

# Nuovi social media per l'aggiornamento medico e dell'operatore sanitario

**Eugenio Santoro**

[eugenio.santoro@marionegri.it](mailto:eugenio.santoro@marionegri.it)

[www.twitter.com/eugeniosantoro](http://www.twitter.com/eugeniosantoro)

[www.slideshare.net/eugeniosantoro](http://www.slideshare.net/eugeniosantoro)

*Laboratorio di Informatica Medica*

*Dipartimento di Epidemiologia*

# Il web 2.0

- E' quella parte del web alla quale chiunque può **liberamente** accedere attraverso l'impiego di **software gratuito** al fine di **condividere** informazioni e **collaborare** per creare **nuova conoscenza**, e nel quale gli utenti siano al tempo stesso **produttori** e **fruitori** dell'informazione.

Intelligenza collettiva

Collaborazione

Interazione

Comunicazione

# Social network

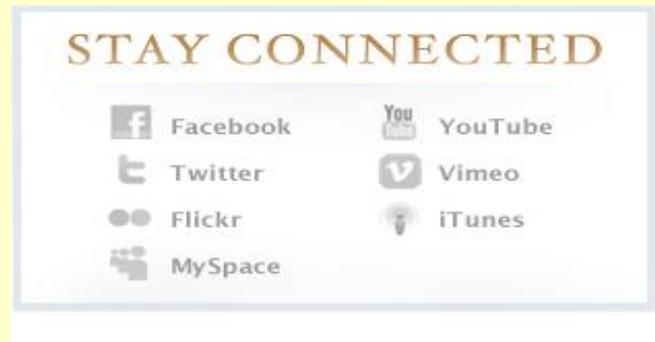
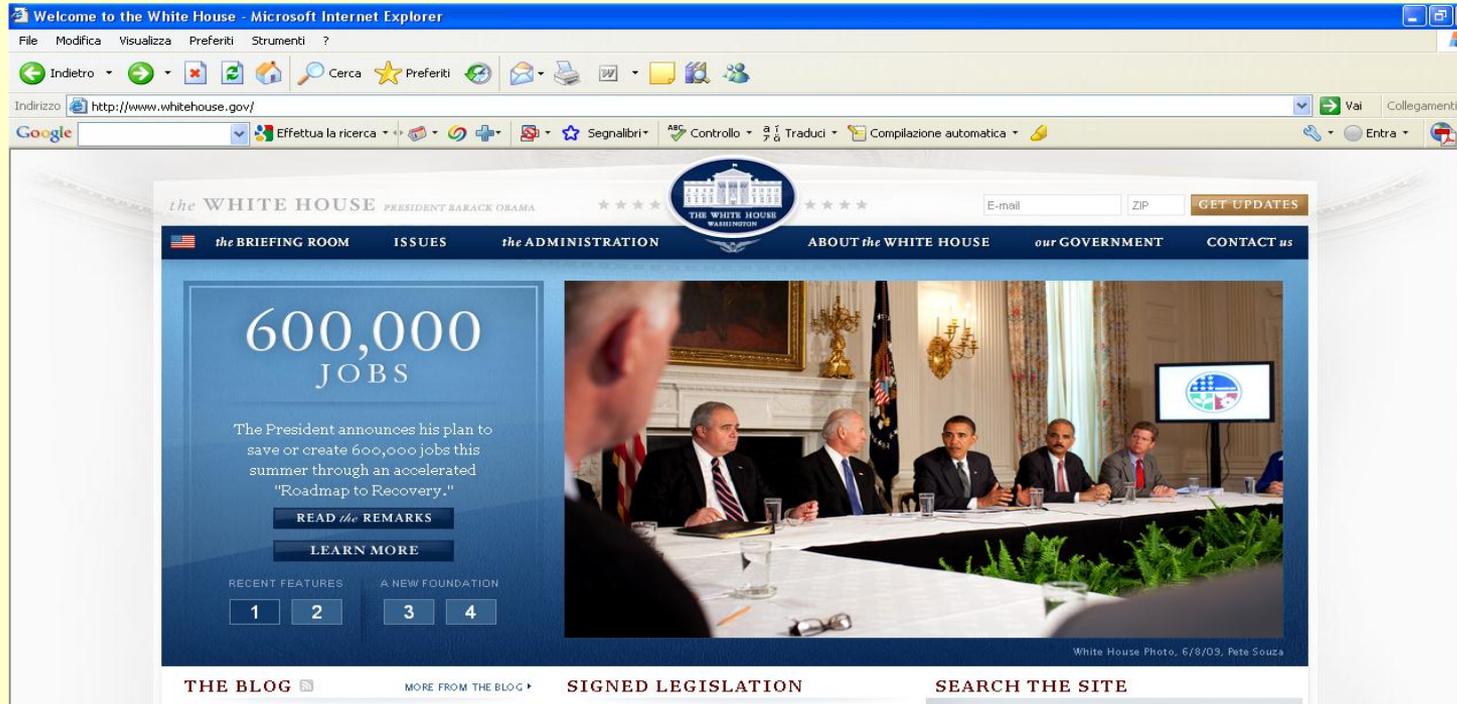
- Social network
  - gruppo di persone connesse tra loro da diversi legami sociali
  - aggregare persone che hanno interessi simili creando community
  - offrono strumenti che favoriscono la connessione/relazione in Internet tra persone (blog, pubblicazione di video, audio, immagini) e condivisione di informazioni
- User Generated Content
  - pubblicazione di propri file (immagini, video, testi)
  - organizzazione (p.e. spazio per archiviare i propri “preferiti”)
  - sistemi per decidere il grado di condivisione dei propri file
  - sistemi di rating e commenti
  - sistemi di *tagging*

