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Social Media and Mobile Technologies for Healthcare Feb 08 2021 In addition to social media's prevalence for personal use, online networking tools are also gaining momentum in the healthcare field. Health information and patient discussion are embracing these technologies to create a more ubiquitous communication platform. *Social Media and Mobile Technologies for Healthcare* provides insight on the tools that are integral to understanding and implementing emerging technologies in health-related fields. With an ever-growing presence of patients and health professionals on social networking sites, this book will provide insight into the effect of communication technologies on health services. This publication is useful for professionals and researchers in health informatics, as well as students, practitioners, clinicians, and academics.

Participatory Health Through Social Media Jun 24 2022 Participatory Health through Social Media explores how traditional models of healthcare can be delivered differently through social media and online games, and how these technologies are changing the relationship between patients and healthcare professionals, as well as their impact on health behavior change. The book also examines how the hospitals, public health authorities, and inspectorates are currently using social media to facilitate both information distribution and collection. Also looks into the opportunities and risks to record and analyze epidemiologically relevant data retrieved from the Internet, social media, sensor data, and other digital sources. The book encompasses topics such as patient empowerment, gamification and social games, and the relationships between social media, health behavior change, and health communication crisis during epidemics. Additionally, the book analyzes the possibilities of big data generated through social media. Authored by IMIA Social Media working group, this book is a valuable resource for healthcare researchers and professionals, as well as clinicians interested in using new media as part of their practice or research. Presents a multidisciplinary point of view providing the readers with a broader perspective Brings the latest case studies and technological advances in the area, supported by an active international community of members who actively work in this area Endorsed by IMIA Social Media workgroup, guaranteeing trustable information from the most relevant experts on the subject Examines how the hospitals, public health authorities, and inspectorates are currently using social media to facilitate both information distribution and collection

Global Perspectives on Health Communication in the Age of Social Media May 11 2021 Numerous studies suggest that people with a variety of health concerns are increasingly turning to online networks for social support. As a result, the number of online support communities has risen over the past two decades. *Global Perspectives on Health Communication in the Age of Social Media* is a critical scholarly resource that examines the illness and pain-and-suffering narrative of health communication. Featuring coverage on a broad range of topics, such as social networks, patient empowerment, and e-health, this book is geared towards professionals and researchers in health informatics as well as students, practitioners, clinicians, and academics.

Emotions, Technology, and Social Media Aug 22 2019 *Emotions, Technology, and Social Media* discusses the ways the social media sphere uses emotion and technology, and how each of these has become part of the digital culture. The book explores this expression within a psychological theoretical framework, addressing feelings about social media, and its role in education and knowledge generation. The second section investigates the expression of feelings within social media spaces, while subsequent sections adopt a paradigm of active audience consumption to use social media to express feelings and maintain social connectivity. Discusses the significant relationships between Web 2.0 technologies and learning traits Presents studies about Facebook usage and individual emotional states Investigates the shared emotions in the construction of "cyberculture Shows the extent to which scientists use social media in their work, and the ways in which they use the social media Analyzes the consequences of the online disinhibition effect Examines YouTube as a source of opinions and discussions which can be used to track the emotions evoked by videos and the emotions expressed through textual comments Details how Reddit users' media choices are emotionally useful and gratifying in the "memeplex Links social interaction and the emotional life with that of digital devices and resources

Exploring the Role of Social Media in Health Promotion Jun 12 2021 The use of social media in public health education/promotion has been increasing due, in part, to its ability to remove physical access and geographical barriers for users. Specifically, social media provides an outlet to increase and promote translational health communication strategies and the effective dissemination of

health information and data in ways that allow users to not only utilize, but also to create and share pertinent health information. Although social media applications in public health and health promotion have yielded success in terms of generating support structures and networks for effective health behavior change, there are challenges and complications associated with use of social media that also need to be addressed (e.g., managing misinformation, ensuring compliance with privacy protection regulations). This Special Issue aims to explore social media as a translational health promotion tool by bridging principles of health education and health communication. Broadly, this Special Issue is seeking original submissions that examine: (1) the method with which social media users access, negotiate, and create health information that is both actionable and impactful for diverse audiences; (2) strategies for overcoming challenges to using social media in health promotion; and (3) best practices for designing, implementing, and/or evaluating social media campaigns and forums in public health. Special interest will be given to innovative submissions that expand and build upon traditional health education approaches with health communication theories and models. Other manuscript types of interest include relevant position papers, brief reports, and commentaries.

