Digital Health Rhetoric: A Patient’s Perspective

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http://bit.ly/2onYOsA
Hello!

I’m Sarah Singer.

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- Rhetoric, Composition, and Literacy Studies specialist
What is digital health rhetoric?
Why should you care?
How does it work?
What is digital health rhetoric?
“The duty and office of rhetoric is to apply reason to imagination for the better moving of the will.”

- Francis Bacon
The 6 As of Rhetorical Analysis

1. Attention
2. Absence
3. Appearance
4. Audience
5. Articulation
6. Argument

Not just what is written, but how it is written and delivered.
## Digital Health Sources

<table>
<thead>
<tr>
<th></th>
<th>Centers for Disease Control and Prevention</th>
<th>World Health Organization</th>
<th>Scholarly Journals</th>
<th>National Institutes of Health</th>
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<tbody>
<tr>
<td>Personal Blogs</td>
<td>Instagram</td>
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<td>National Academy of Medicine</td>
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<td>WebMD</td>
<td>Reddit</td>
<td>Yelp</td>
<td>Consumer Reports</td>
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</table>
Authoritative Sources
- Evidence from journal articles
- Academic researchers
- Graphs and tables

Non-Authoritative Sources
- Evidence from personal stories
- Healthcare providers
- Infographics
Example #1: CDC Website

For a closer look:
https://www.cdc.gov/lyme/index.html
Example #2:
Jemsek Specialty Clinic
For a closer look: http://jemsekspecialty.com/
Example #3: MyLymeData

For a closer look:
https://mylymedata.org/
So what?
Digital Health

- Affirm Concerns
- Acknowledge Uncertainty
- Value Experiences
- Inspire Hope
- Provide Authoritative Knowledge
- Center Patients
- Recommend Alternative Treatments
- Interpret Data
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Read popular *and* professional digital health resources

Listen to what patients and professionals say

Write/Design in ways that center patient-users
THANKS!

Any questions?

You can find me at

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Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash