

Salud Universal para la Niñez y Adolescencia  
Análisis de logros, retos y oportunidades para acelerar el progreso

---

# Información y gestión del conocimiento sobre **niños y** **adolescentes** en la Sociedad de la Información

---



10-12 de noviembre del 2015  
Washington, DC

*Marcelo D'Agostino  
Health Information and Analysis  
Department of Communicable Diseases, Health Analysis  
dagostim@paho.org  
@marcelodagos*



## En esta presentación

Foco

Contexto

Conceptos

Reflexión

Conclusiones



**Retos y  
oportunidades**

**Datos  
Información  
Conocimiento**

2028348708



Dato

Ese número (dato) es  
un número de teléfono



Información

Ese teléfono es de Sharon  
Stone (*o de quien usted guste*)



Conocimiento

Convencerla para salir  
a cenar 😊



Sabiduría

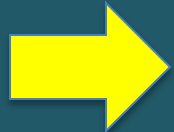
# La web = Caos por definición...

Statistics compliments of DomainTools.com

Domain Counts						
		Daily Changes (last 24hrs)				
Active	Deleted	New	Deleted	Transferred	TLD	
15,588,260	45,870,435	12,574	10,916	13,466	.NET	
10,723,709	23,632,633	7,403	3,733	7,285	.ORG	
5,163,440	24,051,169	3,677	3,982	3,697	.INFO	
2,165,040	5,167,306	4,279	2,678	3,730	.BIZ	
1,747,527	4,433,174	1,390	1,628	730	.US	
157,233,000	498,331,945	293,289	115,837	138,321	<b>Total</b>	

Last Updated 11/09/2015

Publicamos contenidos como y donde debemos?