Social Lives of Medicines Apr 29 2020 An anthropological study of the social functions and meanings of medicines in different cultures.

The Social Geography of Medicine and Health (RLE Social & Cultural Geography) Dec 26 2019 This book, originally published in 1983, drawing material from Europe, the USA, the Soviet Union and the Developing World, provides a comprehensive review of the key issues in medical geography. It sets the central problems of medical geography in a broad social context as well as in a spatial one and analyses changing conceptions of health and illness in detail. It also explores the pathological relationship between people and their environment and illustrates that social phenomena form spatial patterns which provide a good starting point for the examination of the relationship between medicine, health and society.

Social Organization of Medical Work Oct 16 2021 Today we face the painful reality of the prevalence of chronic, rather than acute, diseases. The technologies developed to manage long-term, incurable illnesses have radically and irrevocably altered the organizational structure of health care, presenting us with a frequently bewildering array of medical specialties. *Social Organization of Medical Work* offers essential insight into this new era of health care. Through richly documented, often gripping case studies, Anselm Strauss and his co-authors show us exactly how health workers are confronting the problems created by chronic disease and coping with today's highly technologized hospitals. They guide us through the various hospital work sites, describing in detail the kinds of tasks performed by medical personnel, the interactions of staff members with each other and with patients, and the overall resulting patient treatment and response. Focusing on the concept of illness trajectory, the authors vividly illustrate the complex, contingent nature of modern medical work. For example, open heart surgery keeps ill persons alive and may even improve them symptomatically, but those who do survive must face an uncertain future in terms of the physiological consequences of the surgery and the drugs required. They also have to adjust to altered lifestyles. In the new introduction, Anselm Strauss discusses the continuing importance of this work to sociologists, medical scholars, and medical professionals.

Social Monitoring for Public Health Sep 15 2021 Public health thrives on high-quality evidence, yet acquiring meaningful data on a population remains a central challenge of public health research and practice. Social monitoring, the analysis of social media and other user-generated web data, has brought advances in the way we leverage population data to understand health. Social media offers advantages over traditional data sources, including real-time data availability, ease of access, and reduced cost. Social media allows us to ask, and answer, questions we never thought possible. This book presents an overview of the progress on uses of social monitoring to study public health over the past decade. We explain available data sources, common methods, and survey research on social monitoring in a wide range of public health areas. Our examples come from topics such as disease surveillance, behavioral medicine, and mental health, among others. We explore the limitations and concerns of these methods. Our survey of this exciting new field of data-driven research lays out future research directions.

Psychologist's Guide to Adolescents and Social Media Nov 24 2019 The internet has become a principal venue for social interaction. Young people are growing up in a world surrounded by technology that could have only been imagined a generation ago. Social media have crafted a landscape that has made connection with others easy. Yet this rise has become a concern. So, what is happening here? Why is it so compelling to use social media? Why is it difficult to quit social media? What impact can social media have on teenagers, their education, and their well-being? Should we be worried? What can be done to help? *Psychologist's Guide to Adolescents and Social Media* aims to deliver a deeper understanding regarding the psychology of social media, both positive and negative. This guide is divided into four parts. The reader will be guided through the purposes and merits of social media, the unintended consequences of using social media, author conducted research exploring the experiences of adolescent-aged school children, and what can be done to help those struggling with the overuse of social media, including assessment resources. Examines the consequences of using social media, including cyberbullying and internet addiction Explores what can be done to help those who need support with their social media use Features relevant real-life examples and interviews with adolescents

