

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

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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'

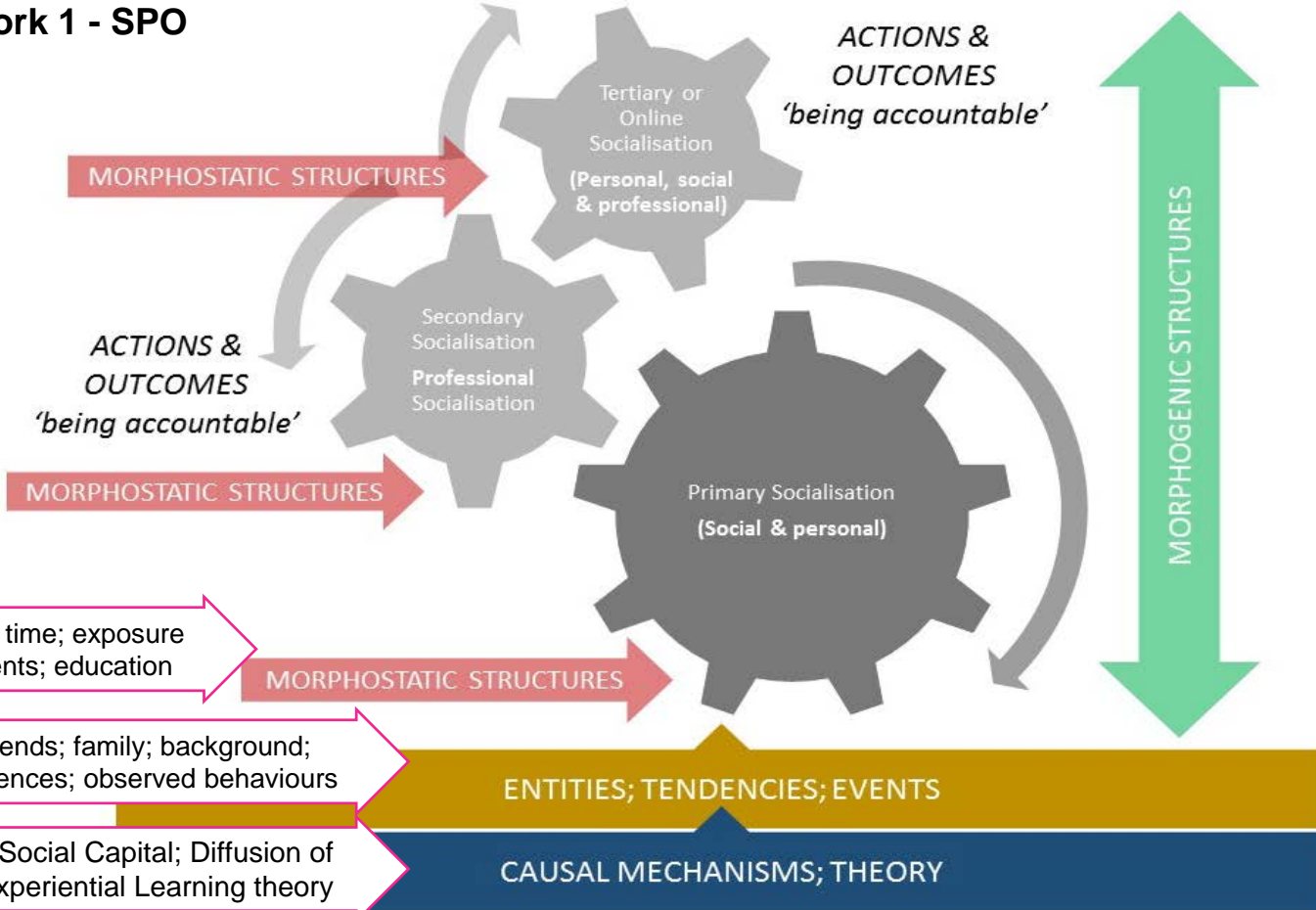
Framework 1: SPO
Socialisation-professional
socialisation-online socialisation