# Población mundial

1 China

2 India

3 Facebook

4 Tencent

5 WhatsApp

6 USA

7 Google +

8 Indonesia

9 LinkedIn

10 Twitter



JAN  
2014

# GLOBAL DATA SNAPSHOT

**7,095,476,818**

TOTAL WORLD POPULATION



URBAN

RURAL

**2,484,915,152**

INTERNET USERS



INTERNET PENETRATION

**1,856,680,860**

ACTIVE SOCIAL NETWORK USERS



SOCIAL NETWORKING PENETRATION

**6,572,950,124**

MOBILE SUBSCRIBERS



MOBILE PENETRATION

**JAN  
2014**

# CENTRAL AMERICA

**195,127,178**

TOTAL POPULATION



URBAN

RURAL

**66,034,487**

INTERNET USERS



INTERNET PENETRATION

**66,951,880**

ACTIVE SOCIAL NETWORK USERS



SOCIAL NETWORKING PENETRATION

**173,787,140**

ACTIVE MOBILE SUBSCRIPTIONS



MOBILE PENETRATION



JAN 2014

# SOUTH AMERICA

**408,157,815**

TOTAL POPULATION



URBAN

RURAL

**193,655,950**

INTERNET USERS



INTERNET PENETRATION

**179,145,980**

ACTIVE SOCIAL NETWORK USERS



SOCIAL NETWORKING PENETRATION

**508,079,743**

ACTIVE MOBILE SUBSCRIPTIONS



MOBILE PENETRATION

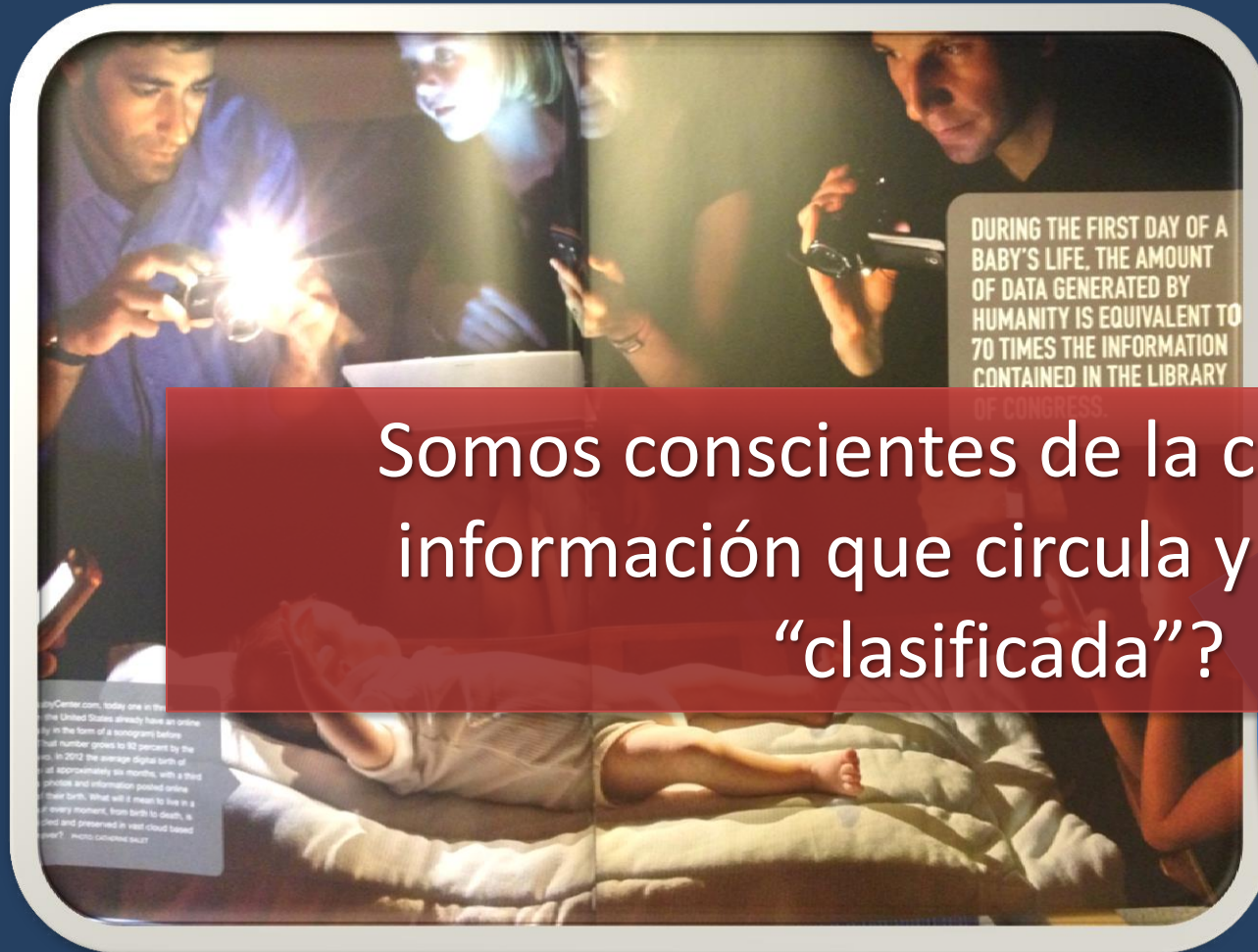
# Si Facebook fuera un país...



Seria el hogar de **1 de cada 7** habitantes del mundo

## Sources

[www.newsroom.facebook.com/Key-Facts](http://www.newsroom.facebook.com/Key-Facts)  
[www.en.wikipedia.org/wiki/World-Population](http://www.en.wikipedia.org/wiki/World-Population)



Somos conscientes de la cantidad de información que circula y que no es “clasificada”?

Durante el primer día de vida de un bebé, la cantidad de datos generados es equivalente a 70 veces la cantidad que contiene la Biblioteca del Congreso de los Estados Unidos

