Re: Using Electronic Mail to Improve MMR Uptake Amongst Third Level Students

Sir,

The study by Cooney et al is useful as it recognises the advantages of using email for promoting health interventions. However social networking may have displaced email in terms of usage time among young people. It is currently expanding at a rapid pace. There is also a proliferation of groups on Facebook where advice is given on medical conditions. It would be worthwhile to explore these popular Web 2.0 applications with any healthcare intervention targeting young people.

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References

Comments: