



SOCIAL MEDIA AND HEALTH

How can the use of social media benefit our health? This medium can be used to promote better health and education, and reach people who need a lifestyle change or advice to manage a disease.

Opening and welcome

09:00 – 09:15

Welcoming words by Centre Director Stein Olav Skrøvseth, Norwegian Centre for E-health Research and Hubert Życiński, Deputy Director, Department of Innovation, Polish Ministry of Health

Hard-to-reach – recruitment through social media

09:15 – 09:35

Meghan Bradway, Postdoc, Norwegian Centre for E-health Research

Social media as an effective provider of quality assured and factual information to increase vaccine rates

09:35 – 09:55

Rita-Kristin Hansen, Master student, UiT The Arctic University of Norway

09:55 – 10:00

Coffee break

Sentiment analysis from social media

10:00 – 10:20

Kerstin Denecke, Professor, Bern University of Applied Sciences, Chair of the IMIA Participatory Health and Social Media Working Group

Social media for health promotion in diabetes

10:20 – 10:40

Elia Gabarron, Senior researcher, Norwegian Centre for E-health Research, Co-Chair of the IMIA Participatory Health and Social Media Working Group

Misinformation about Covid-19 vaccines on social media

10:40 – 11:00

Ingjerd Skafle, PhD Candidate, Østfold University College

11:00 – 11:05

Coffee break

Social media chatbot for increasing physical activity

11:05 – 11:20

Dillys Larbi, PhD Candidate, Norwegian Centre for E-health Research

Using social media more actively in education and research

11:20 – 11:40

Eirik Årsand, Professor, Norwegian Centre for E-health Research

11:40 – 11:50

Closing remarks and ending of the event

Registration:

This is a Zoom webinar. You need to register to participate - use this link:
https://ehealthresearch-no.zoom.us/webinar/register/WN_qblZ1jZvQG63zk-p8Xqlxg
 After registration you will receive a link, to connect to the webinar on 22 November.
 Deadline for registration is 21 November, 4 PM (CET).

The event is hosted by Norwegian Centre for E-health Research in collaboration with the Polish Ministry of Health. The Open Days series is part of the EEA-funded project "Tackling social inequalities in health with the use of e-health and telemedicine solutions".