Fuente: EMC Corporation

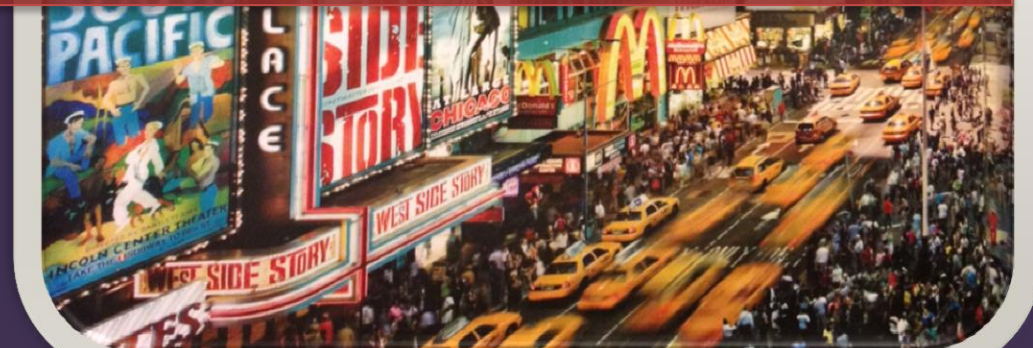
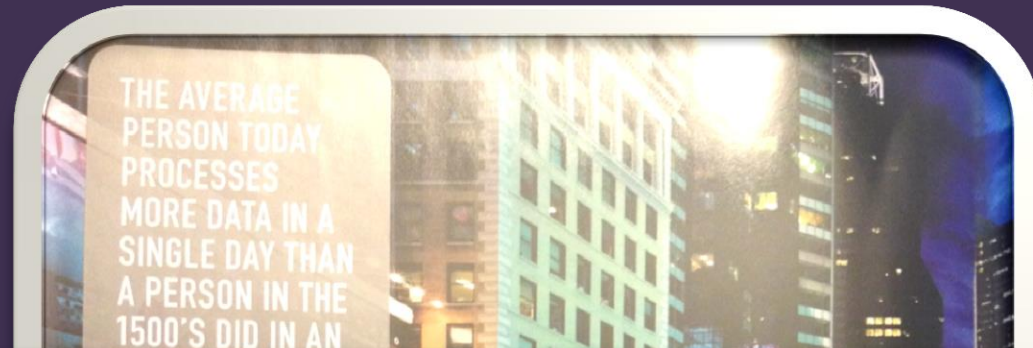
Una persona promedio hoy procesa mas datos por día que lo que

procesaba una persona en el año 1500 durante toda su vida

Logramos visualizar la “competencia” que existe hoy en la publicación y consumo de contenidos?

**Publicamos para ser “encontrados”?**

Sabemos buscar lo que necesitamos?



Fuente: EMC Corporation

Compare Search terms ▾

Sexo seguro

Search term

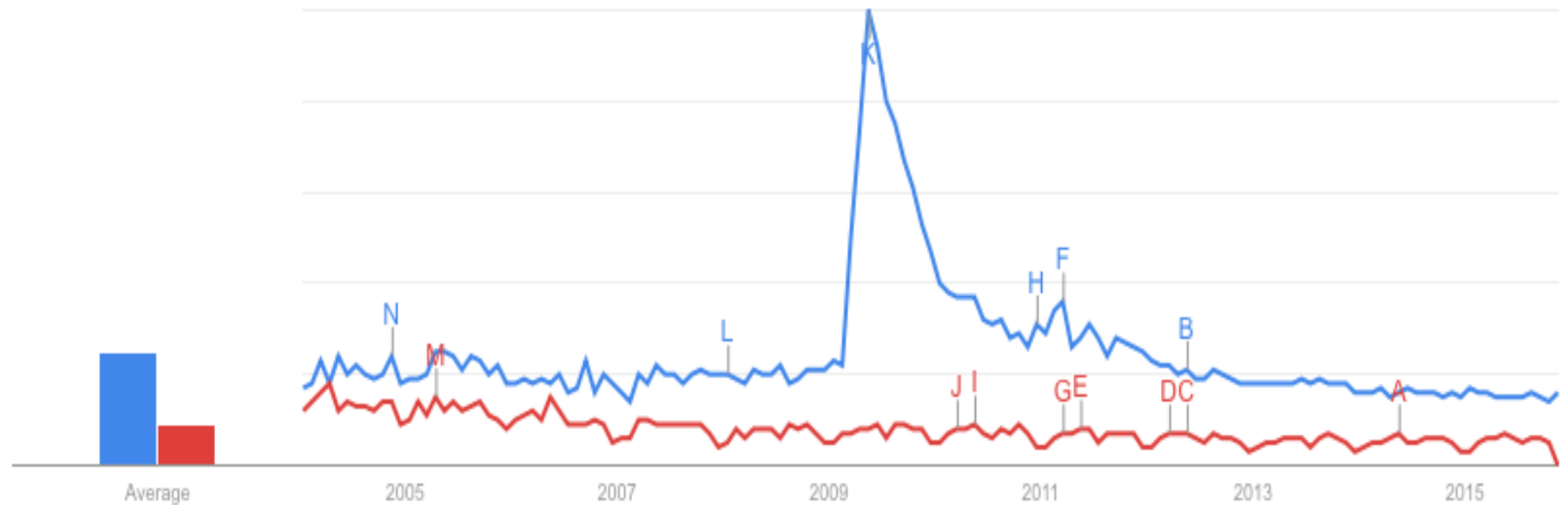
Mortalidad materna

Search term

+ Add term

Interest over time ?

