Awareness into Action (A2A): a tool for making decisions about professionalism on social media

Dr Gemma Ryan & Dr Marc Cornock

@gemma_s_ryan @OU_HWSC  www.open.ac.uk/blogs/OUHWSC
Session outcomes

1) Provide an overview of the research project and development of the A2A tool(s)

2) Discuss the concept of professionalism in social media in relation to the A2A tool

3) Current projects and recommendations for further research
# Summary of the research

## Aim

| Explain how online social networks (OSNs) do/have impacted on the nursing profession and professional socialisation | Inform academics, nurses and professionals how to raise awareness and make decisions about online behaviours | Facilitate consensus about professional behaviours in online social networks |

## Method

| Critical realist ethnography | Development of a bespoke method of realist analysis | Observations of professionally linked Facebook groups | Focus groups with registered nurses and nurse academics | Semi-structured interviews with pre-registration nursing students |

## Results

| 3 Frameworks to explain:  
- How we are socialised into OSNs  
- What we think, do and know about online behaviours  
- What we can ‘do’ | Framework 1: SPO  
Socialisation-professional socialisation-online socialisation | Framework 2: UAPU  
Unacceptable-acceptable-professional-unprofessional | Framework 3: A2A  
Awareness to Action assessment and decision making tools |
Framework 1 - SPO

**ENTITIES; TENDENCIES; EVENTS**

**CAUSAL MECHANISMS; THEORY**

**MORPHOSTATIC STRUCTURES**
- e.g. passage of time; exposure to learning events; education
- e.g. Peers; friends; family; background; negative experiences; observed behaviours
- e.g. Theory of Social Capital; Diffusion of Innovations; Experiential Learning theory

**MORPHOGENIC STRUCTURES**

**MORPHOSTATIC STRUCTURES**

**SECONDARY SOCIALIZATION**
- Professional Socialisation

**TERTIARY OR ONLINE SOCIALLIZATION**
- (Personal, social & professional)

**ACTIONS & OUTCOMES**
- ‘being accountable’

- e.g. passage of time; exposure to learning events; education
How do we decide what is acceptable?
How do we know what is professional?
Making decisions about what is unacceptable, acceptable, professional and unprofessional
Co-operative and competing values

Context e.g. country, location

Work / Professional
e.g. NMC code of conduct

Professional-social
e.g. protecting the public

Professional-social-personal
e.g. criminal law, child abuse

Professional-personal
e.g. employment, nurse identity

Social/Public
e.g. perceptions of what nurses are ‘traditional matron’, media reports

Social-personal e.g. drinking alcohol, smoking tobacco

Personal
e.g. political views, religion, emotions
Being proactive:
Raising awareness of how we **think** we behave versus how we **actually** behave (confidence versus competence)
(A2A assessment tool)

Being reactive:
Being consistent in our approach to social media behaviours and incidents
(A2A decision making tool)
The Awareness 2 Action framework – reactive decision making tool with 3 components

Is there professional, ethical, legal or employment evidence that supports your opinion?
A2A assessment tool can be used:

a) as part of educational processes to transition students into a professional programme

b) Throughout a programme of study

c) By professionals wishing to raise awareness, as part of development or as part of performance management processes following an incident

A2A decision making tool can be used:

a) By academics to make decisions about social media incidents

b) By registered staff and students to understand if they should act on what they see in social media

c) By social media forum moderators

d) By managers, professionals or organisations who need to assess incidents or behaviours reported on social media

• Current project ‘PRISM: Professional Regulation In Social Media’ is validating and evaluating the A2A decision making tool

• A2A assessment tool needs digitalization so that it can be tested, evaluated and validated

• Further research is needed to:
  • Understand public perceptions of professionalism in social media
  • Disseminate and evaluate the impact of A2A and the 3Cs (context, clarity, confirmability)
  • Enable the tool to evolve as social media and professions evolve
  • Explore incidents and decisions associated with these in social media
THANK YOU
Any questions?

Dr Gemma Ryan g.s.ryan@open.ac.uk
Dr Marc Cornock (PRISM Project)
@gemma_s_ryan @OU_HWSC www.open.ac.uk/blogs/OUHWSC