The Relevance of Social Science for Medicine Aug 02 2020 The central purpose of this book is to demonstrate the relevance of social science concepts, and the data derived from empirical research in those sciences, to problems in the clinical practice of medicine. As physicians, we believe that the biomedical sciences have made - and will continue to make - important contributions to better health. At the same time, we are no less firmly persuaded that a comprehensive understanding of health and illness, an understanding which is necessary for effective preventive and therapeutic measures, requires equal attention to the social and cultural determinants of the health status of human populations. The authors who agreed to collaborate with us in the writing of this book were chosen on the basis of their experience in designing and executing research on health and health services and in teaching social science concepts and methods which are applicable to medical practice. We have not attempted to solicit contributions to cover the entire range of the social sciences as they apply to medicine. Rather, we have selected key approaches to illustrate the more salient areas. These include: social epidemiology, health services research, social network analysis, cultural studies of illness behavior, along with chapters on the social labeling of deviance, patterns of therapeutic communication, and economic and political analyses of macro-social factors which influence health outcomes as well as services.

Medical Misinformation and Social Harm in Non-Science Based Health Practices May 23 2022 Fraudulent, harmful, or at best useless pharmaceutical and therapeutic approaches developed outside science-based medicine have boomed in recent years, especially due to the commercialisation of cyberspace. The latter has played a fundamental role in the rise of false 'health experts', and in the creation of filter bubbles and echo chambers that have contributed to the formation of highly polarised debates on non-science-based health practices—online as well as offline. By adopting a multidisciplinary approach, this edited book brings together contributions of international academics and practitioners from criminology, digital sociology, health psychology, medicine,

law, physics, and journalism, where they critically analyse different types of non-science-based health approaches. With this volume, we aim to reconcile different scientific understandings of these practices, synthesising a variety of empirical, theoretical and interpretative approaches, and exploring the challenges, implications and potential remedies to the spread of dangerous and misleading health information. This edited book will offer some food for thought not only to students and academics in the social sciences, health psychology and medicine among other disciplines, but also to medical practitioners, science journalists, debunkers, policy makers and the general public, as they might all benefit from a greater awareness and critical knowledge of the harms caused by non-scientific health practices.

Public Health and Social Justice Jul 21 2019 Praise for Public Health and Social Justice "This compilation unifies ostensibly distant corners of our broad discipline under the common pursuit of health as an achievable, non-negotiable human right. It goes beyond analysis to impassioned suggestions for moving closer to the vision of health equity." —Paul Farmer, MD, PhD, Kolokotronis University Professor and chair, Department of Global Health and Social Medicine, Harvard Medical School; co-founder, Partners In Health "This superb book is the best work yet concerning the relationships between public health and social justice." —Howard Waitzkin, MD, PhD, Distinguished Professor Emeritus, University of New Mexico "This book gives public health professionals, researchers and advocates the essential knowledge they need to capture the energy that social justice brings to our enterprise." —Nicholas Freudenberg, DrPH, Distinguished Professor of Public Health, the City University of New York School of Public Health at Hunter College "The breadth of topics selected provides a strong overview of social justice in medicine and public health for readers new to the topic." —William Wiist, DHSc, MPH, MS, senior scientist and head, Office of Health and Society Studies, Interdisciplinary Health Policy Institute, Northern Arizona University "This book is a tremendous contribution to the literature of social justice and public health." —Catherine Thomasson, MD, executive director, Physicians for Social Responsibility "This book will serve as an essential reference for students, teachers and practitioners in the health and human services who are committed to social responsibility." —Shafik Dharamsi, PhD, faculty of medicine, University of British Columbia

Education and Social Media Jul 01 2020 How are widely popular social media such as Facebook, Twitter, and Instagram transforming how teachers teach, how kids learn, and the very foundations of education? What controversies surround the integration of social media in students' lives? The past decade has brought increased access to new media, and with this, new opportunities and challenges for education. In this book, leading scholars from education, law, communications, sociology, and cultural studies explore the digital transformation now taking place in a variety of educational contexts. The contributors examine such topics as social media usage in schools, online youth communities, and distance learning in developing countries; the disruption of existing educational models of how knowledge is created and shared; privacy; accreditation; and the tension between the new ease of sharing and copyright laws. Case studies examine teaching media in K-12 schools and at universities; tuition-free, open education powered by social media, as practiced by University of the People; new financial models for higher education; the benefits and challenges of MOOCs (Massive Open Online Courses); social media and teacher education; and the civic and individual advantages of teens' participatory play.

