

Evaluating the dissemination strategy for the Indian population with the outcome of two year's disseminations on Tamil Translation of the Cochrane PLS.

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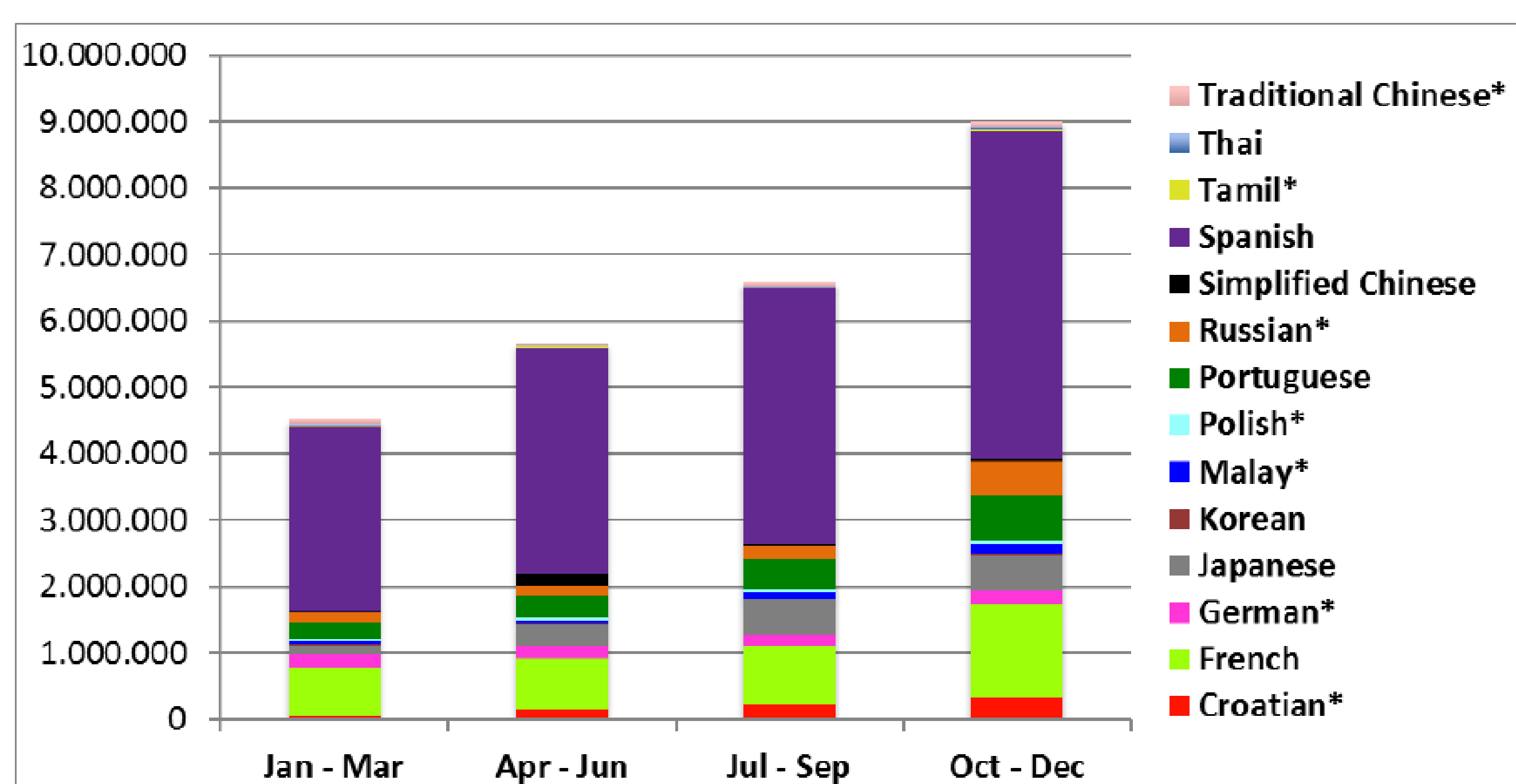
Background

Translation of the Plain language summaries (PLS) of Cochrane Systematic Reviews into the Tamil language was initiated from 2017 by the Cochrane South Asia Centre based at TamilNadu, a Southern part of India that includes the Tamil speaking population of about 79,788 million people. We concentrated efforts to disseminate the Tamil translation through social networking media, especially via Facebook pages and groups. This has resulted in a steady increase in their use; and has possibly contributed to the ever-increasing number of Indian Cochrane contributors, thereby also impacting free access to Cochrane Reviews. We analyzed the reach and contributions of the dissemination work carried out by the Centre in the Tamil language for two years, 2017 and 2018.