# Social media

- Social media è un termine generico che indica tecnologie e pratiche online che gli utenti adottano per creare e condividere contenuti testuali, immagini, video e audio.
- In essi si verifica una fusione tra sociologia e tecnologia che trasforma il monologo (da uno a molti) in dialogo (da molti a molti) trasforma le persone da fruitori di contenuti ad editori.
- I social media vengono definiti anche user-generated content (UGC) o consumer-generated media (CGM).

[Wikipedia Italia](#)

# Il web 2.0 e i social media: i nuovi strumenti di comunicazione



# Media tradizionali e social media

Facebook | Corriere Salute - Microsoft Internet Explorer

File Modifica Visualizza Preferiti Strumenti ?

Indietro - - - - - Cerca Preferiti - - - - -

Indirizzo <http://www.facebook.com/pages/Corriere-della-Sera/284515247529#!/pages/Corriere-Salute/356394670902>

Google Effettua la ricerca - - - - - Condividi - - - - - Sidewiki - - - - - Controllo - - - - - Traduci - - - - - Compilazione automatica - - - - -

facebook 14 1 1 Search Home Profile Find Friends Account

## Corriere Salute Like

Wall Info Photos Discussions

Corriere Salute + Others **Corriere Salute** Just Others



**Corriere Salute**



**Per il mal di schiena scegli il massaggio giusto - Corriere della Sera**  
www.corriere.it  
Non tutte le tecniche sono indicate e solo alcune possono veramente dare sollievo dal dolore

a few seconds ago · Share



**Corriere Salute**



**Sushi al mercurio, come evitarlo - Corriere della Sera**  
www.corriere.it  
Il tonno pinna gialla sarebbe il meno ricco di mercurio. Più sicuro il pesce dei supermercati che dei ristoranti

about a minute ago · Share



**Corriere Salute**



**Malati di cancro: la sfida dell'accesso ai farmaci col federalismo fiscale - Corriere della Sera**  
www.corriere.it  
Con 255mila nuovi casi e più di 8 miliardi di euro spesi nel 2009 i tumori hanno un forte impatto socioeconomico.

about a minute ago · Share



**Corriere Salute**



**Gli straordinari fanno male al cuore - Corriere della Sera**  
www.corriere.it  
Cresce del 60 per cento il rischio di cardiopatie per chi lavora tre o più ore oltre l'orario

Wednesday at 9:51pm · Share

3 people like this.



**Cristiana Di Stefano** Appello al Presidente del Consiglio: On. Berlusconi vuole dimostrare agli italiani e all'Europa tutta



Suggest to Friends

**313 People Like This**

 <p>Alba Vespasiano</p>	 <p>Giusy Lorenzale</p>	 <p>Antonella La Gaipa</p>
 <p>Nadia Rosa</p>	 <p>Clemente Ianniello</p>	 <p>Laura Salonia</p>

**Favorite Pages**  
2 Pages See All

 <p>Corriere Animali</p>	 <p>Corriere della Sera</p>
--	---

**Links**  
3 of 120 links See All

-  Per il mal di schiena scegli il massaggio giusto - Corriere della Sera  
3:19pm May 14
-  Sushi al mercurio, come evitarlo - Corriere della Sera  
3:19pm May 14

Create an Ad

**Record. Listen. Share**



Give your trip a personal voice with Own Voice for Ovi Maps - and have more fun on the road. Download Own Voice from Ovi Store.

Like

**Luxury Thailand Vacations**



Beautiful Beach Resorts and Luxurious Villas in Thailand to Spend your vacation in Thailand. Make your Vacation memorable here.

Like

**Headhunters looking 4 you**



Europe's largest executive club - Join now!

Like

More Ads

Operazione completata

Internet

# beta.nejm.org



ABOUT BETA ▾

BETA PROJECTS ▾

## Stay in touch with NEJM on Facebook

Thousands of physicians, medical students, and other medical professionals use Facebook. Now NEJM is on Facebook too, with three new Facebook Applications to help you stay in touch with the Most Recent NEJM Articles, the Most Popular NEJM Articles, and the latest Interviews and Audio Summary Podcasts.

[NEJM Recent Articles »](#)

[NEJM Most Popular »](#)

[NEJM Podcasts »](#)



## BETA POLL

Are you on Facebook ?

- Yes
- No
- What's Facebook?

[VOTE](#)

If you have other thoughts or suggestions related to this idea, please e-mail them to [beta@nejm.org](mailto:beta@nejm.org).

## Reviews

Average Rating for This Feature: ★★★★★ based on 1 reviews.