News headlines  Forecast ?



Compare Search terms ▾

Sexo seg... Search term

Mortalida... Search term

Victoria S... Search term

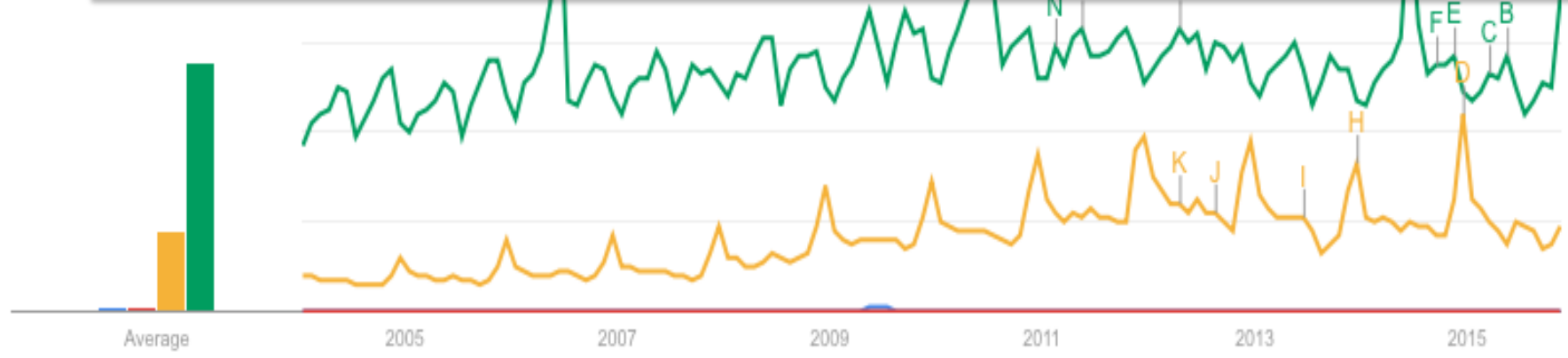
futbol Search term

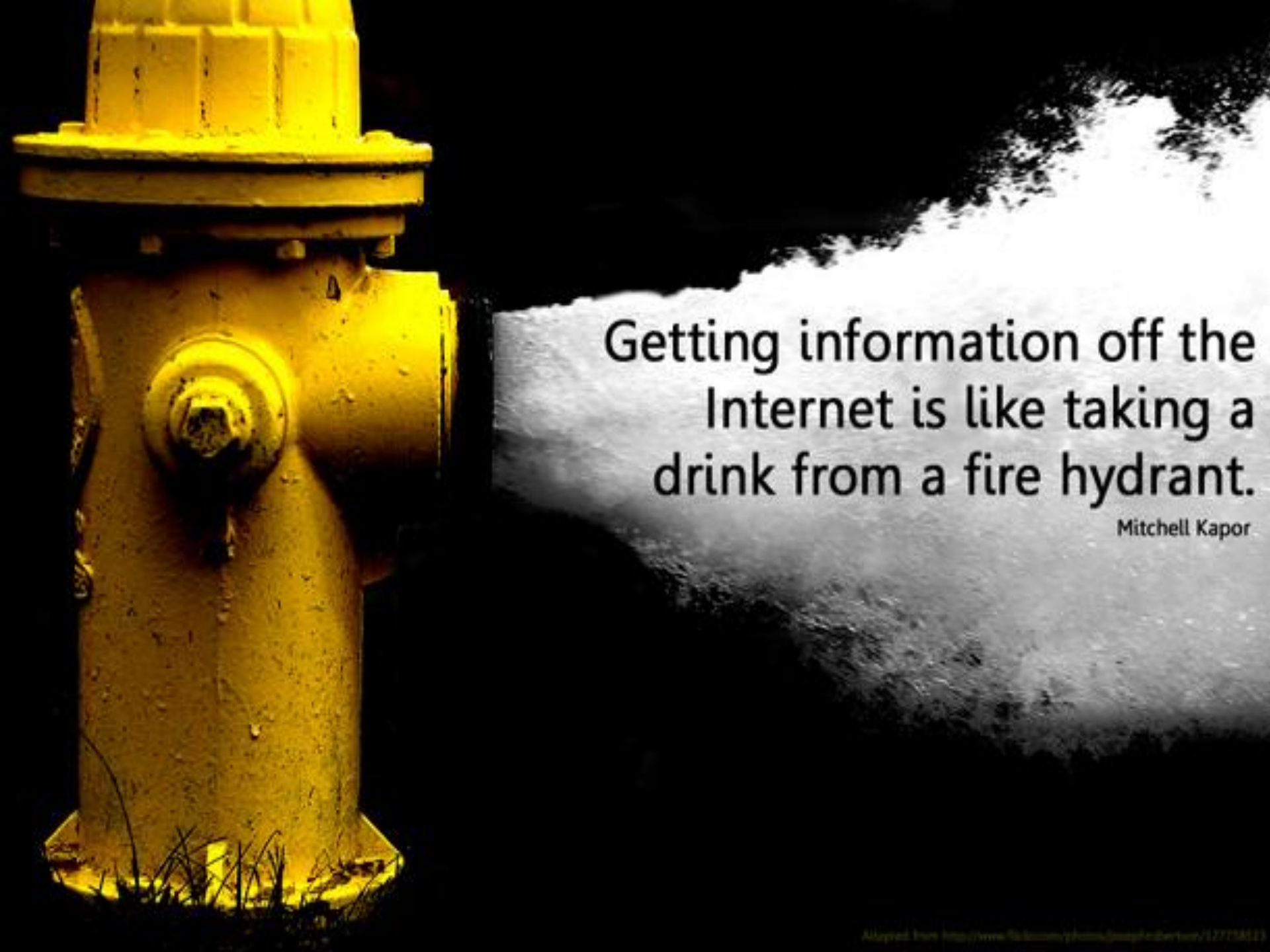
+ Add term

Interest over time ?

News headlines  Forecast ?

Procesamos datos e informacion pensando en nuestro publico objetivo? Lo conocemos y sabemos que necesitan, cuando, donde y en que formato?



A yellow fire hydrant is shown on the left side of the image, illuminated from the side. A powerful stream of water is spraying from its side outlet, creating a large, bright plume that extends towards the right. The background is dark, making the yellow hydrant and the white water stand out.

Getting information off the  
Internet is like taking a  
drink from a fire hydrant.

Mitchell Kapor

86%

Estamos pensando en esta realidad a la hora de publicar nuestros contenidos?

**internet con sus  
celulares mientras  
miran TV**





tweakers.net

SECOND LIFE

friendster

SMULWEB

Slashdot

မိမိ

PARTY FLOCK  
THE ONLINE DANCE COMMUNITY

