



12. Zürcher Forum Prävention und Gesundheitsförderung:
**Social Media – gesund bleiben mit
Facebook**

Karin Frick
4. Juli 2011



Der Mensch ist ein soziales Tier



Noch nie hat etwas so schnell so viele Menschen aktiviert wie Social Media



Social Media verbinden – Connection ist wichtiger als Content

«Electricity has immeasurably stimulated primate grooming everywhere and now virtually world wide.» Lionel Tiger



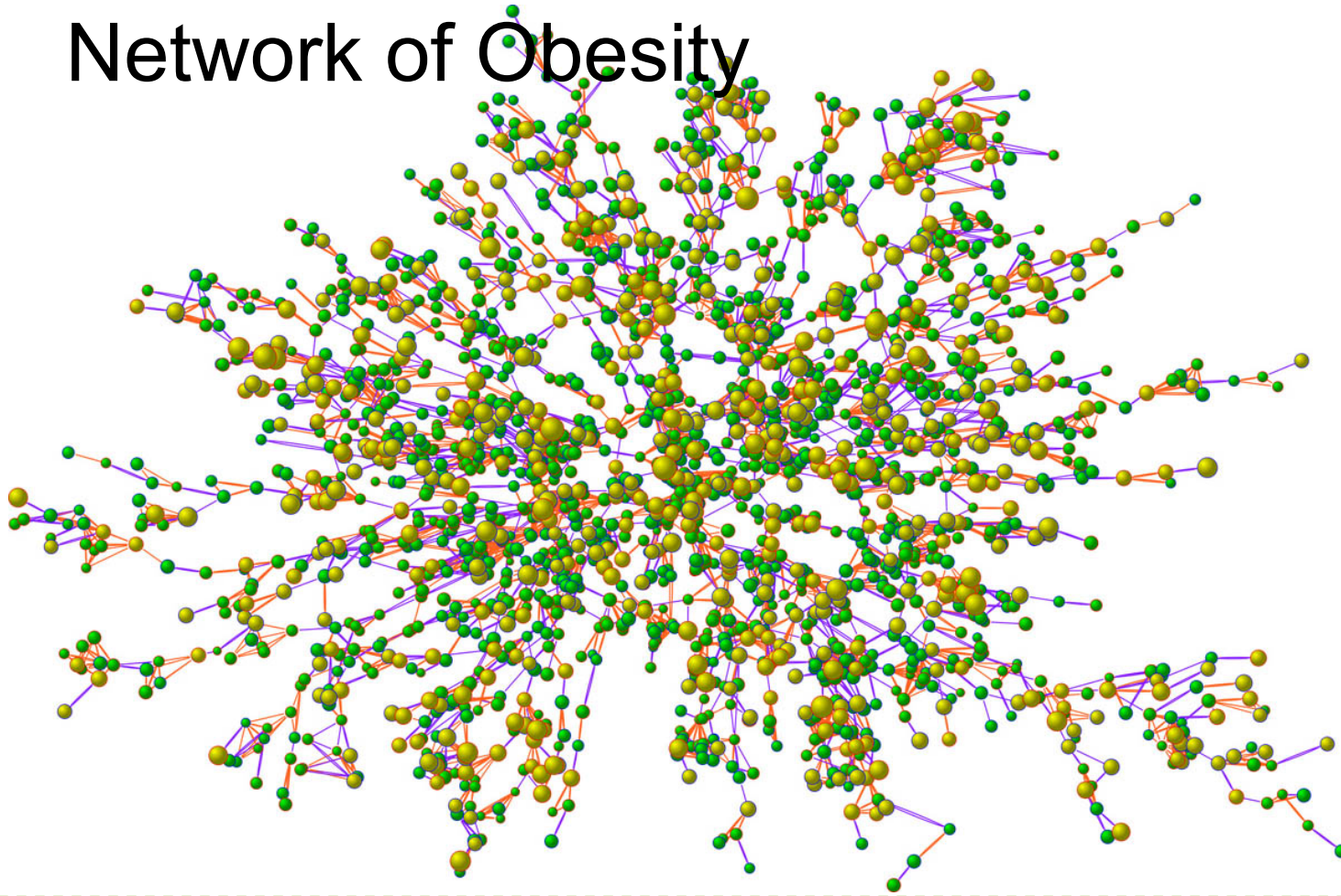
NICHOLAS A. CHRISTAKIS, MD, PhD
AND JAMES H. FOWLER, PhD



