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NLM Shakespeare Exhibit Coming in April!

The Medical Library is pleased to host the National Library of Medicine traveling exhibit "**And there's the Humor of it" Shakespeare and the four humors** from April 8 - May 17 highlighting the Renaissance theory of the four bodily humors: blood, bile, melancholy, and phlegm as portrayed in Shakespeare's comedies and tragedies.

The exhibit will be displayed at both Oakland University and William Beaumont Hospital Royal Oak during the month of Shakespeare's birthday:



- Oakland University:
 - Where: Kresge Library Lobby
 - When: April 8 - May 10
- William Beaumont Hospital - Royal Oak:
 - Where: South Tower Suite 100 Hallway
 - When: May 13 - 17 during OUWB Medical Education Week

In tandem with the exhibit, here are some highlights from our collection on the history of medicine:

- Colp R. **History of psychiatry**. In: Sadock BJ, Sadock VA, Ruiz P, eds. *Kaplan & Sadock's Comprehensive Textbook of Psychiatry*. Philadelphia, PA: Lippincott Wilkins & Williams; 2009.
- Kiple K, ed. **Cambridge Historical Dictionary of Disease**. New York: Cambridge University Press; 2003.
- Porter R, ed. *Cambridge Illustrated History of Medicine*. New York, NY: Cambridge University Press; 1996.
 - Location: 3rd Floor Kresge Library R 131 C232 1996.
- Wallace ER, Gach J, eds. **History of Psychiatry and Medical Psychology**. New York, NY: Springer; 2008.

Check out the [exhibit website](#) for a more detailed look at the four humors!

Student Corner

USMLE Prep Resources Online Guide Just as a reminder the Medical Library does have a nice collection of online and print resources for studying for your Step 1 exam. Check out our **USMLE Prep Resources Online Guide** for a comprehensive list!

Student Lunch 'n Learn Evaluation If you attended any of the six Medical Library Lunch 'n Learns this year, please take 1-2 minutes to fill out our **online evaluation**! We plan to host another series next year, so your feedback is very valuable to us! Thank you to all those who attended this year!

Faculty Corner

Healthcare Hashtags: Finding Relevant Content in Twitter

Keith Engwall, Web & Emerging Technologies Librarian

For years, I've had a Twitter account and had no idea what good it was for. I knew that professionals were making use of Twitter to engage in relevant conversations, but I didn't have the slightest clue of how to find them. I knew that hashtags were the key (keyword terms/abbreviations preceded by a hash mark: #), but how could I find the right hashtags?

The answer to this question is the **Healthcare Hashtag Project** at **symplur.com**. Symplur.com is a site dedicated to social media in healthcare, and the Healthcare Hashtag Project is a tool to discover, record and analyze healthcare related Twitter content. The project's **home page** provides a list of new and trending hashtags for general healthcare topics, tweet chats, conferences, and diseases. Hashtags are also cross-indexed by relevant natural language keywords and phrases (diabetes, medical education, etc.), so you can search for a topic and see what hashtags relating to that topic are in use.

Clicking on a hashtag provides you with a wealth of information relating to the topic, including a description, related topics and hashtags, top influencers (both by number of posts and how many of their posts have been shared by others), twitter activity and statistics, a stream of the current or most recent tweets, and a transcript tool that lets you see a transcript of tweets containing the selected hashtag within a date and time range.

On the **Chat** and **Conference** pages, you can find schedules for recent, current, and upcoming tweet chats (online meetings that occur at specified times/dates) and conference/event tweets, sometimes referred to as a "back channel" (a conversation that runs through the course of a conference or event). Just as with any hashtag, you can find information, statistics and transcripts (this is one way to follow or review content from a conference if you cannot attend).

Through browsing topics of interest and learning who is active and/or highly mentioned, you can identify people to follow and thus make use of Twitter as a means of staying current and engaged on specific topics. As I have cultivated my own list of twitter users, I've discovered how valuable Twitter can be as a resource. I hope you are able to use the Healthcare Hashtag Project site to discover conversations relevant to your areas of interest and/or research.

As a side note, if you are new to Twitter and don't know how to get started or even make sense of the abbreviated content within Tweets, I will be providing some instruction within the next month, either in the form of a guide and/or perhaps a workshop, as time permits.

In next month's newsletter, I will explain how hashtags can be used to create a back channel for a conference or event, providing participants as well as those who cannot attend with a way to converse and share relevant resources. Stay tuned!