myspace.com

StumbleUpon

orkut

del.icio.us

Hyves.nl



KIESKEURIG  
Interactieve koopgids

generationnext

SENIORWEB

Ouders Online

YouTube

listible

XING

twitter

Faceparty

upcoming.org

mypunchbowl

xanga.com  
THE WEBLOG COMMUNITY

flickr

THE WELL

LinkedIn

vrouwonline

校内网  
xiaonei.com

五座

ChinaRen

ryze  
Business Networking

last.fm

wink

飽靈樓

beto2

China.y.com

NICKTROPOLIS

whyrobbie.rocks.com



5Q校园网  
www.5q.com

谊多  
www.eDorm.cn

底片网

facebook

VOX

EBO

EJOURNAL

DORM99.com

YEEJEE

亿聚

neopets

tribe

XUQACOM

FaceRen

YuMe netvibes

Blogger

jaiku

Techmeme

RATE IT ALL  
The Opinion Network

1. Complete
2. Primary
3. Timely
4. Accessible
5. Machine procesable
6. Non-discriminatory
7. Non-proprietary
8. License-free
9. Trusted
10. On-line & free
11. Documented
12. Permanent
13. Safe to open
14. Designed with Public Input
15. A Presumption of Openness

Open data

Open gov  
partnership

Health data  
management

Consideran ustedes que estos conceptos y movimientos globales “permean” a todos los niveles de nuestras instituciones?

