




Mobile is here

- >4.6 billion users worldwide
- Always-on, always-with-me
- Phone \Rightarrow computer
- Numerous uses in m-health, m-libraries, m-learning...





Choosing Healthy Eating when Really Young

Do you have a child aged 18 months to 5 years?
Is your child a fussy eater?

Would you like to know more about healthy eating
for you and your family?


Do you want to have a go at some new recipes and
try new foods in a relaxed environment?

**Come along to
CHERRY!**

A free programme for parents and children under 5

Liskeard Children's Centre, Varley Lane
Mondays 1-3 pm or Tuesdays 9.30-11.30 am
St Martin's Church Hall, Church Street
Wednesdays 9.30-11.30 am
Four sessions per family, starting in November

Text Cherry2 to 60777
if you are interested in taking part

Find us on
Facebook

UCL

Participant recruitment

- Make it easy for prospective participants to contact you
- Use a 'short code', e.g. "Text CHERRY to 60777"

UCL

How have other technological innovations fared...?

Electronic health records

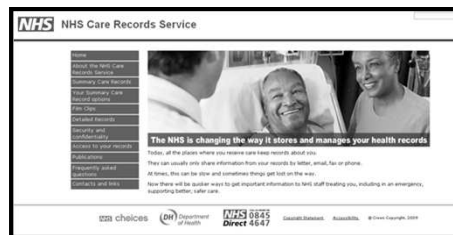
NHS Connecting for Health

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

The screenshot shows the SurveyMonkey website interface. At the top, there is a navigation bar with links for Home, Take a Tour, Resources, and Plans & Pricing. A sidebar on the left lists various survey creation and management options. The main content area features a central headline, a list of survey templates, and two prominent call-to-action boxes for Pro and Basic plans.

SurveyMonkey

Home Take a Tour Resources Plans & Pricing

Creating a Survey

- Getting Started
- Question Types
- Survey Templates
- Customization
- Response Validation
- Skip Logic
- Printable PDFs

Get Responses

- Analyze Results
- Use Cases

We did the work so you don't have to.

Overall, how would you rate this employee?

- Exceeds expect
- Exceeds expect
- Meets expect
- Meets expect
- Does not meet
- Include comments

How satisfied are you with the product?

- Extremely Dissatisfied
- Very Satisfied
- Somewhat Satisfied
- Slightly Satisfied
- Not at All Satisfied

How likely are you to recommend our service to a friend?

- Extremely Likely
- Very Likely
- Somewhat Likely
- Slightly Likely
- Not at All Likely

Get Started Today!

PRO Plans
Advanced features & customization for power users.
[Pro Sign Up](#)

BASIC Plan
All the essentials to get you started for FREE.
[Sign Up FREE](#)

Save time & ensure quality feedback with our pre-made survey templates. Here are a few of the most popular:

- ✓ Academic/Research - Course Evaluation, Faculty Satisfaction, Public School Survey
- ✓ General Business - Customer Service, Online Product Feedback, Business to

Make it easy-to-use

The screenshot shows a Moodle course page for 'Research Methods in Healthcare 2011-12'. The page is viewed in a Firefox browser. The course title is 'Research Methods in Healthcare 2011-12'. The user is logged in as 'Henry W. W. Potts'. The page layout includes a left sidebar with navigation options like 'Latest News', 'Recent Activity', 'People', and 'Administration'. The main content area is titled 'Research Methods in Healthcare' and contains an 'Introduction' section. The introduction text explains the module's focus on research and evaluation methods, mentions the module tutor Dr. Henry Potts, and outlines the assignment. A small portrait of Dr. Henry Potts is visible. The right sidebar contains 'Section Links', 'Course Menu', and 'Library Resources'.

The screenshot shows a Moodle course page for 'Research Methods in Healthcare 2011-12', specifically a lesson titled 'Levels of measurement lesson'. The page is viewed in a Firefox browser. The lesson content includes text explaining how to summarize and describe quantitative data, a short quiz, and a PDF. Below the text are several icons for navigation and actions. The lesson is part of a series, with the next section being 'Sampling'. The 'Sampling' section includes text about obtaining a sample of participants, a PDF, and two exercises. A diagram with four numbered boxes (1, 2, 3, 4) is shown, each containing a grid of colored circles (yellow, green, red, blue) with letters (A, B, C, D) inside. The page also features a right sidebar with navigation options and a bottom sidebar with 'Add a resource...' and 'Add an activity...' buttons.

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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