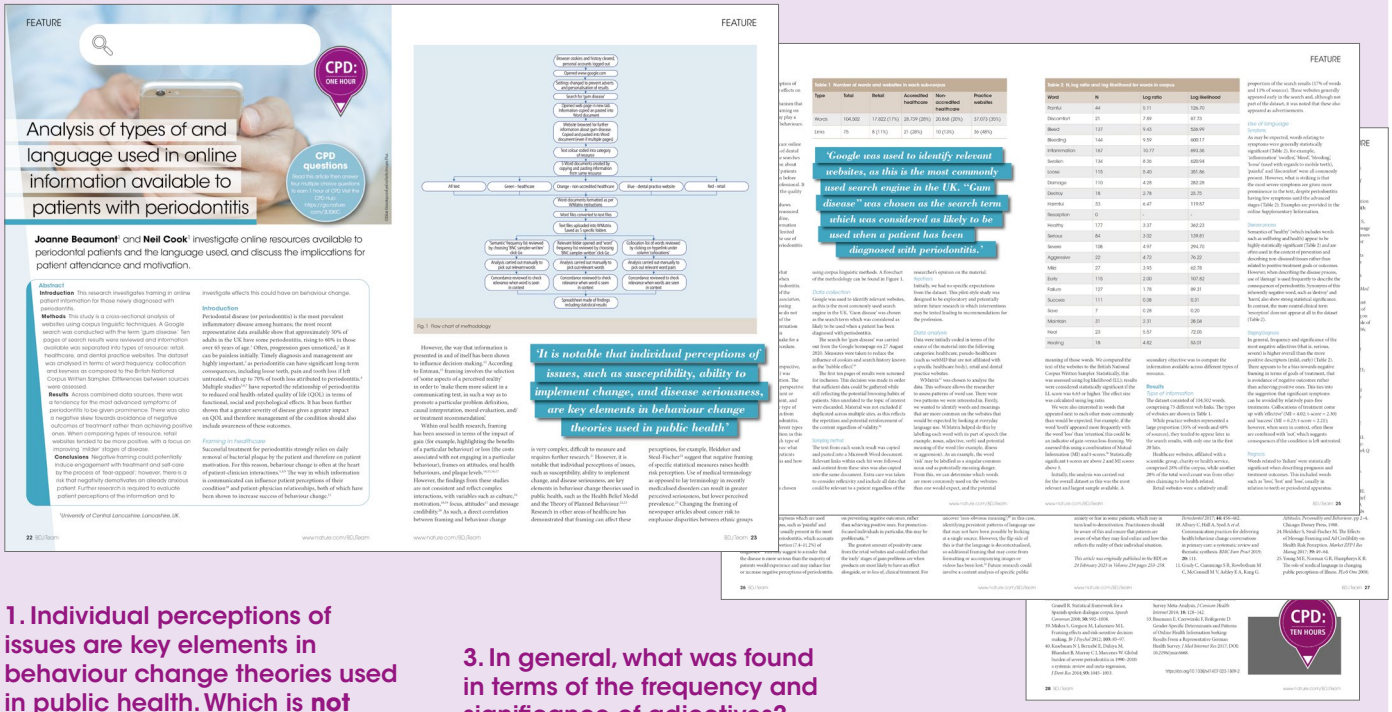
BDJ Team CPD

CPD: ONE HOUR

CPD questions April 2023

To answer these questions and earn one free hour of CPD, visit the CPD Hub: **https://bit.ly/3XuF4Tv**

Article: *Analysis of types and language used in online information available to patients with periodontitis*


FEATURE

Analysis of types of and language used in online information available to patients with periodontitis

CPD questions

Joanne Beaumont[1] and Neil Cook[1] investigate online resources available to periodontal patients and the language used, and discuss the implications for patient attendance and motivation.

Abstract

Introduction

Methods

Results

Conclusions

Introduction

Framing in healthcare

'It is notable that individual perceptions of issues, such as susceptibility, ability to implement change, and disease seriousness, are key elements in behaviour change theories used in public health'

'Google was used to identify relevant websites, as this is the most commonly used search engine in the UK. "Gum disease" was chosen as the search term which was considered as likely to be used when a patient has been diagnosed with periodontitis.'

Table 1. Number of words and websites in each sub-corpus

Table 2. N, log ratio and log likelihood for words in corpus

CPD: TEN HOURS

1. Individual perceptions of issues are key elements in behaviour change theories used in public health. Which is not one of them?

A. susceptibility

B. ability to implement change

C. self-image

D. disease seriousness

2. Where did practice websites appear in the search results?

A. most in the first 20 hits

B. early in the search results

C. later in the search results

D. none in the first 30 hits

3. In general, what was found in terms of the frequency and significance of adjectives?

A. the most negative were higher overall than the more positive descriptors

B. positives were far more frequent than negatives

C. both positives and negatives were equally represented

D. none of them effectively described periodontal disease

4. This research demonstrated internet searches for information about gum disease may expose the searcher to information which:

A. focusses to a greater extent on the more severe symptoms of the condition

B. uses lay terms reflecting a less aggressive terminology

C. emphasises more victim-blaming clinical terminology

D. leads to patient confusion

To answer these questions and earn one free hour of CPD, visit the CPD Hub: https://bit.ly/3XuF4Tv.

© British Dental Association 2023. All rights reserved.