Objectives and Methods

Objectives: To evaluate the dissemination strategy used by the Centre. To plan newer methods of dissemination for greater audience reach, especially Tamil-speaking consumers, and also to look at ways to reach the entire Indian consumer platform.

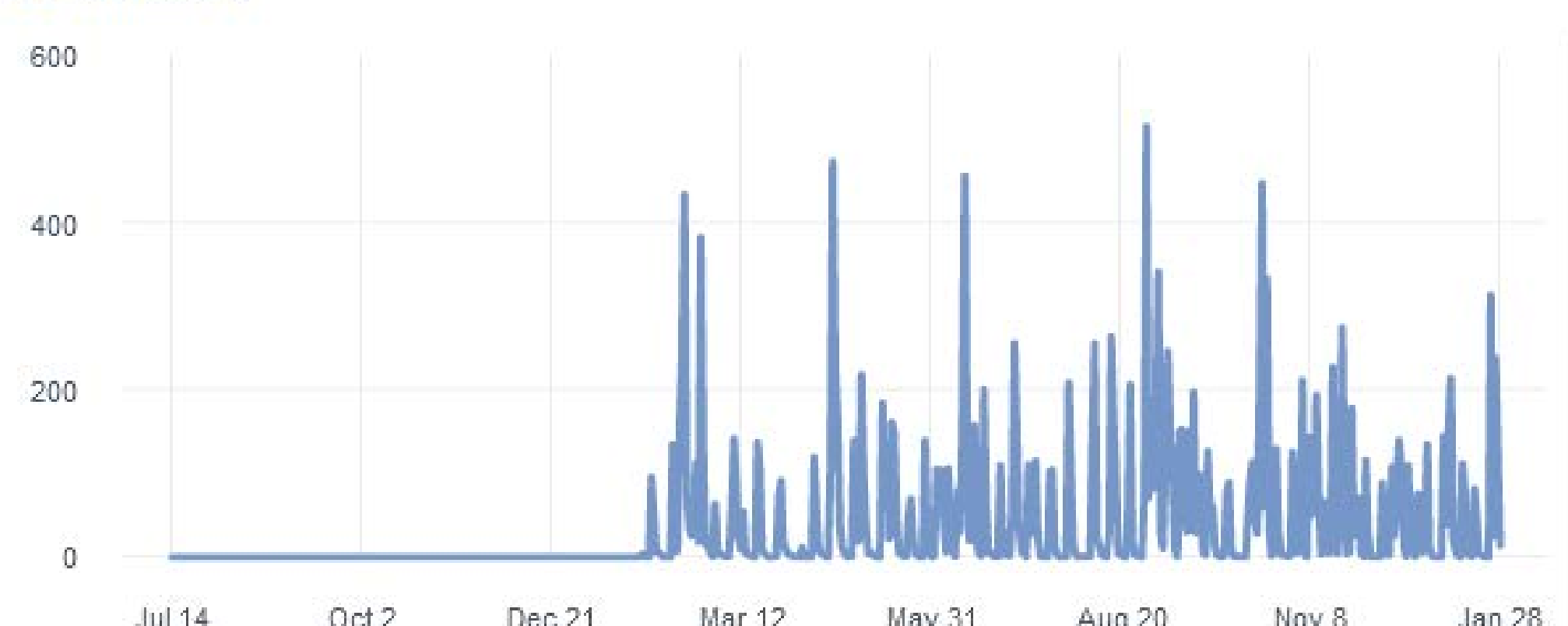
Methods: We collected metrics through Facebook 'insights' for the usage and dissemination of the Cochrane South Asia Page and the Cochrane South Asia Group for two consecutive years, 2017 and 2018. We analyzed details of number of likes, number of shares, number of engagements, number of group enrolments, and number of views in respect to the translated PLS, and thereby leading to full-text views of the reviews.



