



UNIVERSITY OF PITTSBURGH
CENTER FOR
Behavioral Health +
Smart Technology

The HealthTech Weekly

November 2, 2018

Spotlight on: Sherry Pagoto, PhD

Director, UConn Center for mHealth and Social Media
Professor, Department of Allied Health Sciences,
University of Connecticut
President, Society for Behavioral Medicine

Come hear Dr. Pagoto's keynote address
"A Call for a Science of Online Patient Engagement"
at our 4th Integrative Conference on Technology,
Social Media, and Behavioral Health.

There's still time to register!
Buy your ticket [here!](#)

Dr. Pagoto's research focuses
on leveraging technology in the
development and delivery of
behavioral interventions
targeting diet, physical activity,
and cancer prevention

behaviors.

See a preview of the Center's interview with Dr. Pagoto below, and click [here](#) for the full text!



CBHST: What do you see as some of the most promising opportunities when using technology in the field of behavioral health?

Sherry: There are a few advantages to using social media when studying conversations about health. People talk about healthy and unhealthy behaviors on social media, and it gives us a new way to assess and understand attitudes that often removes biases we encounter when doing interviews or surveys. People are speaking very naturally on social media. We're also able to capture folks who might not participate in research, so we have the opportunity to do inclusive observational work. More broadly, there are enormous opportunities just because there's so much unknown. There are so many research questions to explore. I think the opportunities can only be realized, however, through creating the right teams with the right expertise. Do you have a behavioral scientist? An engineer? Using technology and realizing the full potential of a project requires getting everyone to the table at the earliest stage possible.



Follow us on Twitter [@HealthTechPitt](#)

and check out our website

www.healthtech.pitt.edu !

Our mailing address is:
230 McKee Place, Suite 600
Pittsburgh, PA 15213

Questions? Comments? Suggestions?
Email us at healthtechpitt@upmc.edu or call us at **412-586-9851**
Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

University of Pittsburgh Center for Behavioral Health and Smart Technology · 230 McKee Place · Suite 600 · Pittsburgh, PA 15213 · USA

