



UNIVERSITY OF PITTSBURGH
CENTER FOR
Behavioral Health,
Media, and Technology

The HealthTech Update

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Spotlight on:
Jaime Sidani, PhD, MPH, CHES



Jaime Sidani is an Assistant Professor of Medicine at the University of Pittsburgh. She is the former Assistant Director of the Center for Research on Media, Technology, and Health (MTH) and is now a Core Faculty Member of the newly combined Center for Behavioral Health, Media, and Technology. Prior to joining MTH, Dr. Sidani was a Health Educator at the University of Pittsburgh's Student Health Service. Her research focuses on adolescent health behavior and tobacco use prevention, particularly relating to social media and technology.

Below is a preview of our interview with Dr. Sidani,
and click [HERE](#) to learn more about her work!

CBHMT: What inspired you to focus on media and technology in your research?

During my five years as a University Health Educator, I started to see how social media could be used effectively as a tool for health education and communication among young people. However, I also saw some of the drawbacks. A great deal of the misinformation my students believed about certain health topics came from the internet or social media. It became clear to me during this practical experience that we needed to learn how to harness the positive aspects of social media while attempting to mitigate the more negative aspects. For example, one of my studies focused on the association between social media use and eating concerns among young adults.

Full Interview

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