[Write a Review for This Feature](#)

05/19/2009

★★★★★ Dr.Tariq Rahim

# Canale video rivista medica

YouTube - Il canale di BMJmedia - Microsoft Internet Explorer

File Modifica Visualizza Preferiti Strumenti ?

Indietro Cerca Preferiti

Indirizzo <http://www.youtube.com/bmjmedia>

Google [twitter medical journal](#) Effettua la ricerca Trova Controllo Traduci Compilazione automatica

**YouTube**  Cerca Sfoglia Carica video Crea account Accedi

**BMJ** **British Medical Journal** [Iscriviti](#) **Video caricati**

**BMJ** **DR TRISH GROVES**  
Deputy Editor, BMJ

0:00 / 1:23 360p

[Informazioni](#) [Commenti](#) [Preferiti](#) [Condividi](#) [Playlist](#) [Segnala](#)

**Why submit your research to the BMJ?**  
From: BMJmedia | 08 febbraio 2010 | 248 visualizzazioni  
We've produced a short video to help you find out about getting research published in the BMJ.  
It includes interviews with published authors and clips from some of the short films we often commission to accompany important research articles. [... \(ulteriori informazioni\)](#)  
[Visualizza commenti, video correlati e altro ancora](#)

**Why submit your research to the BMJ?**  
248 visualizzazioni - 2 mesi fa

**Maisie & George and the future of their**  
113 visualizzazioni - 3 mesi fa

**Fatal alchemy**  
292 visualizzazioni - 3 mesi fa

**Death at the Swedish House**  
91 visualizzazioni - 3 mesi fa

**John Crofton: The TB trials**  
761 visualizzazioni - 8 mesi fa

**Alice Stewart: The woman who knew too**  
488 visualizzazioni - 9 mesi fa

**Richard Doll: The man who stopped smoking**  
770 visualizzazioni - 9 mesi fa

**Men's Health Part 3**

**BMJmedia** [Iscriviti](#)  
Aggiungi come amico |

**Attività recenti**  
**BMJmedia ha caricato un nuovo video** (2 mesi fa)

Errore nella visualizzazione della pagina. Internet

The Lancet | Facebook! /TheLancetMedicalJournal#?v=wall#!/TheLancetMedicalJournal#?v=wall - Microsoft Internet Explorer

Indirizzo: <http://www.facebook.com/TheLancetMedicalJournal#?v=wall#!/TheLancetMedicalJournal#?v=wall>

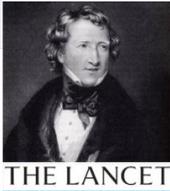
# facebook

Registrazione | The Lancet è su Facebook.  
Registrati su Facebook per connetterti con The Lancet.

The Lancet Mi piace

Bacheca | Info | Discussioni | Eventi | Twitter | Welcome

The Lancet + altri The Lancet Solo altri



**The Lancet**  
www.livestream.com  
Women Deliver Conference 2010  
Women Deliver Conference 2010 on Livestream. Women Deliver 2010, a global conference, will be held in Washington DC on June 7-9, 2010. The theme of the conference is: "Delivering solutions for girls and women," and we plan to focus on political, economic, social/cultural, and technological solutions...

martedì alle 8.54 · Commenta · Mi piace

A Kristina Birka, Ekaterina Sharovzhantsyna, Suzanne Shepherd e altri 7 piace questo elemento.

The Lancet Will do Diana. Thanks.  
To get the player to work press the blue button.  
Ieri alle 2.07

The Lancet In a placebo controlled crossover study, Struthers and colleagues examine whether allopurinol prolongs exercise in patients with chronic stable angina. <http://bit.ly/airra4>

Effect of high-dose allopurinol on exercise in patients with chronic stable angina  
[bit.ly/airra4](http://bit.ly/airra4)  
Awsan Noman et al.  
martedì alle 2.30 · Commenta · Mi piace

A Hyung-Joon Han, Carmen California Ramos, Rupesh Kumar Saxena e altri 5 piace questo elemento.

The Lancet In an interview for Global Health TV, Richard Horton discusses the key themes of the Women Deliver conference to be held in Washington DC next week. <http://bit.ly/LurGEX>

**Women Deliver Conference 2010, Richard Horton, Editor, The Lancet**  
[www.youtube.com](http://www.youtube.com)

Pliace a 2.070 persone.

Carlos N. Deepak Rhonda Rojas Puyol Damodaran Pittman

Ahmad El-Haggag Seow Fan Vrika Varna

Pagine preferite  
1 pagina Mostra tutte

The Lancet

(6 oggetti rimanenti)

The Lancet [TheLancet] on Twitter - Microsoft Internet Explorer

Indirizzo: <http://twitter.com/thelancet>

# twitter

Ricevi messaggi brevi e puntuali da The Lancet.  
Twitter è una risorsa ricca di informazioni aggiornate istantaneamente. E' molto facile restare aggiornati su una incredibile varietà di argomenti. **Registrati ora e segui @TheLancet.**

Registrati ora · Ricevi gli aggiornamenti via SMS inviando follow TheLancet al tuo numero locale di Twitter. Numeri locali di altre nazioni

**TheLancet**  
Lungo London, New York, Beijing  
Web <http://www.thelancet.com>  
Bio Welcome to the Lancet.com on Twitter. Keep in touch with The Lancet, the world's leading general medical journal.

