The confluence of social media and health care has garnered considerable interest among both practitioners and researchers in recent years. Social media relates to any Web-based communication media (that uses Web 2.0 technologies) with user-generated content that facilitates social networking broadly defined. Much of social media is now accessible using mobile devices. To date, some of the most popular social media include online forums/comunities; blogs; virtual worlds (e.g. Second Life); wikis; social networking sites (Facebook; Twitter; etc.); content sharing sites (YouTube; etc.). It would be reasonable to conclude that the greatest influence of social media so far has been on collective thinking and on collective action. This presentation will explore the impact of social media on healthcare and on health related activities. We will consider some promising research avenues in this regard, particularly the potential impact on personal health behavior. We will also explore some of the differences between the earlier generation of social media (e.g. online communities) that has had considerable role in health care and the newer generation of social media (e.g. Facebook, Twitter) whose role in health care is yet to emerge.

February 23, 2012
3:00 pm - 4:00 pm
HUB (formerly SUB II), Rm 3 & 4
Light Refreshments will be provided.

Dr. Nambisan joins the Health Administration and Policy Department as an Assistant Professor of Health Informatics and Healthcare Management. Her primary research interests are in the areas of health and medical informatics, social media and consumer health informatics, personal health records and participation in care, health information-seeking and health literacy, human/computer interaction, technology policy in healthcare (privacy and security), healthcare management, and knowledge management/organizational aspects in healthcare.

Her research work has been published in various journals: Journal of the American Medical Informatics Association (JAMIA), Health Care Management Review (HCNR), MIT Sloan Management Review (SMR), Online Journal of Public Health Informatics (OJPHI), and Journal of Business Research (JBR).

Dr. Nambisan completed her undergraduate degree in nutrition and extension education in India; her Master’s in Nutrition Science from Syracuse University, Syracuse, NY; her PhD from Rensselaer Polytechnic Institute, Troy, NY; and her Post Doc from University of Wisconsin-Madison at the Center for Health Enhancement Support Studies. After the completion of her Master’s degree, she worked as a public health coordinator in the Ministry of Health for the Government of Singapore. Prior to joining Mason, Dr. Nambisan was an Assistant Professor at the Department of Health Policy, Management & Behavior, School of Public Health and an affiliate faculty at the Department of Informatics, College of Computing & Information at the University at Albany, SUNY.