

Social Media and Public Health Policy in Era of Big Data

Lourdes S. Martinez

COLLABORATORS

- Brian H. Spitzberg
- Ming-Hsiang Tsou
- Elias Issa
- Michael Peddecord

SOCIAL MEDIA

- Disease surveillance (Aslam et al., 2014; Nagel et al., 2013; Santillana et al., 2015)
- Belief surveillance (Bhattacharya et al, 2012)
- Reflective or predictive?
 - Legislative outcomes?

SOCIAL MEDIA

- M3d Model of Meme Diffusion (Spitzberg, 2014)

SB-277 in California

- What can social media tell us about the passage of legislation?
 - Case of SB-277 in California

PUBLIC POLICY

- Social media behavior
 - Elections (e.g., McKelvey, Di Grazia, & Rojas, 2014)
 - Issue engagement (Guo & Vargo, 2015)
 - Social movements (Steinert-Threlkeld, Mocanu, Vespignani, & Fowler, 2015)
- Spreading information vs. engaging in political discussion
- Social media may not always matter to policy makers or have real-world offline implications
- How will legislation affect social media behavior?

Thank You!

Lourdes S. Martinez, Ph.D.

Assistant Professor, School of
Communication
College of Professional Studies & Fine
Arts San Diego State University
<http://communication.sdsu.edu/>

Human Dynamics in the Mobile Age
<http://humandynamics.sdsu.edu/>

lsmartinez@mail.sdsu.edu