

## Bibliografia e sitografia sui temi trattati

- E. Santoro *Web 2.0 e social media in medicina. Come social network, podcast, wiki e blog trasformano la comunicazione, l'assistenza e la formazione in sanità*, Il pensiero scientifico editore, 2011, II ed
- H. Korda e Zena Itani , *Harnessing Social Media for Health Promotion and Behaviour Change in Health Promotion Practice*, Maggio 2011
- D.M. Litt, M. L. Stock, *Adolescent alcohol-related risk cognitions: the roles of social norms and social networking sites*, in Psychology of addictive behaviours, giugno 2011
- B. W. Hesse, M. O'Connel, et al. *Realizing the promise of Web 2.0 : engaging community intelligence* in Journal of health communication, 2011
- R. Rajani, A. Rozanski, *Social networks – are they good for your health? The era of Facebook and Twitter*, in QJ Med, 104, 2011
- S. C. Ratzan, *Our new social communication age in Health* in Journal of Health Communication, 2011
- S. Chang, S. Howard, L. Keogh, J. S Hocking, M. A Stoove *A systematic examination of the use of Online social networking sites for sexual health promotion* in BMC Public Health, 2011
- E. J. I. Apatu et al., *A drive through Web 2.0 : an exploration of driving safety promotion on Facebook* in Health Promotion Practice, 2011
- G. Ottolini, “*Verso una peer education 2.0?*” Azienda sanitaria locale del Verbano Cusio Ossola, 2011
- Serena Comis da Ronco, *Nuovi media e prevenzione dell'HIV*, presentazione tesi di laurea, 2011  
[http://www.marketingsociale.net/download/comis\\_1011.pdf](http://www.marketingsociale.net/download/comis_1011.pdf)
- M. Bardus, *The web 2.0 and Social Media Technologies for pervasive health communication: are they effective?*, in Studies in communication sciences, vol. 11, 2011
- R. Schein, K. Wilson, J. Keelan *Literature review on effectiveness of the use of social media. A report for peel public health*, 2010  
<http://www.peelregion.ca/health/resources/pdf/socialmedia.pdf>
- T. Van De Belt, L. Engelen, S. Berben, L. Schoonhoven, *Definition of Health 2.0 and Medicine 2.0: A Systematic Review*, 2010 <http://www.jmir.org/2010/2/e18/>
- J.J. Garven, *Social Media: the world of mouth revolution*, in Northwest Dentistry, 2010
- Centola, et al. *Experiment The Spread of Behavior in an Online Social Network*, in Science, n.329, 2010

- CDC, *The Health Communicator's Social Media Toolkit*, 2010
- Simone Carlo, *Il social network e la sua centralità nelle pratiche comunicative*, Testimoni Digitali, 2010
- A. Kita, J. Thesenvitz, *Social Media Overview*, OHPE, n.676, 2010
- M. Bardus, Ma., Suggs, L. Suzanne, *Social media & social marketing: a systematic review of the evidence*, Università della Svizzera Italiana, 2010  
[http://www.dors.it/alleg/0200/03\\_Review%20efficacia%20social%20media\\_2010.pdf](http://www.dors.it/alleg/0200/03_Review%20efficacia%20social%20media_2010.pdf)
- E. Santoro, *Web 2.0 e Medicina. Come social network, podcast, wiki e blog trasformano la comunicazione, l'assistenza e la formazione in sanità*, Il Pensiero Scientifico Editore, 2009
- Vance K, Howe W, Dellavalle RP *Social internet sites as a source of public health information*, Dermatologic Clinics, 2009
- L. C. Abroms,; R.Schiavo; R. C. Lefebvre, *New Media Cases in Cases in Public Health Communication & Marketing: The Promise and Potential*, in Public Health Communication and Marketing, 2008
- B. Freeman, S. Chapman, *Gone viral? Heard the buzz? A guide for public health practitioners and researchers on how Web 2.0 can subvert advertising restrictions and spread health information*, in The Journal of Epidemiology and Community Health, n.62, 2008
- R. Thackeray, B.L. Neiger, C. L. Hanson, J.F. MacKenzie, *Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media in Health Promotion Practice*, 2008  
Sintesi e traduzione dell'articolo realizzata da DoRS scaricabile all'indirizzo:  
<http://www.dors.it/alleg/0200/web%202.0.pdf>
- C. Hanson, R. Thackeray, M. Barnes, B. Neiger, E. McIntyre, *Integrating Web 2.0 in Health Education Preparation and Practice*, in American Journal of Health Education, 2008
- Michael Hardey, *Public health and Web 2.0*, in Perspective in Public Health, vol.128, 2008
- C. Lefebvre *The consumer as participant rather than target audience* in Social Marketing Quarterly, vol.XIII, n.3, 2007  
[http://socialmarketing.blogs.com/Publications/SMQ-The\\_consumer\\_as\\_participant\\_2007.pdf](http://socialmarketing.blogs.com/Publications/SMQ-The_consumer_as_participant_2007.pdf)
- R. Schein, K. Wilson, J. Keelan Literature review on effectiveness of the use of social media. A report for peel public health, 2010  
<http://www.peelregion.ca/health/resources/pdf/socialmedia.pdf>