Social Media and Social Work Oct 04 2020 The COVID-19 pandemic has shed fresh light on the ways that social media and digital technologies can be effectively harnessed to support relationship-based social work practice. However, it has also highlighted the complex risks, ethics and practical challenges that such technologies pose. This book helps practitioners and students navigate this complex terrain and explore and build upon its multiple opportunities. It uses real-life examples to examine how practitioners can assess the impact of new technologies on their professional conduct and use them in a way that enhance public confidence and relationship-based practice. The authors explore how digital technologies can support multiple areas of service including social work with children, families and adults, mental health social work, youth justice and working with online communities. They also consider regulatory questions and provide a roadmap for good practice.

Social Media for Medical Professionals Aug 26 2022 Medical professionals are increasingly engaging with social media in an effort to provide credible evidence-based information and combat the misinformation that patients are finding online and bringing to office visits. Medical professionals are uniquely poised to recognize the harm that can come from applying the incorrect information to decisions affecting one's health, while they are also able to serve as valued and knowledgeable experts online and engage with patients and the public to provide accurate, up-to-date information. *Social Media for Medical Professionals: Strategies for Successfully Engaging in an Online World* is a unique, first-of-its-kind resource, providing specific social media strategies for engagement, as well as advice regarding best practices for professionals to maintain at all times. Chapters discuss many aspects pertaining to social media, covering the basics, researching and assessing credible medical information online, and best practices for discussing myths and misconceptions with patients. Later chapters cover the benefits of engaging in social media as a medical professional, strategies for increasing engagement and building an audience, various options and platforms for content creation and finding your niche, dos's and don'ts regarding patient privacy, and strategies for dealing with negative comments online. A uniquely practical resource, *Social Media for Medical Professionals: Strategies for Successfully Engaging in an Online World* will be of interest to medical professionals across the spectrum of healthcare, from the student to the seasoned clinician, providing valuable perspective on practicing medicine in an evolving digital world.

Autism Apr 10 2021 This book contextualizes autism as a socio cultural phenomenon, and examines the often troubling effects of representations and social trends. Exploring the individuals and events in the history of this condition, Waltz blends research and personal perspectives to examine social narratives of normalcy, disability and difference.

Hospital Social Work Dec 06 2020 *Hospital Social Work* introduces the reader to the world of medicine and social work as seen through the eyes of actual social workers. An essential reference for both students and professionals. Over 100 social workers in dozens of hospitals were interviewed to provide the reader with first-hand experiences and discussions of practice principles, policy considerations, and theoretical treatments to provide each chapter with a unique blend of theory and practice. Joan Beder, a professor of social work and a practicing social worker, recently noted an apparent lack of empirical discussion of the actual role and day-to-day functioning of the medical social worker. *Hospital Social Work* is the result, a unique supplemental text for both studying and practicing medical social workers.

Reimagining Social Medicine from the South Feb 20 2022 In *Reimagining Social Medicine from the South*, Abigail H. Neely explores social medicine's possibilities and limitations at one of its most important origin sites: the Pholela Community Health Centre (PCHC) in South Africa. The PCHC's focus on medical and social factors of health yielded remarkable success. And yet South

Africa's systemic racial inequality hindered health center work, and witchcraft illnesses challenged a program rooted in the sciences. To understand Pholela's successes and failures, Neely interrogates the "social" in social medicine. She makes clear that the social sciences the PCHC used failed to account for the roles that Pholela's residents and their environment played in the development and success of its program. At the same time, the PCHC's reliance on biomedicine prevented it from recognizing the impact on health of witchcraft illnesses and the social relationships from which they emerged. By rewriting the story of social medicine from Pholela, Neely challenges global health practitioners to recognize the multiple worlds and actors that shape health and healing in Africa and beyond.

