



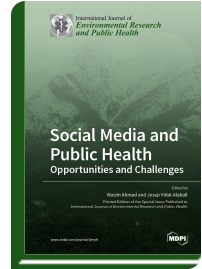
Special Issue Reprint

Social Media and Public Health: Opportunities and Challenges

www.mdpi.com/books/reprint/4537

Edited by
Wasim Ahmed
Josep Vidal-Alaball

ISBN 978-3-0365-2349-1 (Hardback)
ISBN 978-3-0365-2350-7 (PDF)



Social media has the potential to provide rapid insights into unfolding public health emergencies such as infectious disease outbreaks. They can also be drawn upon for rapid, survey-based insights into various health topics. Social media has also been utilised by medical professionals for the purposes of sharing scholarly works, international collaboration, and engaging in policy debates.

One benefit of using social media platforms to gain insight into health is that they have the ability to capture unfiltered public opinion in large volumes, avoiding the potential biases introduced by surveys or interviews. Social media platforms can also be utilised to pilot surveys, for instance, though the use of Twitter polls. Social media data have also been drawn upon in medical emergencies and crisis situations as a public health surveillance tool. A number of software and online tools also exist, developed specifically to aide public health research utilising social media data. In recent years, ethical issues regarding the retrieval and analysis of data have also arisen.



Order Your Print Copy
You can order print copies at
www.mdpi.com/books/reprint/4537

MDPI Books offers quality open access book publishing to promote the exchange of ideas and knowledge in a globalized world. MDPI Books encompasses all the benefits of open access – high availability and visibility, as well as wide and rapid dissemination. With MDPI Books, you can complement the digital version of your work with a high quality printed counterpart.



Open Access

Your scholarly work is accessible worldwide without any restrictions. All authors retain the copyright for their work distributed under the terms of the Creative Commons Attribution License.



Author Focus

Authors and editors profit from MDPI's over two decades of experience in open access publishing, our customized personal support throughout the entire publication process, and competitive processing charges as well as unique contributor discounts on book purchases.



High Quality & Rapid Publication

MDPI ensures a thorough review for all published items and provides a fast publication procedure. State-of-the-art research and time-sensitive topics are released with a minimum amount of delay.



High Visibility

Due to our global network and well-known channel partners, we ensure maximum visibility and broad dissemination. Title information of books is sent to international indexing databases and archives, such as the Directory of Open Access Books (DOAB), and the Verzeichnis Lieferbarer Bücher (VLB).



Print on Demand and Multiple Formats

MDPI Books are available for purchase and to read online at any time. Our print-on-demand service offers a sustainable, cost-effective and fast way to publish MDPI Books printed versions.