

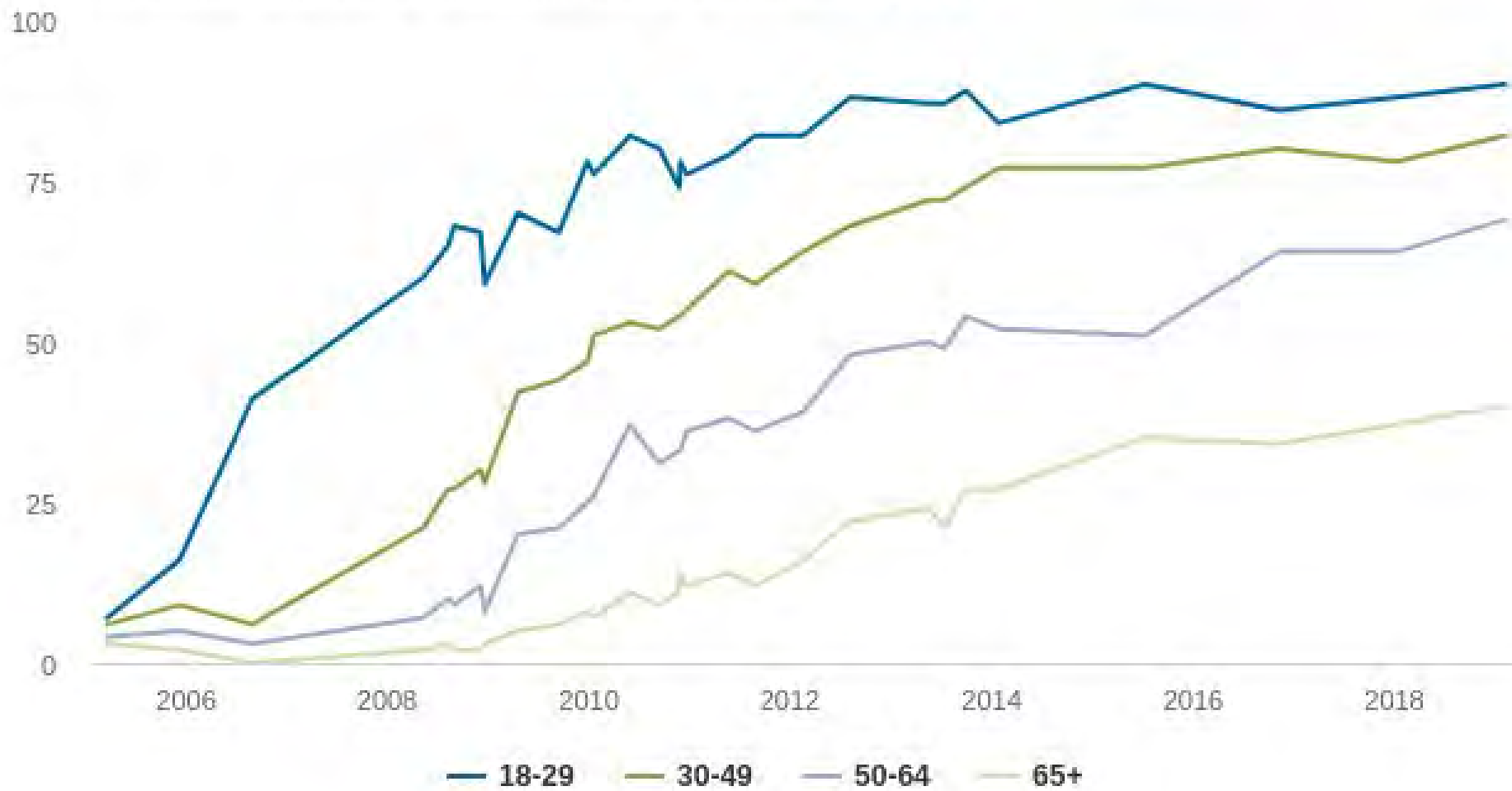


How Social Media Can Improve Your Health



Social media use by age

% of U.S. adults who use at least one social media site, by age



Source: Surveys conducted 2005-2019.



Published: January 28, 2019

Health experts 'sound the alarm' on medical misinformation

By American Heart Association News



Style Home Royals Shopping MA

Myfp

Social media linked to mental distress and 'suicidality' in teenagers

Alexandra Thompson

Yahoo Style UK 10 February 2020



2020 ELECTION CORONAVIRUS POLITICS U.S. NEWS OPINION BUSINESS WORLD HEALTH SPORTS

MENTAL HEALTH

Social media linked to rise in mental health disorders in teens, survey finds



Billionaires Innovation Leadership Money Business Small Business

5,517 views | May 13, 2019, 03:52pm

Health Versus Aesthetics - How Social Media is Affecting Your Body Image

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Social Media Use Is Screwing Up Our Sleep Patterns

New research shows that young adults addicted to their social media feeds suffer when it's time to sleep

Twitter Community #BCSM Expands Online To Broaden Patient Engagement



From Twitter to quitter

Social media has countless communication benefits, and for the most part platforms like Twitter are centered on sharing and receiving personal observations, photos, current events and the occasional rant. However,

TYPE 2 DIABETES

The Science-Backed Reasons to Join a Diabetes Online Community

Whether you're newly diagnosed or have been living with diabetes for many years, online peer support groups offer tangible benefits.