Framework 2: UAPU
Unacceptable-acceptable-
professional-unprofessional

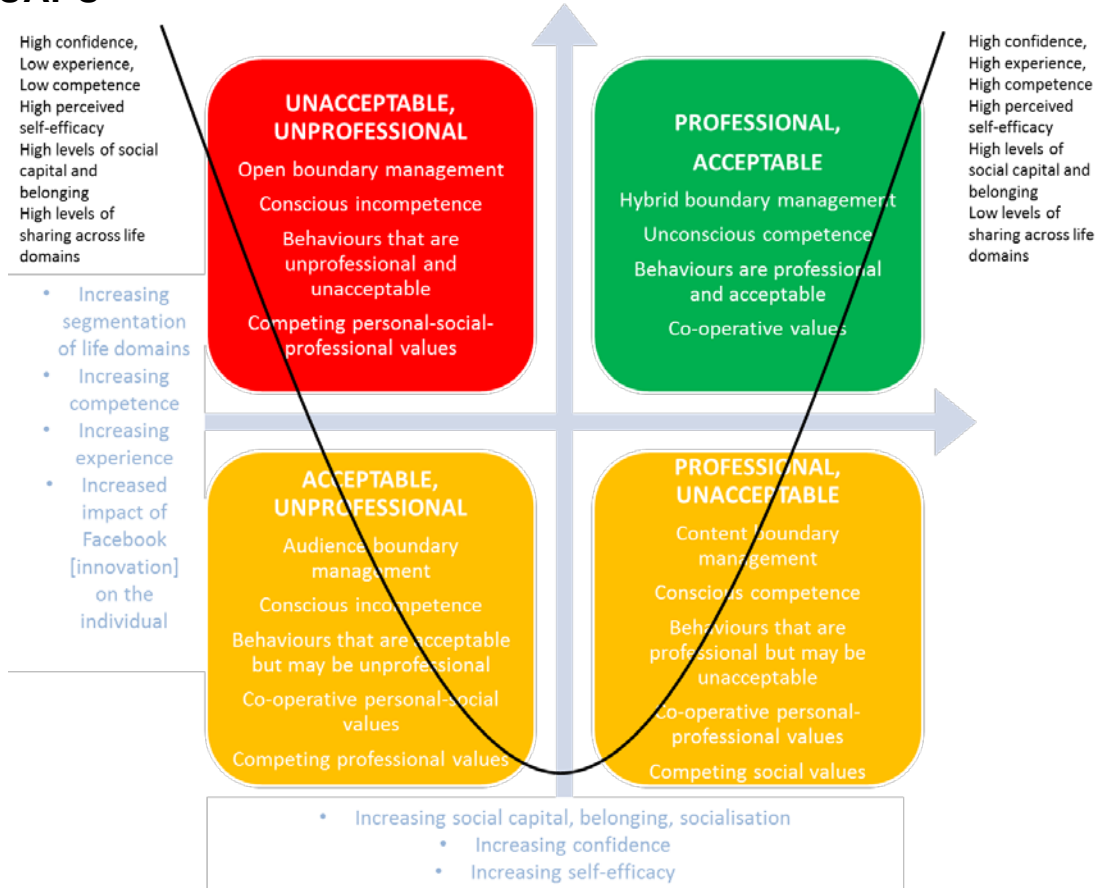
Framework 3: A2A
Awareness to Action
assessment and decision
making tools