Highlighted Faculty Publications

Abramson DH, Marr BP, Brodie SE, Dunkel IJ, Lin A, **Folberg R**, Gobin YP. **Intraocular hemorrhage after intra-arterial chemotherapy for retinoblastoma in sickle cell trait**. *Open Ophthalmol J*. 2012;6:1-3. (Dr. Robert Folberg is Founding Dean of the Oakland University William Beaumont School of Medicine, Professor in the Department of Biomedical Sciences, specializing in Pathology and Ophthalmology, and Chief Academic

Officer of Beaumont Health System)

Bhoopalan V, Han SG, Shah MM, **Thomas DM**, Bhalla DK. **Tobacco smoke modulates ozone-induced toxicity in rat lungs and central nervous system.** *Inhal Toxicol.* 2013;25(1):21-28. (Dr. David Thomas serves as Assistant Professor in the Department of Biomedical Sciences at the OUWB and specializes in molecular biology)

Wallner PE, Ang KK, Zietman AL, Harris JR, Ibbott GS, Mahoney MC, **Mezwa DG**, Wilson LD, Becker, GL. **The American Board of Radiology Holman Research Pathway: 10-year retrospective review of the program and participant performance.** *Int J Radiat Oncol Biol Phys.* 2013;85(1):29-34. (Dr. Duane Mezwa is Chief of Diagnostic Radiology at Beaumont Hospital Royal Oak, Corporate Chief of Imaging Services of Beaumont Health System, and Chair and Professor of the Department of Diagnostic Radiology and Molecular Imaging at the OUWB)

Faculty Development Opportunities

Information Mastery Program with CME Credit continues in April!

The April CME session will be offered at Beaumont Hospital Royal Oak and Beaumont Hospital Troy. William Beaumont Hospital designates this training activity for *AMA PRA Category 1 Credit(s)*™.

- **April: Tracking your Scholarly Publications' Impact on Clinical Research & Practice**

Thousands of journal articles are published each year disseminating the results of clinical research. How do you know if your research is having an impact on the field and contributing to best practice in clinical care? This session will cover a variety of scholarly metrics, including the h-index, impact factor, and total citations, and how you can use them effectively in evaluating your contribution to the field. Information Resources for locating and tracking your scholarly work will be highlighted such as Web of Science, Google Scholar, and ORCID.

- Royal Oak: Thursday, April 4, 2013, 4:00-5:00pm; South Tower 3rd Floor Surgical Learning Center, Classrooms 1 & 2
- Troy: Thursday, April 18, 2013, 4:00-5:00pm; Hospital Ground Floor, Classrooms 1 & 2

To register for this course, please visit the Beaumont CME Office's calendar at <http://cmetracker.net/BEAUMONT/>

Please contact Dr. Misa Mi at mi@oakland.edu with any questions or comments.

Resource Updates

Trial Access to new eBook Collection The Medical Library has trial access to a new resource - the **LWW Health Library** - through April 2013. This is a collection of ebooks and other curricular materials from Lippincott Williams & Wilkins. Titles in the collection include a number of OUWB textbooks:

- Grant's Dissector
- Langman's Medical Embryology
- Rhoades' Medical Physiology
- Golan's Principles of Pharmacology

If you explore either of these resources, let us know what you think! Fill out our **Resource Evaluation Form**! If you have any questions, please contact any of us!

New Resources The Medical Library has purchased a variety of eBooks, books, and other resources in medical education, psychology, neuroscience, nutrition, and more, including:

- **ABC of Learning and Teaching in Medicine**, 2nd edition by Peter Cantillon and Diana Wood (2010)
- *Academic Portfolio: A Practical Guide to Documenting Teaching, Research and Service* by Peter

Seldin (2009)

- Location: Kresge Library 3rd Floor LB 1029 .P67 S45 2009

- *Cognitive Neuroscience: The Biology of the Mind* by Michael Gazzanica (2002)
 - Location: Kresge Library 3rd Floor QP 360.5. G39 2002
- *Food Medication Interactions, 17th edition* by Zaneta Pronsky and Jeanne Crowe (2012)
 - Location: Medical Library Study Room 302.4. P76 2012
- **Handbook of Life-Span Development**, 1st edition by Karen Fingerman et al (2011)
- *Psychoanalytic Terms & Concepts, 4th edition* by Elizabeth Auchincloss (2012)
 - Medical Library Study Room RC 501.4 P79 2012

For a complete list of new titles, please see **Medical Library February - March 2013 List**

Other News

Librarian On-Site Beginning in April, Dr. Misa Mi will be spending much of her time as an "embedded" librarian in O'Dowd Hall. You will be able to find her in office #129 on the first floor of ODH. Her phone extension will remain the same - x3774. Stop in and say hi when you get the chance!

TEDMED is coming to OUWB! OUWB will be hosting a live simulcast of the 2013 TEDMED conference in 202C O'Dowd (dates and times TBD). Come and watch short inspiring talks on pertinent medical topics from a variety of nationally-known speakers (a list of speakers is available at <http://www.tedmed.com/event/abouttheevent?ref=speakers>). Each talk is only 18 minutes, so a large time commitment is not necessary. You can also follow the back channel discussion on Twitter (#TEDMED). Join us and be inspired! Stay tuned to the library website for more details!



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Questions? Comments?

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