**Text of practice exercises Module 5.5**

**Identify sentences that give:  
1. The “what’s known” or background  
2. The “what’s unknown” or gaps and limitations   
3. The aims and approach of this specific study**

1. Mass media in the form of television, radio and printed material are frequently used to deliver medical information to the public. Research suggests that mass media can improve public knowledge[1](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) and potentially improve health behaviors.[2](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) Television is one of the most important mass media sources of health information.[3](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [4](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) However, concerns have been raised about the quality, completeness and accuracy of medical information covered in the news media,[5](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [6](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [7](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [8](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) and television news media is no exception.[7](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [8](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) The quality of information outside of the news media has not been examined.

According to Nielsen’s report, American citizens spend an average of over five hours a day watching television.[9](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long)International health information programs, such as *The Dr Oz Show* and *The Doctors* have become a regular part of television broadcasting. In the 2012-13 season, *The Dr Oz Show* was consistently ranked in the top five talk shows in America with an average of 2.9 million viewers per day, while *The Doctors* had a high of 2.3 million viewers.[10](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [11](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) In the 2012 Greatist report, Dr Mehmet Oz and Dr Travis Stork (one of the hosts of *The Doctors*) were both included in the top 100 health and fitness influencers.[12](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long)

Popular television talk shows such as *The Dr Oz Show* often engender skepticism and criticism from medical professionals.[13](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [14](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) [15](http://www.bmj.com.laneproxy.stanford.edu/content/349/bmj.g7346.long) However, no research has systematically examined the content of the medical information provided on these talk shows. Our objective was to review the most popular medical talk shows on television, to (1) determine the type of recommendations and claims given and the details provided, and (2) search for and evaluate the evidence behind these recommendations.

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2. Scholarly publications are among the most important indicators of academic achievement. While the quantity of papers authored certainly matters, simple publication count is not the only important metric. The reputation of the journal in which a paper is published (often gauged using impact factors), along with the number of citations that a paper receives (i.e., other articles that reference that particular work), are together often seen as proxies for a publication's importance and influence.

Self-citation may have a consequential impact on scholarly careers by both directly and indirectly increasing an author’s citation counts. Each additional self-citation yields an additional three citations (though not necessarily to the same paper) from other scholars over a five-year period (Fowler and Aksnes 2007). Given the importance of metrics of scholarly influence in academic hiring, tenure and salary decisions, examining gender differences in citation patterns may shed light on persisting gender discrepancies in faculty hiring and promotion. More broadly, academic publishing provides an illustrative case for gender differences in evaluation metrics and workplace advancement.

Papers authored by women receive fewer citations than do papers by men, even controlling for tenure status, institution, and journal (Larivière et al. 2013). Fewer citations to female-authored papers could be due in part to gender differences in self-citations (when an author cites his or her own previously published work). Research analyzing 12 journals in the field of international relations from 1986-2000 showed men cite their own papers more than one and a half times as often as women (Maliniak, Powers, and Walter 2013).

To date, studies of self-citation have been few in number and confined to a limited number of disciplines and a relatively small number of papers. Here we examine gender differences in self-citations across 24 broad academic fields with hundreds of subfields and several million scholarly papers, with over a million self-citations. We further examine how the gender ratio self-citation patterns changed over time.

*King MM et al. Men set their own cites high: Gender and self-citation across fields and over time, Sept 2016*