A2A

Framework 1 - SPO



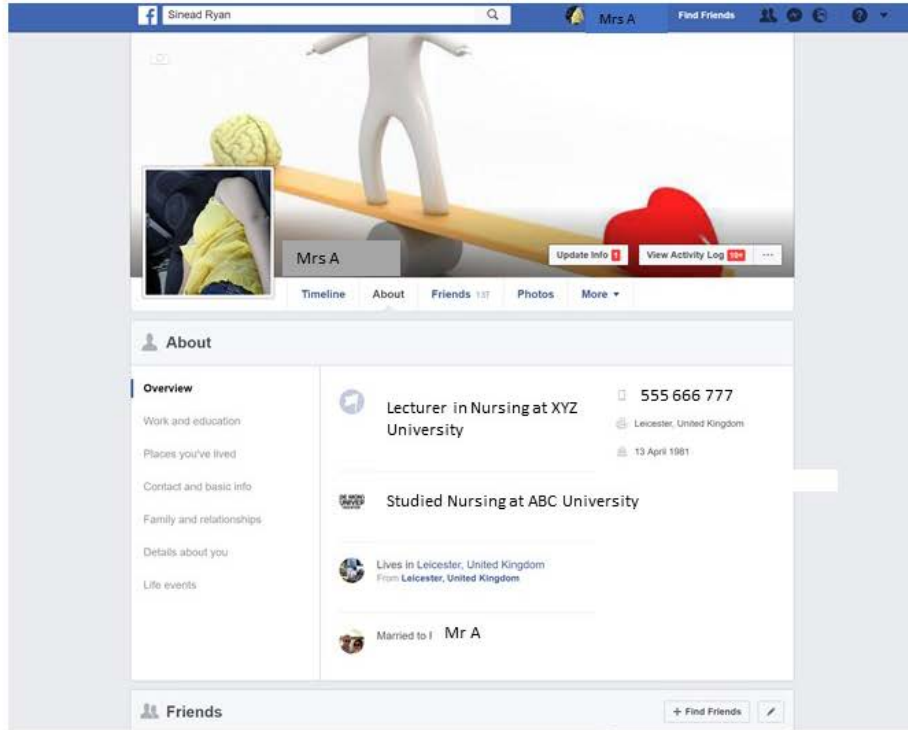
Framework 2 - UAPU



**How do we decide what
is acceptable?**

**How do we know what is
professional?**

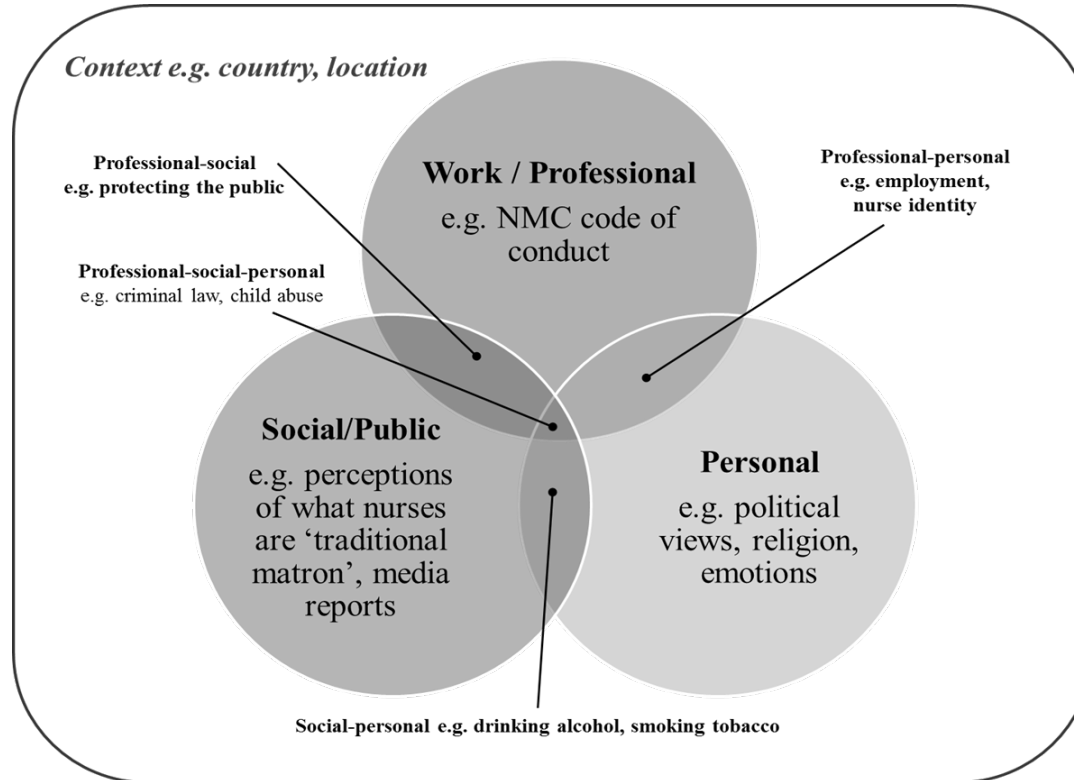
Making decisions about what is unacceptable, acceptable, professional and unprofessional