Connected

The Surprising Power of Our Social Networks
and How They Shape Our Lives

Network of Obesity



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Nicholas Christakis, James Fowler: Connected, Harvard University Press, 2009

Die Macht der Social Networks

- Ob jemand glücklich, erfolgreich, zufrieden, fettleibig oder gewalttätig ist, hängt in einem hohen Masse von seinen Freunden und Bekannten ab.
- Ein Mensch, der einen glücklichen Freund hat, erhöht die Wahrscheinlichkeit selbst glücklich zu sein um 15%; beim Freundesfreund erhöht sich die Wahrscheinlichkeit noch um 10% und beim Freund dritten Grades immerhin noch um 6%.
- Ein unglücklicher Freund reduziert die Wahrscheinlichkeit auf das eigene Glück um 7%.

Source: Christakis Nicholas, Fowler James: Connected, 2009

«If you are connected to the right people, you may have opportunities to get jobs, gifts, or other extra benefits.»
(Christakis/Fowler)



«If you are connected to others you could be influenced to commit crimes or eat unhealthy food.»
(Christakis/Fowler)



Die zuverlässigste Information über Gesundheit erhält man von...

"Now thinking about all the sources you turn to when you need information or assistance in dealing with health or medical issues, please tell me if you use any of the following sources..."

86% of all adults ask a **health professional**, such as a **doctor**.

68% of all adults ask a **friend or family** member.

57% of all adults use the **internet**.

54% use books or other printed reference material.

33% contact their insurance provider.

5% use another source not mentioned in the list.

Source: Susannah Fox, Sydney Jones: The Social Life of Health Information, PewInternet May 2009

- 80% of internet users have looked online for information about any of 15 health topics such as a specific disease or treatment.
- 34% of internet users, or 25% of adults, have read someone else's commentary or experience about health or medical issues on an online news group, website, or blog.
- 18% of internet users, or 13% of adults, have gone online to find others who might have health concerns similar to theirs.

Source: Susannah Fox, Sydney Jones: The Social Life of Health Information, PewInternet, May 2011

The last time you had a health issue, did you get information, care or support from:

- A doctor or other health care professional 70%
- Friends and Family 54%
- Others who have the same health condition 20%

Source: Susannah Fox, Sydney Jones: The Social Life of Health Information, PewInternet, May 2011

