Changing notions of trust and compliance: their implications for personalisation of eHealth systems for maternity care

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Why is maternity care an interesting domain?

- Affects many people
Why is maternity care an interesting domain?

- Affects many people
- from all cultures, social classes etc.
Why is maternity care an interesting domain?

- Affects many people
- from all cultures, social classes etc.
- who are not ill.
What might go into a user model?

Things that affect the advice that the system should give the user, e.g.
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Things that affect the advice that the system should give the user, e.g.

▶ parity
What might go into a user model?

Things that affect the advice that the system should give the user, e.g.

- parity
- obstetric history
What might go into a user model?

Things that affect the advice that the system should give the user, e.g.

- parity
- obstetric history
- age
Things that affect the advice that the system should give the user, e.g.
- parity
- obstetric history
- age
- BMI
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- parity
- obstetric history
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BUT
Here be dragons
Why is maternity care a REALLY interesting domain?

Radically different interpretations of (same) evidence.
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Often midwives vs obstetricians...
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Primary sources, and discussion of controversy, available to women...
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Radically different interpretations of (same) evidence. Often midwives vs obstetricians...
Primary sources, and discussion of controversy, available to women...
So an eHealth system cannot expect simple trust and compliance.
Radically different interpretations of (same) evidence. Often midwives vs obstetricians... Primary sources, and discussion of controversy, available to women... So an eHealth system cannot expect simple trust and compliance. It must acknowledge the controversies.
User model attempt 2?

Attempt to capture user’s philosophy – e.g.
pain natural $\leftrightarrow$ pain bad
User model attempt 2?

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and background – e.g. attitude to research papers?
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pain natural $\leftrightarrow$ pain bad
and background – e.g. attitude to research papers?
and so be perceived as

► relevant
User model attempt 2?

Attempt to capture user’s philosophy – e.g. 
pain natural $\leftrightarrow$ pain bad
and background – e.g. attitude to research papers?
and so be perceived as

- relevant
- useful
User model attempt 2?

Attempt to capture user’s philosophy – e.g.
pain natural $\leftrightarrow$ pain bad
and background – e.g. attitude to research papers?
and so be perceived as

- relevant
- useful
- non-patronising
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while avoiding paper-recommender syndrome.