Peter J. Murray RN, PhD, MSc, CertEd, FBCS CITP

CEO, International Medical Informatics Association (IMIA)

www.imia.org

@IMIATweets

imia@imia-services.org

Thanks for ideas to:

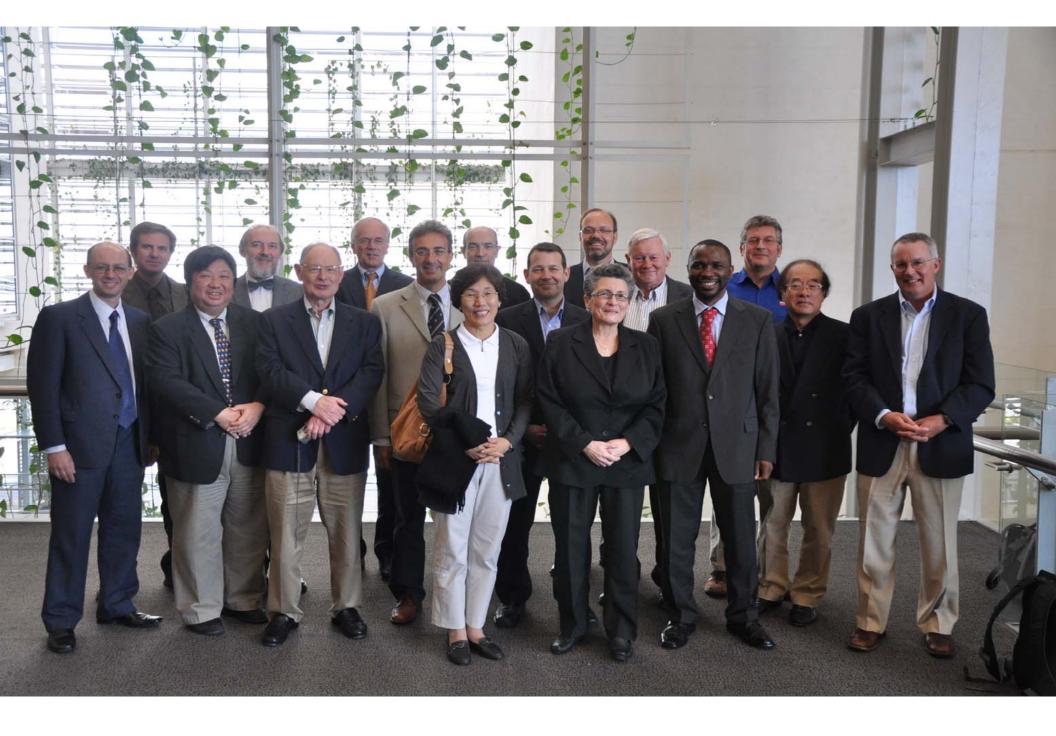
'wisdom of the crowds' discussion with members of the IMIA Social Media Working Group -

http://imiasocialmedia.wordpress.com





International Medical Informatics Association



IMIA Board; Cape Town, South Africa – September 2010

About IMIA

An international, not-for-profit 'association of associations'

- a 'bridging organisation' to bring together the members of the global health and biomedical informatics communities
- over 55 Member Societies contacts in over 85 countries
- Academic and Corporate Members, WG/SIG
- represents over 50,000 people in health informatics

IMIA has close ties with the World Health Organization (WHO) as a NGO (Non Government Organization), and with International Federation for Information Processing (IFIP) and the International Federation of Health Records Organizations (IFHRO)

About IMIA

The basic aims of IMIA shall be:

- to advance international cooperation;
- to stimulate research, development and routine application;
- to move informatics from theory into practice in a full range of settings, from physician's office to acute and long term care; and
- to further the dissemination and exchange of knowledge, information and technology.
- essentially about the science of health informatics



Why content aggregation?

Data/ information/knowledge generation/overload

Aggregation from multiple sources/media via RSS, tags, etc. - from blog posts, comments, media (photos and video), tweets, update notices on other content.

Content aggregation one way of coping?

If we aggregate it, will they come and use it??



























