



TICS en salud pública y salud mental

*Algunos desafíos de la Sociedad de la
Información*

**CONGRESO VIRTUAL INTERNACIONAL DE
PSIQUIATRIA – INTERPSIQUIS**

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En esta presentación

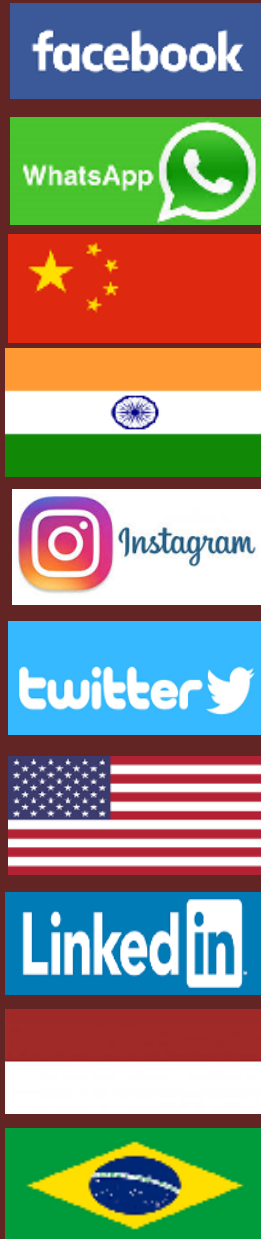
- **Contexto Digital**
- **Dónde estamos**
- **Reflexionar**
- **Referencias**

TICS en salud pública y
salud mental

CONTEXTO DIGITAL

CONGRESO VIRTUAL INTERNACIONAL DE
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Si las Redes Sociales fueran un país...



OCT
2018

DIGITAL AROUND THE WORLD IN OCTOBER 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL
POPULATION



7.655

BILLION

INTERNET
USERS



4.176

BILLION

ACTIVE SOCIAL
MEDIA USERS



3.397

BILLION

UNIQUE
MOBILE USERS



5.118

BILLION

ACTIVE MOBILE
SOCIAL USERS



3.179

BILLION

JAN
2018

DIGITAL IN THE AMERICAS IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



1,011

MILLION

INTERNET
USERS



741

MILLION

ACTIVE SOCIAL
MEDIA USERS



648

MILLION

MOBILE
CONNECTIONS



1,070

MILLION

ACTIVE MOBILE
SOCIAL USERS



581

MILLION

JAN
2018

DIGITAL IN EUROPE IN 2018

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



843

MILLION

INTERNET
USERS



674

MILLION

ACTIVE SOCIAL
MEDIA USERS



448

MILLION

MOBILE
CONNECTIONS



1,106

MILLION

ACTIVE MOBILE
SOCIAL USERS



376

MILLION

JAN 2018

INTERNET PENETRATION BY REGION

REGIONAL PENETRATION FIGURES, COMPARING INTERNET USERS TO TOTAL POPULATION



GLOBAL AVERAGE: 63%

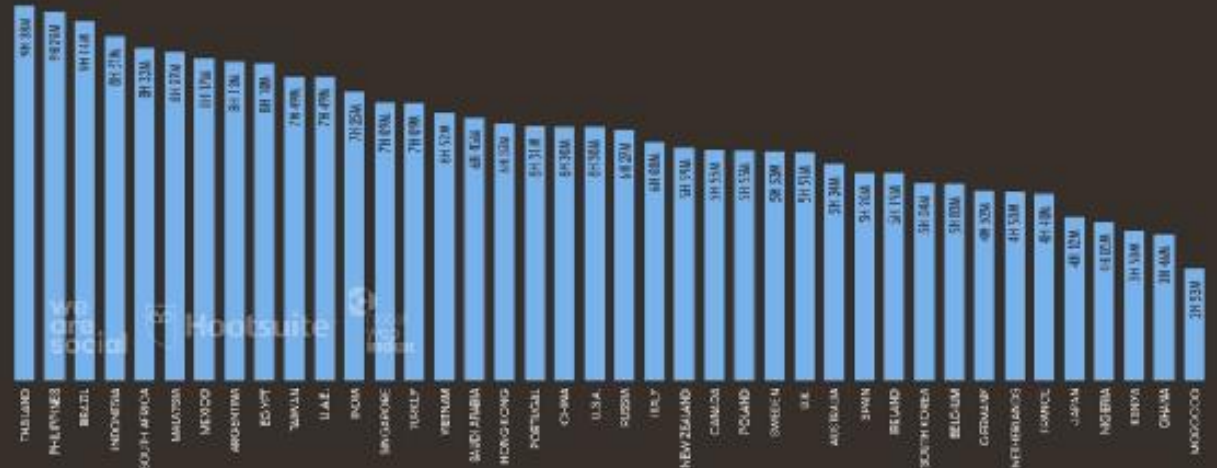
SOURCES: INTERNET WORLD STATISTICS FOR PC AND MOBILE INTERNET USAGE; CIA WORLD FACTBOOK; WEBSITE MILEAGE; FACEBOOK; GOVERNMENT OFFICIALS & RESEARCHER AUTHORITY; POSTAL & MEDIA. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION REGARDLESS OF AGE.