31 2,694 273  
Following Follower in lista

Tweet 410  
Preferiti

Following

RT @WomenDeliver: Wrap-up of the Women Deliver Conference -- great work. let's keep going!  
[#WD2010](http://bit.ly/djWjxG)  
circa 14 ore fa via web

Genetic determinants of vitamin D deficiency <http://bit.ly/aqBzCu>  
circa 14 ore fa via web

RT @maternova: Session on birth kits led by Lancet editor Horton was very lively...excellent audience discussion!! #wd2010  
6:57 AM Jun 9th via web

MECOMBIN study published in The Lancet Neurology  
<http://bit.ly/asFJ6W>  
6:53 AM Jun 9th via web

Struthers and colleagues examine whether allopurinol prolongs exercise in patients with chronic stable angina <http://bit.ly/airra4>  
5:20 AM Jun 9th via web

Feed RSS dei tweet di TheLancet

Operazione completata

Facebook | Circulation Research - Microsoft Internet Explorer

Indirizzo: <http://www.facebook.com/CircRes>

Circulation Research Like

Wall Info Photos Notes RSS/Blog Links

**Circulation Research** Check out our new feature "In This Issue..." Article summaries written for the non-specialist (<http://ht.ly/1KLEI>). And if you like what you see, you can sign up to receive them by e-mail, too! (<http://ht.ly/1KLOV>)

**In This Issue -- 106 (9): 1445 -- Circulation Research**  
Friday at 2:57pm · Share

**Circulation Research** May 14th issue is now online with free Editor's Picks and our new feature, "In This Issue" highlights <http://ht.ly/1KLUb> #cardiovascular

May 13 at 10:05pm via HootSuite

**Circulation Research** This week's Online First articles are up now!  
<http://ht.ly/1UW4q>

May 6 at 10:05pm via HootSuite

**Circulation Research** April 30th issue now online with a "News & Views" research roundup, a new "New Methods," and free Editor's Picks <http://ht.ly/1E158>

April 29 at 10:05pm via HootSuite

**Circulation Research** This week's Online First articles are up now!  
<http://ow.ly/1A6E2> #cardiology

April 22 at 10:05pm via HootSuite

**Circulation Research** Did you know you can subscribe to our eTOC alert e-mail? Well you can. Just follow this link: <http://www.ahajournals.org/cgi/alerts/etoc>

**AHA Journals -- eTOCs Sign In Page**  
[www.ahajournals.org](http://www.ahajournals.org)

April 21 at 7:57pm · Share

**Circulation Research** April 16th issue now online with our new article type "New Methods in Cardiovascular Biology" and free Editor's Picks <http://ow.ly/1yRh>

April 15 at 10:05pm via HootSuite

**Circulation Research** Today is your 1st chance to submit Abstracts for @AHAScience 2010 Scientific Sessions in Chicago, IL <http://ow.ly/1yT32>

April 14 at 8:03pm via HootSuite

**Circulation Research** This week's Online First articles are up NOW!  
<http://ow.ly/1UWQh>

April 8 at 10:05pm via HootSuite

**Circulation Research** Exciting Circ Res article in the news (<http://ow.ly/1FmO>)!

Circulation Research is an official journal of the American Heart Association and is the official journal of the Council on Basic Cardiovascular Sciences of the AHA.

ISI 2008 Impact Factor: 9.989  
<http://circres.ahajournals.org>

Information  
Founded: 1953

90 People Like This

Andrew or Podugu, Brian F. McBride, Alvin J. Chin, Lynda Harris, James McCormick, Lisa Mace

My Info

Circulation Research (CircRes) on Twitter - Microsoft Internet Explorer

Indirizzo: <http://twitter.com/CircRes>

Has an account? [Accedi](#)

**Circulation Research**  
American Heart Association  
Learn and Live

**Ricevi messaggi brevi e puntuali da Circulation Research.**  
Twitter è una risorsa ricca di informazioni aggiornate istantaneamente. E' molto facile restare aggiornati su una incredibile varietà di argomenti. **Registrati ora e segui @CircRes.**

[Registrati ora >](#)  Ricevi gli aggiornamenti via SMS inviando **follow CircRes** al tuo numero locale di Twitter. Numeri locali di altre nazioni

**Circ Res**

... and if you like the "In This Issue..." highlights, you can sign up to receive them by e-mail, too!  
[#alerts](http://ht.ly/1KLOV)

7:40 AM May 14th via HootSuite

Check out our new feature, "In This Issue..." Article summaries written for the non-specialist <http://ht.ly/1KLEI> [PDF]

7:31 AM May 14th via HootSuite

May 14th issue is now online with free Editor's Picks and our new feature, "In This Issue" highlights <http://ht.ly/1KLUb> #cardiovascular

1:05 PM May 13th via HootSuite

In case you missed it: "Research Roundup" Our Editors' favorite studies from @NEJM, @cardiosource, etc [#stemcells #heart](http://ht.ly/1JUNT)

11:30 AM May 11th via HootSuite

In the News: \*Transplanted Adult Stem Cells Provide 1-step Hope

Home Circulation Research  
Web <http://circres.ahajournals.org>  
Bio Circulation Research is an official journal of the American Heart Association focusing on basic science cardiovascular research.

