

Social media platforms and clinical records in PHEME

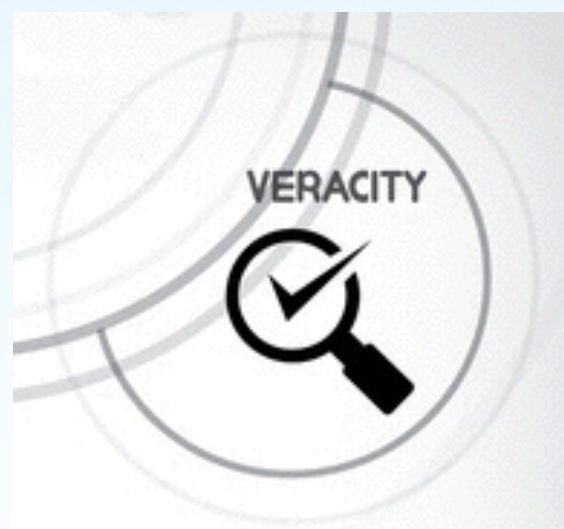
Trend detection and intervention for mental health

Anna Kolliakou

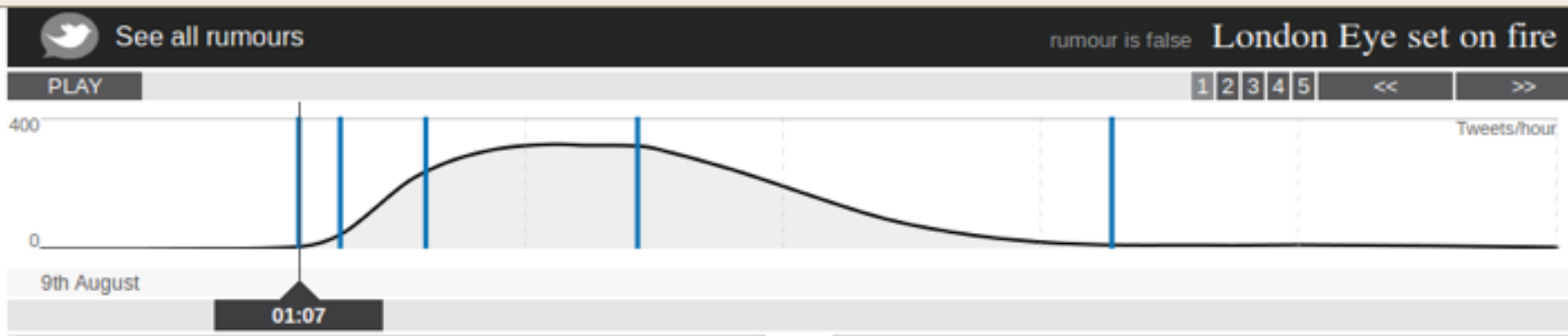
**NIHR Biomedical Research Centre
South London and Maudsley NHS Trust
Institute of Psychiatry, Psychology and
Neuroscience
King's College London
UK**

The PHEME project





- Previous work
Rumour detection in Twitter
- Current work
Legal highs and mephedrone
- Future work
Case studies
- Pathways to intervention



How the rumour unfolded

Shortly after 1am on Tuesday, August 9, @zadio posts a link to an image of the London Eye apparently ablaze with the heartfelt message: 'Oh my God! This can't be happening!' The tweet is quickly picked up.



Oh my god! This can't be happening at London Eye! #Londonriots #Londonriot #Prayforlondon <http://twitpic.com/6372vo>

@zadio, 18 followers

Tue 9 Aug 01:07





See all rumours

rumour is false

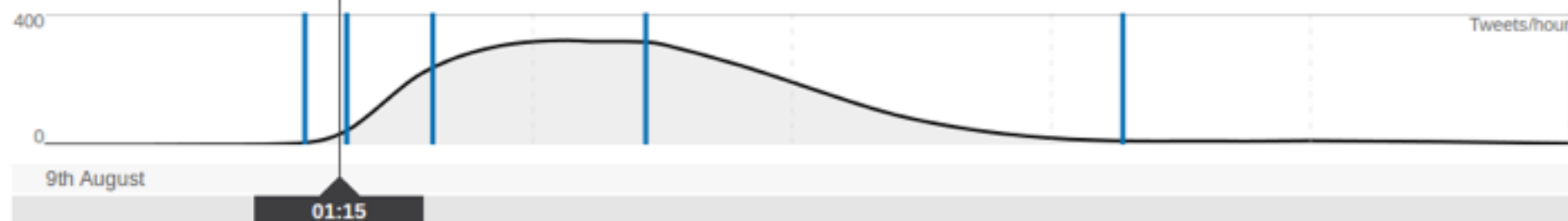
London Eye set on fire

PLAY

1 2 3 4 5

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How the rumour unfolded

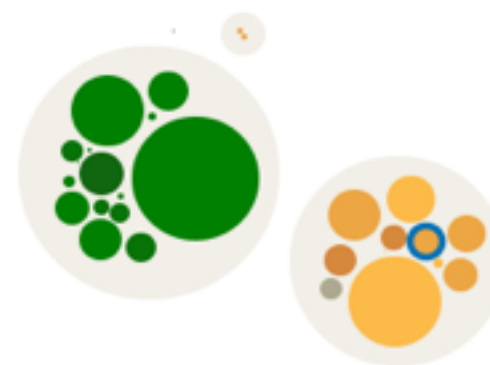
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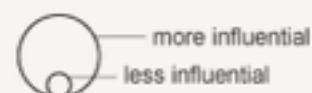
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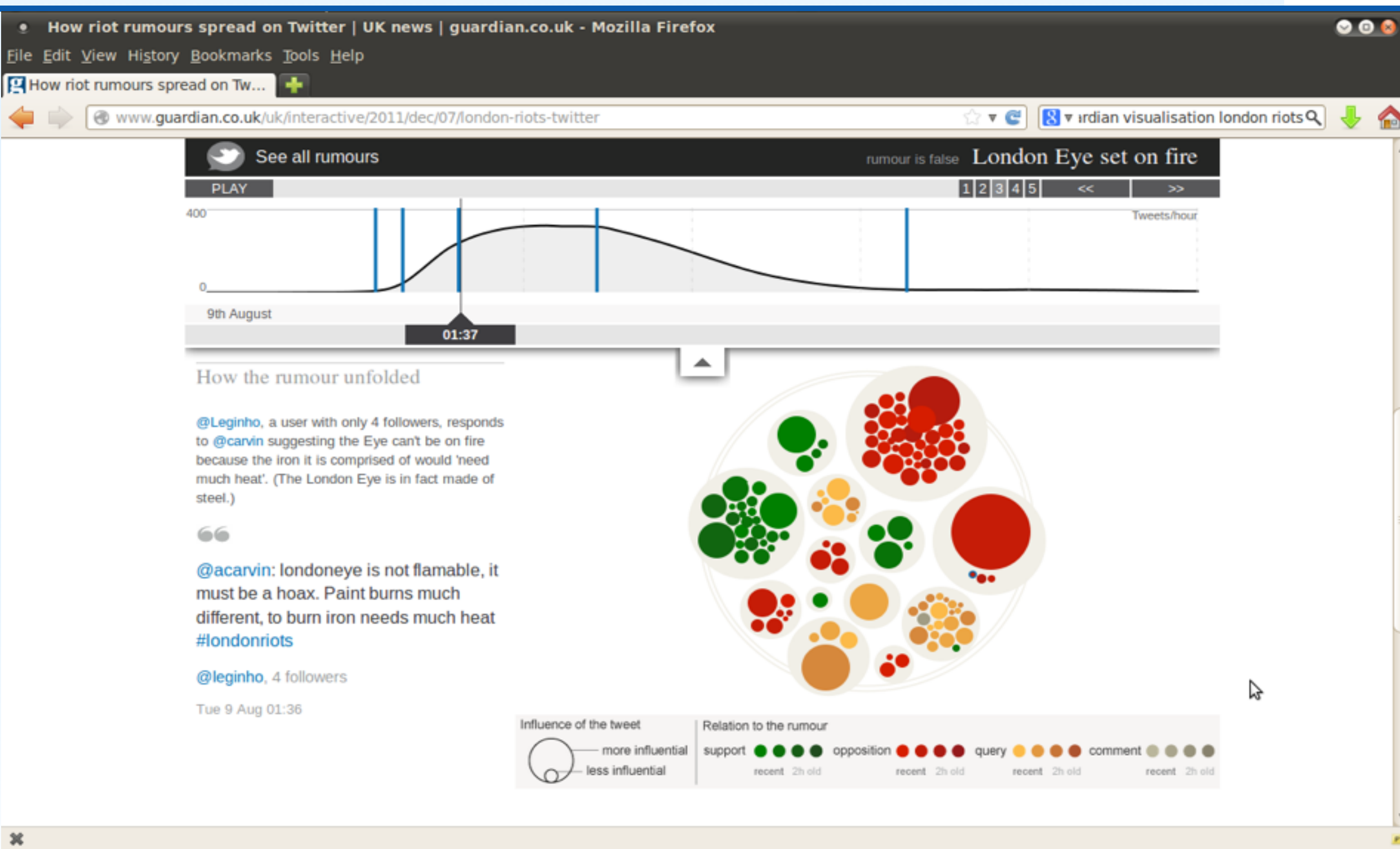