Establishing, Managing, and Protecting Your Online Reputation Sep 03 2020

Social Media in Academia Sep 22 2019 Social media and online social networks are expected to transform academia and the scholarly process. However, intense emotions permeate scholars' online practices and an increasing number of academics are finding themselves in trouble in networked spaces. In reality, the evidence describing scholars' experiences in online social networks and social media is fragmented. As a result, the ways that social media are used and experienced by scholars are not well understood. *Social Media in Academia* examines the day-to-day realities of social media and online networks for scholarship and illuminates the opportunities, tensions, conflicts, and inequities that exist in these spaces. The book concludes with suggestions for institutions, individual scholars, and doctoral students regarding online participation, social media, networked practice, and public scholarship.

The Social Medicine Reader Jan 27 2020 To meet the needs of the rapidly changing world of health care, future physicians and health care providers will need to be trained to become wiser scientists and humanists in order to understand the social and moral as well as technological aspects of health and illness. *The Social Medicine Reader* is designed to meet this need. Based on more than a decade of teaching social medicine to first-year medical students at the pioneering Department of Social Medicine at the University of North Carolina, *The Social Medicine Reader* defines the meaning of the social medicine perspective and offers an approach for teaching it. Looking at medicine from a variety of perspectives, this anthology features fiction, medical reports, scholarly essays, poetry, case studies, and personal narratives by patients and doctors--all of which contribute to an understanding of how medicine and medical practice is profoundly influenced by social, cultural, political, and economic forces. What happens when a person becomes a patient? How are illness and disability experienced? What causes disease? What can medicine do? What constitutes a doctor/patient relationship? What are the ethical obligations of a health care provider? These questions and many others are raised by *The Social Medicine Reader*, which is organized into sections that address how patients experience illness, cultural attitudes toward disease, social factors related to health problems, the socialization of physicians, the doctor/patient relationship, health care ethics and the provider's role, medical care financing, rationing, and managed care.

Medicine, Health and Society Dec 18 2021 Sharp, bold and engaging, this book provides a contemporary account of why medical sociology matters in our modern society. Combining theoretical and empirical perspectives, and applying the pragmatic demands of policy, this timely book explores society's response to key issues such as race, gender and identity to explain the relationship between sociology, medicine and medical sociology. Each chapter includes an authoritative introduction to pertinent areas of debate, a clear summary of key issues and themes and dedicated bibliography. Chapters include: • social theory and medical sociology • health inequalities • bodies, pain and suffering • personal, local and global. Brimming with fresh interpretations and critical insights this book will contribute to illuminating the practical realities of medical sociology. This exciting text will be of interest to students of sociology of health and illness, medical sociology, and sociology of the body. Hannah Bradby has a visiting fellowship at the Department of Primary Care and Health Sciences, King's College London. She is monograph series editor for the journal *Sociology of Health and Illness* and co-edits the multi-disciplinary journal *Ethnicity and Health*.

Medical Power and Social Knowledge Apr 22 2022 The fully revised edition of this successful textbook provides a comprehensive introduction to medical sociology and an assessment of its significance for social theory and the social sciences. It includes a completely revised chapter on mental health and new chapters on the sociology of the body and on the relationship between health and risk in contemporary societies. Bryan S Turner considers the ways in which different social theorists have interpreted the experience of health and disease, and the social relations and power structures involved in medical practice. He examines health as an aspect of social action and looks at the subject of health at three levels - the individual, the social and the societal. Among the perspectives analyzed are: Parsons' view of the 'sick role' and the patient's relation to society; Foucault's critique of medical models of madness and sexuality; Marxist and feminist debates on the relation of health and medicine to capitalism and patriarchy; and Beck's contribution to the sociological understanding of environmental pollution and hazard in the politics of health.