28 116 21  
Following Follower In lists

Tweet 108

Preferiti

Following

Feed RSS dei tweet di CircRes

# Società scientifiche e social media

ASCO (ASCO) on Twitter - Microsoft Internet Explorer

File Modifica Visualizza Preferiti Strumenti ?

Indirizzo <http://twitter.com/ASCO>

Google Effettua la ricerca Effettua la ricerca + Condividi Sidewiki Controllo Traduci Compilazione automatica Entra

Hai un account? [Accedi](#)

**Ricevi messaggi brevi e puntuali da ASCO.**  
Twitter è una risorsa ricca di informazioni aggiornate istantaneamente. E' molto facile restare aggiornati su una incredibile varietà di argomenti. **Registrati ora e segui @ASCO.**

[Registrati ora >](#)  Ricevi gli aggiornamenti via SMS inviando **follow ASCO** al tuo numero locale di Twitter. [Numeri locali di altre nazioni](#)

 **ASCO**

**JCO Early Release Articles available**  
<http://ow.ly/1GgT6> #ASCO  
1:15 PM May 10th via HootSuite

ASCO/TACF honor community oncology groups & state societies' efforts to improve lives of ppl living w/ cancer <http://ow.ly/1Jg2r> #ASCOpress  
12:55 PM May 10th via HootSuite

Can't attend #ASCO10? Top science will be offered in 2 Best of ASCO mtgs in San Francisco & Boston; visit <http://ow.ly/1Hrif> for more info  
12:01 PM May 6th via HootSuite

2 new ASCO Answers fact sheets for your patients: Radiation Therapy & Managing Pain. Find them on Cancer.Net <http://ow.ly/1HKTH> #cancerinfo  
8:33 AM May 6th via HootSuite

#ASCO, #AACR, FOCC urge Congress to sustain momentum for

**Nome** ASCO  
**Luogo** Alexandria, VA  
**Web** <http://www.asco.org>  
**Bio** ASCO is the American Society of Clinical Oncology. Making a world of difference in cancer care.

5 **1,855** 96  
Following Follower In lista

**Tweet** 422

Preferiti

Following

Feed RSS dei tweet di ASCO

Operazione completata

Internet



cardiology meeting

[Crea account](#) oppure [Accedi](#)

[Iscrizioni](#) [Cronologia](#) [Carica video](#)

### Acute Coronary Syndromes at the European Society of Cardiology (ESC) Congress 2009

**CURRENT OASIS-7**

- Factorial Study
- Double vs Standard Dose of Clopidogrel
- 25 087 ACS Patients
- High vs Low Dose of ASA

1:46 / 3:34

★★★★★ 2 voti 355 visualizzazioni

[Preferiti](#) [Condividi](#) [Playlist](#) [Segnala](#)

[Facebook](#) [Live Spaces](#) [MySpace](#) (altre opzioni di condivisione)

- ▶ **Statistiche e dati**
- ▶ **Video di risposta (0)** [Accedi per pubblicare un video di risposta](#)
- ▼ **Commenti testuali (0) Opzioni** [Accedi per pubblicare un commento](#)

0 di 0 commenti visualizzati [Visualizza tutti i 0 commenti](#)

**Vuoi commentare questo video ?**  
Registrati su YouTube per avere un account gratuito o accedi se sei già membro.

**escardiotorg**

16 settembre 2009  
(ulteriori informazioni)

PLATO: a comparison of ticagrelor with clopidogrel in patients with acute coronary syndromes (ACS); CURRENT OASIS 7: evaluating a high loading and maintenance dose regimen of clopidogrel on major C...

URL

Codice da incorporare  
<object width="425" height="344"><param name="tr

▶ **Altro da: escardiotorg**

▼ **Video correlati**

- Will AstraZeneca's ticagrelor make Effient and ...**  
139 visualizzazioni  
greatdoctortv 9:51
- Atrial Fibrillation at the European Society of ...**  
747 visualizzazioni  
escardiotorg 3:09
- ESC Congress 2009 in Barcelona - day 4**  
301 visualizzazioni  
escardiotorg 6:52
- Cardiology - Cardiac Stent**  
548 visualizzazioni  
kapsSAG 0:54
- Dr. Chris Cannon, Harvard and TIMI Cardiologist...**  
1292 visualizzazioni  
HHCBooks 5:43
- European Society of Cardiology (ESC) Guidelines...**  
1175 visualizzazioni  
escardiotorg 6:37

# Organizzazioni sanitarie e social media

The screenshot shows a Microsoft Internet Explorer browser window displaying the CDC website. The address bar shows the URL <http://www.cdc.gov/socialmedia/h1n1/#>. The page title is "CDC - Social Media Tools for Consumers and Partners - 2009 H1N1 Flu". The main content area features the heading "Social Media Tools for Consumers and Partners" and "2009 H1N1 Flu (Swine Flu)". A red box highlights a "On this page" sidebar menu with the following items: Widgets, Mobile Information, Buttons, Online Videos, Podcasts, eCards, RSS Feeds, Twitter/Microblogs Updates, Image Sharing, Social Networking, More Information, Phone/Email, and Social Media Tools for Other Topics. Below the sidebar, there is a "Widgets" section with a description and a link to <http://www.cdc.gov/widgets/>. At the bottom left, there is a "H1N1 (Swine Flu) CDC 2009 H1N1 Flu Widget" with a description and a link to <http://www.cdc.gov/widgets/>. The right sidebar contains a "Text size" selector, a "Bookmark and share" section with various social media links, and a "Contact Us" section with the CDC's address and contact information.

