

# apps, tweets and bytes

Public Health in  
the Digital Age

## 2011/2012 Seminar Series

### ■ **Public Health Research: There's an App for That**

**January 23rd, 2012, 12:00 - 1:30pm**

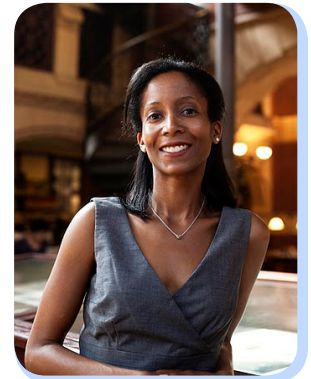
Amado Recital Hall, Irvine Auditorium, 3401 Spruce Street  
Lunch will be provided

Featuring:

**Raina Merchant, MD MSHP**

Assistant Professor of Emergency Medicine  
University of Pennsylvania

Increasingly, scientists are using the wisdom of crowds to solve important public health problems. It's clear that today's "networked society" is eager to come together virtually to solve a challenge and to innovate. Dr. Merchant's lecture will focus on the anatomy of crowdsourcing—how and why it works—using examples from the Penn MyHeartMap Challenge and other public health initiatives.



**Ian Bennett, MD PhD**

Assistant Professor of Family Medicine and Community Health  
University of Pennsylvania

Ian Bennett, Senior Fellow at the Center for Public Health Initiatives, will describe several internet based applications for computer and mobile devices which are part of ongoing public health projects. The role of web-apps as part of larger public health efforts as well as their design and evaluation will be discussed using experiences with specific projects including the nationally recognized PREPPEDKids.org.

