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Altri autori (Persone)	JoosIrene Makar WolfDebra M
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Nota di contenuto	Cover Page; Social Media for Nurses: Educating Practitioners and Patients in a Networked World; Contents; Preface; Acknowledgments; Chapter 1: An Introduction Social Media and the Transitioning Roles and Relationships in Health Care; Learning Objectives; Terms; Historical Events and Driving Forces; Efforts to Control and Shift Health Care Costs; The Emergence of the Empowered Health Care Consumer; The Evolution of Well-Informed, Empowered, and Engaged Patients; The Establishment of Consumer Health Informatics; Moving From Web 1.0 to Web 2.0 to Health 2.0; Wisdom of Crowds Literacy in The World of Social Media A Definition of Basic Literacy; Definition of Computer Literacy/Fluency; Definition of Information Literacy; Definition of Digital Literacy; Definition of Health Literacy; Evaluation of Online Information; Types of Health Care Information Sites on the Internet; Criteria for Evaluating Health Information; Social Media and Health 2.0 Criteria; Guidelines for Participating in Online Groups; Summary; Discussion Questions; Exercises; References; Chapter 2: Software Applications Supporting Social Media; Learning Objectives; Terms; Historical Development The Beginning of Social Networking The Initial Browser-Based Social Networking Sites; Media Sharing Sites; Mobile and Streaming Media Sites; Uses; Issues; Personal Safety and Privacy; Liability; Employment

Fallout; Our Bodies and Minds; Social Media Genre; Blogs; Social Network Sites; DOs; DON'Ts; Wikis; Podcasts; Photo and Video Sharing; Privacy; Piracy; Censorship; Virtual Worlds; Summary; Discussion Questions (Please Support Your Responses); Exercises; References; Chapter 3: Selecting Devices and Related Hardware to Support Social Media; Learning Objectives; Terms
A Framework for Understanding Devices That Support Social Media
Computers and Social Media; Computer Configurations; Selecting a Computer; Tablets and Social Media; Selecting a Tablet; Use of Tablets in Health Care; Tablets and Mobile Applications; Cellular Phones and Social Media; Cell Phones; Smartphones; Service Providers; Short Message Service; Smartphones in Health Care; Protecting Mobile Devices; Other Electronic Devices Supporting Social Media; Portable Media Players: MP3 or MP4; Camcorders, PC Video Camera, and Webcams; Personal Digital Assistant (PDA); eReaders; Selecting an eReader
Federal Support For Mobile Health Care (mHealth)Federal Agencies Regulating Technology; Summary; Discussion Questions; Exercises; References; Chapter 4: Applications and Tools Promoting Health 2.0 via Social Media; Learning Objectives; Terms; Web 2.0 Tools and Health Care Organizations; Mobile Access for Health Care Providers-University of Pittsburgh Medical Center (UPMC); Hospital Mobile App Use for Consumers-Baptist Health Hospital, South Florida; Marketing Health Care Information Via a Website-Cleveland Clinic; Social Media Presence of Health Care Organizations
Factors Impacting How Consumers, Patients, and Health Professionals Use Social Media to Promote Health 2.0

Sommario/riassunto

This is a "how to" primer for nurses and health professionals that provides, simply and clearly, the knowledge and skills they need to effectively use interactive social media when educating consumers/patients on health issues and for their own professional development. The book also includes educational content such as guidelines describing how to use Social Network Tools/Social Network Sites (SNT/SNS) safely and effectively, as well as other resources available to support health professionals and consumers/patients in using SNT/SNS resources for health-related goals. Included as well are
