



Facultad de Informática  
Universidad Complutense de Madrid

# ANUNCIO DE CONFERENCIA

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## ***Digital Health: From Online Evidence to Serious Games***

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*entrada libre hasta completar el aforo*

### resumen:

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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. Drawing from a body of research conducted at the City ehealth Research Centre in 2002-12 and at UCL and ISI Foundation, this presentation will outline the issues surrounding the dissemination of medical evidence to public and professionals. Understanding public and professionals' information needs from Internet search weblogs analytics provides evidence of user needs. Serious games for health became established as an alternative method for teaching all generations about their health and personal conditions. Research into evaluation methods and educational effectiveness of serious games is an interdisciplinary domain spanning across gaming, user modelling, pedagogy, information science and user engagement. Finally, social networking with increasing amount of user-generated content from social media and participatory surveillance systems provides readily available source of real-time epidemic intelligence. In this talk, results from researching unique longitudinal user search datasets from the National electronic library of Infection and National Resource of Infection Control (NeLI/NRIC) portals will be presented together with our experience from multi-language serious games initiative Edugames4All: [www.edugames4all.org](http://www.edugames4all.org) winning the Best Student Paper GALA Award at VS-Games 2012; a finalist project of the UK IT Industry Award 2012 – a collaborative wiki technology for training epidemiologist (FEMwiki [www.femwiki.com](http://www.femwiki.com)); and the EHI 2012 finalist project investigating the potential of Twitter as an outbreak detection tool and effective risk communication channel during swine flu 2009.

### sobre Patty Kostkova:

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Dr. Patty Kostkova is currently the Principal Research Associate for ehealth at the Department of Computer Science, University College London (UCL) and holds a Research Scientist post at the ISI Foundation in Italy. Patty is also a Special Lecturer at the School of Arts and Social Sciences, City University, London delivering an interdisciplinary module on Social Media for postgraduate social science and informatics students. My impactful interdisciplinary ehealth research spans across computer science (semantic navigation, medical ontologies, digital libraries, data mining social networks, serious games), information science (online communities for practice, evaluation of impact of digital libraries) solving real-world problems from medical domains such as infection control, public health, disease surveillance and epidemic intelligence.