



NURSING INFORMATION SYSTEM

TWITTER, GOOGLE, INTERNET FACEBOOK

NURSING APPLICATIONS

MARION D. RAMIS

PRESENTER

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TWITTER



TWITTER

is an online microblogging service that distributes short messages of no more than 280 characters—called tweets—and that was influential in shaping politics and culture in the early 21st century.



Photo adapted from Franceinfo

A user types a tweet and sends it to Twitter's server, which relays it to a list of other users (known as followers) who have signed up to receive the sender's messages.

TWITTER

Users can engage with one another through the use of mentions (using the @ sign; e.g., @Twitter) and elect to track specific topics by clicking on hashtags (using the # sign; e.g., #movies).



HISTORY

Twitter was founded in 2006 and is now a publicly-traded entity with over 2,000 employees that has posted annual revenues of \$317 million as of 2012.^{1,2} It has rapidly gained international popularity, reaching 517 million registered users worldwide in 2012, including 141.8 million in the United States (U.S.). During the second quarter of 2013, Twitter had approximately 218 million average monthly active users, which is its most vital metric that represents how many users are active participants in the site.

FEATURES

- Tweets
- Usernames
- Hashtags
- Retweets
- Reply
- Like/ Favorite





HOW DOES IT WORK?

1. Create a Twitter account
2. Upload a profile picture
3. Write your bio
4. Link to your website
5. Follow other users
6. Share content

The screenshot displays the 'Edit history' interface on a mobile device. At the top, a back arrow and the title 'Edit history' are visible. The interface is divided into two main sections: 'Active Tweet' and 'Version history'. The 'Active Tweet' section shows the current tweet by Steph Jeong (@jeongsteph) from 15 minutes ago, with the text 'Dang it @Twitter give us an edit button!!! PLEASE'. It has 3 replies, 3 retweets, and 5 likes. The 'Version history' section lists three previous versions of the tweet. The first version, from 16 minutes ago, says 'Dang it @Twitter give us an EDIT button!!!' and has 1 reply, 2 retweets, and 2 likes. The second version, from 19 minutes ago, says 'Dang it @Twitter give us an edit button!!!' and has 1 reply, 1 retweet, and 4 likes. The third version, from 16 minutes ago, says 'Dang it @Twitter give us an deit button!!!' (note the typo 'deit') and has 1 like. On the right side of the screen, a vertical line separates the tweet content from a sidebar. The sidebar has a label 'Current Tweet' pointing to the active tweet and a label 'Previous Versions' pointing to the version history list.

← Edit history

Active Tweet

Steph Jeong @jeongsteph · 15m ...
Dang it @Twitter give us an edit button!!! PLEASE

3 3 5

Version history

Steph Jeong @jeongsteph · 16m ...
Dang it @Twitter give us an EDIT button!!!

1 2 2

Steph Jeong @jeongsteph · 19m ...
Dang it @Twitter give us an edit button!!!

1 1 4

Steph Jeong @jeongsteph · 16m ...
Dang it @Twitter give us an deit button!!!

1

Current Tweet

Previous Versions



BENEFITS ON HEALTHCARE

- ✓ Share organizational news, provide general healthcare information, advertise upcoming community events, and foster networking.
- ✓ Leads to savings of resources, enhanced employee and patient communication, and expanded patient reach in the community.



BENEFITS ON HEALTHCARE

- ✓ Use it as a free marketing tool to share organizational news and services, general healthcare news, community events, success stories, and consumer outreach and engagement opportunities
- ✓ Used as an educational tool in the medical setting