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TIME SPENT PER DAY ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY VIA ANY DEVICE (SURVEY BASED)



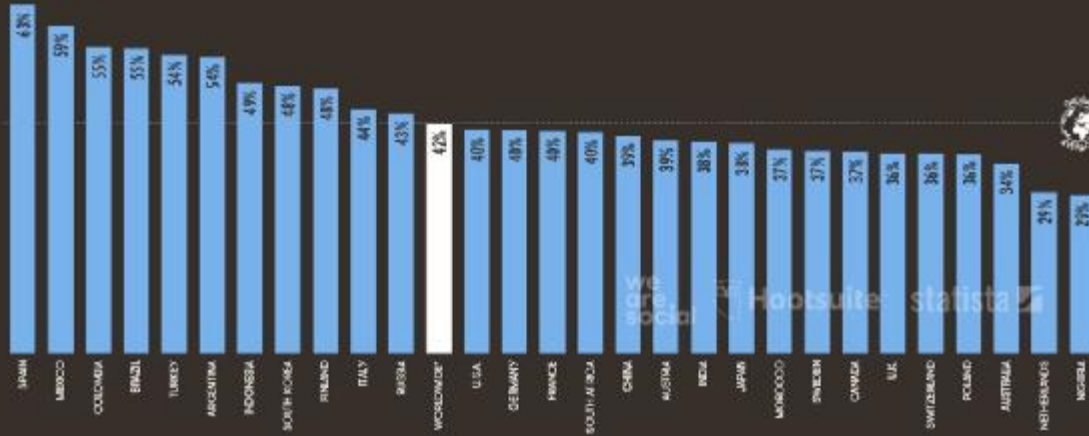
SOURCE: GLOBALWEBINDEX.COM | SURVEY BASED ON A SURVEY OF INTERNET USERS AGED 16-64

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2018

DATA PRIVACY CONCERNS

PERCENTAGE OF INTERNET USERS WHO BELIEVE THAT THEIR DATA IS BEING MISUSED ON THE INTERNET (SURVEY BASED)



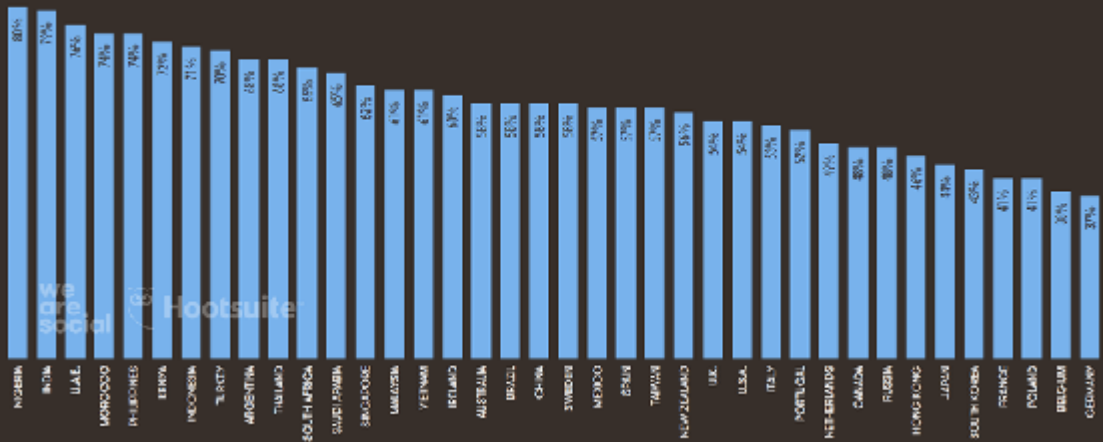
*SOURCE: STATISTA GLOBAL CONSUMER SURVEY 2018. *NOTE: FIGURE FOR "WORLDWIDE" REPRESENTS AN AVERAGE OF FEATURED COUNTRIES THAT HAS BEEN WEIGHTED BY INTERNET PENETRATION IN EACH INDIVIDUAL COUNTRY.

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DIGITAL OPTIMISM

PERCENTAGE OF THE POPULATION THAT BELIEVES NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS



*SOURCE: GOOGLE CONSUMER SURVEYS, JAN-MAY 2018.