Big data

Conceptos  
claves

Open access

Datos estructurados  
Datos no estructurados

Usamos los datos no estructurados en la toma de decisiones ?



**Journal of Medical Internet Research** ISSN 1438-8871  
 The leading peer-reviewed journal for health and healthcare in the Internet age  
[About](#) [Search](#) [Review](#) [Archive](#) [Current Issue](#) [Submit](#) [Membership](#) [Editorial Board](#)

J Med Internet Res. 2015 Apr; 17(4): e98.  
 Published online 2015 Apr 20. doi: [10.2196/jmir.3970](https://doi.org/10.2196/jmir.3970)

PMCID: PMC4419195

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

Monitoring Editor: Gunther Eysenbach

Reviewed by Sharad Goel, George Khalil, and Roselie Bright

[Steven G. Mittman, PhD](#)  
[Lieb, MS](#)

Esto es solo parte del mundo académico o ya es parte de los sistemas de salud?



[HOME](#) | [ABOUT](#) | [ARCHIVE](#) | [TOPICS](#) | [BLOGS](#) | [BRIEFS](#) | [THEM](#)

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

Carleen Hawn

[+ Author Affiliations](#)

Carleen Hawn ([carleen@carleenhawn.com](mailto:carleen@carleenhawn.com))

#### 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

[You Are What You Tweet: Analyzing Twitter for Public Health](#)  
 Michael J. Paul and Masha Dredze  
 Center for Language and Speech Processing  
 Johns Hopkins University  
 Baltimore, MD 21218  
[{mpaul,mdredze}@cs.jhu.edu](mailto:{mpaul,mdredze}@cs.jhu.edu)

Twitter users often publicly express personal information; messages like "I gots da flu" and "sick with this flu it's taking over my body ughhhh" 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 (Lampos 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.

- Core Indicators**
- Demographics
  - Socioeconomics
  - Mortality
  - Morbidity and Risk Factors
  - Resources, Access and Coverage

- Demographics**
- Dependency
  - Population
  - Population growth
  - Total Fertility

**Health Analysis**

Vaccination coverage by country

Share Remember my changes

**Vaccination Coverage Percentage**  
for Countries and Territories of the Americas

Select Country:  Select years:

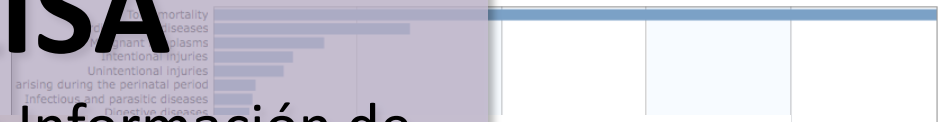


Priority causes of deaths [Change language](#)

Mortality database last update: 07/15/2015 Date: 11/10/2015

Visual Year: 2013 Both

	Life expectancy	Years lost in life expectancy	YLL	YLL rate x 1000	YLL standar x 1K	%
	75.69	0.00	29,539,939	147	151	100.00
Diseases	81.81	6.12	8,031,860	40	41	27.19
Infectious diseases	78.34	2.65	4,521,687	23	23	15.31
Non-communicable diseases	76.65	0.96	3,252,494	16	16	11.01
Injuries	76.72	1.03	2,867,897	14	14	9.71
Injuries arising during the perinatal period	76.25	0.56	1,724,207	9	10	5.84
Infectious and parasitic diseases	76.42	0.73	1,590,983	8	8	5.39
Respiratory diseases	76.49	0.80	1,471,123	7	7	4.98
Cardiovascular diseases	76.72	1.03	1,397,677	7	7	4.73
Diabetes	76.64	0.95	1,237,071	6	6	4.19
Other	76.45	0.76	1,061,774	5	5	3.59