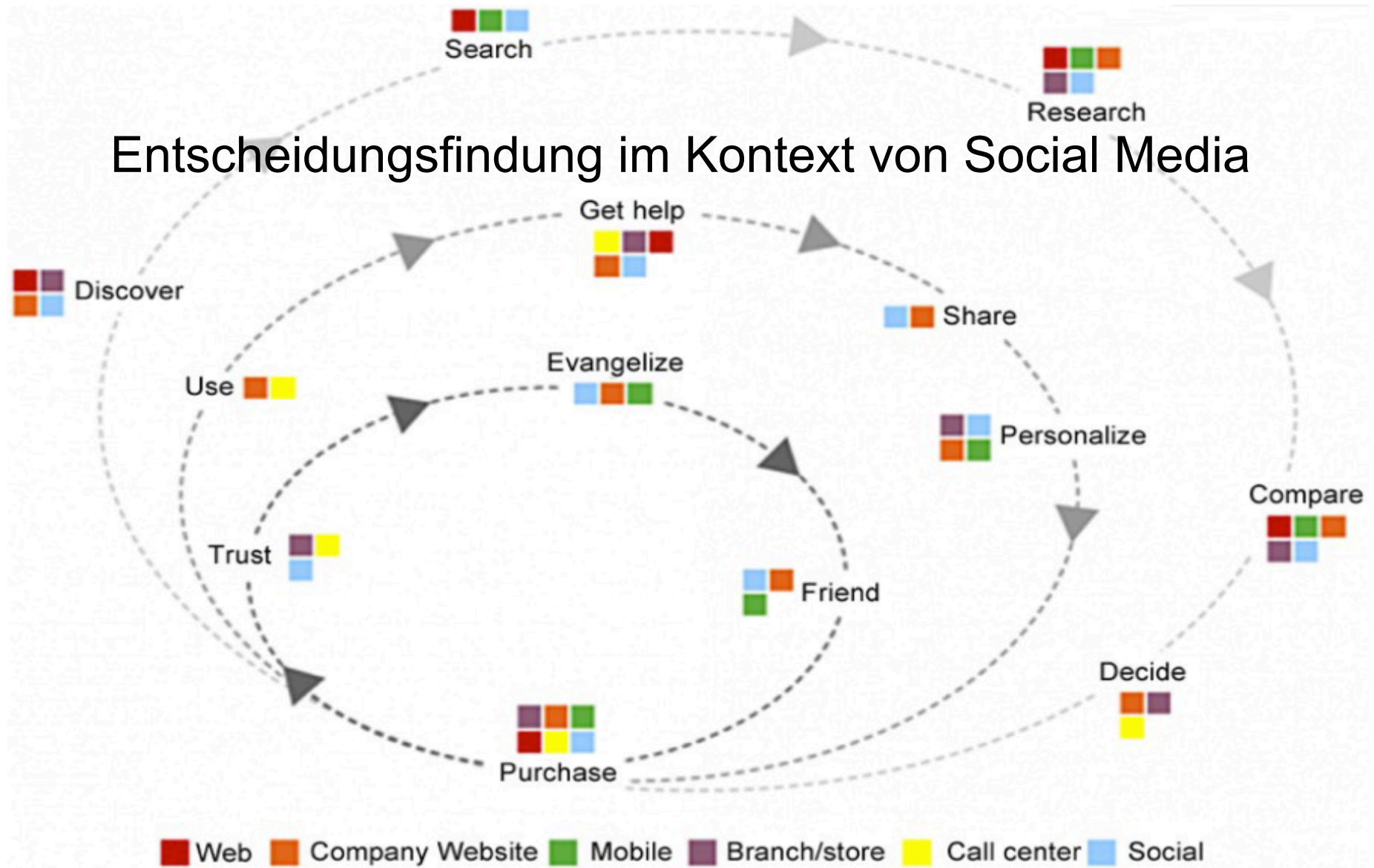
Searching on behalf of family & friends

Half of all online health inquiries **(52%) are on behalf of someone other** than the person typing in the search terms.



Source: Susannah Fox, Sydney Jones: The Social Life of Health Information, PewInternet June 2009

Entscheidungsfindung im Kontext von Social Media



„When I got my diagnosis, my first instinct was to get the news out on the web. Within seconds, advice, support, even jokes were pouring in...“



BuzzMachine

by Jeff Jarvis

The small c: Stern & Imus »

The small c and me

I have cancer, prostate cancer.

When the doctor told me, he said that if you're going to get it, this is the one to get. It made feel as if I'd just gotten an upgrade on Cancer Air. It was caught very early, found in only 5 percent of one of 12 samples gathered by shooting a harpoon gun into me (where, you don't want to know). So I am lucky.

Find Patients Just Like You >>

Do you have a life-changing condition? Learn from the real-world experiences of other patients like you.

Join Now! (It's free!)



CURRENT DISEASE COMMUNITIES

Prevalent Diseases

ALS/MND

Epilepsy

Fibromyalgia

Chronic Fatigue Syndrome/ME

HIV/AIDS

Mood Conditions

Anxiety

Bipolar

Depression

See how PatientsLikeMe can help you take control of your health:



Share your health profile >>

Answer simple questions to create a shared health profile to see how you're doing over time.



Find patients like you >>

Search by gender, age, treatments, symptoms, and time since diagnosis to easily connect with patients like you.



Learn from others >>

Learn from real-world treatment and symptom reports, forum discussions, health profiles, one-on-one conversations and more.



Already a member? [Sign in](#)

Buzz: [The New York Times](#) [WIRED](#) [THE WALL STREET JOURNAL](#) [BusinessWeek](#) [goingboing](#) [The Washington Post](#)

manage your (own) health so you can feel better, faster.

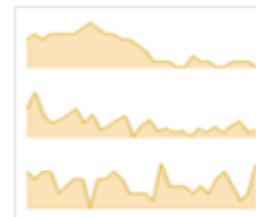
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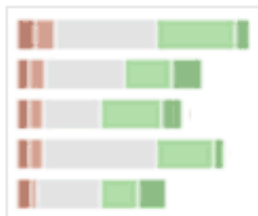
Check Your Symptoms

Easily enter data. See which conditions best match your symptoms. Explore what might be making your symptoms worse. Find out what makes you different.



Track Your Progress

Learn how to run experiments on yourself. See what effect new treatments or dietary changes are having on your body. Optimize your health with better data.



Choose Treatments

See everything people are using to treat your condition. Discover which treatments are most popular, and which work best for people like you.



Connect With Peers

Find people who share multiple conditions with you. Learn from those who have been there. Leverage the experience of others to make better decisions for yourself.

