Assessing Dental Patients' Use or Intentions to Use Social Media

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Social Media

• Is a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.

• This type of communication is becoming a growing trend around the world.

• Based on a report from the Pew Research Center, in 2015 nearly two-thirds of American adults (65%) use social media sites.
Social Media and Health Care

• Social media is bringing a new dimension to the health care arena by offering a medium to be used by patients, and health care professionals.

• These networks are bringing accurate health information to many more people than ever before.

• They are widening access to those who may not easily access health information via traditional methods, such as younger people, minorities, and lower socioeconomic groups.
Aims of Study

To assess:

1) Patients' use of social media
2) Which social media applications are used most often
3) If patients use social media to access health information
Study Sample

- The study sample was composed of 200 patients, 18 years and older attending the University of Florida Hialeah Dental Center in Miami-Dade County.

Data Collection / Analysis

- Participants were asked to complete a 25-item, paper and pencil survey.
- The survey questionnaire was available in English and Spanish.
- SPSS statistical software was used for data analysis.

This study was approved by the Institutional Review Board (IRB) of the University of Florida
Results
Do you have access to internet via a computer or a smartphone?

Yes 100%
Use of Social Media Sites

Do you use any social media sites?
N = 200 Patients

- Yes: 73%
- No: 27%

Which of the Following Social Media Sites Do You Use Most Often?
N = 146 Patients

- Facebook: 82.2%
- Twitter: 5.5%
- YouTube: 5.5%
- Instagram: 6.8%
Social Media Users
Hialeah Dental Center
Use Social Media, by Age Group
N = 200 Patients
% of adults in each group

- 18-29: 94.5%
- 30-39: 86.8%
- 40-49: 61.5%
- 50-59: 57.5%
- 60-69: 57.1%
- 70-79: 28.5%

Use Social Media, by Sex
N = 200 Patients
% of adults in each group

- Male: 71.7%
- Female: 74.0%
Use Social Media, by Ethnicity
N = 200 Patients
% of adults in each group

Use Social Media, by Marital Status
N = 200 Patients
% of adults in each group
Use Social Media, by Education
N = 146 Patients
% of adults in each group

- Less than High School: 88.8%
- High School Graduate: 88.8%
- Some College: 74.6%
- College Graduate: 62.5%

Use Social Media, by Income
N = 146 Patients
% of adults in each group

- Less than $23,550: 69.9%
- $23,551 to $39,999: 74.6%
- $40,000 to 49,999: 42.5%
Use of Social Media Sites to Look for Health Information
Do you use social media to look for health information?
N = 146 Patients

- Yes: 85.6%
- No: 14.4%

How often do you look for health information on social media?
N = 125 Patients

- At least once a day: 13.6%
- At least once a week: 38.4%
- At least once a month: 48.0%
About how many health related pages do you currently “Like” or “Follow” on social media?

N = 125 Patients

- 1 to 3 pages: 66.4%
- 4 to 5 pages: 33.6%

Do you share information about your personal health, procedures you had, or the medical and dental offices that you visited through social media?

N = 146 Patients

- Yes: 43.8%
- No: 56.2%
Not Using Social Media Sites
What are the reasons you are not using social media sites?  
N = 54 Patients

- Privacy/Confidentiality: 53.7%
- No personal benefit: 27.8%
- To difficult to learn: 18.5%

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Are you planning to use social media sometime within the next 6 months?  
N = 54 Patients

- Yes: 13%
- No: 87%
<table>
<thead>
<tr>
<th>2015 – Pew Research Center</th>
<th>2016 – Hialeah Dental Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 85% of adult Americans use the internet</td>
<td>• 100% of adult patients use the internet</td>
</tr>
<tr>
<td>• 65% of adults use social media sites</td>
<td>• 73% of adult patients use social media</td>
</tr>
<tr>
<td>• 68% of women and 62% of men report social media usage</td>
<td>• 74% of female and 71.7% of male adult patients use social media</td>
</tr>
<tr>
<td>• 56% of African-Americans and 65% of both whites and Hispanics</td>
<td>• 79.1% of African-American, 69.5% of Hispanic and 75.6% of White adult patients use social media</td>
</tr>
<tr>
<td>• 76% with college degrees, 70% with some college education and 54% with high school diploma or less</td>
<td>• 88.8% with college degrees, 74.6% with some college education and 62.5% with high school diploma and 88.8% less than high school.</td>
</tr>
<tr>
<td>• 56% with an income of less than $30,000, 69% with $30,000 to 49,000 and 72% with $50,000 to $74,000</td>
<td>• 69.9% with an income of less than $23,550, 74.6% with an income of $23,551 to $39,999 and 42.5% with income of $40,000 to $49,999</td>
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Across demographic groups, a number of trends emerge in this analysis of social media usage

<table>
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<th>Demographic Group</th>
<th>Pew Research Center</th>
<th>Hialeah Dental Center</th>
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<tbody>
<tr>
<td>Age differences</td>
<td>Young adults (ages 18 to 29) are the most likely to use social media</td>
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<tr>
<td>Gender differences</td>
<td>Women and men use social media at similar rates</td>
<td>Women and men use social media at similar rates</td>
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<tr>
<td>Socio-economic differences</td>
<td>Those with higher education levels and household income lead the way</td>
<td>Those with less than high school and college graduated as well as those making an income between $23 and $39 thousand are using social</td>
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<tr>
<td>Ethnic similarities</td>
<td>There are not notable differences by ethnic group</td>
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</table>
Limitations of the Study

- Convenience sample
- Small sample size
- One location only
Conclusions

- This study showed that a large number of patients were using social media sites (younger people, minorities, and lower socioeconomic groups).

- This information is useful for health professionals and federally qualified health centers, as social media can be a tool to connect and disseminate oral health information in order to reach certain populations.

- The results of this study are contributing to the scarce body of literature on this topic and are also serving as a baseline to compare trends with future research.
“Use social media. A lot: Anyone in public health who is not part of (social media) is the equivalent of a scholar in the Gutenberg era who declined to show interest in the potential of books.”

Acknowledgments

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And

University of Florida Hialeah Dental Center
References


Thank you!

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