Influence of the tweet



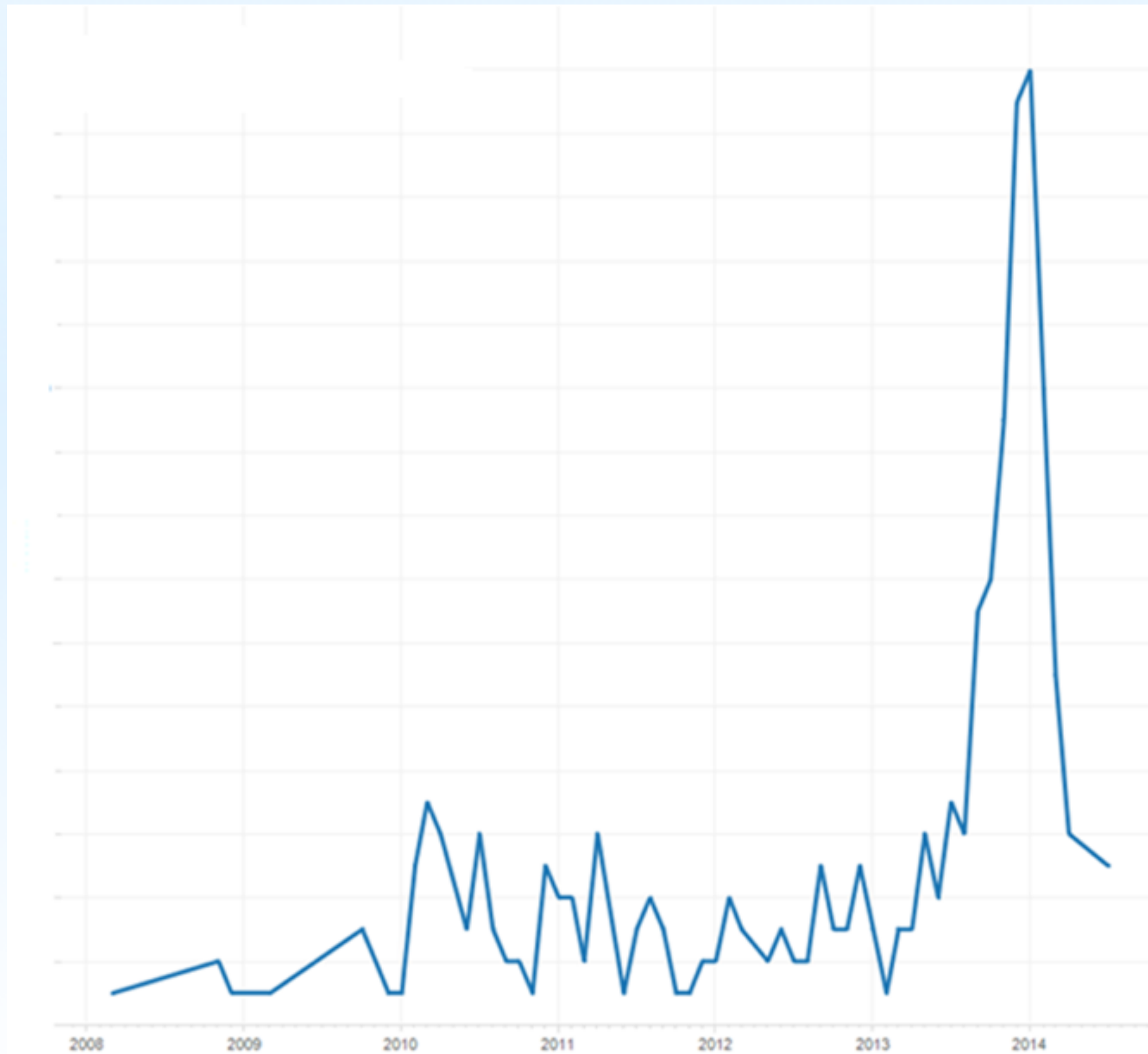
Relation to the rumour



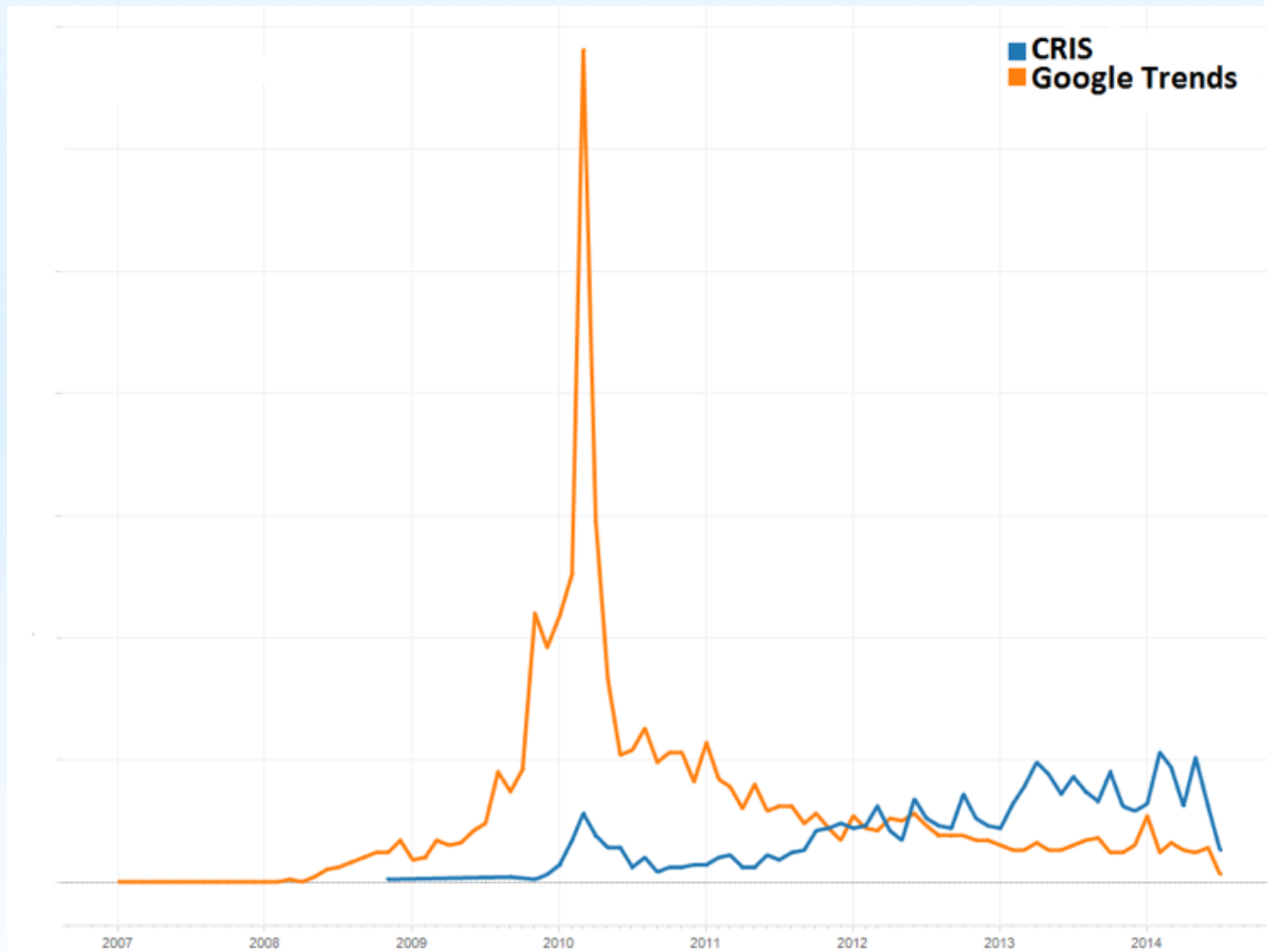


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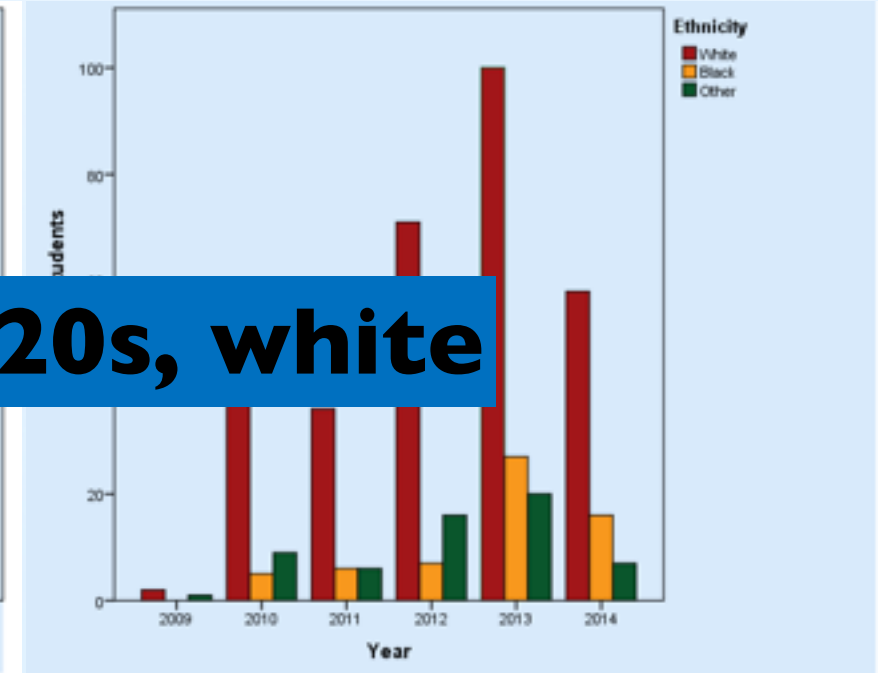
