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Auditório 1 "Kenkichi Fujimori" (P-217)**

Public Health in the Era of Big Data: From Online Evidence to Serious Games

Prof Patty Kostkova, p.kostkova@ucl.ac.uk
UCL IRDR Centre for Digital Public Health in Emergencies (dPHE)
UCL, London, UK

Recently, the massive explosion of medical evidence on the Internet and mobile devices and increased citizens' involvement in management of their health changed the delivery of healthcare. This rapid process changed healthcare delivery at developed world and increasingly improves community health in the low and middle income countries (LMIC).

In this presentation we will outline the issues surrounding the dissemination of medical evidence and understanding public information needs from Internet search weblogs analytics. Educational effectiveness of serious games highlights the opportunity mobile technology brought to training, community engagement and behaviour change. Social networking with increasing amount of user-generated content from social media and participatory surveillance systems provide readily available source of real-time monitoring and epidemic intelligence.

In this talk, we will draw from several mobile technology projects aimed at citizens in low and middle income countries. In particular, mobile training and crowdsourcing for community engagement to combat the zika virus in Brazil, social media use for vaccination campaigns, early warning epidemics dashboard, and serious mobile games for increasing resilience and disaster preparedness in perinatal women in Nepal.



Patty is Professor in Digital Health and the Director of UCL IRDR Centre for Digital Public Health in Emergencies. Prior to joining UCL, Patty was appointed ISI Foundation Fellow. She was a consultant at WHO, ECDC, Telefonica and Foundation Merieux. Her interdisciplinary research investigates mobile gamified training app to combat the zika virus in Brazil, increasing resilience and disaster preparedness in women in Nepal and strengthening antibiotic stewardship using game-based training in Nigeria. Her team's research into Big Data for public and global health includes one of the first studies exploring the potential of Twitter for early-warning of swineflu 2009.

In 2017, Patty was shortlisted for the Woman of the Year Award by Computing Women in IT Excellent Awards 2017, and for the Team Leader of the Year Award in 2018. Her research was also awarded the EHI 2012 Prize – finalist in Category “Best Use of social media in healthcare” and BCS and Computing: UK IT Industry Awards 2012 – finalist in Category „IT project demonstrating most effective

use of collaborative technology'. Regular invited and keynote speaker at prestigious institutions and international conferences, Patty published over 200 peer-reviewed papers, book chapters and edited a number of journals. Since 2014, she is the Editor in chief of the Frontiers in Digital Health. Patty is also the General and Scientific Chair of the International Public Health Conference series since 2009 (www.acm-digitalhealth.org). Her research was extensively covered by international media including the Medi1TV, BBC, AFP, the Vancouver Sun, the Malaysian Insider.