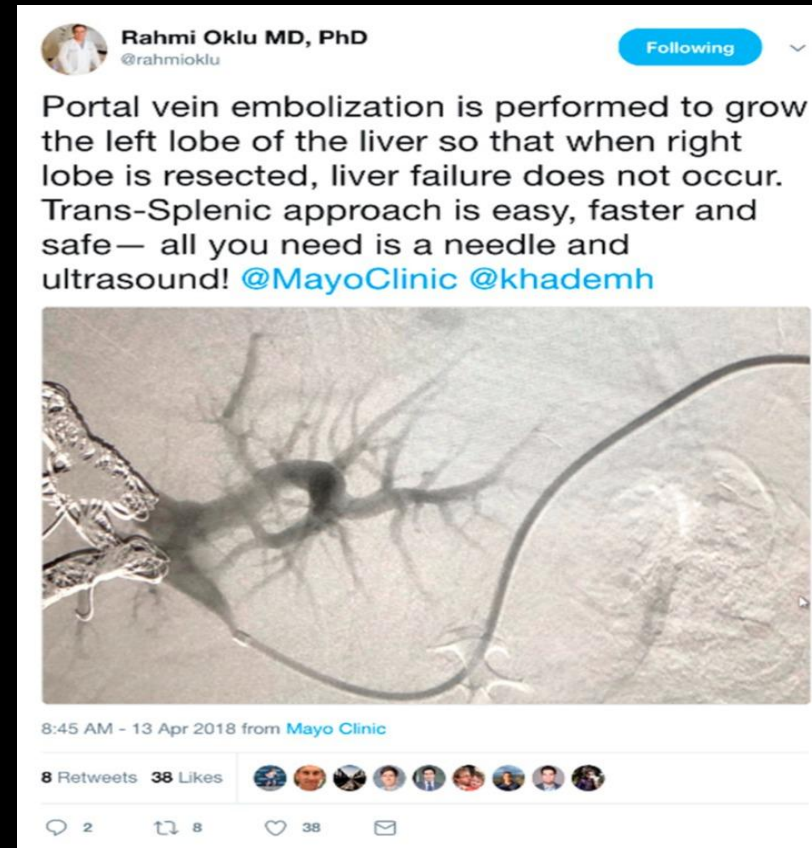
BENEFITS ON HEALTHCARE

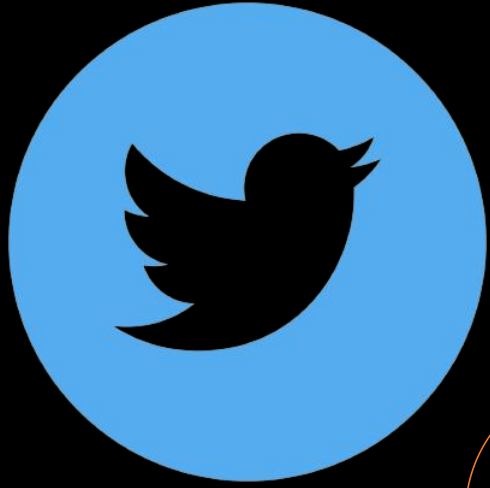
- ✓ Improves customer service, increasing patient education, providing real-time experience, and enhancing public relations
- ✓ Foster networking, exchanging of information, and sharing of ideas from varying perspectives at professional conferences



EXAMPLES

- ✓ Medical professionals use Twitter for its potential to share and advance biomedical research.





ADVANTAGES AND DISADVANTAGES

Reach a wide audience
Marketing tool
Free of cost
Beneficial for
information

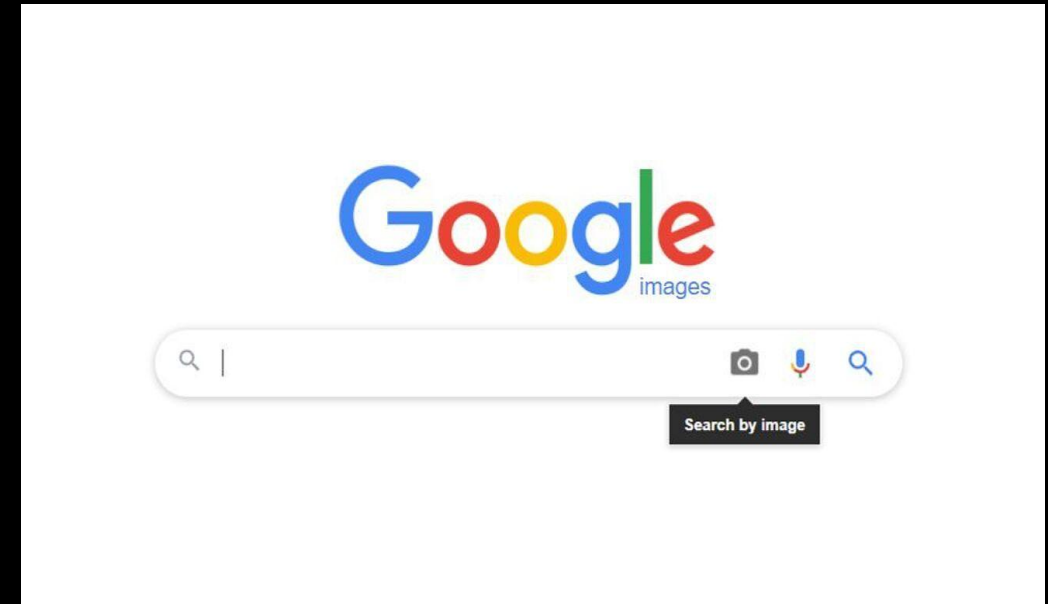
Post maintenance
Spam accounts
Negative comments
Character limitation

GOOGLE



GOOGLE

Google is an internet search engine. It uses a proprietary algorithm that's designed to retrieve and order search results to provide the most relevant and dependable sources of data possible.





HISTORY



Initially known as BackRub, Google began as a research project of Larry Page, who enrolled in Stanford's computer science graduate program in 1995. There, he met fellow CS student Sergey Brin. The two stayed in touch as Page began looking into the behavior of linking on the World Wide Web. Page conceived a system that would crawl the internet to determine which pages were linking to other pages, positing that it could lead to the creation of a new kind of search engine.



HISTORY

Together with Brin's math expertise, the duo created the PageRank algorithm, named after Larry, to rank the search results based on linking behavior. The two technologies formed the foundation for the world's most powerful search engine of its time, which launched on Stanford's private network in August 1996.





FEATURES

Smart features & controls in Google products

You can control how your email, chat, and video content and related data about how you use these products is:

- ✓ Used in Gmail, Chat, and Meet
- ✓ Shared with other Google products





FEATURES

The control covers smart features in Gmail, Chat, and Meet that may use your data to improve the models that power smart features, including:

- ✓ Automatic email filters and categories
- ✓ Smart Compose and Smart Reply in email
- ✓ Email nudges and high-priority notices
- ✓ Find & manage your trips in Gmail
- ✓ Event details used to create calendar events
- ✓ Writing and intelligent search suggestions





FEATURES

- ✓ Reminders for bill due dates
- ✓ Restaurant reservations and pickup orders on Google Maps
- ✓ Travel info based on confirmation emails
- ✓ Use loyalty cards in Google Pay
- ✓ Suggested offline maps for travel
- ✓ Cloud search showing search results from Gmail
- ✓ Conversation summary
- ✓ Smart reply in Chat





HOW GOOGLE WORKS?

Step 1: Go To Google

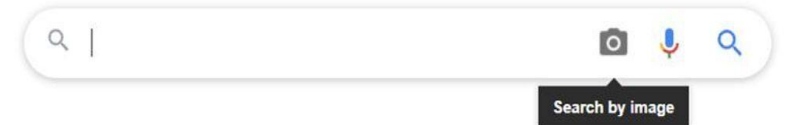
Step 2: Go To Google Via A Toolbar

Step 3: Enter Your Search Terms

Step 4: Review Your Search Results

Step 5: Preview Your Answers

Step 6: Refine Your Google Search





BENEFITS TO HEALTHCARE

1. Improve Patient and Provider Outcomes with Collaboration Tools
2. Streamline Healthcare Data to Enhance Care Delivery
3. Increase Access to Mental Health Resources with Clinically Validated Assessments
4. Advance Clinical Research with the Google Health Studies App



 Compose

WED
19

Check up
9:30 - 10:00am

Flu shot
11:30 - 11:45pm

THU
20

Physical
9:45 - 10:45am

PT Room
10:45 - 12pm



ADVANTAGES AND DISADVANTAGES

1. Most Accurate Results
2. Exceptional Filtering Options
3. Use Built-In Quick Tools
4. Read Free Books on Google Books
5. Do Academic and Legal Research on Google Scholar
6. Book Flights on Google Flights
7. Go Shopping on Google Shopping
8. Read News and Get Updated Financial Information

1. Privacy Concerns
 2. Other Ethical Problems
 3. No Rewards Program
 4. AMP
 5. Poor Video and Image Results
- Best Alternatives to Google

INTERNET



INTERNET

A system architecture that has revolutionized communications and methods of commerce by allowing various computer networks around the world to interconnect.

Referred to as a “network of networks”



HISTORY OF INTERNET

January 1, 1983 is considered the official birthday of the Internet. Prior to this, the various computer networks did not have a standard way to communicate with each other. A new communications protocol was established called Transfer Control Protocol/Internetwork Protocol (TCP/IP). This allowed different kinds of computers on different networks to "talk" to each other.



FEATURES

- ☐ Accessibility
- ☐ Easy to use
- ☐ Interaction with Other Media
- ☐ Low Cost
- ☐ Extension of Existing IT Technology
- ☐ Flexibility of Communication
- ☐ Security



HOW INTERNET WORKS

It works by using a packet routing network that follows Internet Protocol (IP) and Transport Control Protocol (TCP) [5]. TCP and IP work together to ensure that data transmission across the internet is consistent and reliable, no matter which device you're using or where you're using it



BENEFITS TO HEALTHCARE

- ☐ It saves time
- ☐ Increased Accuracy in Dignosis
- ☐ Increases Hospital Efficiency
- ☐ Brings Patients Closer to Home
- ☐ Increases Patients Satisfaction



ADVANTAGES AND DISADVANTAGES

1. Instant access to almost any information
2. Easy communication with friends and family
3. Building a digital identity
4. Information about services and products
5. Stay in touch with friends from school and work

1. Increased risk of cyber-bullying
2. Risk of identity theft
3. Increased level of screen-time
4. Increased risk of depression \

FACEBOOK



FACEBOOK

Facebook is a social networking website where users can post comments, share photographs, and post links to news or other interesting content on the web, chat live, and watch short-form video.