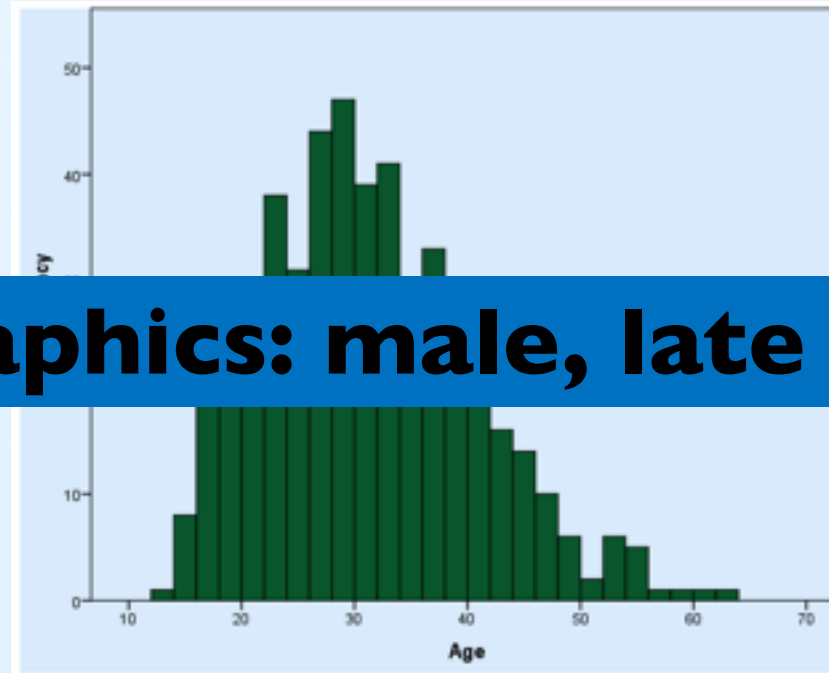
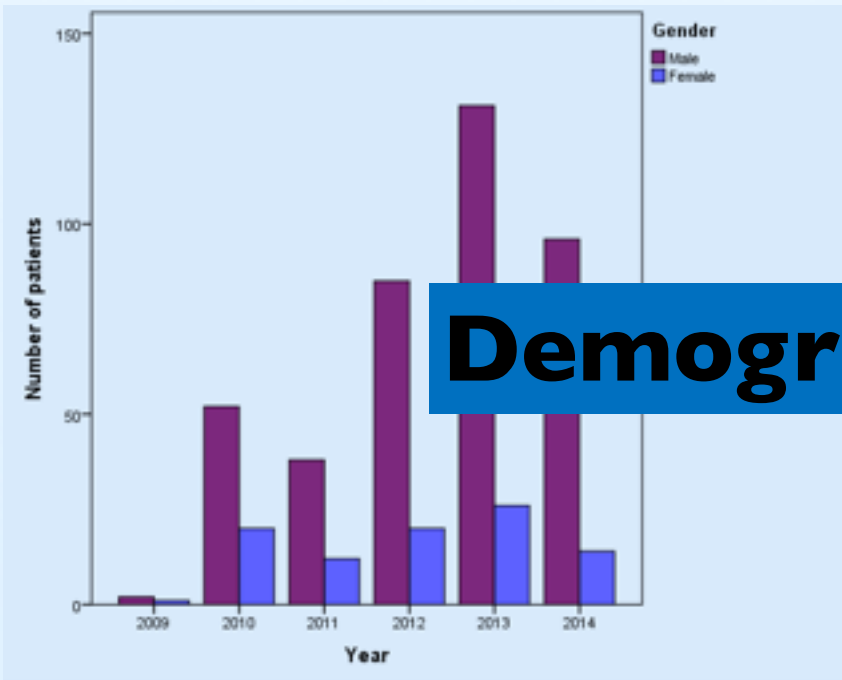
Legal highs in CRIS



