

# MCGILL FAMILY MEDICINE RESEARCH SEMINARS



## “MEASURING AND INFLUENCING COMMUNITY, PATIENT AND PUBLIC ENGAGEMENT THROUGH SOCIAL NETWORK ANALYSIS”

Dr. Jon Salsberg

In order to create and translate knowledge for action and change, researchers engage with knowledge users – such as patients, providers or communities – who must ultimately take ownership of the issue under study and the means of addressing it. Social network analysis provides useful tools for measuring changes in levels of engagement and ownership over the course of a researcher-knowledge user partnership. It further allows for the evaluation of the spread of innovation, as well as providing tools for optimizing knowledge networks. This talk will introduce social networks and basic concepts and measures from social network analysis, and provide results from a study tracking the evolution of community stakeholder ownership.

Jon Salsberg, PhD, has undertaken participatory and integrated KT research with a wide range of stakeholders in health care, policy and within communities, and is co-author of CIHR's Guide to Researcher and Knowledge User Collaboration in Health Research.

Thursday January 26, 2017  
From 12:30-2:00 p.m.  
Department of Family Medicine  
5858 ch. de la Côte-des-Neiges, 3rd floor, suite 300

BRING YOUR LUNCH!

There is no parking on site and parking is limited in the area. Taxis and public transport are advised.

Cannot make the seminar physically, but would like to attend? Please register for the webinar [here](#).

(Note: Students from FMED 504 are expected to attend)



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