

Social media e social network per l'aggiornamento in medicina e per la promozione della salute

Eugenio Santoro

eugenio.santoro@marionegri.it

<http://www.twitter.com/eugeniosantoro>

<http://www.slideshare.net/eugeniosantoro>

Laboratorio di Informatica Medica

Dipartimento di Epidemiologia

IRCCS - Istituto di Ricerche Farmacologiche "Mario Negri"

E. Santoro, Biella 19 maggio 2014

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

Alcuni strumenti del web 2.0



I social media

Dai social network ai social media: i nuovi strumenti di comunicazione



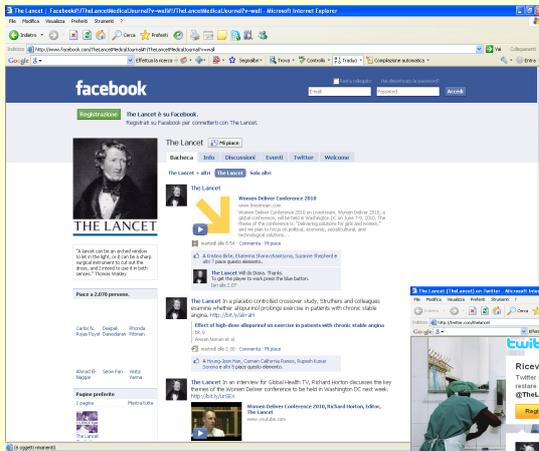
E. Santoro, Biella 19 maggio 2014

Media tradizionali e social media



E. Santoro, Biella 19 maggio 2014

Riviste mediche e social media

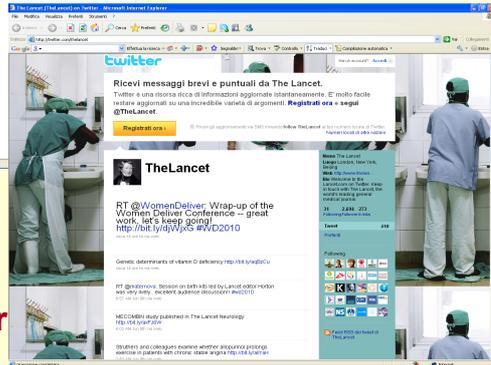


76.000 fan

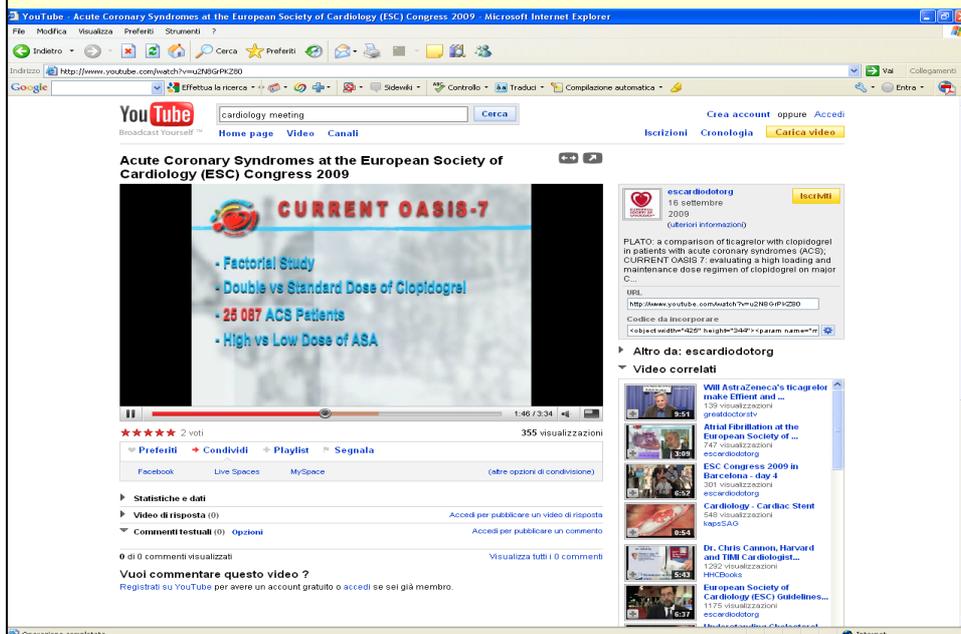


109.000 Follower

- News
- Video
- Latest articles
- Podcast
- Table contents
- Lancet Journals

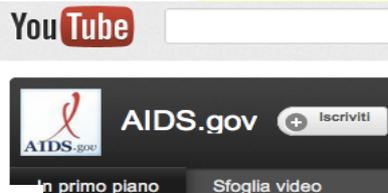


Società scientifiche e social media



Organizzazioni istituzionali e social media – aids.gov

- > Blogs
- > Mashups
- > Mobile
- > Photo Sharing Sites
- > Podcasts
- > QR Codes
- > RSS Feeds
- > Social Bookmarking
- > Social Network Sites
- > Text Messaging
- > Twitter
- > Video Games
- > Video Sharing Sites
- > Webcasts/ Webinars
- > Wikis
- > Widgets



