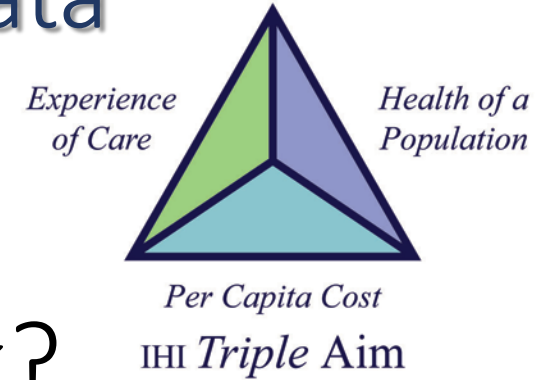


# Building a Framework for Social Media Data Reuse in Public Health Research

Lorinette S. Wirth, MPH



## Why do we need a guiding framework?

Public Health, by mandate, **cannot** turn its back on the population

- Provide context to identify and examine problems
- Formulate better research questions and hypotheses
- Select appropriate methodology
- Consensus and boundary mapping - provides focus



Not CAN Social Media Data be used, but HOW