CDC Home  
Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

## Social Media Tools for Consumers and Partners

### 2009 H1N1 Flu (Swine Flu)

The Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) are working together to provide consumers and partners with social media tools that access information about the ongoing 2009 H1N1 Flu outbreak. Visit the [CDC.gov 2009 H1N1 Flu](#) and [PandemicFlu.gov](#) Web sites for information on 2009 H1N1 Flu.

#### 2009 H1N1 Flu Social Media Tools

To encourage information sharing, collaboration, and interactivity, CDC provides social media tools. Widgets, mobile information, online videos and the like reinforce and personalize messages, reach new audiences, and build a communication infrastructure based on open information exchange.

Sign up for email updates to receive announcements of new products we add to this page.

#### Widgets

A widget is a CDC.gov application that displays the featured content directly on your web page. You can embed content in personalized home pages, blogs, and other sites. Once you've added the widget, there's no technical maintenance. CDC.gov will update the content automatically.

Adding a CDC.gov widget to your page means that you will have up-to-date, credible health and safety content in your favorite spaces – no more searching or browsing. Stay informed about the health content that is most meaningful to you—all of our widgets are available at <http://www.cdc.gov/widgets/>.

#### H1N1 (Swine Flu) CDC 2009 H1N1 Flu Widget

Help spread the word about H1N1 Flu and how to prevent it. Add a widget to your Web site, portal home page or on your blog. Let your Web site visitors know how to stop the spread of H1N1 Flu and where to get more information about H1N1 Flu. You can find, download and share this widget at <http://www.cdc.gov/widgets/>.

**On this page**

- Widgets
- Mobile Information
- Buttons
- Online Videos
- Podcasts
- eCards
- RSS Feeds
- Twitter/Microblogs Updates
- Image Sharing
- Social Networking
- More Information
- Phone/Email
- Social Media Tools for Other Topics

Text size: S M L XL

Email page  
Print page  
Bookmark and share  
Add this to...  
Favorites  
Del.icio.us  
Digg  
Facebook  
Google Bookmarks  
Yahoo MyWeb

What's this? Submit

Contact Us:  
Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO  
(800-232-6228)  
TTY: (888) 232-6228  
English/Spanish  
24 Hours/Every Day  
[cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)

# Ospedali e social media - 1

## Hospital Social Network List

U.S. Hospitals that use Social Networking tools – updated on January 23, 2011

906 Hospitals total

- 448 YouTube Channels
- 719 Facebook pages
- 674 Twitter Accounts
- 439 LinkedIn Accounts
- 693 Four Square
- 106 Blogs

3,087 Hospital Social Networking Sites

Fonte: [www.ebennett.org](http://www.ebennett.org)

# Linee guida per la comunicazione on line in tema di tutela e promozione della salute (MIN SAL - UNIV. LA SAPIENZA)

- Traslare sulle piattaforme di social media le strategie di marketing sociale già in uso attraverso i canali comunicativi tradizionali
- Predisporre blog, canali su FB e Twitter per favorire il coinvolgimento del paziente/cittadino
- Predisporre canale video
- Attivare forum con classificazione attraverso tag

# Gli strumenti del web 2.0: i social media



# I social media – Una piccola indagine tra da voi

- Quanti di voi usano Facebook?
  - Come utente
  - Come canale di comunicazione istituzionale
- Quanti di voi usano Slideshare?
  - Come utente
  - Come canale di comunicazione istituzionale
- Quanti di voi usano Twitter?
  - Come utente
  - Come canale di comunicazione istituzionale

# SlideShare e la condivisione delle diapositive

# Cosa è SlideShare

- [www.slideshare.com](http://www.slideshare.com) , [www.slideshare.net](http://www.slideshare.net)
- Sistema per la gestione di diapositive
  - Caricamento
  - Visione
  - Condivisione
- Non è richiesto alcun plug-in per vedere le diapositive
- Possibilità di associare tag alle diapositive caricate
- Ricerca (limitata) e navigazione attraverso i tag

# Come monitorare l'accesso alle diapositive di Slideshare

- E' possibile conoscere la popolarità di un set di diapositive pubblicate
  - Numero di visualizzazioni
  - Numero e natura dei commenti

Ruolo Mmg Nello Scompenso - Windows Internet Explorer

http://www.slideshare.net/fonendo/ruolo-mmg-nello-scompenso

597 views, 0 favs, 2 embeds more

# LO SCOMPENSO CARDIACO: QUALE RUOLO DEL MMG?

**DOTT. G. MARINI** MMG  
**DOTT. M. PEZZA** MMG

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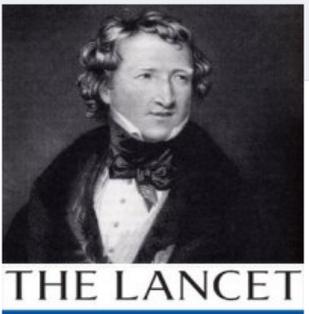