FOLLOW US



E. Santoro, Biella 19 maggio 2014

Facebook



E. Santoro, Biella 19 maggio 2014

Facebook JAMA, Journal of the American Medical Association - Microsoft Internet Explorer

Indirizzo: <http://www.facebook.com/pages/JAMA-Journal-of-the-American-Medical-Association/87697955340>

JAMA, Journal of the American Medical Association

Wall Info Twitter Youtube JAMA Latest JAMA Podcast

JAMA, Journal of the American Medical Association + Others

Just Others

JAMA, Journal of the American Medical Association Antibiotics and Treatment of COPD
A study in the May 26 issue of JAMA finds that for patients hospitalized for acute exacerbations of chronic obstructive pulmonary disease (COPD), those who received antibiotics in the first 2 hospital days had improved outcomes, such as a lower likelihood of mechanical ventilation and...

See More

JAMA -- Abstract: Antibiotic Therapy and Treatment Failure in Patients Hospitalized for Acute Exacerbations of COPD
bit.ly/...

May 27 at 10:35pm · Share

14 people like this.

JAMA, Journal of the American Medical Association JAMA Study Finds Control of High Blood Pressure Improving in U.S., But Prevalence Not Decreasing
About 50 percent of patients with high blood pressure have adequate control of their blood pressure, but the rate of hypertension (high blood pressure) in the U.S. has not decreased in recent years, according to a study in...

See More

JAMA -- Abstract: US Trends in Prevalence, Awareness, Treatment, and Control of Hypertension, 1988-2008
bit.ly/...

May 27 at 10:34pm · Share

7 people like this.

Kazem Zarrabi Education-awareness can play an important role in controlling hypertension, which similar to many other medical conditions can underline significant socio-economic and socio-cultural contributing factors. We should recall that "Physical and Mental Fitness (PMF)" should include many factors such as healthy diet, exercise, less stressful living and...

See More

May 30 at 2:41pm · Flag

Operazione completata

facebook Cerca persone, luoghi e oggetti Eugenio Santoro Trova i tuoi amici

PEDIATRICS 65th ANNIVERSARY

OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF PEDIATRICS

kindle YOUR DIGITAL EDITIONS eLETTERS (TO THE EDITOR) READ (EDITOR'S BLOG) POLICY

CURRENT ISSUE PEDIATRICS DIGEST

OPFIRST PAGES (EARLY RELEASE ARTICLES)

PEDIATRICS digest App Store

Sign up for Digest eAlert RSS

Download This Top-Rated App by iMedicalApps

AAP Pediatrics 11.790 "Mi piace" · 24 ne parlano

Organizzazione no profit
Pediatrics is the flagship journal of the American Academy of Pediatrics. For more peer-reviewed articles, visit us at <http://www.pediatrics.org/>

Informazioni - Suggestisci una modifica

In evidenza

Publica
Scrivi qualcosa...

AAP Pediatrics ha condiviso un link.
circa un'ora fa

Pediatrics' Editor-in-Chief Dr. Lewis First blogs about a column that offers some ways to make family-centered rounds simpler and more effective.

First Read: Family-Centered Rounds Made Simpler and More Effective
pediatricsblog.blogspot.com

Post recenti di altri utenti su AAP Pediatrics

Deborah Bassuk Michael
@ <http://www.abainfographic.com/>
20 marzo alle ore 21:04

Gad Saad
@ My latest Psychology Today article: <http://bit.ly/25ONRD>
16 marzo alle ore 19:51

Gabrielle Tanner
@ Prayers For Kaidon
11 marzo alle ore 19:46

Altri post

The screenshot shows the Facebook profile of the Società Italiana di Pediatria. The cover photo features six smiling children. The profile picture is the organization's logo, which consists of stylized figures in blue and red forming the letters 'SIP'. The page name is 'Società Italiana di Pediatria' with 1,021 likes. The bio describes the organization's focus on pediatric medicine and scientific information. A post from 4 days ago is visible, titled 'Latte al seno o artificiale?' and includes the logo of the Istituto di Ricerche Farmacologiche Mario Negri IRCCS.

