

THE ECOSYSTEM OF EVIDENCE

Navigating the future
of the ecosystem of evidence

Artificial intelligence and digital transformation
in research and healthcare

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#EBHC2026

Make methods go viral!

Evaluating a global digital media campaign for evidence synthesis integrity

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30th 1996-2026 GIMBE EVIDENCE FOR HEALTH

The methodology uptake gap

Robust Methodological Guidance is available

Rigorous methodological guidance for many types of evidence synthesis is freely available

Gap between availability and uptake

Substandard syntheses

Poorly conducted syntheses risk misleading findings that undermine decisions in health care

Why the gap persists

Limited awareness

Of methodological guidance, among authors, journal editors and peer reviewers

Journals are slow

Publication in journals means slower dissemination of updated guidance

Conferences have limits

Limited reach, plus cost and geographic barriers

The opportunity

Researchers increasingly use digital platforms to find and share information

JBI Methodology Month



- **1–31 March**
  Four weeks, timed with the JBI Evidence Synthesis special methodology issue
- **Co-produced**
  Science communicators with methodology groups, managing editors, authors and senior research fellows
- **Multiplatform**
  X, LinkedIn, Facebook, Instagram, BlueSky, Threads, YouTube, webpages, newsletters and the JBI wiki
- **Accessible**
  Plain language, alternative text, captions and multilingual options

Example: 2023 methodology paper on scoping reviews, shared in nine formats with reach and engagement tracked

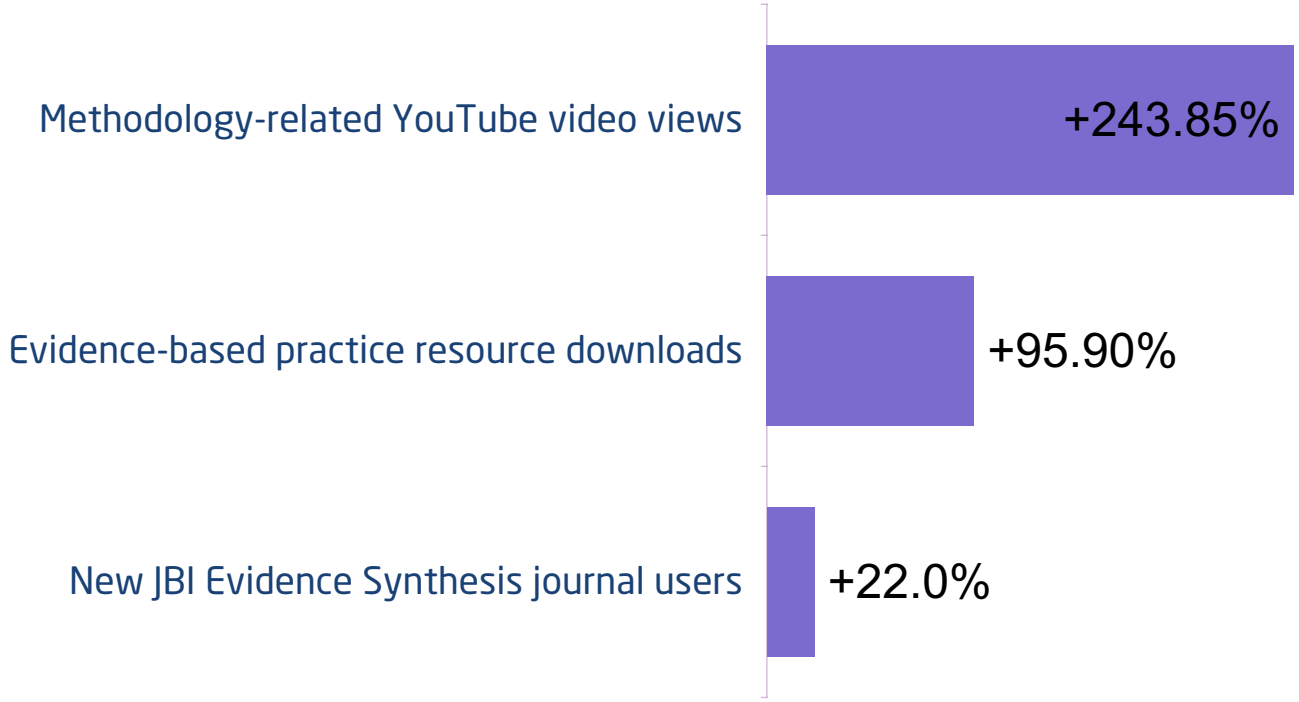
Campaign results

4.65 million
people reached

1,088 posts
by 168 individuals and organisations

7,541
post interactions

Increase compared with the preceding 31 days



Retrospective evaluation using Talkwalker (cross-validated with native platform analytics) and aggregated Google Analytics for JBI web properties and the journal platform

Limitations

1. **Reach is not learning**
   Reach and engagement metrics cannot show knowledge transfer; comprehension and behaviour change were not evaluated

2. **Resource intensive**
   Needs communications expertise, content creation, platform management, software subscriptions and daily monitoring

3. **Brand advantage**
   JBI's established brand and global networks may partly explain results, limiting transfer to smaller organisations

4. **Unequal access**
   Digital literacy and internet access disparities may restrict equitable reach

Contributions

1. Coordinated, multiplatform dissemination of methodology is feasible at scale
2. Diverse formats can accommodate varied learning preferences and accessibility needs
3. Videos are an effective format for consuming methodology-related content
4. Evaluating digital knowledge transfer beyond engagement metrics is important, and difficult

Digital media campaigns can complement traditional academic channels, expanding the reach of evidence synthesis guidance

Scan to read the article

McCulloch H, Pilla B. Digital media campaigns for knowledge transfer: reflections on JBI Methodology Month. JBI Evid Synth 2026;24(3):396-400.
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