COMM 620: Health and Social Media
Spring 2013
Tuesday, noon-2:50 pm, ASC 225

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Office Phone: 213-740-3938 Office Hour: 3:00 pm Tuesdays or by appointment 301-D
Annenberg School

Description:

Textbook:
Class Requirements:
  1. Complete and present a data-based term paper on some aspect of health and
     social media
  2. Lead discussion and prepare abstracts for two of the weekly topics

Readings:

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<th>Date</th>
<th>Topic</th>
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<td>Tuesday January 15</td>
<td>Getting organized</td>
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<td>Tuesday January 22</td>
<td>Overview</td>
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<td>Tuesday January 29</td>
<td>Physicians on social media</td>
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<td>Tuesday February 5</td>
<td>Use of social media by hospitals and public health agencies</td>
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<td>Tuesday February 12</td>
<td>Online reviews of doctors and hospitals</td>
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<td>Tuesday February 19</td>
<td>Health information seeking on social media</td>
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<td>Tuesday February 26</td>
<td>Use of social media for social support, 1</td>
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<td>Tuesday March 5</td>
<td>Use of social media for social support, 2</td>
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<td>Tuesday March 12</td>
<td>Use of social media to promote and sustain unhealthy choices, 1</td>
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<tr>
<td>Tuesday March 19 SPRING BREAK</td>
<td>Use of social media to promote and sustain unhealthy choices, 2</td>
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<td>Tuesday March 26</td>
<td>Using social media for health promotion, 1</td>
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<td>Tuesday April 2</td>
<td>Using social media for health promotion, 2</td>
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<td>Tuesday April 9</td>
<td>Social media for delivery of healthcare services and interventions</td>
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<td>Tuesday April 16</td>
<td>Using social media to collect data about health behavior, 1</td>
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<td>Monday April 23</td>
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<td>Tuesday April 30</td>
<td>Last Class Day; presentation of papers</td>
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Overview

Pingdom. Social network demographics in 2012.


**Physicians on social media**


http://www.jmir.org/2012/6/e170/ 


**Use of social media by hospitals and public health agencies**

http://www.jmir.org/2012/3/e61/ 


**Centers for Medicare & Medicaid’s Hospital Compare tool**

**Online reviews of doctors and hospitals**

http://www.jmir.org/2012/2/e50/


**Health information seeking on social media**


**Use of social media for social support, 1**
Use of social media for social support, 2


**Use of social media to promote unhealthy choices, 1**


**Use of social media to promote unhealthy choices/stigmatize illness**


Forsyth, S. R., & Malone, R. E. (2010). "I'll be your cigarette--light me up and get on with it": Examining smoking imagery on YouTube. *Nicotine & Tobacco Research, 12*(8), 810-816. doi: http://dx.doi.org/10.1093/ntr/ntq101


Using social media for health promotion, 1


Using social media for health promotion, 2


van Mierlo, T., Voci, S., Lee, S. Fournier, R., & Selby, P.(2012).. Superusers in social networks for smoking cessation: Analysis of demographic characteristics and posting behavior from the Canadian Cancer Society's Smokers' Helpline Online and
Using social media for delivery of healthcare services and interventions


Using social media to collect data about health behavior, 1

Ramo, D. E., & Prochaska, J. J. (2012). Broad reach and targeted recruitment using Facebook for an online survey of young adult substance use. *Journal of Medical Internet Research, 14*(1), 228-237. doi: [http://dx.doi.org/10.2196/jmir.1878](http://dx.doi.org/10.2196/jmir.1878)

Using social media to collect data about health behavior