30 July 2015

Mrs A

Co-operative and competing values





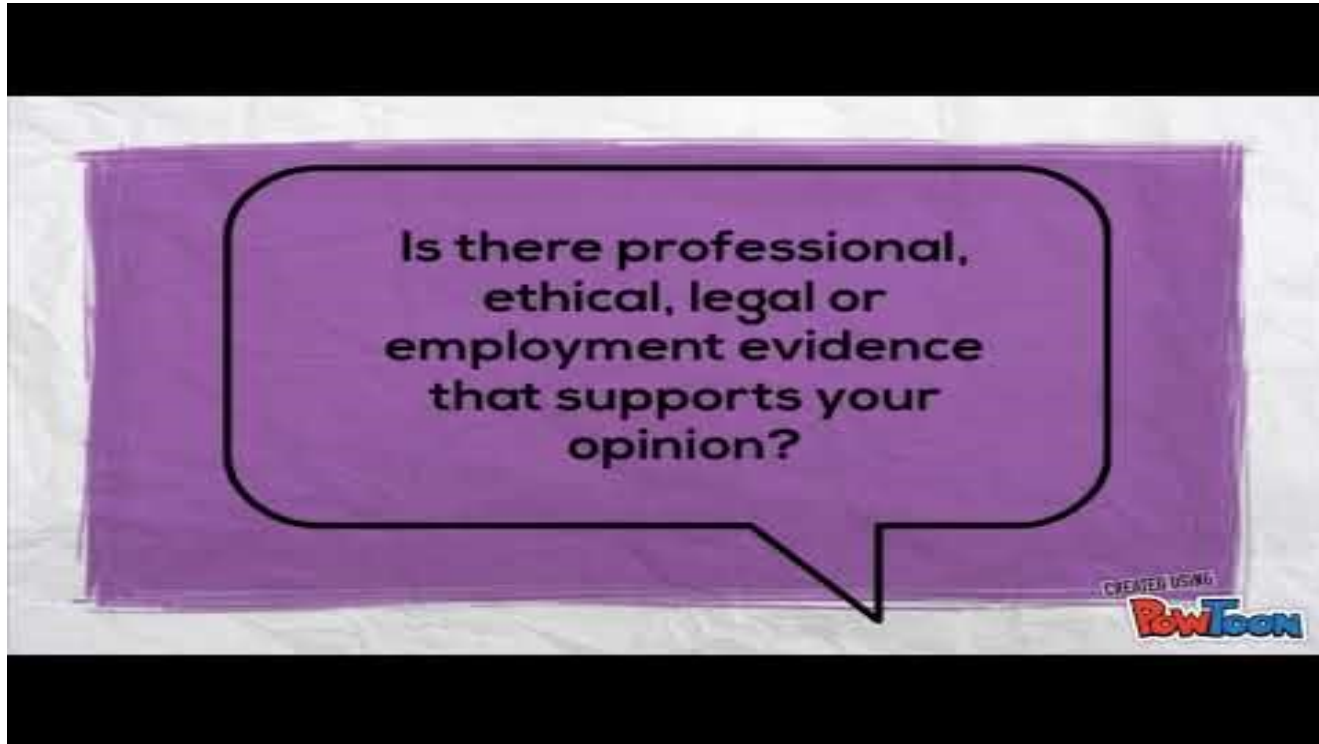
Being proactive:
Raising awareness of
how we **think** we behave
versus how we **actually**
behave (confidence
versus competence)
(A2A assessment tool)



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](#)



Current and future research

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?

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