Società Italiana di Pediatria
 1.021 "Mi piace" · 28 ne parlano · 7 persone sono state qui

Medicina/Salute/Prodotti Farmaceutici
 Le principali attività della SIP sono: la formazione continua dei pediatri; l'informazione scientifica in campo pediatrico; la consulenza alle Istituzioni.

Informazioni – Suggestisci una modifica

1 amico
 piace Società Italiana di Pediatria

Post recenti di altri utenti su Società Italiana di Pediatria
 Mostra tutti

Amer Ahmad Dachan
 AMICI TUTTI. TRA IERI OGGI E QUESTI GIORNI A VENIRE S...
 Ieri alle 15:40

Francesca Saullo

E. Santoro, Biella 19 maggio 2014

Twitter

E. Santoro, Biella 19 maggio 2014

The block contains the word 'Twitter' in a large, bold, red font, centered on a light yellow background. At the bottom left is the logo of the Istituto di Ricerche Farmacologiche Mario Negri IRCCS, and at the bottom right is the text 'E. Santoro, Biella 19 maggio 2014'.

BMJ (@bmj_latest) on Twitter - Microsoft Internet Explorer

Indirizzo: http://twitter.com/bmj_latest

Google [twitter medical journal](#)

twitter

Hai un account? [Accedi](#)

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

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

BMJ @bmj_latest

Up to 75% of epilepsy patients are not treated in many countries, says WHO <http://goo.gl/fb/4Y7yZ>
circa 7 ore fa via Google

Medical abortion becomes available in Italy <http://goo.gl/fb/lC300>
circa 7 ore fa via Google

Doctor is found guilty of exploiting "desperate" MS patients <http://goo.gl/fb/ZDrtH4>
circa 7 ore fa via Google

Copper deficiency as a treatable cause of poor balance <http://goo.gl/fb/BliqX>
circa 8 ore fa via Google

Improving pharmacovigilance in Europe <http://goo.gl/fb/SMVdK>
circa 8 ore fa via Google

Management of refractive errors <http://goo.gl/fb/t0sbP>
circa 8 ore fa via Google

James Black <http://goo.gl/fb/cvfw4>
circa 8 ore fa via Google

Nome BMJ
Luogo London, UK
Web <http://www.bmj.com>
Bio BMJ - British Medical Journal aims to lead the debate on health, and to engage doctors, researchers and health professionals to improve outcomes for patients.
48 **4,414** **401**
 Following/Follower/In lista

Tweet 2,763

Preferiti

Following

[Feed RSS dei tweet di @bmj_latest](#)

Operazione completata

Login [Join Twitter!](#)



Hey there! Medscape is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **Medscape's** updates.

[Join today!](#)

Already using Twitter from your phone? [Click here.](#)

 **Medscape**

Name Medscape
Location New York
Web <http://medscape.com>
Bio Health and medical news and alerts, CME, medical conference coverage and drug information for physicians and other health professionals.