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INTERNET USE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



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4.021
BILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



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3.722
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



49%

28

SOURCES: WE WANT WORDS, THE EUROSTAT, INTERNET SERVICES, USA WORLDWIDE TRACK, MESSAGING APPS, FACEBOOK, GOVERNMENT OFFICIALS, REGULATORY AGENCIES OR REPUTABLE MEDIA. NOTES: PENETRATION FIGURES ARE FOR FULLY OF BIRTH, TO AGE 15+.

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SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



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3.196
BILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



42%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



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social

2.958
BILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



39%

51

SOURCES: FACEBOOK, TWITTER, INSTAGRAM, G+GO+, WHISKEY, TECHNICAL ANALYSIS REPORT ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION, 15+ YEARS OF AGE.

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TOP GOOGLE SEARCH QUERIES IN 2017

BASED ON WORLDWIDE SEARCHES FOR FULL-YEAR 2017

#	QUERY	INDEX	VOLUME vs. 2016	#	QUERY	INDEX	VOLUME vs. 2016
01	FACEBOOK	100	-24%	11	MAIL	13	-8%
02	YOUTUBE	60	-7%	12	YAHOO	12	-17%
03	GOOGLE	55	-13%	13	TRANSLATE	12	UNCHANGED
04	YOU	32	-10%	14	INSTAGRAM	10	+22%
05	NEWS	21	UNCHANGED	15	HOT	10	UNCHANGED
06	WEATHER	20	+56%	16	CRAIGSLIST	9	-13%
07	GMAIL	17	-24%	17	MAPS	8	UNCHANGED
08	HOTMAIL	15	UNCHANGED	18	FACEBOOK LOGIN	8	-38%
09	AMAZON	15	+25%	19	EBAY	8	UNCHANGED
10	FB	14	-27%	20	MAP	8	-14%

SOURCE: TRACKED IN THE 90+ COUNTRIES. **INDEX:** GOOGLE'S INTERNAL RANKING SYSTEM, SET BY THEIR OWNERS. SHOWS RELATIVE VOLUME FOR EACH QUERY COMPARED TO SEARCH VOLUME FOR THE TOP QUERY. **INDEXES:** OF RANKING THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY. **YEAR-ON-YEAR CHANGE:** HOW MUCH MORE (OR LESS) EACH QUERY IN JANUARY 2018 TO JANUARY 2017.



JAN 2018

TOP MESSENGER APPS BY COUNTRY

BASED ON THE GOOGLE PLAY STORE RANK FOR EACH COUNTRY IN DECEMBER 2017



SOURCE: SHALPAGES, JANUARY 2018, BASED ON THE GOOGLE PLAY APP STORE RANK FOR DECEMBER 2017. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES / TERRITORIES IN WHICH SAID APP IS ONE OF THE TOP-GROSSING MESSAGING APPS.



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Cibersalud Mental

**CONGRESO VIRTUAL INTERNACIONAL DE
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eSalud



La OMS la define como *“la distribución de servicios de salud en la que la distancia es un factor crítico, donde los profesionales de la salud usan información y tecnología de comunicaciones para el intercambio de información válida para el diagnóstico, tratamiento y prevención de enfermedades o daños, investigación y evaluación, y para la educación continuada de los proveedores de salud pública”*.



A New Source of Data for Public Health Surveillance: Facebook Likes

Monitoring Editor: Gunther Eysenbach

Reviewed by Sharad Goel, George Khalil, and Roselle Bright

Steven Gittelman, PhD,^{1,2} Victor Lange, MS,¹ Carol A Gotway Crawford, PhD,² Catherine A Okoro, MSc, PhD,³ Eugene Lieb, MS, MBA, PhD,⁴ Satvinder S Dhillon, MPH,⁵ and Elaine Trimmer, BSc¹

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You Are What You Tweet: Analyzing Twitter for Public Health

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Abstract

Analyzing user messages in social media can measure different population characteristics, including public health measures. For example, recent work has correlated Twitter messages with influenza rates in the United States, but this has largely been the extent of mining Twitter for public health. In this work, we consider a broader range of public health applications for Twitter. We apply the recently introduced Allmon Topk Aspect Model to over one and a half million health related tweets and discover mentions of over

Twitter users often publicly express personal information; messages like "I gets da flu" and "sick with this flu it's taking over my body ughhh" are common. Knowing that a specific user has the flu may not be interesting, but millions of such messages can be revealing, such as tracking the influenza rate in the United Kingdom and United States (Lampus and Cristianini 2010; Culotta 2010b). While many studies have analyzed influenza rates and tracking in Twitter, these have largely been the limits of mining public health information from Twitter.