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martedì alle 8.54 · [Commenta](#) · [Mi piace](#)

**A Kristina Birke, Ekaterina Sharavzhamsyna, Suzanne Shepherd e altri 7 piace questo elemento.**



**The Lancet** Will do Diana. Thanks. To get the player to work press the blue button.  
Ieri alle 2.07



**The Lancet** In a placebo controlled crossover study, Struthers and colleagues examine whether allopurinol prolongs exercise in patients with chronic stable angina. <http://bit.ly/alrraH>

**Effect of high-dose allopurinol on exercise in patients with chronic stable angina**  
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martedì alle 2.30 · [Commenta](#) · [Mi piace](#)

**A Hyung-Joon Han, Carmen California Ramos, Rupesh Kumar Saxena e altri 5 piace questo elemento.**



**The Lancet** In an interview for Global Health TV, Richard Horton discusses the key themes of the Women Deliver conference to be held in Washington DC next week. <http://bit.ly/urGEX>



**Women Deliver Conference 2010, Richard Horton, Editor, The Lancet**  
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Chrissy Newman There is a new website that has been created to honour all those that have lost the battle with RCC. if you or someone you know has lost a loved one to Kidney cancer, please feel free to add a memorial to them at http://kidneycancermemorial.blogspot.com/

about an hour ago · Report

Susan Lowney likes this.

Anita Elliott Currie does anyone have any good suggestions for boosting the immune system. so as to be better prepared for surgery and minimize recovery time. I've read on here where acupuncture and reflexology were used. I have been told high doses, 2-4 grams 4 to 5 times a day of vitamin C works, anyone else use this? We are open to anything within reason.

Thanks and prayers to all 4 hours ago · Report

Chrissy Newman Come and join us right now at the chat that has been going for over 12 years http://kristyraerichardson.blogspot.com/ No registration needed, just sign in under your name and start chatting 6 hours ago · Report

Candi Breach My Mom survived KC 12 years ago; she recovered fully. She had many wonderful healthy years; sadly though, she passed away Jan 18. , from

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#### Mayo Clinic



**Bigger Than a House**  
sharing.mayoclinic.org  
"Patients helping patients" has always been my way of summarizing philanthropy at Mayo Clinic. After all, most benefactors are patients, and the gifts they make help other patients, either right away (think buildings and new equipment) or years later (think ... Continue reading →

9 minuti fa · Condividi  
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#### Mayo Clinic



**The Right Team Makes All the Difference - Mayo Clinic and Breast Cancer**  
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17 minuti fa · Condividi  
A 8 persone piace questo elemento.  
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**Membranous Nephropathy - Mayo Clinic**  
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venerdì alle 20,36 · Condividi  
A 48 persone piace questo elemento.

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## The Mayo Clinic Diet

Whole-grain foods are a healthy choice because they contain nutrients, fiber and other healthy plant compounds found naturally in the grain. Look for products that list the first ingredient as whole grain, whole wheat or whole oats.

### Multigrain vs. whole grain: Which is healthier? - MayoClinic.com bit.ly

Multigrain means more than one grain, while whole grain kernel is used.

23 marzo alle ore 16.47 · Condividi

A 4 persone piace questo elemento.

## Nutrition and healthy eating

Basics

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With Mayo Clinic nutritionist Katherine Zeratsky, R.D., L.D. [read biography](#)

### Question

Multigrain vs. whole grain: Which is healthier?

I'm trying to eat a healthy diet. Is multigrain the same thing as whole grain? Which is the healthier choice?

### Answer

from Katherine Zeratsky, R.D., L.D.

Multigrain and whole grain are not interchangeable terms. Whole grain means that all parts of the grain kernel — the bran, germ and endosperm — are used. In contrast, multigrain means that a food contains more than one type of grain; it doesn't tell you whether they're whole or refined grains, or a mix of both.

Whole-grain foods are a healthy choice because they contain nutrients, fiber and other healthy plant compounds found naturally in the grain. Look for products that list the first ingredient as "whole grain," "whole wheat" or "whole oats." Healthy adults should eat at least three 1-ounce equivalents of whole grains a day as part of a balanced diet.

### Next question

Healthy chocolate — Dream or reality?

## Condivisione storie di malati



### Jeff Gleckman

My wife has ALS and has a great amount of saliva and chokes for hours. I have read so many people that say to use the cough assist and more liquids, but it does nothing to stop the saliva. I have come up with a simple mixture of drugs that actually stops the saliva, but it has the side effects of making her light headed and sleepy. But it actually makes the saliva stop temporarily and allows her to rest to gather her strength to fight it again next time.

I would like to share what I have with many and would like to find someone to study what I have found. Do you have any suggestions of who I may contact and how do I get the word out to so many others with ALS?