7 **346**
 following_profile followers_profile

Updates 871

Favorites

Following

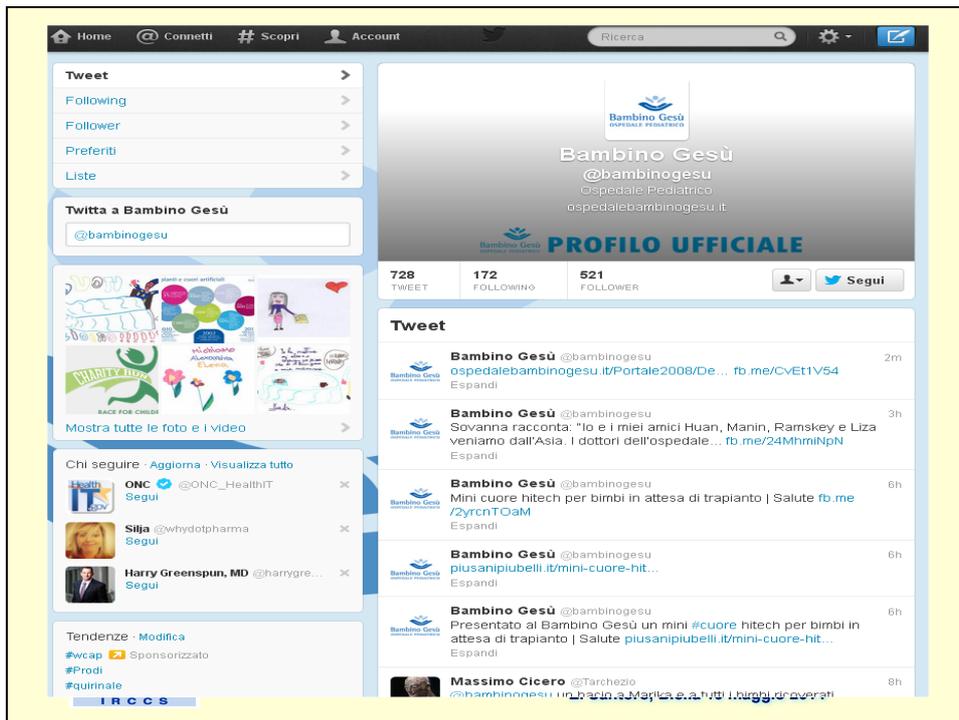


RSS feed of Medscape's

General Surgery New AUA Guidelines: Radical Nephrectomy May Be Avoidable for Early-Stage Renal Tu.. <http://cli.gs/5s5L6M>
9:40 PM Apr 28th from twitterfeed

General Surgery ASBS 2009: Seeking to Evaluate Breast Cancer Tissue Margins During Surgery. A nov.. <http://cli.gs/nZUzDg>
9:40 PM Apr 28th from twitterfeed

General Surgery Acellular Matrix Skin Graft Better Than Standard Care for the Treatment of Diabet.. <http://cli.gs/tuh8nJ>
9:40 PM Apr 28th from twitterfeed



Online communities per medici



- Condividono informazioni su casi clinici
- Cercano aiuto per formulare una diagnosi
- Discutono tra pari di farmaci e procedure
- Condividono le conoscenze
- Si aggiornano sulla letteratura scientifica



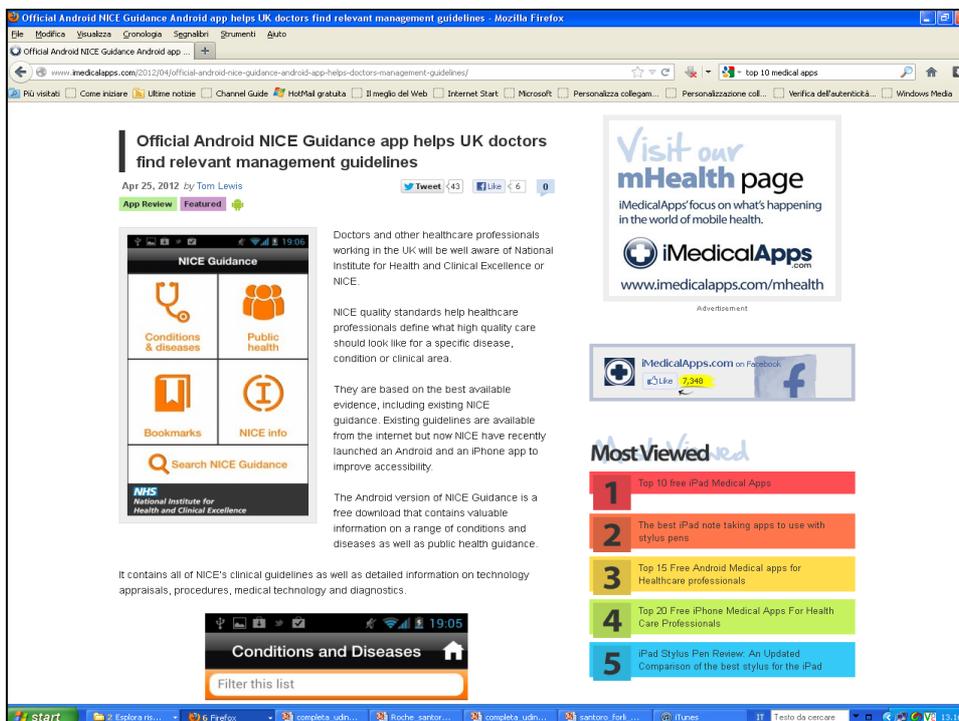
E. Santoro, Biella 19 maggio 2014

Apps per smartphone e tablet per il medico



E. Santoro, Biella 19 maggio 2014

Aggiornamento del medico



Grazie per l'attenzione

eugenio.santoro@marionegri.it

www.twitter.com/eugeniosantoro

www.slideshare.net/eugeniosantoro

www.partecipasalute.it/cms_2/node/874

Ricerca&Pratica: WebWatch

www.fimmgnotizie.org

FIMMG NOTIZIE



E. Santoro, Biella 19 maggio 2014

Testi di approfondimento



www.pensiero.it



E. Santoro, Biella 19 maggio 2014