Medical Ethics Education: An Interdisciplinary and Social Theoretical Perspective Feb 26 2020 There is a diversity of 'ethical practices' within medicine as an institutionalised profession as well as a need for ethical specialists both in practice as well as in institutionalised roles. This Brief offers a social perspective on medical ethics education. It discusses a range of concepts relevant to educational theory and thus provides a basic illumination of the subject. Recent research in the sociology of medical education and the social theory of Pierre Bourdieu are covered. In the end, the themes of Bourdieuan Social Theory, socio-cultural apprenticeships and the 'characterological turn' in medical education are drawn together in the context of medical ethics education. ?

Social Justice and Medical Practice Jul 25 2022 How do we understand and respond to the pressing health problems of modern society? Conventional practice focuses on the assessment and clinical treatment of immediate health issues presented by individual patients. In contrast, social medicine advocates an equal focus on the assessment and social treatment of underlying social conditions, such as environmental factors, structural violence, and social injustice. *Social Justice and Medical Practice* examines the practice of social medicine through extensive life history interviews with a physician practicing the approach in marginalized communities. It presents a case example of social medicine in action, demonstrating how such a practice can be successfully pursued within the context of the existing structure of twenty-first-century medicine. In examining the experience of a physician on the frontlines of reforming health care, the book critiques the restrictive nature of the dominant clinical model of medicine and argues for a radically expanded focus for modern-day medical practice. *Social Justice and Medical Practice* is a timely intervention at a time when even advanced health care systems are facing multiple crises. Lucidly written, it presents a striking alternative and is important reading for students and practitioners of medicine and anthropology, as well as policy makers.

Social Medicine and the Coming Transformation Sep 27 2022 Social medicine, starting two centuries ago, has shown that social conditions affect health and illness more than biology does,

and social change affects the outcomes of health and illness more than health services do. Understanding and exposing sickness-generating structures in society helps us change them. This first introductory textbook in social medicine provides a critical introduction to this increasingly important field. The authors draw on examples worldwide to show how principles based on solidarity and mutual aid have enabled people to participate collaboratively to construct health-promoting social conditions. The book offers vital information and analysis to enhance our understanding regarding the promotion of health through social and individual means; the micro-politics of medical encounters; the social determination of illness; the influences of racism, class, gender, and ethnicity on health; health and empire; and health praxis, reform, and sociomedical activism. The book offers compelling ways to understand and to change the social dimensions of health and health care. Students, teachers, practitioners, activists, policy makers, and people concerned about health and health care will value this book, which goes beyond the usual approaches of texts in public health, medical sociology, health economics, and health policy.

Medical Sociology: The nature of medical sociology Jun 19 2019

Bringing the Social Media Revolution to Health Care Jan 07 2021

Social and Community Medicine for Students May 31 2020 *Social and Community Medicine for Students* presents an extensive examination of the application of medical sociology to community treatment. It discusses the principles behind the scope and methods of epidemiology. It addresses studies in attitudes and illness. Some of the topics covered in the book are the sick role in Western Societies; sickness behavior in a traditional society; statistics vital to social medicine; geographical pathology of cancer; scope and methods of epidemiology; possibilities and limitations of health education; and health in industry and external disability. The definition and description of social provisions for health and welfare are fully covered. An in-depth account of the common features and development of social medicine are provided. The epidemiology of the cancer of the esophagus is completely presented. A chapter is devoted to description and diagnosis of ischaemic heart disease. Another section focuses on the practical applications of social medicine. The book can provide useful information to doctors, students, and researchers.

Medical Humanities, Sociology and the Suffering Self Oct 24 2019 Following criticisms of the traditionally polarized view of understanding suffering through either medicine or social justice, Lowe makes a compelling argument for how the medical humanities can help to go beyond the traditional biographical and epistemic breaks to see into the nature and properties of suffering and what is at stake. Lowe demonstrates through analysis of major healthcare workforce issues and incidence of burnout how key policies and practices influence healthcare education and experiences of both patients and health professionals. By including first person narratives from health professionals as a tool and resource, she illustrates how dominant ideas about the self enter practice as a refusal of suffering. Demonstrating the relationship between personal experience, theory and research, Lowe argues for a pedagogy of suffering that shows how the moral anguish implicit in suffering is an ethical response of the emergent self. This is an important read for all those interested in medical humanities, health professional education, person-centred care and the sociology of health and illness.