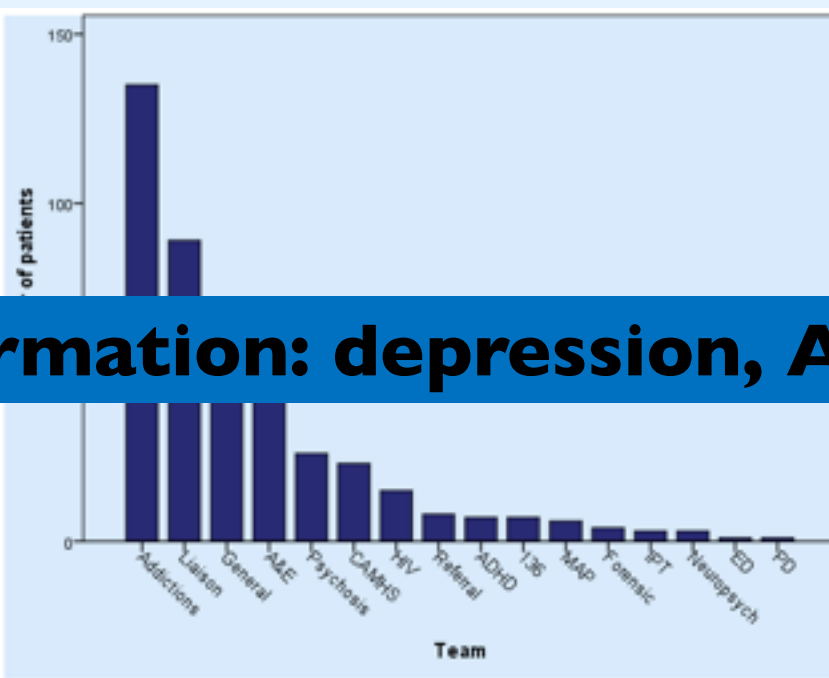
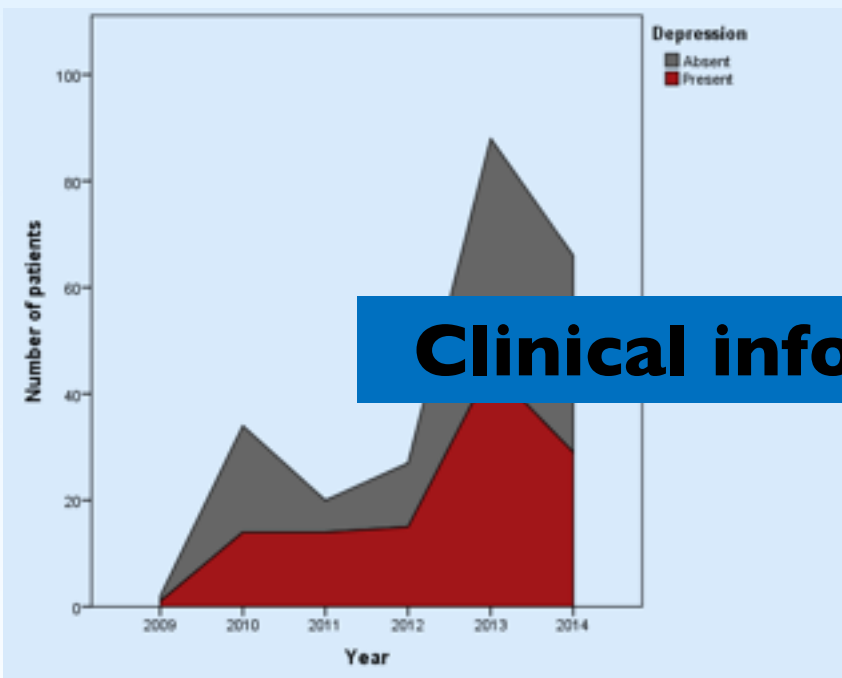
Mephedrone in CRIS and Google