FREE ANDROID APP

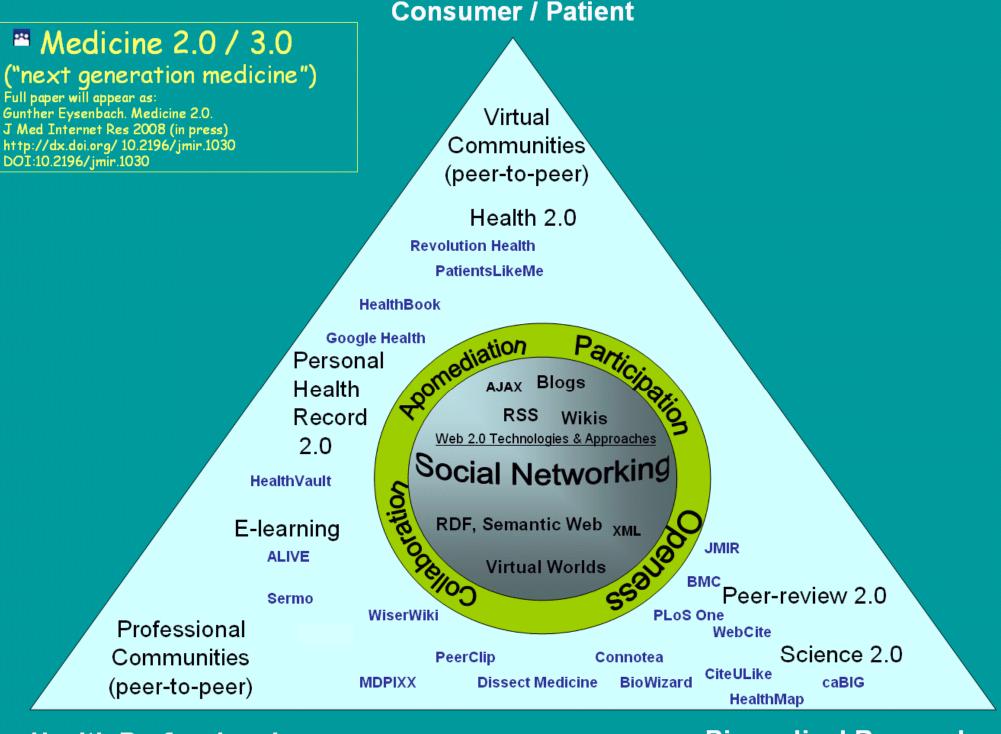












Health Professionals

Biomedical Researchers

Changing relationships and power structures?

Apomediation (changed relationship between traditional credibility hubs and the public – from gatekeepers to guides)

Infodemiology/infoveillance:

Infodemiology can be defined as the science of distribution and determinants of information in an electronic medium, specifically the Internet, or in a population, with the ultimate aim to inform public health and public policy.

Infoveillance – use of infodemiology for surveillance (eg in public health)

(from Eysenbach, JMIR)



One example: http://www.webicina.com/public-health/

Public Health and Web 2.0 on Webicina.Com

The number of social media sites and applications dedicated to public health is huge and there are plenty of opportunities for public health to use this power, but finding only relevant resources takes time and effort. As usual, Webicina is here to help.

- News and Information on Public Health
- Public Health in the Blogosphere
- Public Health Podcasts and Intreviews
- Public Health Community Sites, FaceBook Groups and Forums
- · Microblogging: Twitter and Friendfeed
- Public Health Wikis
- Public Health videos, animations and videocasts
- Mobile Applications
- Social Bookmarking
- Medical Search Engines
- Trend Trackers
- Clinical Cases and Images in Public Health
- · Slideshows about Public Health



PeRSSonalized Public Health



PeRSSonalized Medicine is a free, easy-to-use aggregator of quality medical information that lets you select your favourite resources and read the latest news and articles about a medical specialty or a medical condition in one personalized place. Please *let us know* which quality resources should be added to the database.



Set this as my starting page



Browse this category on

Webicina Web 2.0 Packages

Share this page





Suggest a site

Site URL:

SEND

MEDICAL JOURNALS

MEDICAL BLOGS

MEDICAL NEWS

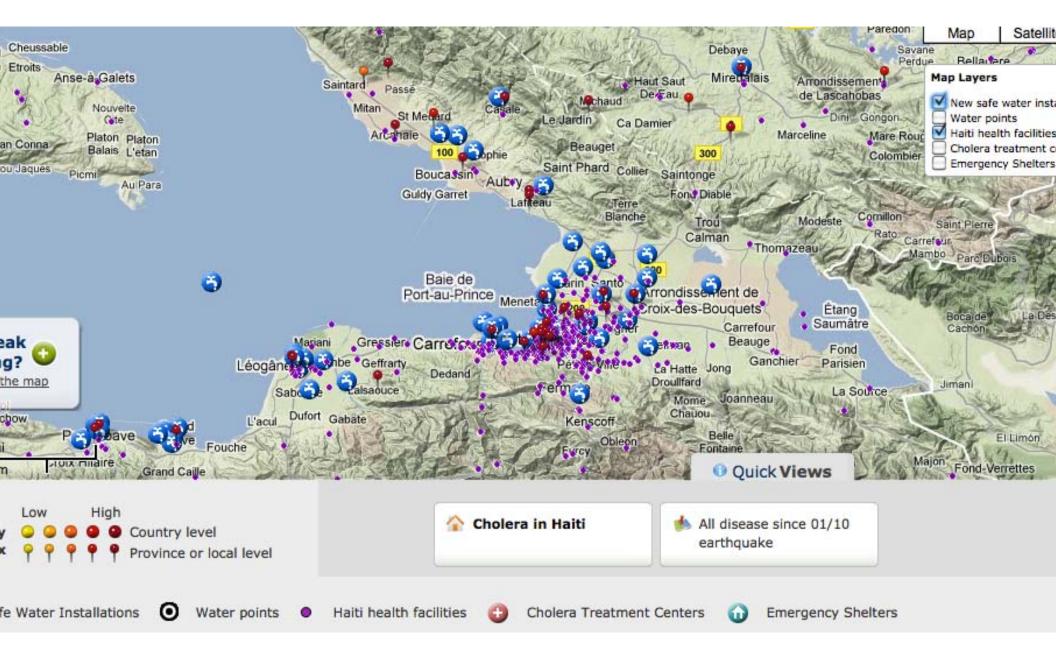
WEB 2.0 TOOLS

personalize it

Follow the latest PubMed articles in your field



International Medical Informatics Association





aggregated content -

mobile platforms – geo-location

personalisation

more than just aggregation

- remixing, re-using - mashups etc

IMIA Social Media Working Group

Established at Cape Town GA meeting; Sept. 2010

Chair: Chris Paton, New Zealand

Vice chair: Francisco J Grajales, Canada

http://imiasocialmedia.wordpress.com

@imiasocialmedia

Meeting at Medicine 2.0'10 (Maastricht, Netherlands – 29-30 November) – launch Spanish language community