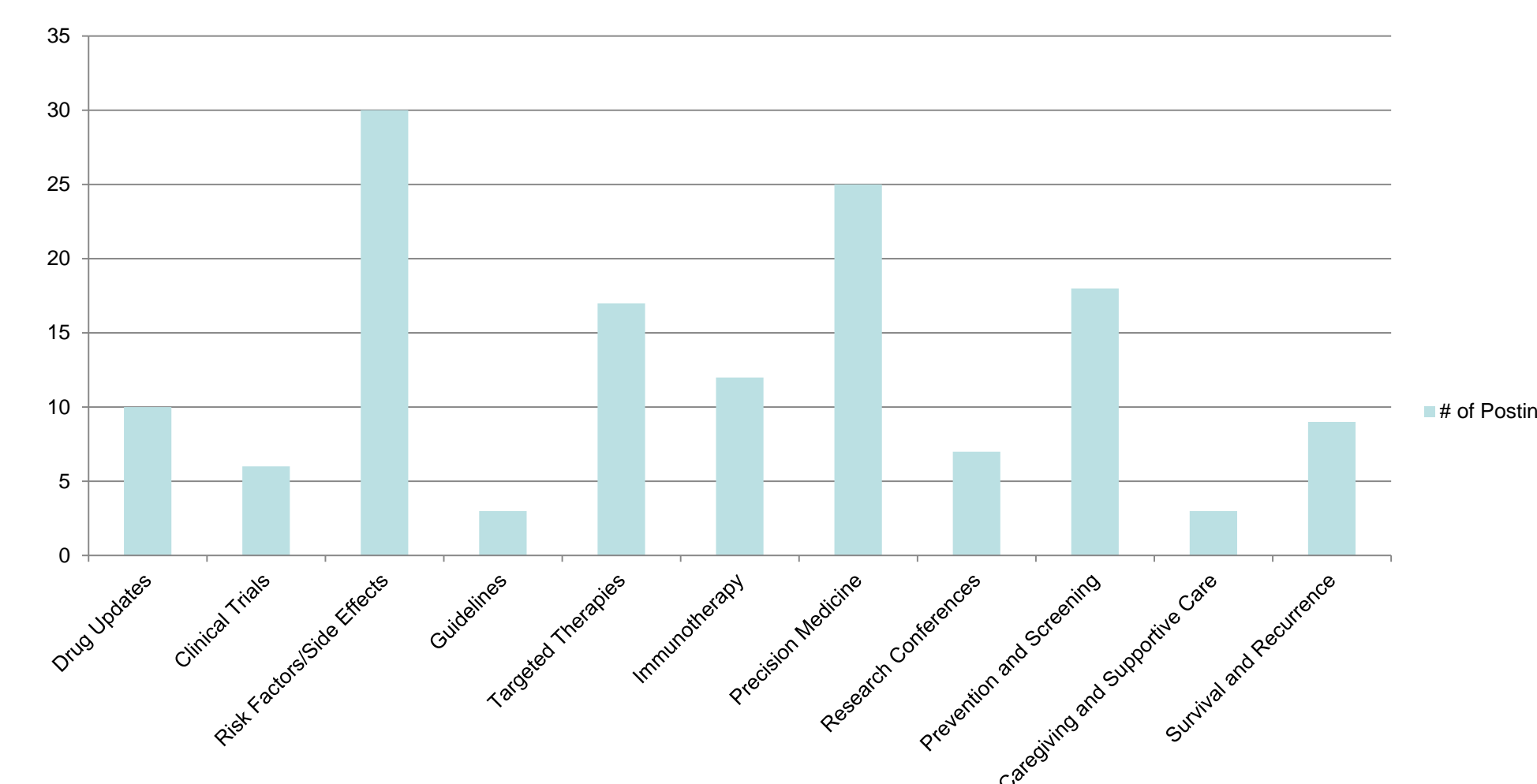
THEME	EVENTS & TRENDS
Immunotherapy	Increase of recent postings on this theme reflects transformative cancer advances in immunotherapy
Risk Factors	Identification of plausible genetic risks for a cancer diagnosis correlates to a popular news story on the choice of double mastectomy due to a genetic predisposition towards breast cancer
Conferences	Many well-viewed postings during the summer focus on conference news and proceedings, a time when conferences were attended by local researchers



AUDIENCE

Country	Sessions	% Sessions
1. Canada	7,705	56.62%
2. United States	2,226	16.36%
3. United Kingdom	551	4.05%
4. (not set)	339	2.49%
5. India	303	2.23%
6. Russia	235	1.73%
7. Germany	182	1.34%
8. Japan	143	1.05%
9. France	123	0.90%
10. South Korea	113	0.83%

THEMES OF TOP 85 POSTS



READER COMMENTS

...“I am glad to stop by your site and know more about breast cancer assay. Keep it up – this is a good read. You have such an interesting and informative page...” [November 7, 2012]

...“Amazing how simple it can be to communicate with people and have them understanding a topic. You made my day...” [September 20, 2013]

...“I would like to thank you for the efforts you have put in writing this website...” [February 15, 2014]

...“Nice blog – thanks for sharing information on VOTRIENT pazopanib hydrochloride...” [May 9, 2015]

...“Thanks for sharing this blog with such in-depth details breathlessness, diagnosis, symptoms, and triggers...” [July 14, 2016]

...“Journal of Immunology Research and Therapy is an international peer-reviewed journal that covers the studies of all aspects of the immune systems in all organisms...” [January 5, 2017]



INTRODUCTION/BACKGROUND

- A subject-based blog created by two cancer librarians to disseminate grey literature to a specific research community
- Launched in April 2012 to facilitate current awareness efforts
- Almost 3000 posts were accessed globally over the past 5 years
- Traditional audience measurement no longer applies to social media platforms

OBJECTIVES OF THE STUDY

- To understand online user behaviours enabled by social media
- To explore effective social media metrics from the lens of integrated marketing communications
- To identify gaps both from content and structure

METHODOLOGY

- Statistics gathered from Blogger, Google Analytics and Feedburner on page views, audience and user behaviour
- Thematic analysis of the top 85 posts from 17 quarters over 5 years

SOCIAL MEDIA METRICS

(Burger & Labrecque, 2013)

METRIC	DEFINITION	EXAMPLE (April 2012 – April 2017)
Volume	# of mentions/time	Page Views: 147045 Posts: 2917
Engagement	Engagement at time with all posts to date	186/2917 = 6.4% 72/187 total comments (38.5% as of Jan 1, 2017)
Advocates	Active participation # of followers	27 active followers via email
Leads Generated	% of leads generated	New sources identified according to most viewed posts