

Letter

"Is Cybermedicine Killing You?" - University College London (UCL) Media Strategy Explained

Dominique Fourniol

Corresponding Author:

Dominique Fourniol
Head of Media Relations
Development & Corporate Communications Office
University College London
Gower Street
London WC1E 6BT
UK
Phone: +44 (0)20 7679 9728
Fax: +44 (0)20 7916 8526
Email: d.fourniol@ucl.ac.uk

Related Articles:

Comment on: Eysenbach G, Kummervold PE. "Is Cybermedicine Killing You?" - The Story of a Cochrane Disaster. J Med Internet Res. 2005;7(2) p. e21 <http://www.jmir.org/2005/2/e21/>

Comment on: Rada R. A Case Study of a Retracted Systematic Review on Interactive Health Communication Applications: Impact on Media, Scientists, and Patients. J Med Internet Res. 2005;7(2) p. e18 <http://www.jmir.org/2005/2/e18/>

Comment in: Eysenbach G. "Is Cybermedicine Killing You?" - University College London Media Strategy Explained: Author's Reply. J Med Internet Res. 2005;7(2) p. e44 <http://www.jmir.org/2005/2/e44/>

(J Med Internet Res 2005;7(4):e43) doi:[10.2196/jmir.7.4.e43](https://doi.org/10.2196/jmir.7.4.e43)

Eysenbach and Kummervold [1] and Rada [2] criticize the handling of the Cochrane review retraction from a media perspective, and I wish to provide the following additional clarification of the actions of the UCL media relations office in this instance.

Had the withdrawal of the review been a permanent retraction with no further action to be taken by the authors or journal, the UCL media relations office would have issued a statement to this effect at the time via our media mailing lists.

Given that the review was withdrawn with a view to revision and republication at the earliest opportunity and not to permanent retraction, we decided to issue an updated press release once that process was complete. The release will both explain the error and provide the correct interpretation of the review, which will enable journalists to compare the original and revised papers and report on both the errors and the new, correct findings of the review. The release, anticipated later this year, will be sent to all journalists and websites which received the original October 2004 release.

References

1. Eysenbach G, Kummervold PE. "Is cybermedicine killing you?" - the story of a Cochrane disaster. J Med Internet Res 2005 Jun 30;7(2):e21 [[FREE Full text](#)] [Medline: [15998612](#)] [doi: [10.2196/jmir.7.2.e21](#)]
2. Rada R. A case study of a retracted systematic review on interactive health communication applications: impact on media, scientists, and patients. J Med Internet Res 2005 Jun 30;7(2):e18 [[FREE Full text](#)] [Medline: [15998609](#)] [doi: [10.2196/jmir.7.2.e18](#)]

Edited by G. Eysenbach; This is a non-peer-reviewed article. submitted 13.07.05; accepted 18.07.05; published 28. 07.05

Please cite as:

Fourniol D

"Is Cybermedicine Killing You?" - University College London (UCL) Media Strategy Explained

J Med Internet Res 2005;7(4):e43

URL: <http://www.jmir.org/2005/4/e43/>

doi: [10.2196/jmir.7.4.e43](https://doi.org/10.2196/jmir.7.4.e43)

PMID: [16236695](https://pubmed.ncbi.nlm.nih.gov/16236695/)

© Dominique Fourniol. Originally published in the Journal of Medical Internet Research (<http://www.jmir.org>), 28.7.2005. Except where otherwise noted, articles published in the Journal of Medical Internet Research are distributed under the terms of the Creative Commons Attribution License (<http://www.creativecommons.org/licenses/by/2.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited, including full bibliographic details and the URL (see "please cite as" above), and this statement is included.