Thank you,  
Jeff Gleckman

Ieri alle ore 9.13



### University of MD Medical Center

Have questions about mitral valve disease? Join our live video web chat with Drs. Gammie and deFilippi on March 31 at 12 p.m. and get answers to your heart valve disease questions. You can also submit your questions ahead of time:  
<http://www.umm.edu/webchat/>



### Live Q&A Video Chat

[www.umm.edu](http://www.umm.edu)

What You Need To Know About Heart Valve Disease: a Live Video Web Chat with Heart Disease Experts Dr. James Gammie and Dr. Christopher deFilippi

**Q/A: Interazione video chat con medici**



### University of MD Medical Center

Knowing your family health history can identify specific health risks you may face, such as heart disease, diabetes and some cancers. Start by talking with your relatives. Here are some helpful tips on what to ask, of whom and how:  
<http://bit.ly/fxxKwH>.



### Maryland Heart Center - University of Maryland Medicine

<http://www.umm.edu/heart/>

Nationally respected as a forerunner in medical and surgical techniques, the University of Maryland Heart Center is a regional referral center for the most difficult cardiac cases. The vast expertise of our physicians - all of whom are also University of

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**Ventricular Assist Devices: Managing the Advanced Heart Failure Patient**

Da: mayoclinic | 25/mar/2011 | 48 visualizzazioni

Dr. Alfredo Clavelli, M.D., a Cardiologist and member of Mayo Clinic's Heart Transplant Team, discusses the upcoming Mayo Clinic Satellite Symposium course, "Ventricular Assist Devices: Managing the Advanced Heart Failure Patient". The satellite course, which will be held on Saturday, April 2, 2011, at the ACC Scientific Session in New Orleans, LA, will focus on Ventricular Assist Devices (VAD) and the unique challenges VAD patients present post impl... (ulteriori informazioni)

Visualizza commenti, video correlati e altro ancora

Video caricati (1191)

- Robert D. Ficalora, M.D. -- 2011 IMBR  
5 visualizzazioni - 2 ore fa
- Ventricular Assist Devices: Managing  
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mostra tutto

Mayo Clinic Patient Video G... (13)

- Downtown Tours - Mayo Clinic Patient  
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Mayo Clinic Patient Video G... (6)

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# Twitter

# Cosa è Twitter - 1

- [www.twitter.com](http://www.twitter.com)
- Sistema di microblogging
- Servizio che consente a chiunque di comunicare attraverso lo scambio di veloci e frequenti risposte per rispondere alla semplice domanda “Cosa stai facendo”
- Messaggi di 140 caratteri max (twitt - cinguetii)
- Spesso i twitt includono link a siti web per approfondimento della notizia (testo, immagini, video, ecc.)

# Cosa è Twitter - 2

- **Caratteristiche e vantaggi**
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**Web** <http://www.bmj.com>  
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**Luogo** Chicago, IL

**Web** <http://jama.ama-a...>

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Dr. Hensrud on the Mayo Clinic Diet book - Medical Edge Weekend Sat 9 a.m. CST - details @ <http://bit.ly/5zKVul> #mayoradio

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## Eugenio Santoro

Researcher at Istituto Mario Negri, author of "Web2.0 e social media in medicina" e "Facebook, Twitter e la medicina"

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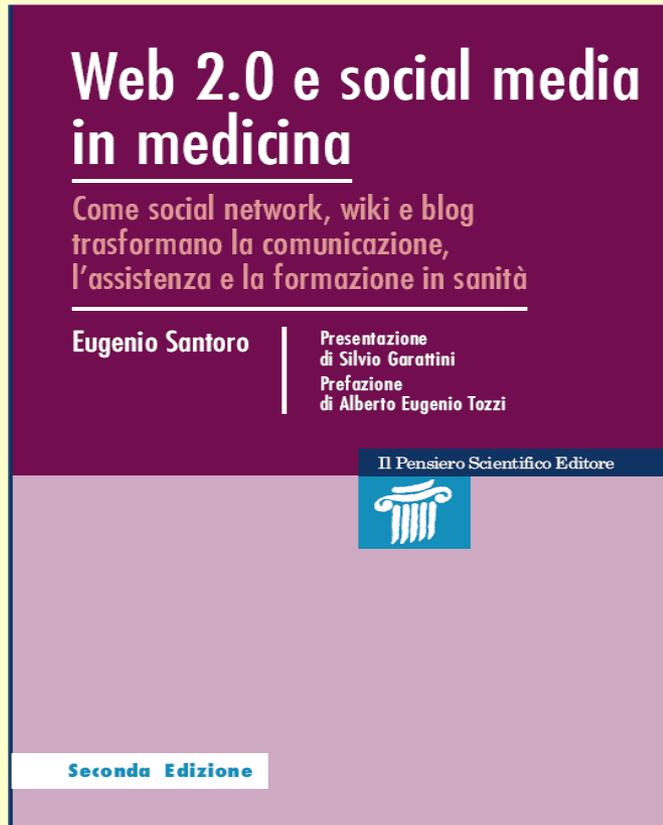
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<sup>1</sup>Laboratorio di Informatica Medica, Dipartimento di Epidemiologia,  
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<sup>2</sup>Cardiologia-UTIC, Ospedale San Paolo, Bari

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