HISTORY

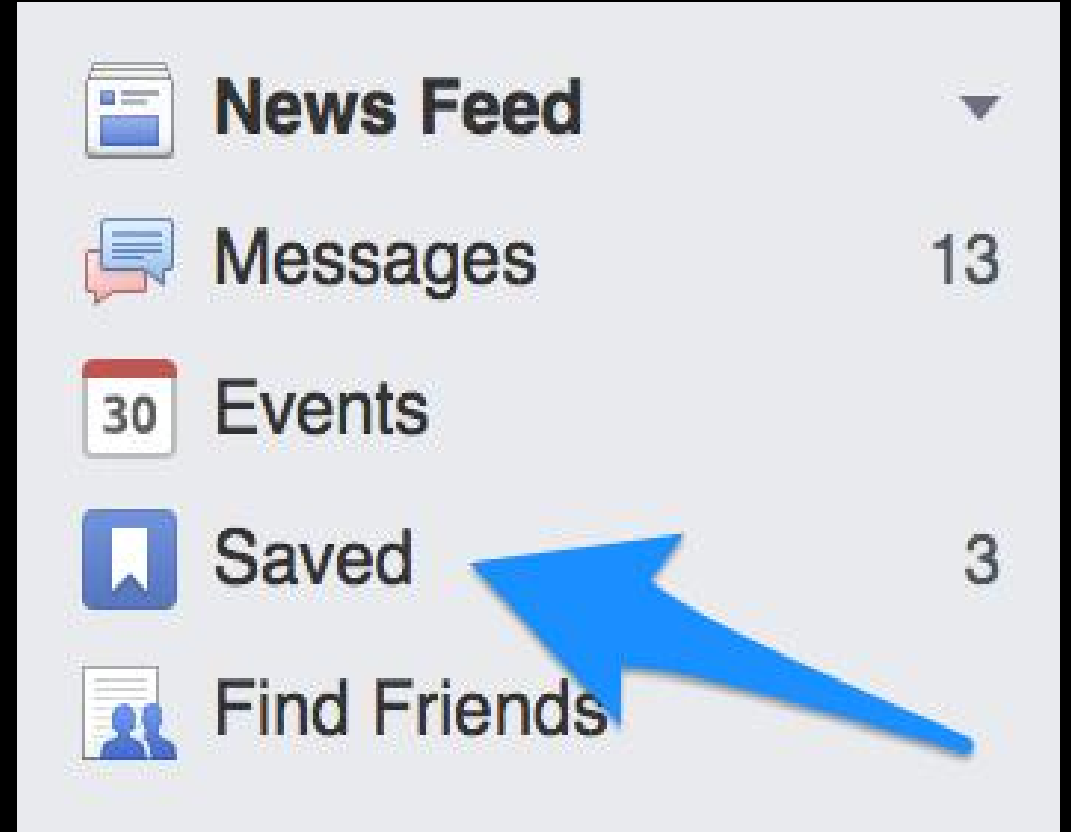
Facebook began in February of 2004 as a school-based social network at Harvard University. It was created by Mark Zuckerberg along with Edward Saverin, both students at the college. It wasn't until 2006 that Facebook opened to anyone 13 years or older and took off, rapidly overtaking MySpace as the most popular social network in the world.





FEATURES

- ☐ News Feed
- ☐ Friends
- ☐ Wall
- ☐ Timeline
- ☐ Likes and Reactions
- ☐ Comments
- ☐ Messages and Inbox
- ☐ Notifications
- ☐ Group





HOW DOES FACEBOOK WORKS?

- ☐ Send messages and post status updates to keep in touch with friends and family
- ☐ Share different types of content, like photos and links.
- ☐ Offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more open and social than traditional communication tools.



BENEFITS TO HEALTHCARE

- ☐ Raising awareness
- ☐ Public Health Surveillance
- ☐ General Awareness and Medical Information
- ☐ Peer Support
- ☐ Extensive reach for the Practitioner





ADVANTAGES AND DISADVANTAGES

1. Networking and Communication
2. News and Information
3. Business
4. Entertainment
5. Free to Use

1. Privacy
2. Prone to Cybercrime
3. Unnecessary Criticism
4. Addiction
5. Lack of Emphasis on List Feature



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