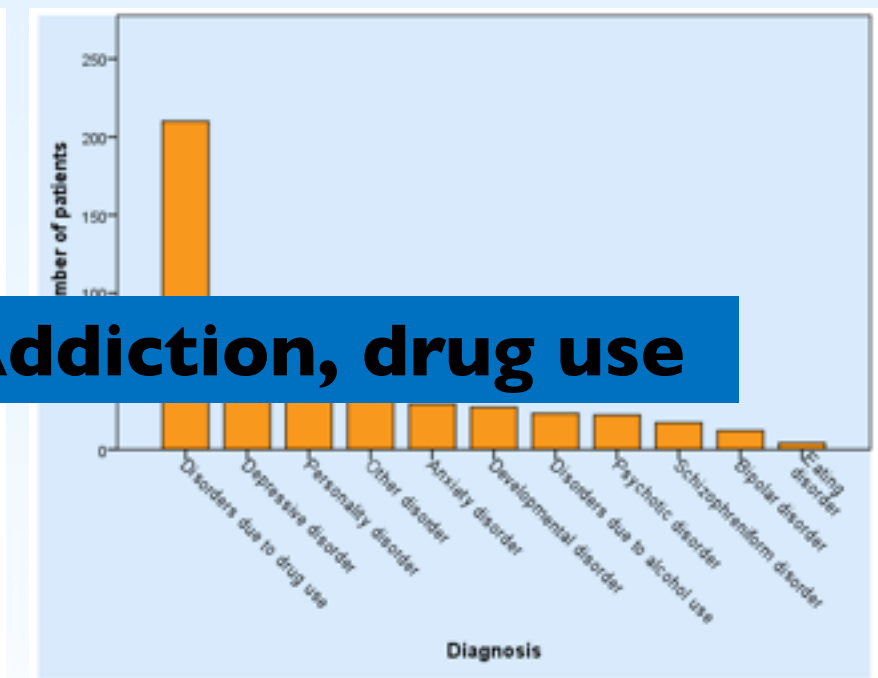
Mephedrone - characteristics



Demographics: male, late 20s, white



Clinical information: depression, Addiction, drug use



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Social media



Medication

Clinical records

Adherence
Prescription



Stigma

Vulnerable groups
Clinical presentation



Self-harm/Suicide

Young people
Risk

Social media



Online exchange



Rumours



Discrimination

