

# Media Doctor Forum 2016: Improving Quality of Medical News Reporting in Australia and Japan

Guest Speaker Seminar :

Dr. Amanda Jane Wilson

Senior Lecturer, University of Newcastle, Australia

Organizing Chair

Dr. Kiyotaka Watanabe

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Date : Saturday Nov. 26, 2016 from 14:30 to 17:00

Venue : Teikyo University Itabashi Campus

2-11-1 Kaga, Itabashi-ku, Tokyo 173-8605

Media Doctor was launched in 2004 with the aim of providing an objective analysis of the strengths and weakness of the health news reporting in the Australian media. It also seeks to increase the completeness of health stories and, subsequently, health literacy among journalists and media consumers.

In Japan, research group started working for better communication between medical professionals and journalists since 2007.

This Forum will give you a special insight into the opportunities at Media Doctor, a brief overview of health news reporting and medical literacy from Australia and Japan.



media•doctor  
Media Doctor Research

japan メディアドクター研究会

メディアドクターとは、医学記事を書く際に、その品質を向上させようとする活動である。医療の専門家とメディア関係者がチームを組んで、社会に提供された医療・保健記事を臨床医などの視点から“採点”し、その結果をインターネット上に公表すること。ユニークな活動で、オーストラリアに始まり、現ではカナダでも実施されている。

評価のポイントは、記事のABC (Accuracy: 正確さ, Balance: バランス, Completeness: 完全さ) を高めることにある。具体的

media doctor Japan

- 1.Availability/Access
- 2.Novelty
- 3.Alternative
- 4.Disease mongering
- 5.Quality of Evidence
- 6.Benefits
- 7.Harm
- 8.Cost mentioned
- 9.News source
- 10.Headline