Health Affairs

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Take Two Aspirin And Tweet Me In The Morning: How Twitter, Facebook, And Other Social Media Are Reshaping Health Care Expand

Carleen Hawn

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Abstract

If you want a glimpse of what health care could look like a few years from now, consider "Hello Health," the Brooklyn-based primary care practice that is fast



World Psychiatry. 2018 Oct; 17(3): 277–278.

Published online 2018 Sep 7. doi: [10.1002/wps.20551](https://doi.org/10.1002/wps.20551)

PMCID: PMC6127748

PMID: [30192097](https://pubmed.ncbi.nlm.nih.gov/30192097/)

Telemental health: why the revolution has not arrived

[Elias Aboujaoude](#)¹

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Mental illness is often underdiagnosed and undertreated. Several obstacles problem, including provider shortage, difficulty accessing care, cost, stigma specific issues. By promising to broaden access, increase efficiency, decrease telemental health has been touted as a solution¹.

However, despite three decades of often encouraging investigations across (computerized therapy, Internet-delivered video- or chat-based treatment, 1 and virtual reality therapy), significant challenges continue to limit the wide

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Colegio Oficial de Psicología de Andalucía Occidental,
Universidad de Cádiz, Universidad de Córdoba,
Universidad de Huelva, Universidad de Sevilla

La psicoterapia on-line ante los retos y peligros de la intervención psicológica a distancia

Juan José MACÍAS MORÓN
Luis VALERO AGUAYO
Universidad de Málaga (España)

través de internet incluso en áreas geográficas. Las tecnologías no solo permiten una nueva manera de relacionarnos con nuestra vida. Este trabajo pone de manifiesto en las nuevas tecnologías y pretende ser un manifiesto la revolución tecnológica y sus oterapia tradicional, verificar si se cumple psicoterapia on-line.

Internet even in very different geographical technologies not only allow us to be closer to the work as a psychotherapist with new followers. The article aim to highlight the weaknesses about on-line psychotherapy.

CyberPsychology & Behavior, Vol. 7, No. 3 | Original Papers

The Online Disinhibition Effect

John Suler

Published Online: 28 Jul 2004 | <https://doi.org/10.1089/1094931041291295>

[View Article](#)

Tools Share

Abstract

While online, some people self-disclose or act out more frequently or intensely than they would in person. This article explores six factors that interact with each other in creating this online disinhibition effect: dissociative anonymity, invisibility, asynchronicity, solipsistic introjection, dissociative imagination, and minimization of authority. Personality variables also will influence the extent of this disinhibition. Rather than thinking of disinhibition as the revealing of an underlying "true self," we can conceptualize it as a shift to a constellation within self-structure, involving clusters of affect and cognition that differ from the in-person constellation.

QUE HACEMOS?



"Ponemos en conocimiento de los Colegas la decisión de CONFEMECO (Federación de Entidades Médicas Colegiadas) en relación con una nueva actividad que se ha denominado Telemedicina por las empresas de Medicina Prepaga. Como se desprende del texto esta actividad como otras que pudieran asemejarse, no son consideradas ACTO MEDICO por lo que se explica en el texto de la Resolución, lo que determinará que las mismas no reciban los beneficios del Seguro de Responsabilidad Civil que el Colegio contrata para todos los Matriculados"

Realidad Virtual para terapias cognitivas, tratamiento de fobias



OBSTÁCULOS

-  El estado actual de la investigación
-  El auge del "coaching"
-  Tasas de deserción
-  Preocupaciones de seguridad
-  Confusión legal
-  Orientación insuficiente de las organizaciones profesionales
-  Comparaciones con el juego
-  Costo de infraestructura
-  Los conocimientos técnicos

Aboujaoude E. (2018). Telemental health: why the revolution has not arrived. *World psychiatry : official journal of the World Psychiatric Association (WPA)*, 17(3), 277-278.

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REFLEXIONAR

CONGRESO VIRTUAL INTERNACIONAL DE
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Los profesionales de la Salud Mental se plantea la necesidad de cambio frente al creciente acceso a tecnologías de información y comunicación, las redes sociales, los contenidos en línea, tanto estructurados como no estructurados.

Estamos viendo la necesidad/oportunidad de acercarnos a pacientes que, por diferentes razones no pueden acceder en persona a nuestros servicios? Si es así, qué estrategias estamos pensando para facilitar ese acercamiento?

Como generadores de contenidos, qué necesidades se identifican para que los generadores identifiquemos para ser funcionales en este mundo con mayor convergencia digital, cognitiva, cultural, generacional y multilingüe

Dónde está la Salud Mental en la sociedad de la información en cuanto a:

- a) Aportes
- b) Acceso a los pacientes
- c) Desarrollo de estrategias/metodologías/instrumentos
- d) Planes de carrera

Estamos los profesionales de la salud mental alfabetizados digitalmente para ser funcionales en la sociedad de la información?

Muchas Gracias