How AI Is Tracking the Coronavirus Outbreak

Machine-learning programs are analyzing websites, news reports, and social media posts for signs of symptoms, such as fever or breathing problems.

Surprising Link Between Social Media And Happiness

February 4, 2019

VIDEOS ON SOCIAL MEDIA CAN BOOST CANCER AWARENESS

Venezuelan doctors are turning to Google and Twitter to grasp the scope of the Zika epidemic amid a government blackout on health data.

How Instagram Is Helping Users With Mental Health Issues

In Brazil, 9 in 10 doctors use WhatsApp to talk to patients

Her doctors couldn't solve her health mystery, but Facebook did

Facebook teams up with The Trevor Project for LGBTQ youth suicide prevention

Posted 15 hours ago by Megan Rose Dickey (@meganrosedickey)



Next Story

They are the best source of immediate support that I have.

I get ideas from other people about what to eat and workout routines.

Tweeting it off: characteristics of adults who tweet about a weight loss attempt

Sherry Pagoto,¹ Kristin L Schneider,² Martinus Evans,¹ Molly E Waring,³ Brad Appelhans,⁴ Andrew M Busch,⁵ Matthew C Whited,⁶ Herpreet Thind,⁵ Michelle Ziedonis¹

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They share the same goals and frustrations as me.

ABSTRACT

Objective The purpose of this study was to describe adults who use Twitter during a weight loss attempt and to compare the positive and negative social influences they experience from their offline friends, online friends, and family members.

Materials and methods Participants (N=100, 80% female, mean age=37.65, SD=8.42) were recruited from Twitter. They completed a brief survey about their experiences discussing their weight loss attempt with their online and offline friends and provided responses to open-ended questions on the benefits and drawbacks of discussing weight on Twitter, Facebook, and weight-

loss, but changing the social fabric of one's life may be difficult.

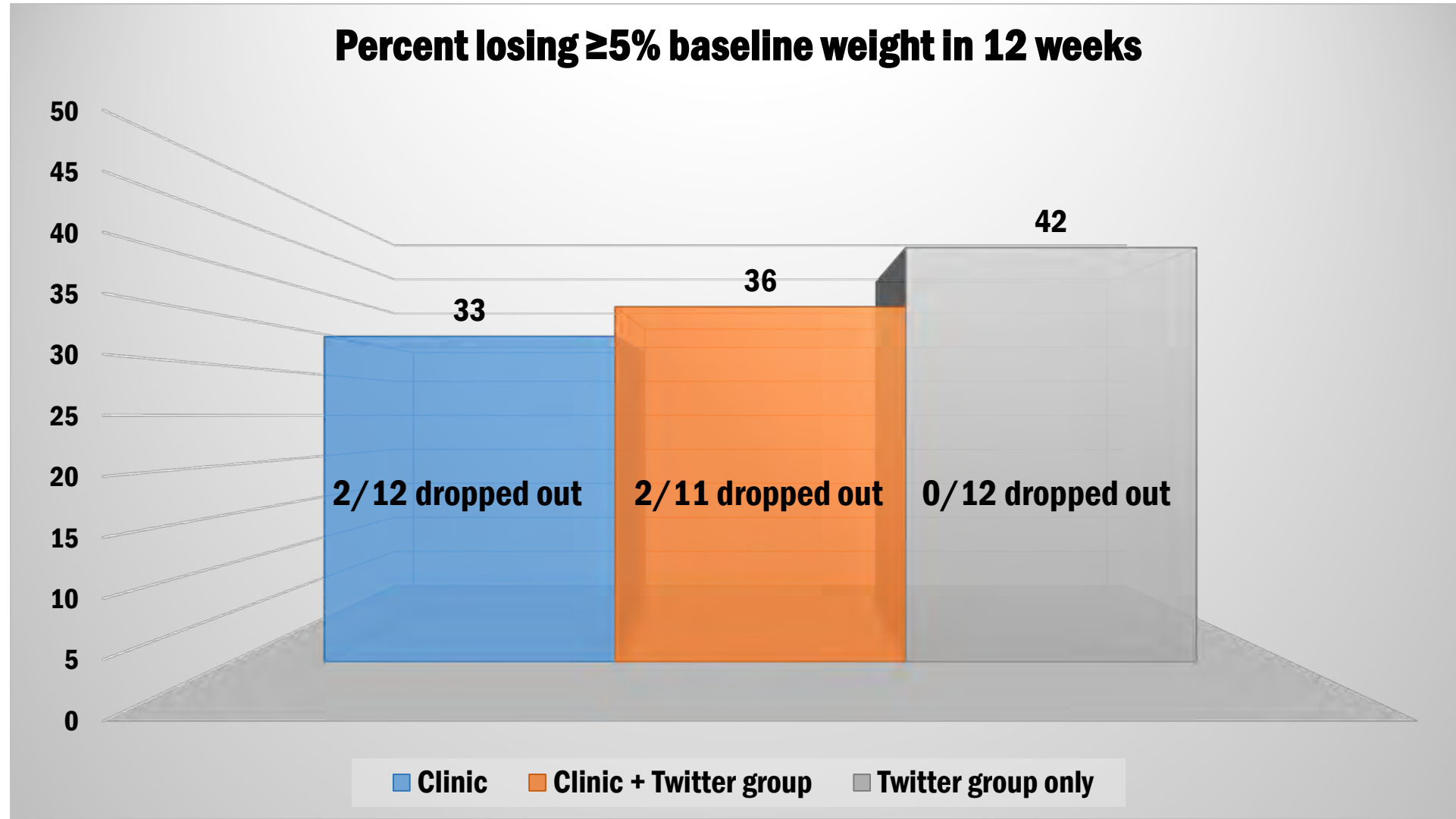
Recent data show that people with health conditions are turning to online social networks to build social ties with others who have similar health conditions. The 2011 Pew Internet Survey found that 34% of US adult internet users have read or experienced about health or fitness issues online,⁷ and that a quarter of internet users with a chronic health condition have looked for others with their condition on the internet. In 2012, this emerging trend was coined 'peer-to-peer healthcare.'⁸ Online social networking is a