Young People, Social Media and Health (Open Access) Nov 05 2020 The pervasiveness of social media in young people's lives is widely acknowledged, yet there is little evidence-based understanding of the impacts of social media on young people's health and wellbeing. *Young People, Social Media and Health* draws on novel research to understand, explain, and illustrate young people's experiences of engagement with health-related social media; as well as the impacts they report on their health, wellbeing, and physical activity. Using empirical case studies, digital representations, and evidence from multi-sector and interdisciplinary stakeholders and academics, this volume identifies the opportunities and risk-related impacts of social media. Offering new theoretical insights and practical guidelines for educators, practitioners, parents/guardians, and policy makers; *Young People, Social Media and Health* will also appeal to students and researchers interested in fields such as Sociology of Sport, Youth Sports Development, Secondary Physical Education, and Media Effects.

Social Emergency Medicine Jan 19 2022 *Social Emergency Medicine* incorporates consideration of patients' social needs and larger structural context into the practice of emergency care and related research. In doing so, the field explores the interplay of social forces and the emergency care system as they influence the well-being of individual patients and the broader community. *Social Emergency Medicine* recognizes that in many cases typical fixes such as prescriptions and follow-up visits are not enough; the need for housing, a safe neighborhood in which to exercise or socialize, or access to healthy food must be identified and addressed before patients' health can be restored. While interest in the subject is growing rapidly, the field of *Social Emergency Medicine* to date has lacked a foundational text – a gap this book seeks to fill. This book includes foundational chapters on the salience of racism, gender and gender identity, immigration, language and literacy, and neighborhood to emergency care. It provides readers with knowledge and resources to assess and assist emergency department patients with social needs including but not limited to housing, food, economic opportunity, and transportation. Core emergency medicine content areas including violence and substance use are covered uniquely through the lens of *Social Emergency Medicine*. Each chapter provides background and research, implications and recommendations for practice from the bedside to the hospital/healthcare system and beyond, and case studies for teaching. *Social Emergency Medicine: Principles and Practice* is an essential resource for physicians and physician assistants, residents, medical students, nurses and nurse practitioners, social workers, hospital administrators, and other professionals who recognize that high-quality emergency care extends beyond the ambulance bay.

Books and Social Media Oct 28 2022 Social media and digital technologies are transforming what and how we read. *Books and Social Media* considers the way in which readers and writers come together in digital communities to discover and create new works of fiction. This new way of engaging with fiction stretches the boundaries of what has been considered a book in the past by moving beyond the physical or even digitally bound object to the consideration of content, containers, and the ability to share. Using empirical data and up-to-date research methods, Miriam Johnson introduces the ways in which digitally social platforms give rise to a new type of citizen author who chooses to sidestep the industry's gatekeepers and share their works directly with interested readers on social platforms. Gender and genre, especially, play a key role in developing the communities in which these authors write. The use of surveys, interviews, and data mining brings to the fore issues of gender, genre, community, and power, which highlight the push and pull between these writers and the industry. Questioning what we always thought we knew about what makes a book and traditional publishing channels, this book will be of interest to anyone studying or researching publishing, book history, print cultures, and digital and contemporary literatures.

The B2B Social Media Book Nov 17 2021 Advance your B2B marketing plans with proven social media strategies Learn social media's specific application to B2B companies and how it can be

leveraged to drive leads and revenue. B2B marketers are undervalued and under appreciated in many companies. Social media and online marketing provide the right mix of rich data and reduction in marketing expenses to help transform a marketer into a superstar. The B2B Social Media Book provides B2B marketers with actionable advice on leveraging blogging, LinkedIn, Twitter, Facebook and more, combined with key strategic imperatives that serve as the backbone of effective B2B social media strategies. This book serves as the definitive reference for B2B marketers looking to master social media and take their career to the next level. Describes a methodology for generating leads using social media Details how to create content offers that increase conversion rates and drive leads from social media Offers practical advice for incorporating mobile strategies into the marketing mix Provides a step-by-step process for measuring the return on investment of B2B social media strategies The B2B Social Media Book will help readers establish a strong social media marketing strategy to generate more leads, become a marketing superstar in the eye of company leaders, and most importantly, contribute to business growth.