Active Members

Jul 14, 2017 - Jan 28, 2019

692 Members

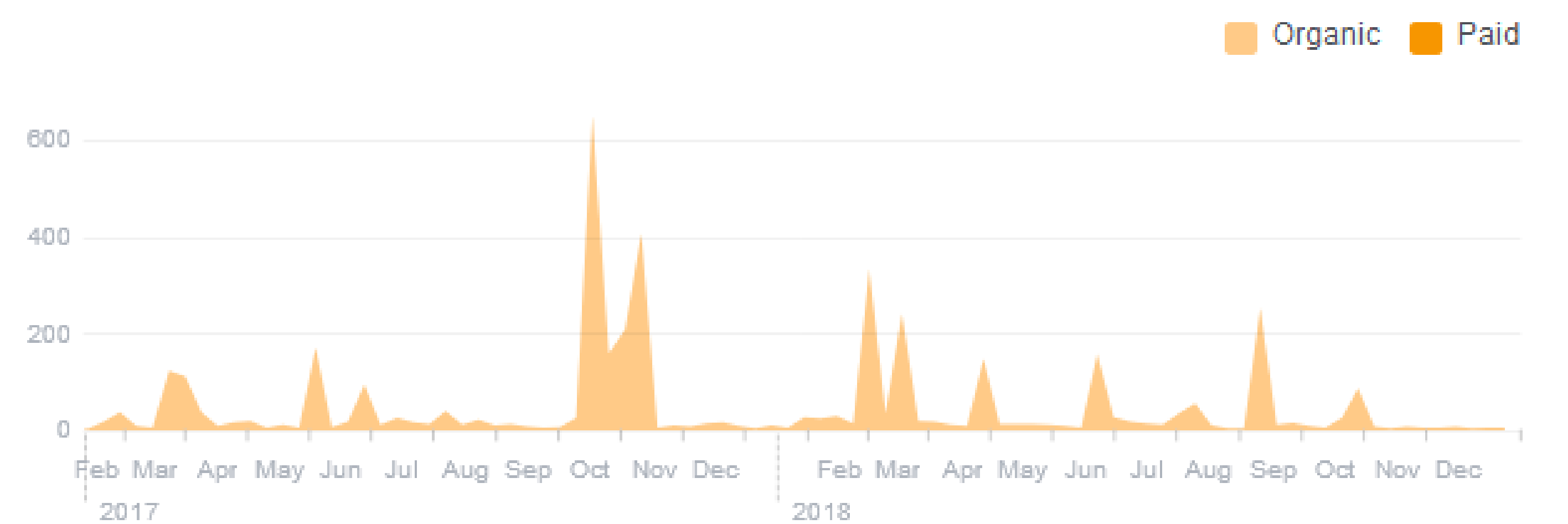


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Active Members

Total Reach

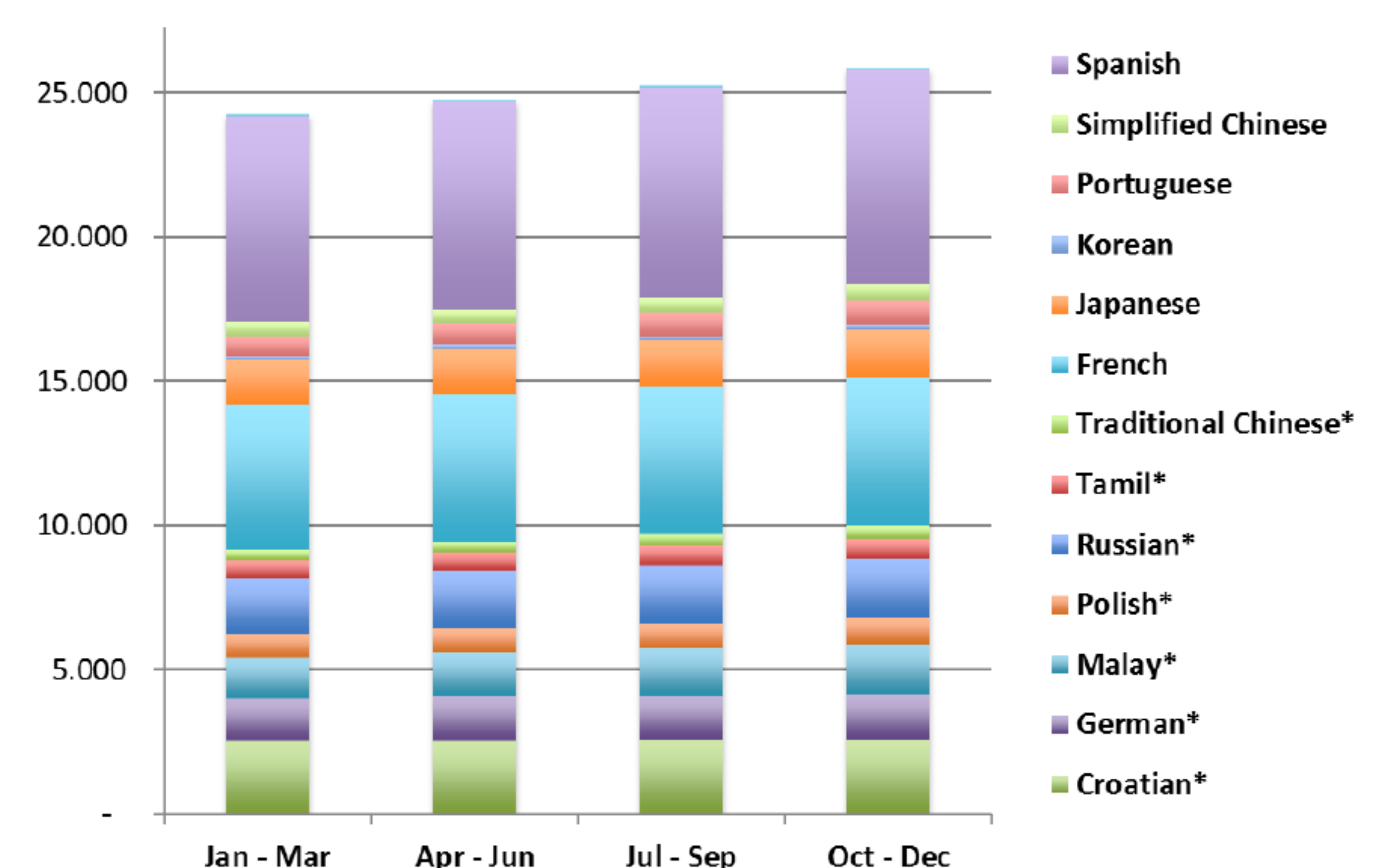
The number of people who had any content from your Page or about your Page enter their screen. This number is an estimate.



11.	🇨🇦 Canada	408,492	11.	🇵🇪 Peru	620,494
12.	🇦🇺 Australia	304,960	12.	🇨🇦 Canada	566,922
13.	🇮🇳 India	296,614	13.	🇮🇳 India	464,007
14.	🇻🇪 Venezuela	292,783	14.	🇩🇪 Germany	370,281
15.	🇪🇨 Ecuador	215,347	15.	🇻🇪 Venezuela	362,501

Results

Cochrane Translation's yearly report from 2018 states that Tamil translations progressively increased from April to June and October to December (Image 1). The Centre has translated 26 PLS into Tamil languages and disseminated them via Facebook pages and groups to enhance the visibility of the evidence on general subjects pertaining to the region. We observed differences in the dissemination rates of the closed group and the open page of the Cochrane South Asia community. We reached nearly 2000 members (Image 2), of whom 45% of the members (Image 3) were only active within the group. Sharing the translation was found to be the most common form of dissemination (Image 4). All the dissemination for the two years were free of cost (Image 5).



Conclusions

Dissemination done in the closed group seems to be very limited as to the number of members (Image 7), whereas the total views in the open page sections (Images 8 and 9) seem to be remarkably better than the group version. When Tamil language translations could contribute so much in two years, we have to work on our plans to disseminate Cochrane PLS in the National language, Hindi, as well as in English, which is the common language among consumers.