



Digital Health Rhetoric: A Patient's Perspective

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<http://bit.ly/2onYOsa>

A close-up photograph of a hand holding a blue pen, poised to write on a piece of paper. The hand is wearing a grey, textured sweater. The background is blurred, showing more of the paper and the pen.

2

Hello!

I'm Sarah Singer.

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- ☐ UNC Department of English and Comparative Literature
- ☐ Rhetoric, Composition, and Literacy Studies specialist

3

What is digital health rhetoric?

4

What is
digital
health
rhetoric?

How
does it
work?

Why
should
you
care?

5

“The duty and office of rhetoric is to apply reason to imagination for the better moving of the will.”

- Francis Bacon

About 13,400,000 results (0.42 seconds)

Lyme Disease | Lyme Disease | CDC<https://www.cdc.gov/lyme/index.html>

Lyme disease is caused by the bacterium *Borrelia burgdorferi* and is transmitted to humans through the bite of infected blacklegged ticks. Typical symptoms include fever, headache, fatigue, and a characteristic skin rash called erythema migrans.

[Lyme disease maps](#) | [Lyme ...](#) · [Lyme disease graphs](#) | [Lyme ...](#) · [Lyme disease FAQ](#)

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Lyme Disease - Symptoms and Treatment of Lyme Disease - WebMD<https://www.webmd.com/rheumatoid-arthritis/arthritis-lyme-disease>

Aug 15, 2017 - Lyme disease is caused by a bacteria, *Borrelia burgdorferi*, that's transmitted to humans through a bite from an infected black-legged or deer tick. Symptoms can occur anywhere from 3 to 30 days after the bite, and symptoms can be wide-ranging, depending on the stage of the infection.

Lyme Disease | ALDFwww.aldf.com/lyme-disease/by A Barbour · [Related articles](#)

Lyme disease (LD) is an infection caused by *Borrelia burgdorferi*, a type of bacterium called a spirochete (pronounced spy-ro-keet) that is carried by deer ticks (Click here for pictures of deer ticks). An infected tick can transmit the spirochete to the humans and animals it bites. Untreated, the bacterium travels through the ...

Lyme disease - Wikipediahttps://en.wikipedia.org/wiki/Lyme_disease

Lyme disease, also known as Lyme borreliosis, is an infectious disease caused by bacteria of the *Borrelia* type which is spread by ticks. The most common sign of infection is an expanding area of redness on the skin, known as erythema migrans, that begins at the site of a tick bite about a week after it has occurred.

Causes: *Borrelia* spread by ticks**Medication:** Doxycycline, amoxicillin, cefuroxime**Symptoms:** Expanding area of redness at the s...**Prevention:** Prevention of tick bites (long pants, ...**LymeDisease.org - Advocating nationally for quality accessible ...**<https://www.lymedisease.org/>

LymeDisease.org's mission is to prevent Lyme disease, prevent early Lyme disease from becoming chronic and to obtain access to care for patients with chronic Lyme disease.

Lyme disease

Also called: borreliosis

[ABOUT](#)[SYMPTOMS](#)[TREATMENTS](#)

Fatigue
Flu-like symptoms
Bull's-eye pattern rash

Deer tick

A tick-borne illness caused by the bacterium *Borrelia burgdorferi*.**Common**

More than 200,000 US cases per year



Treatable by a medical professional



Spreads by animals or insects



Requires a medical diagnosis



Lab tests or imaging often required

Deer ticks can carry the bacteria that causes Lyme disease.

Lyme disease causes a rash, often in a bull's-eye pattern, and flu-like symptoms. Joint pain and weakness in the limbs also can occur.

7

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.

8

Digital Health Sources

Centers for Disease Control and Prevention	World Health Organization	Scholarly Journals	National Institutes of Health
Personal Blogs	Instagram	Facebook	Twitter
National Academy of Medicine	Medline Plus	Mayo Clinic	National Academy of Sciences
WebMD	Reddit	Yelp	Consumer Reports

9

Authoritative Sources

- ☐ Evidence from journal articles
- ☐ Academic researchers
- ☐ Graphs and tables

Non-Authoritative Sources

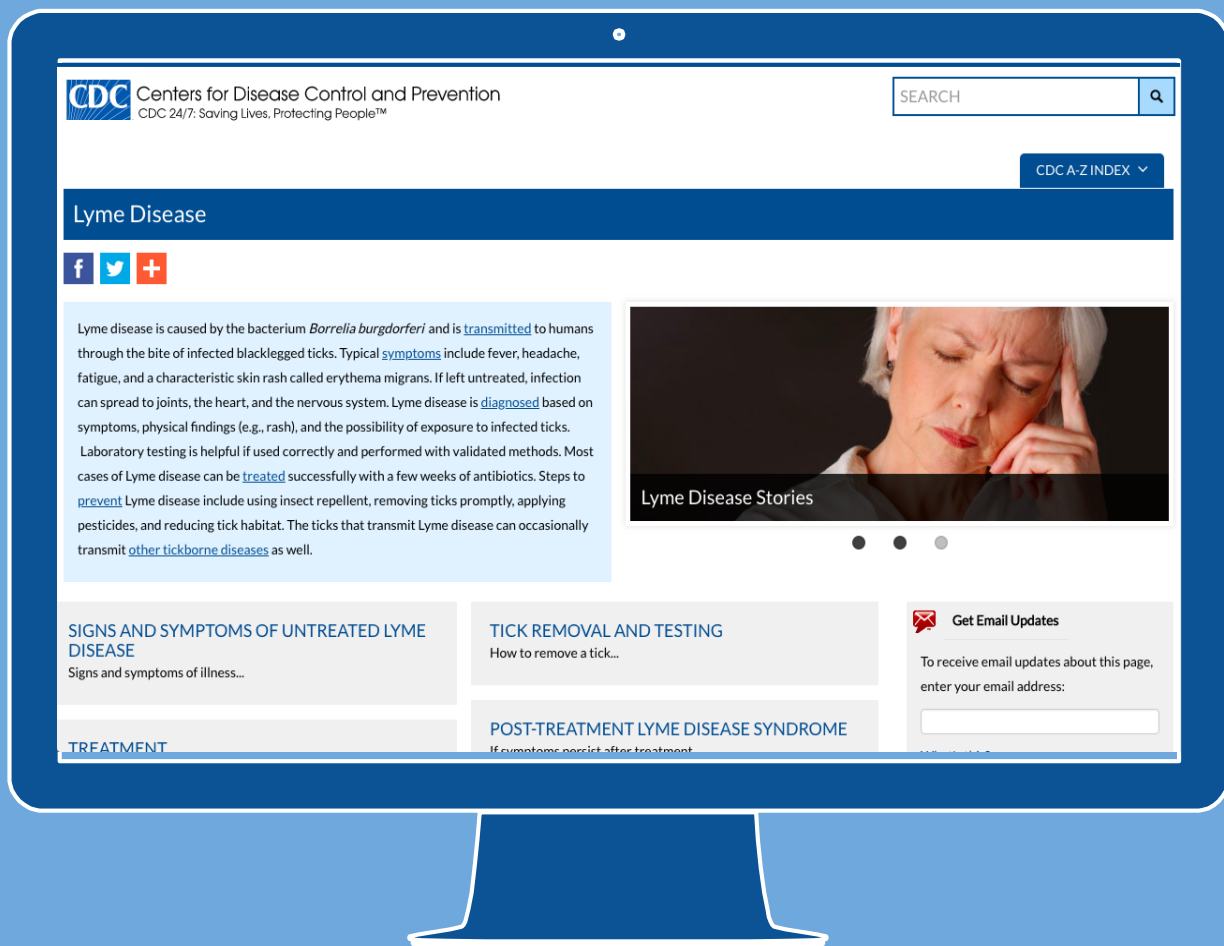
- ☐ Evidence from personal stories
- ☐ Healthcare providers
- ☐ Infographics

10

Example #1: CDC Website

For a closer look:

<https://www.cdc.gov/lyme/index.html>



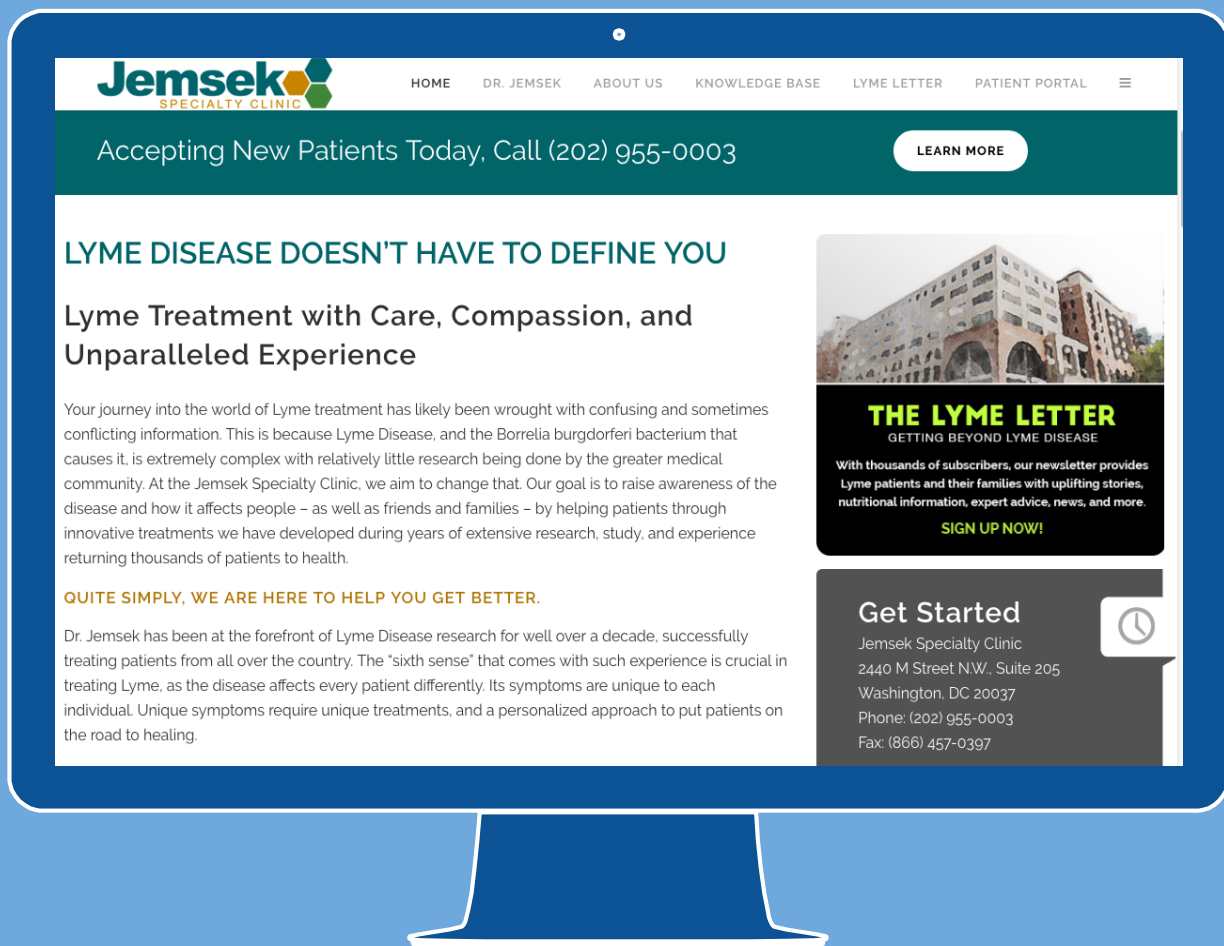
11

Example #2:

Jemsek Specialty Clinic

For a closer look:

<http://jemsekspecialty.com/>

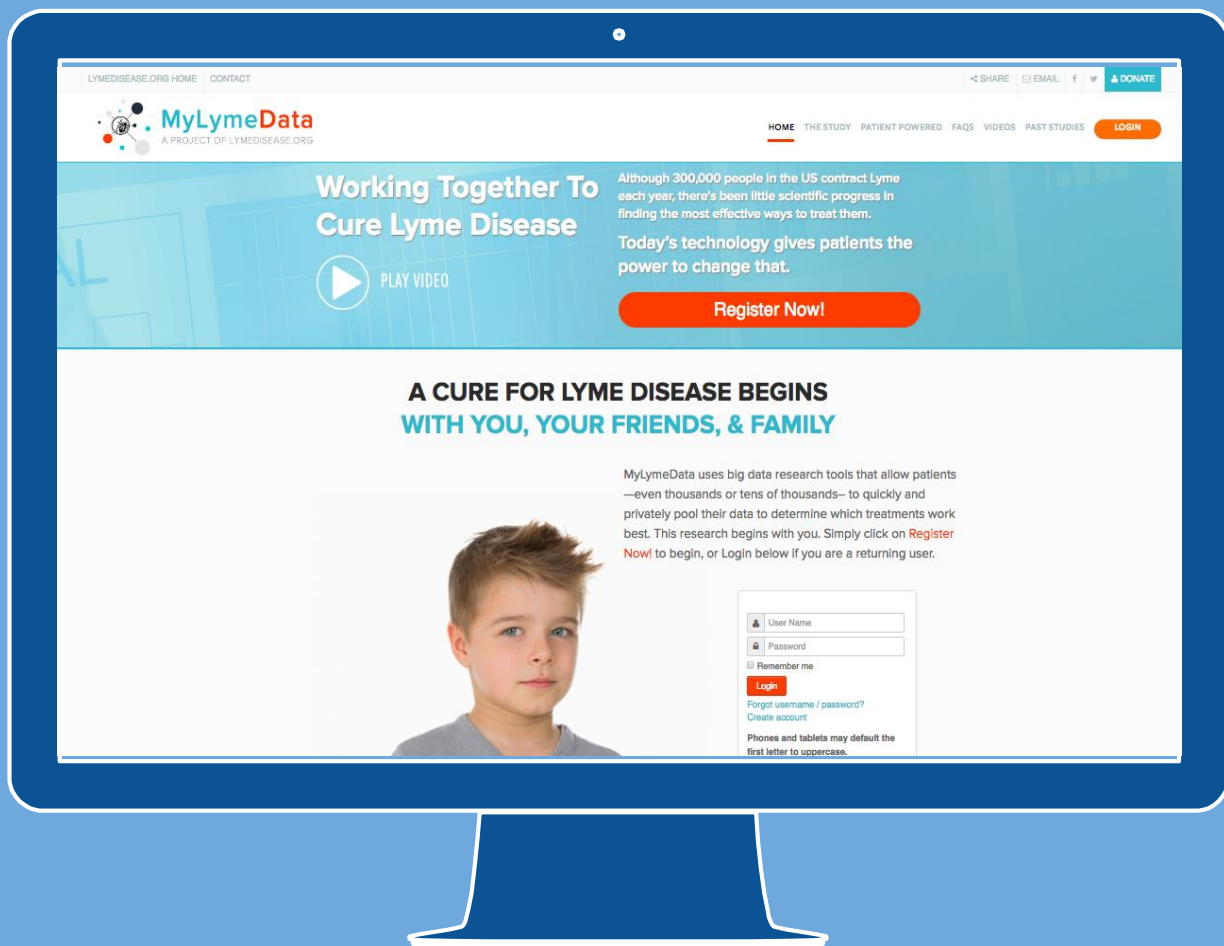


12

Example #3: MyLymeData

For a closer look:

<https://mylymedata.org/>



13

So what?

14

**Provide
Authoritative
Knowledge**

**Affirm
Concerns**

**Acknowledge
Uncertainty**

**Value
Experiences**

Inspire

**Digital
Health**

**Center
Patients**

**Recommend
Alternative
Treatments**

**Interpret
Data**

15

Read

popular *and* professional digital health resources

Listen

to what patients and professionals say

Write/Design

in ways that center patient-users

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16

THANKS!

Any questions?

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17

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- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)