



Participatory Health through Social Media

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Participatory Health through Social Media explores how traditional models of healthcare can be delivered differently through social media and online games, and how these technologies are changing the relationship between patients and healthcare professionals, as well as their impact on health behavior change. The book also examines how the hospitals, public health authorities, and inspectorates are currently using social media to facilitate both information distribution and collection. Also looks into the opportunities and risks to record and analyze epidemiologically relevant data retrieved from the Internet, social media, sensor data, and other digital sources.

The book encompasses topics such as patient empowerment, gamification and social games, and the relationships between social media, health behavior change, and health communication crisis during epidemics. Additionally, the book analyzes the possibilities of big data generated through social media. Authored by IMIA Social Media working group, this book is a valuable resource for healthcare researchers and professionals, as well as clinicians interested in using new media as part of their practice or research.

- Presents a multidisciplinary point of view providing the readers with a broader perspective
- Brings the latest case studies and technological advances in the area, supported by an active international community of members who actively work in this area
- Endorsed by IMIA Social Media workgroup, guaranteeing trustable information from the most relevant experts on the subject
- Examines how the hospitals, public health authorities, and inspectorates are currently using social media to facilitate both information distribution and collection

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