1,534,159 data points, 627 conditions, anonymous and [free](#).

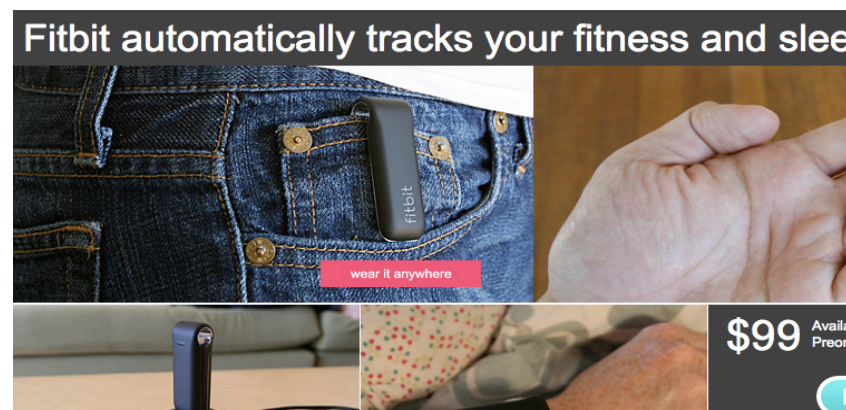
Feedback Junkies

«One defining characteristic of the Net Generation is that it thrives on feedback. Just as they are used to checking their progress on leader boards when playing video games, so Net Geners want to keep close tabs on their performance.» The Economist, Dec 30th 2008



Selftracking- und Commitment-Tools

- Haben Sie sich heute genügend bewegt?
- Wieviel Kalorien haben Sie verbrannt?
- Haben Sie genügend geschlafen?
- Wie viele Schritte sind Sie heute gelaufen?



Glukosemeter für Nintendo DS



Step 1: Choose your own rules for October

You will have until midnight on October 1st to edit this list.

Popular

... [Diet](#) ... [Exercise](#) ... [Mental](#) ... [Misc](#) ... [All Do Rules](#) ... [All Don't Rules](#) ... [Your Rules](#)