Public Health

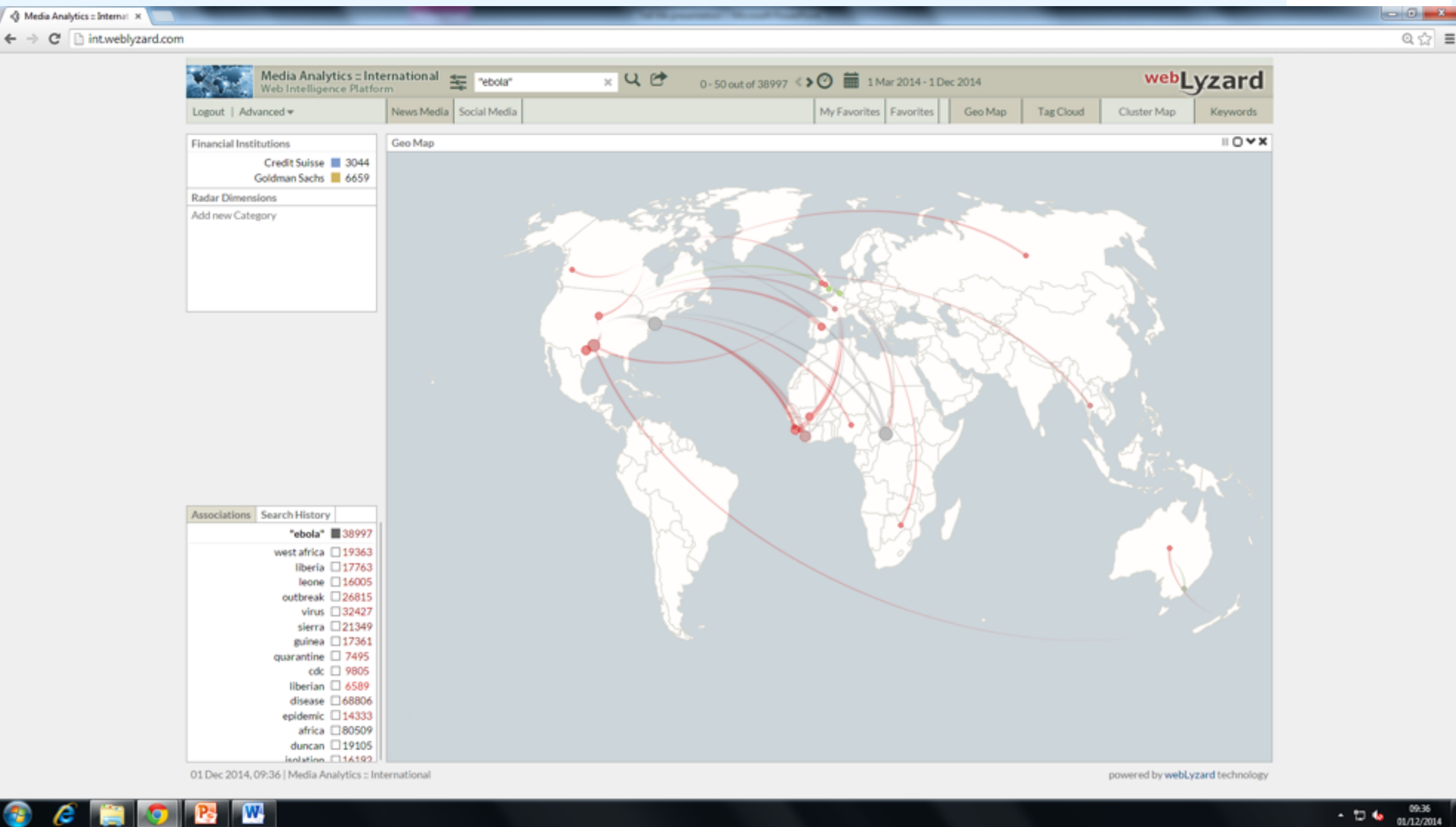
ê Effective communication

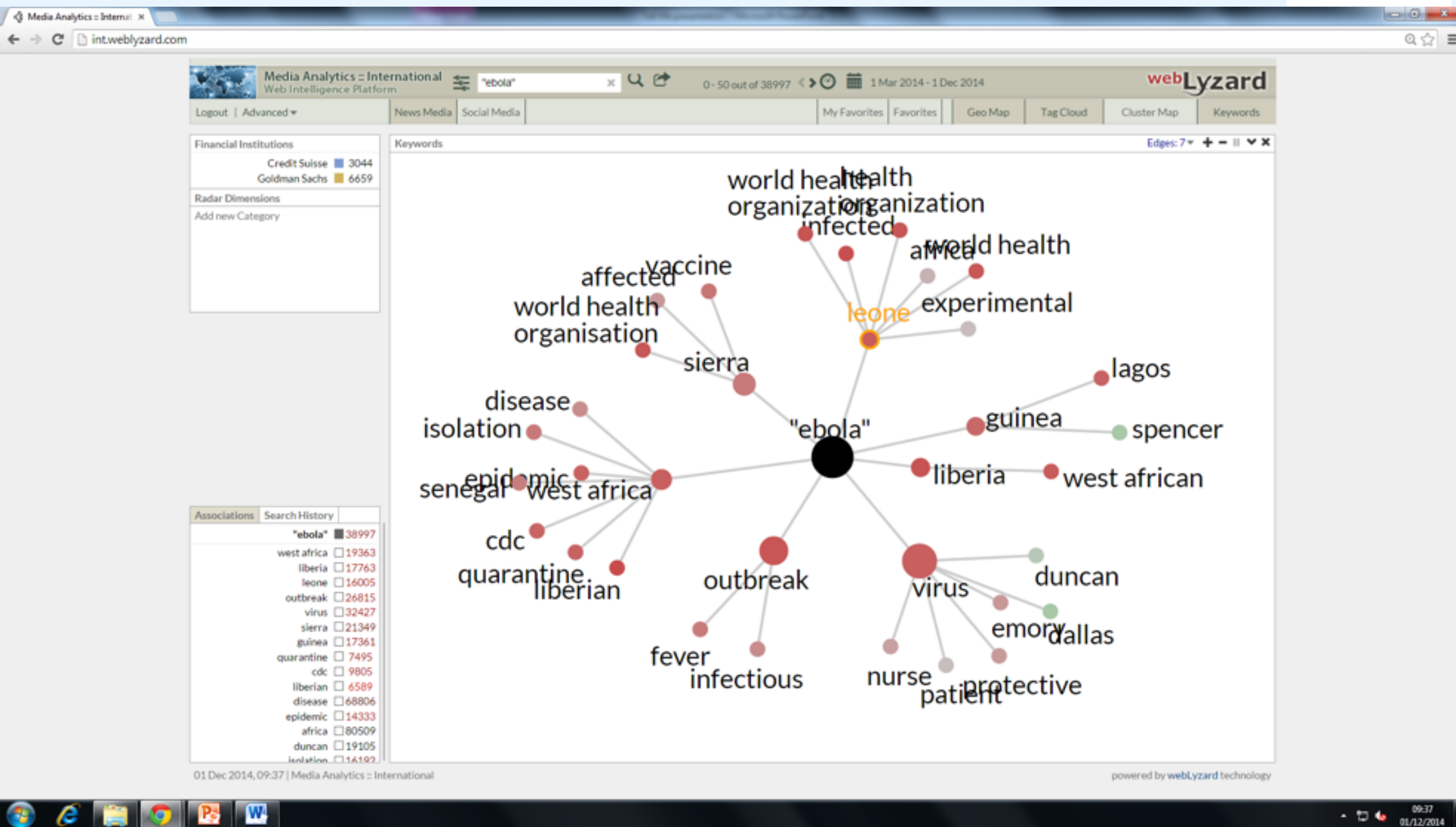
ê Risk

ê Protective measures

ê Treatment







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Pathways to intervention



Warning
system

Targeted
treatment

Education

Training



- For more information, please visit:

www.pHEME.eu

@PHEMEEU

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