The motivation I get when I see other people working out.

Can we create online communities to deliver health promotion interventions?

Weight Loss Programs on Twitter and Facebook

Pagoto et al 2015 JMIR Research Protocols



Get Social Trial

Non-inferiority randomized trial

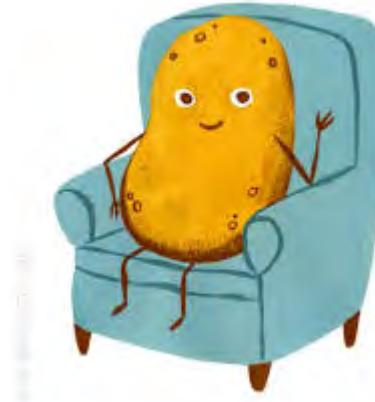
N=328

1-year lifestyle intervention

Twitter group vs clinic

Adults 18-65





How can we use social media to bring health messages to people who aren't looking for help?



Can we find tanners on social media?

Extracted 4,691
tweets in one
week that
mentioned the
words:
“tanning bed”
or
“tanning salon”



Content analysis of 1000 tweets (n=978 unique accounts)

71%

**tweets
are by
tanners**

- 41% report eagerness to go tanning**
- 12% are complaints from tanners about the experience**
- 11% report a burn or other injury**
- 6% report falling asleep in the tanning bed**
- 1% anti-tanning legislation**
- 9% making fun of tanning or people who are tan**
- 4% tanning salon employee chatter**
- 4% health messaging**
- 11% use the terms in conversation on another topic**

Getting the message to the audience

The majority of tanners are between the ages 14 – 30



In 27 states, parental consent laws are require parents to sign a permission slip for the minor to tan.

Teens often initiate indoor tanning with their moms.

Teen Health Chat Study

Randomized trial comparing two Facebook feeds targeting moms (n=869) of teen daughters

85% of feed covered on health topics rated of highest interest to moms (nutrition, smoking, bullying, etc)

15% was on the risks of indoor tanning

R01CA192652 PIs: Buller, Baker, Pagoto



Results at 1 year

- Reduced permissiveness of mom to let daughter use tanning beds
- Reduced positive attitudes toward tanning bed use
- Reduced moms' intentions to indoor tan
- Moms communicated more with daughters about avoiding tanning beds
- Moms increased willingness to advocate for a ban on indoor tanning in minors



Social media is a valuable tool to disseminate health messaging.

Research is needed to identify effective strategies to get the right messages to the right people at the right time.

Academics need training on how to use social media to communicate with the public

Facebook interface showing the UConn Center for mHealth and Social Media page. The page features a cover photo with the text: "Building an Evidence Base for Commercially Available Technology" and "May 14-15, 2020" at the "Student Union Ballroom, University of Connecticut". The profile picture shows a stylized head with icons and the text "mHEALTH". The page name is "UConn Center for mHealth and Social Media" with the handle "@UCONNmhealth". Navigation options include Home, About, and a button to "Add a Button".

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