# PLISA

## Plataforma de Información de Salud de las Américas

<http://www.paho.org/data>





## SOCIETY &amp; MEDIA

**2,173,305** New book titles published this year [+]

**215,856,465** Newspapers circulated today [+]

**286,380** TV sets sold worldwide today [+]

**2,339,662** Cellular phones sold today [+]  
**\$ 85,675,444** Money spent on videogames today [+]

**3,242,236,170** internet users in the world [+]

**95,367,161,153** Emails sent today [+]

**1,785,791** Blog posts written today [+]

**394,802,124** Tweets sent today [+]

**1,932,180,037** Google searches today [+]

# Retos

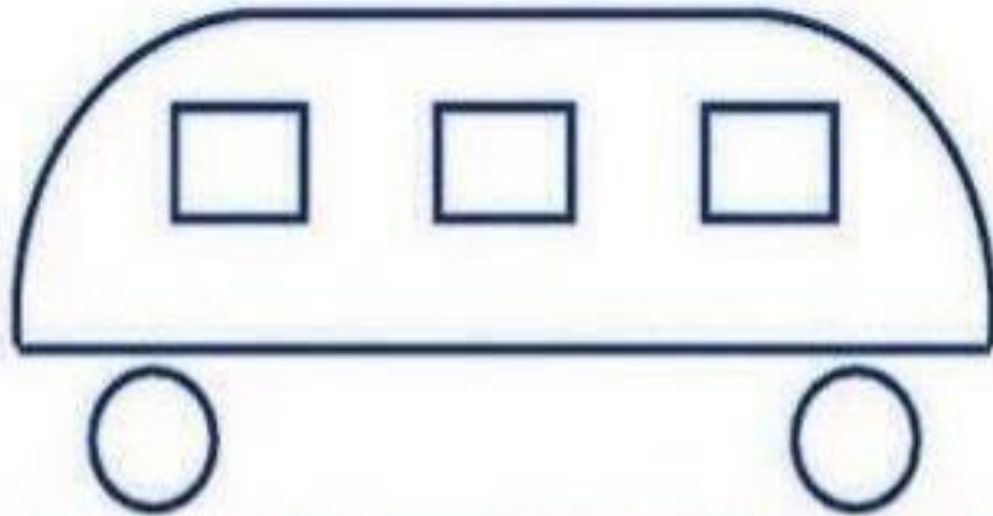
- Generar datos confiables
- Renovar conceptos
- Aceptar la realidad
- Publicar lo estratégico
- Administrar la sobrecarga
- Participar en las redes
- Compartir lo que se sabe

# Oportunidades

- Mas decisiones informadas
- Participar de PLISA
- Implementar una estrategia de *Big & Open Data*

# Inimaginables

Para que lado esta yendo el bus?  
Izquierda o derecha ?



Para que lado esta yendo el bus?

**Esta pregunta fue hecha a chicos de pre-escolar  
Izquierda o derecha ?**

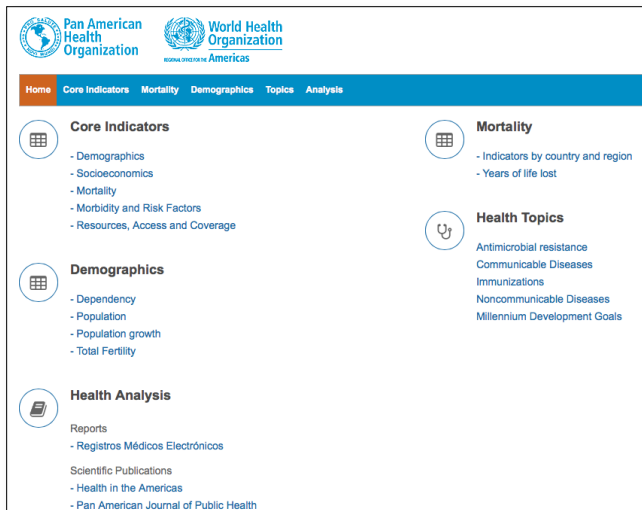
**90% respondió que el bus iba para la izquierda**

**Cuando se les pidió que expliquen sus  
respuestas dijeron:**

**Porque no se puede ver la puerta que se  
usa para subir al bus**



# Muchas gracias



## PLISA

Plataforma de Información de Salud de las Américas  
Health Information and Analysis Unit  
Department of Communicable Diseases, Health Analysis

<http://www.paho.org/data>