# THE INTERNET AND SOCIAL NETWORKS BRING PEOPLE TOGETHER [1]

## INTERNET Y LAS REDES SOCIALES VINCULAN A LA GENTE

[2] José Cita Pardo, MD.

In the past 20 years the internet and social networks have brought profound changes in how information is disseminated.

As in many instances, computer and evolution that wars caused are used to the man benefit despite of its origin, a clear example is the Internet or the 'web' created as a military intelligence during late 60´s Cold War , then went massifying coming today, to be present in most homes around the world and being an essential tool for research and education by the speed at which information is disseminated, as well, this type of information is available not only to health professionals but it is also public domain resulting what each day requires professionals to be more and more competitive with advancing education and quality of the same patients who obtain, but possibly not the best way to interpret ,the information of their diseases or symptoms, besides the presence of multiple websites that are usually based on ideas, thoughts or views scientifically unsubstantiated in any way for what provide ideas and misconceptions that can affect patient health or medical staff in training.

The challenges of this technology for medical staff is able to select properly the necessary bibliography for each type of disease and even for individual patients, as well as the challenges we face in response to this depending on the type of patient .

But keep in mind that this technology can be used to bring people together, and try to give a more personalized medical service plans or home care telemedicine reaching places where access to health care is scarce. Addition by means of social networking is easy today to create groups for specific purposes, bringing together people for a purpose, such as coronary care, specialist advice that can be transmitted to patients or groups of patients with specific pathology; still adhering to this type of technology can be affected by the age of our patients, the approach to these technologies must be ensured for all regardless of social class or education level, making electronic equipment increasingly easy to used with the idea of having all data such as heart rate, weight, aerobic exercise time, symptoms (if present) medication schedule, and so on.

Therefore, the internet and social networks are an indirect invitation to further customize our practice and get closer to our patients and their lifestyle and the way how they look their disease and improvement of health.

Our responsibility as physicians is to give advice on how to improve our patients health, but without losing sight of that each one is different and unique as each created profiles on social networks, with hobbies, diet and lifestyle. The internet and social networks bring people together, and we should use this type of technology to improve the patient's life quality, further improve the quality of information we use for the benefit of those learning to identify what kind of literature is the best to use from medical databases and scientific medical examination.