Allow 4 alcoholic drinks a week

Allow 2 cups of coffee or tea a week

Cook Dinner

Limit Dairy

Exercise

Limit White Flour

Limit Fried Food

Eat raw fruit at least 4 days a week

Eat Greens

Limit Red Meat

Take A Multivitamin

Limit Pasta

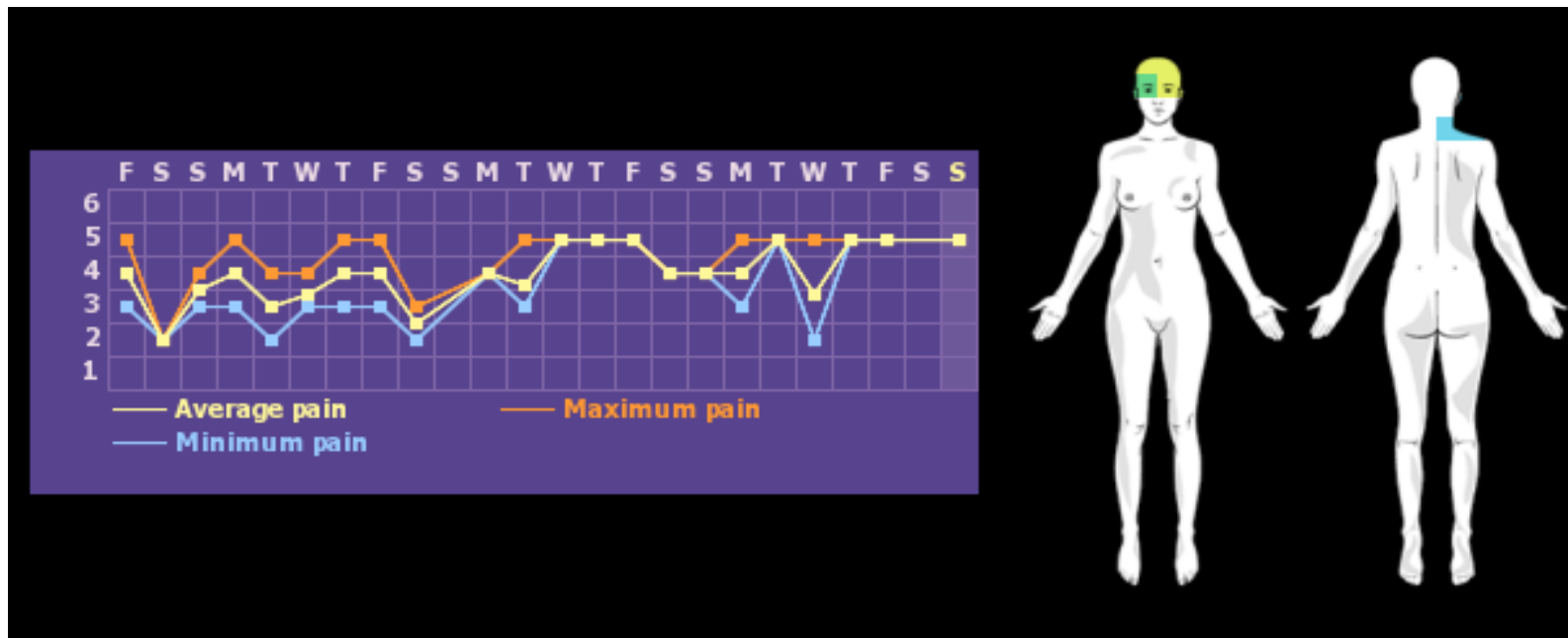
Limit Soda

Drink at least 5 glasses of water per week

Eat Whole Grains

healthmonth.com

Geteiltes Leid ist halbes Leid



Source: www.medhelp.org

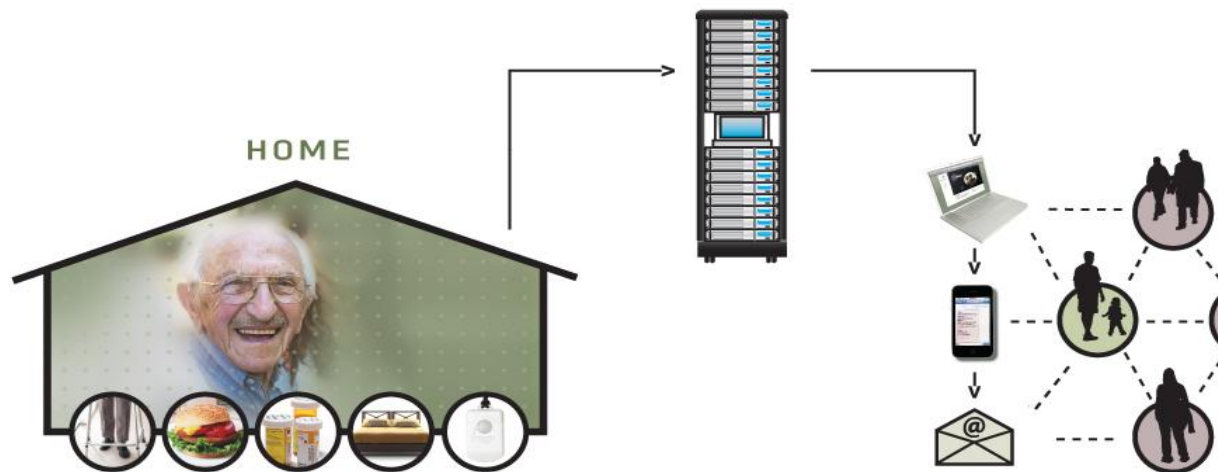
27% of internet users, or 20% of adults, have tracked their weight, diet, exercise routine or some other health indicators or symptoms online.



Wi-Fi Waage

Source: Susannah Fox, Sydney Jones: The Social Life of Health Information, PewInternet, May 2011

Big Mother is watching out for you



160

220

Schutz vor sich selbst

- Google's 'Drunk E-Mail' Protector



Mail Goggles

It's that time of day. Gmail aims to help you in many ways. Are you sure you want to send this? Answer some simple math problems to verify.

69 - 38 =

11 x 2 =

37 + 19 =

2 x 5 =

48 - 38 =

43 seconds

Send Cancel

Fazit

- Gesundheit wird von Freunden und Bekannten beeinflusst
- Immer mehr Menschen konsultieren für Gesundheitsfragen ihren Arzt und ihr soziales Netzwerk
- Vernetztes Laienwissen wird für Gesundheitsprävention wichtiger als Expertenwissen
- Neue Healthtools vernetzen Gesundheitsinformation aus verschiedenen Quellen und machen Gesundheitsförderung zum Spiel
- Der wichtigste Weg zum Kunden ist in Zukunft das Mobile-Phone