

National Resource for Infection Control (NRIC) – conveying guidance during the Swine Flu outbreak: an Evaluation Study

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Abstract and Objective

The National Resource for Infection Control (NRIC) www.nric.org.uk is the one stop shop for infection control guidance, policy documents and evidence based information. Funded by the Department of Health in the UK and content managed by domain experts, this online digital library has become widely established as a source of quality evidence for those seeking IC evidence. This poster will describe our evaluation study investigating user information needs and online behaviour during the swine flu outbreak in spring - summer 2009.

Keywords:

Infection control, Web traffic evaluation, Web search

Introduction

The National Resource for Infection Control (NRIC) a specialist digital library (SDL) for infection prevention and control, was launched in May 2005. The project funded by the Department of Health (UK) is endorsed by NeLI (www.neli.org.uk) and its success has been in its unique ability to provide the best available evidence published within the last 5 years (where possible) on investigation, management, prevention, control and treatment of, healthcare associated infection, and infectious diseases [1]. The key added value is the quality appraisal of posted documents conducted in collaboration with major professional societies [2].

Methods and Results

During the swine flu outbreak from April until August 2009, we conducted a wide evaluation of user searches and needs and access of key resources to better understand user concerns.

WE conducted a number of evaluation searches that will be presented on this poster. Most importantly, page views for resources related to swine flu peaked in late August, as illustrated on Figure 1.

Equally, important revelation was investigation of the swine flu searches along the timeline of the outbreak clearly demonstrating the raise and increase of the keyword “pandemic” (graph in red) after 11th June 2009 and the keyword “influenza” (graph in green) after 23rd July 2009 while the keyword “pandemic flu” (graph in blue) initially popular decreased. Figure 2 illustrates the popularity of the three most frequent keywords.

Figure 1 – NRIC page views for swine flu

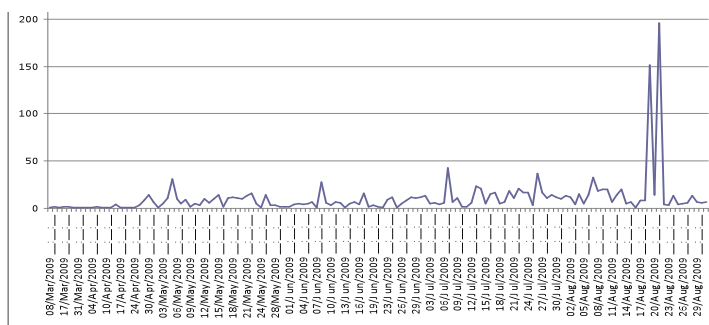


Figure 1 – NRIC page views for swine flu

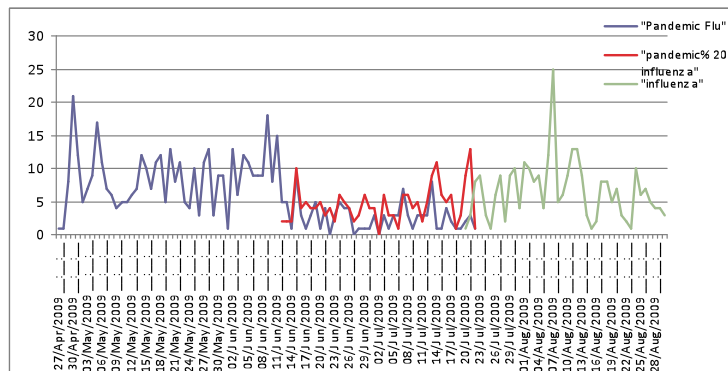


Figure 2 – NRIC page views for swine flu resources

More results of this unique evaluation and user navigation behaviour as well as searches from popular search engines will be presented at this poster.

References

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