The Social Media Marketing Book Aug 14 2021 Are you looking to take advantage of social media for your business or organization? With easy-to-understand introductions to blogging, forums, opinion and review sites, and social networks such as Twitter, Facebook, and LinkedIn, this book will help you choose the best -- and avoid the worst -- of the social web's unique marketing opportunities. The Social Media Marketing Book guides you through the maze of communities, platforms, and social media tools so you can decide which ones to use, and how to use them most effectively. With an objective approach and clear, straightforward language, Dan Zarrella, aka "The Social Media & Marketing Scientist," shows you how to plan and implement campaigns intelligently, and then measure results and track return on investment. Whether you're a seasoned pro or new to the social web, this book will take you beyond the jargon to social media marketing mastery. Make sense of this complicated environment with the help of screenshots, graphs, and visual explanations Understand the history and culture of each social media type, including features, functionality, and protocols Get clear-cut explanations of the methods you need to trigger viral marketing successes Choose the technologies and marketing tactics most relevant to your campaign goals Learn how to set specific goals for your campaigns and evaluate them according to key performance indicators Praise for The Social Media Marketing Book: "Let Zarrella take you to social-media marketing school. You'll learn more from reading this book than a month of research on the Internet."--Guy Kawasaki, co-founder of Alltop.com "If I could be any other person for a day, it would be Dan Zarrella. Either him or Brad Pitt. But Dan's smarter. This book is why I say that."--Chris Brogan, President of New Marketing Labs "This book demonstrates a beginning to the endless possibilities of the Social Web."-- Brian Solis, publisher of leading marketing blog PR 2.0

Key Concepts in Medical Sociology Mar 29 2020 This title provides a systematic and accessible introduction to medical sociology, beginning each 1500 word entry with a definition of the concept, then examines its origins, development, strengths and weaknesses, offering further reading guidance for independent learning, and drawing on international literature and examples.

An Anthropology of Biomedicine Jul 13 2021 An Anthropology of Biomedicine is an exciting new introduction to biomedicine and its global implications. Focusing on the ways in which the application of biomedical technologies bring about radical changes to societies at large, cultural anthropologist Margaret Lock and her co-author physician and medical anthropologist Vinh-Kim Nguyen develop and integrate the thesis that the human body in health and illness is the elusive product of nature and culture that refuses to be pinned down. Introduces biomedicine from an anthropological perspective, exploring the entanglement of material bodies with history, environment, culture, and politics Develops and integrates an original theory: that the human body in health and illness is not an ontological given but a moveable, malleable entity Makes extensive use of historical and contemporary ethnographic materials around the globe to illustrate the importance of this methodological approach Integrates key new research data with more classical material, covering the management of epidemics, famines, fertility and birth, by military doctors from colonial times on Uses numerous case studies to illustrate concepts such as the global commodification of human bodies and body parts, modern forms of population, and the extension of biomedical technologies into domestic and intimate domains Winner of the 2010 Prose Award for Archaeology and Anthropology

The Big Book of Social Media Mar 09 2021 "Foreword by Sam Feist, CNN Political Director"--Cover.

Social Media in Clinical Practice Mar 21 2022 The number of patients using social media and the number of applications and solutions used by medical professionals online have been skyrocketing in the past few years, therefore the rationale behind creating a well-designed, clear and tight handbook of practical examples and case studies with simple pieces of suggestions about different social media platforms is evident. While the number of e-patients is rising, the number of web-savvy doctors who can meet the expectations of these new generations of patients is not, this huge gap can only be closed by providing medical professionals with easily implementable, useful and primarily practical pieces of advice and suggestions about how they should use these tools or at least what they should know about these, so then when an e-patient has an internet-related question, they will know how to respond properly. As all medical professionals regardless of their medical specialties will meet e-patients, this issue with growing importance will affect every medical professional which means there is a huge need for such a easily understandable handbook.?