

## Save the Date: Seminar Announcement

# Dr. Google and Beyond?



Google Search

I'm Feeling Lucky

## Rethinking online search for stem cell treatments in an era of ChatGPT

April 17th 2023 10.00 am - 12.30 pm

Location: Copenhagen University, Department of Public Health, CSS, Room 1.1.18

Information found through digital platforms plays an increasingly visible and vital role in public engagement and understanding of emerging therapies. The dynamics of digital search becomes increasingly important as new gene and cell therapies are now making their way through approval processes in the Global North. Leveraging its significant and on-going market dominance, Google Search has been an influential actor in the development of online search behaviour, targeted advertisement, information economies, and public knowledge. **Dr. Google has defined the very act of online health information search itself.** With the introduction of new information technologies like ChatGPT, digital search platforms are poised to reshape how we understand emerging biomedicine.

In this seminar, we explore and discuss the data politics and practices of contemporary searches for health information. We focus on stem cell science because this field is known for a controversial industry of commercially available treatments. Through this example, this seminar will explore the role of information technology platforms in our individual and collective practice of search for better health.

All welcome to this timely event organized by the PREPARE team of reNEW, the Novo Nordisk Center for Stem Cell Medicine, in collaboration with EuroGCT.

### Speakers:

**Dr. Anna Couturier, EuroGCT and University of Edinburgh**

*Dr. Google and ChatGPT: the Era of AI in Health Information Search*

**Dr. Emma Lane, Reader in Neuropharmacology, Cardiff University  
& Dr. Cheney Drew, Research Fellow, Cardiff University**

*Information Search: Engaging Patient Experiences (TBC)*

**Anders Grundtvig, PhD student, reNEW Copenhagen**

*Searching for Stem Cells Treatments: What, Where, and How?*

### With respondents:

**Associate Professor Anders Kristian Munk, Techno-Anthropology Research Group, University of Aalborg**

**Professor Jane Kaye, Centre for Health, Law and Emerging Technologies, University of Oxford**

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