



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

This study was approved by the Institutional Review Board (IRB) of the University of Florida

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.

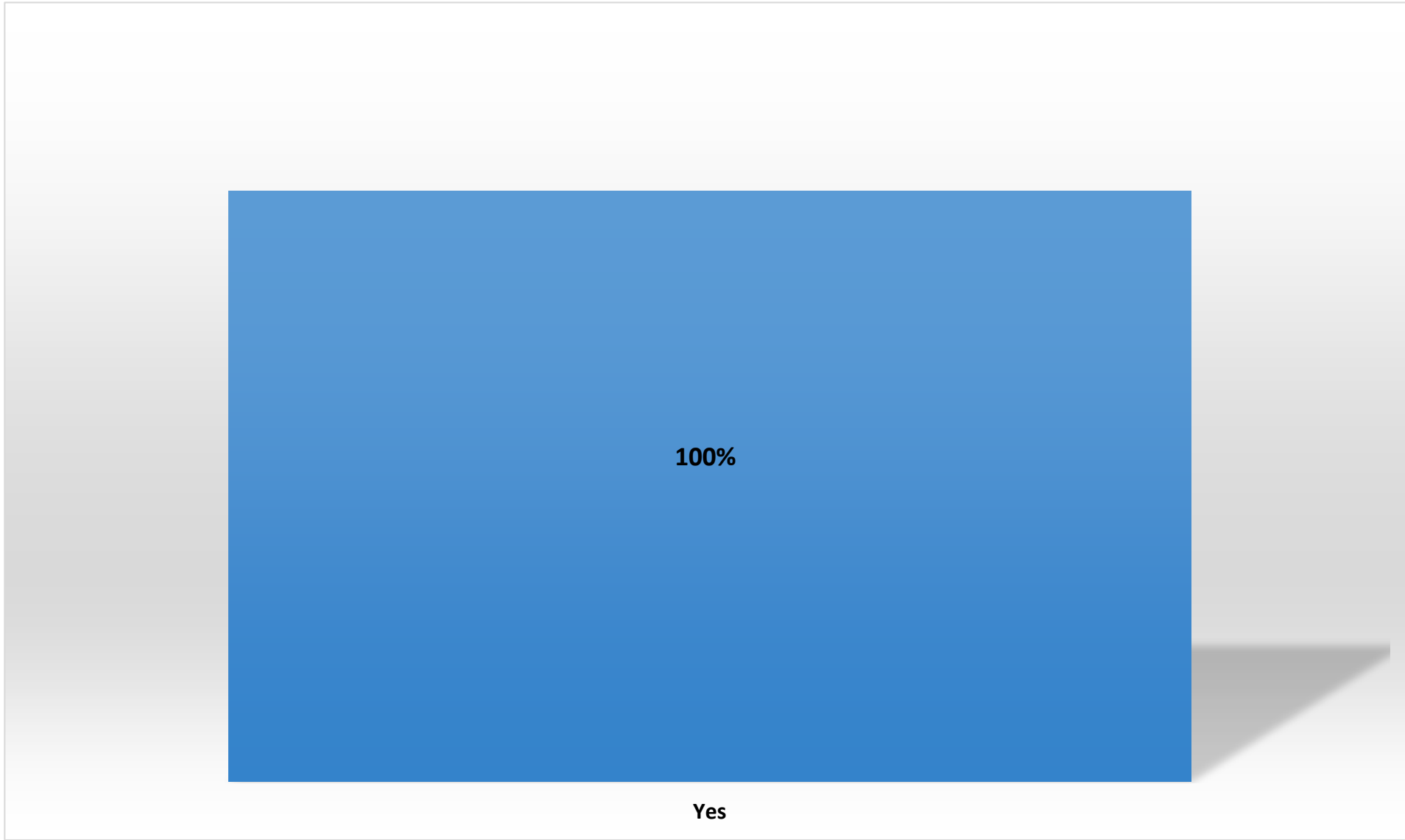
Data Collection / Analysis

- 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.



Results

Do you have access to internet via a computer or a smartphone?

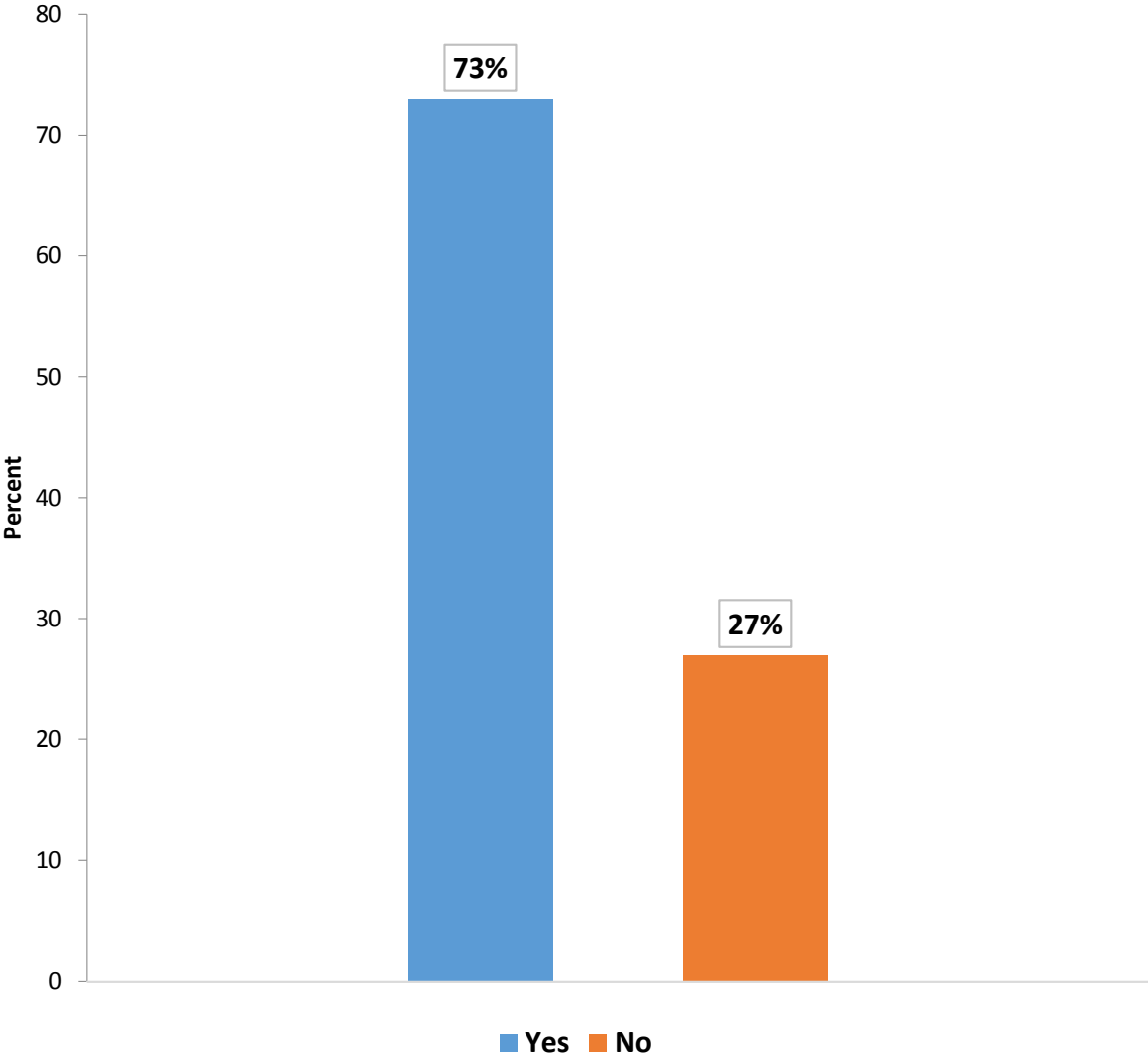


Use of Social Media Sites



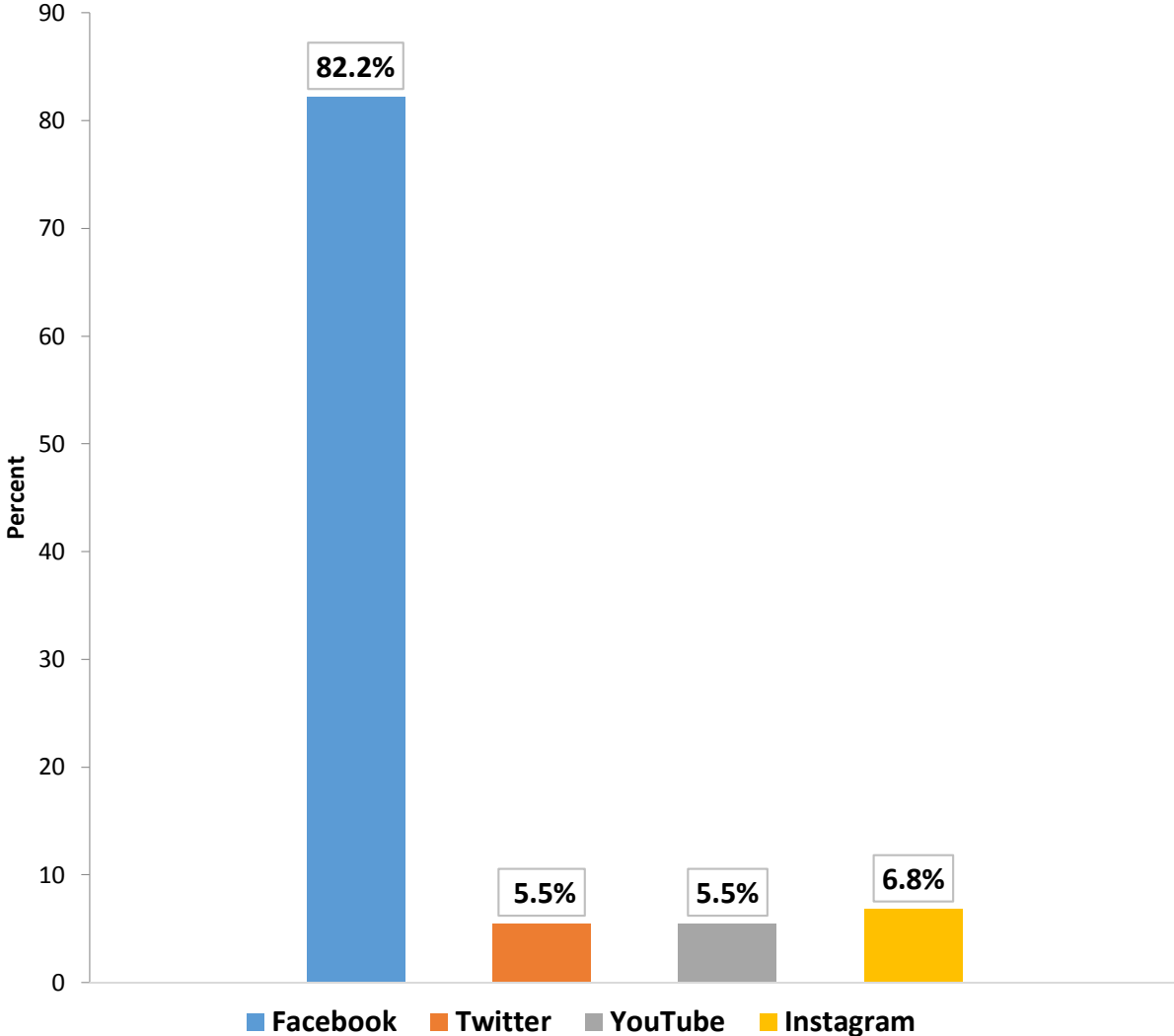
Do you use any social media sites?

N = 200 Patients



Which of the Following Social Media Sites Do You Use Most Often?

N = 146 Patients





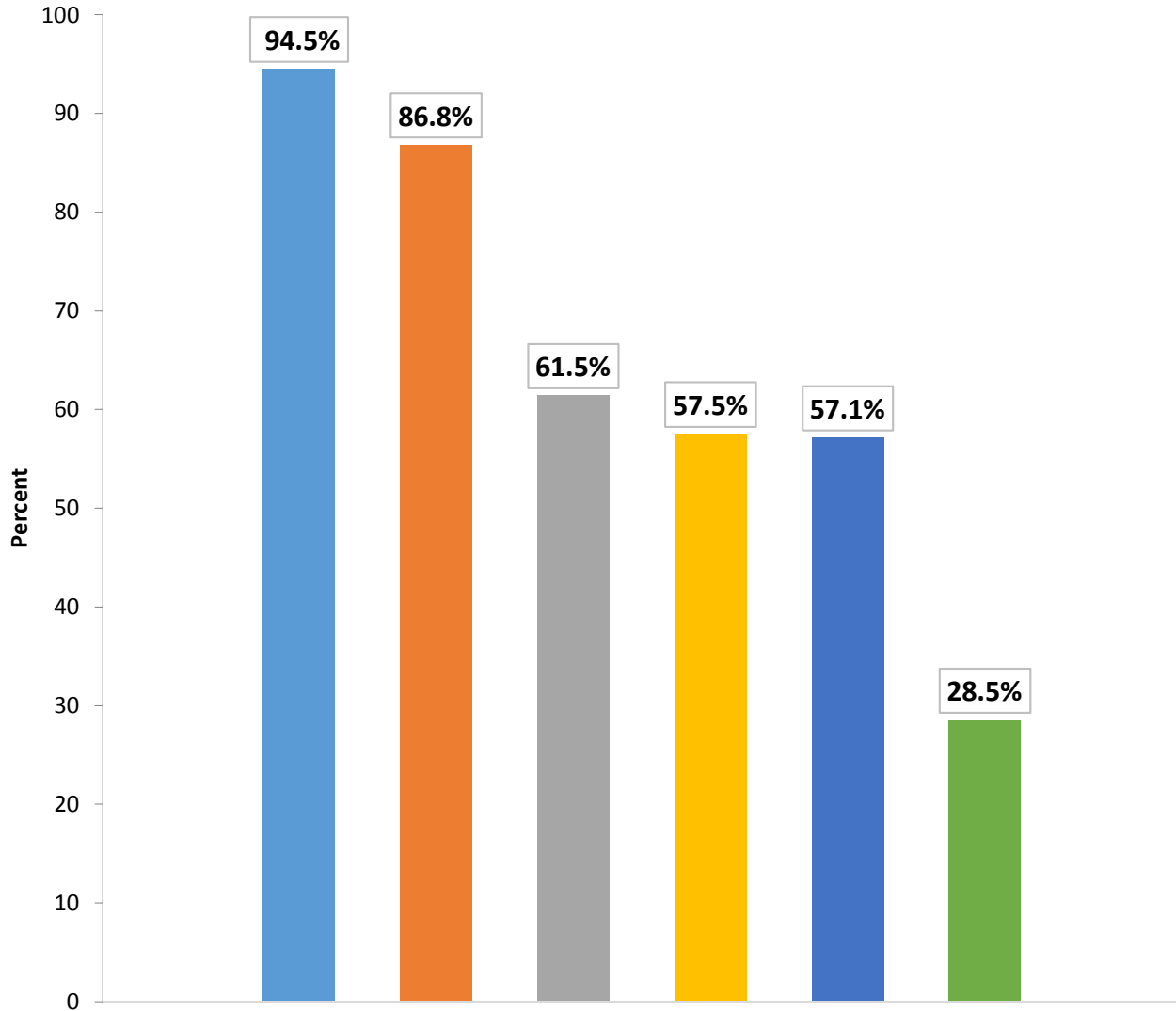
Social Media Users Hialeah Dental Center

Use Social Media, by Age Group

N = 200 Patients

% of adults in each group

■ 18-29 ■ 30-39 ■ 40-49 ■ 50-59 ■ 60-69 ■ 70-79

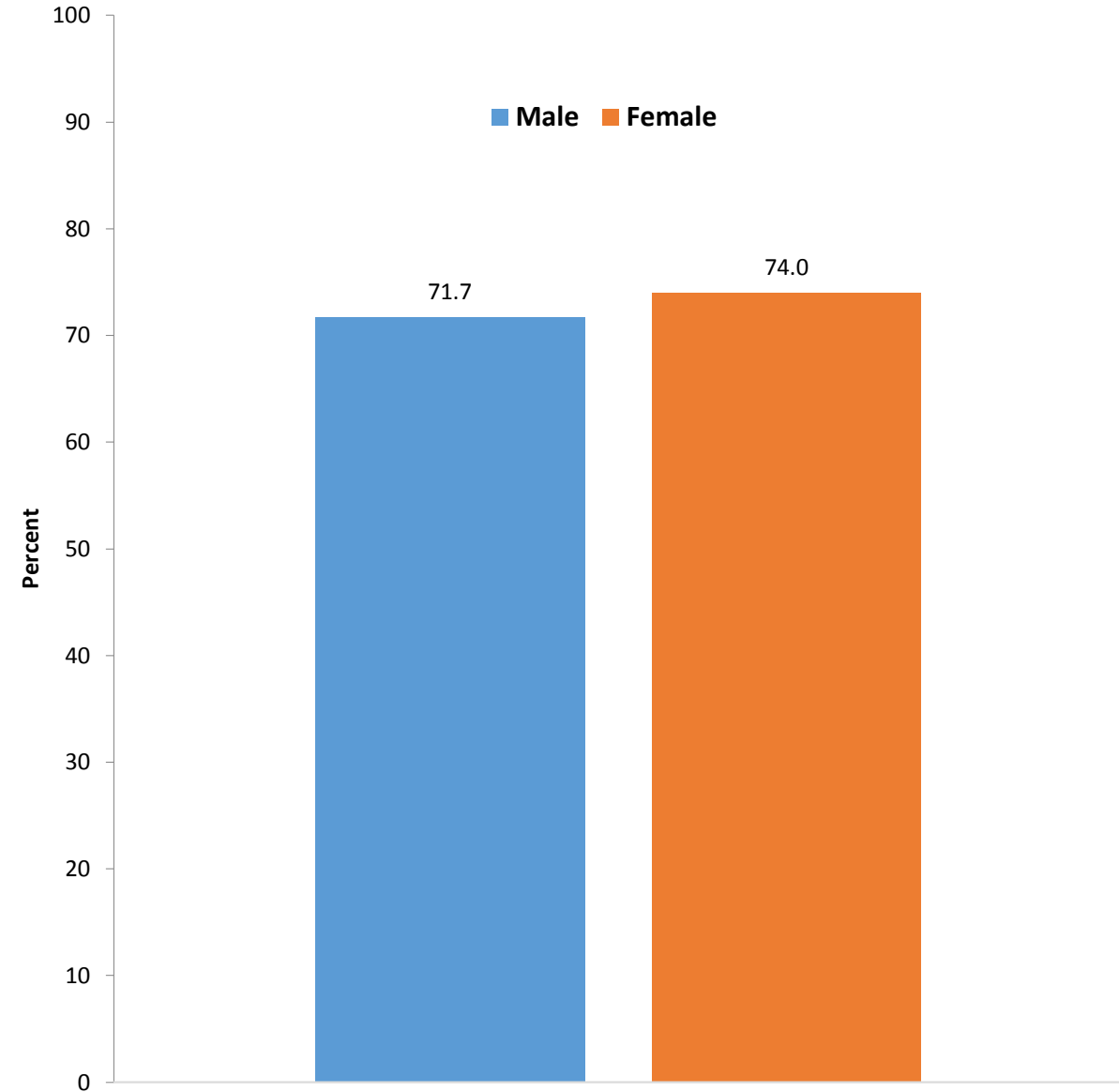


Use Social Media, by Sex

N = 200 Patients

% of adults in each group

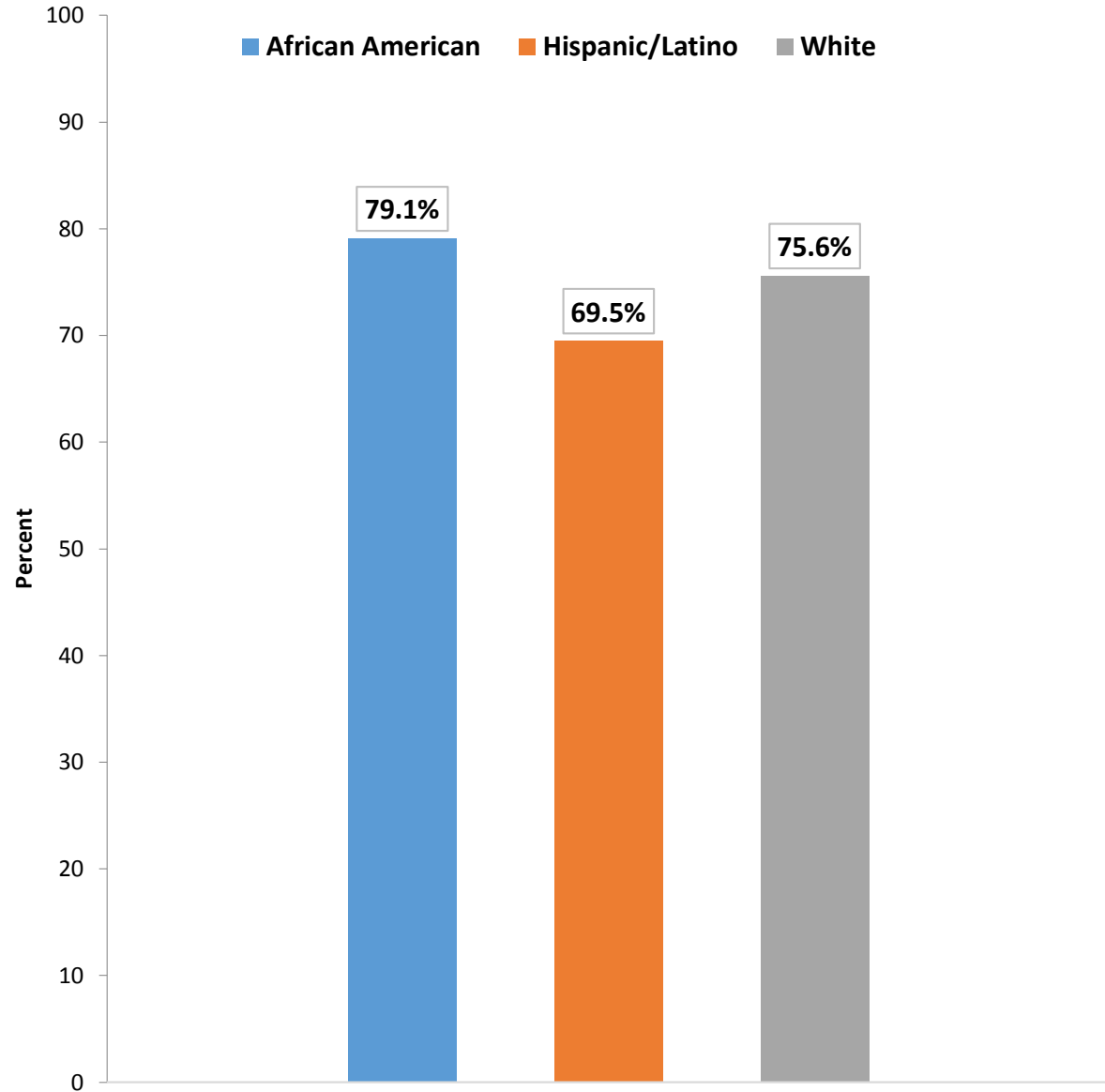
■ Male ■ Female



Use Social Media, by Ethnicity

N = 200 Patients

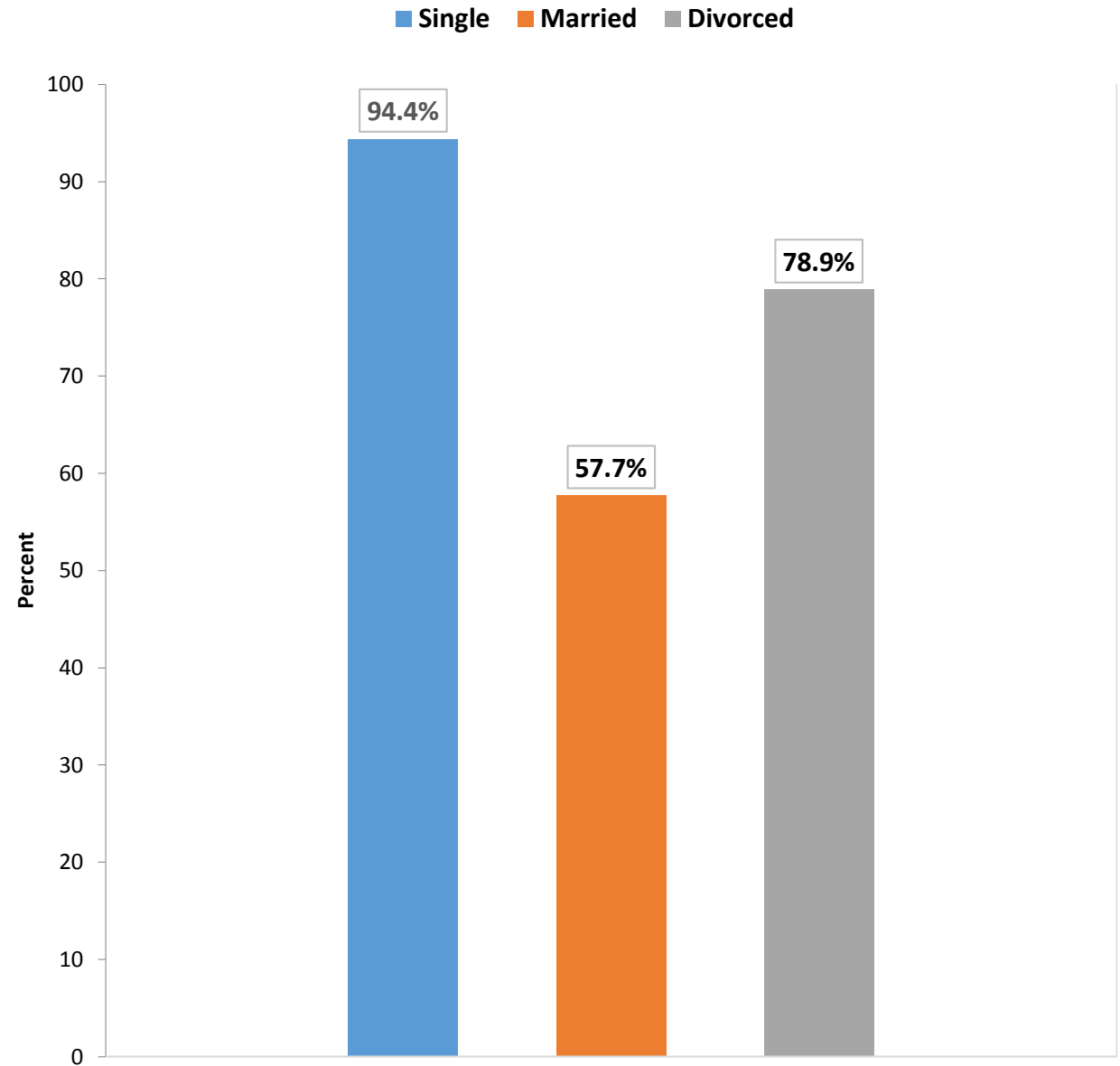
% of adults in each group



Use Social Media, by Marital Status

N = 200 Patients

% of adults in each group

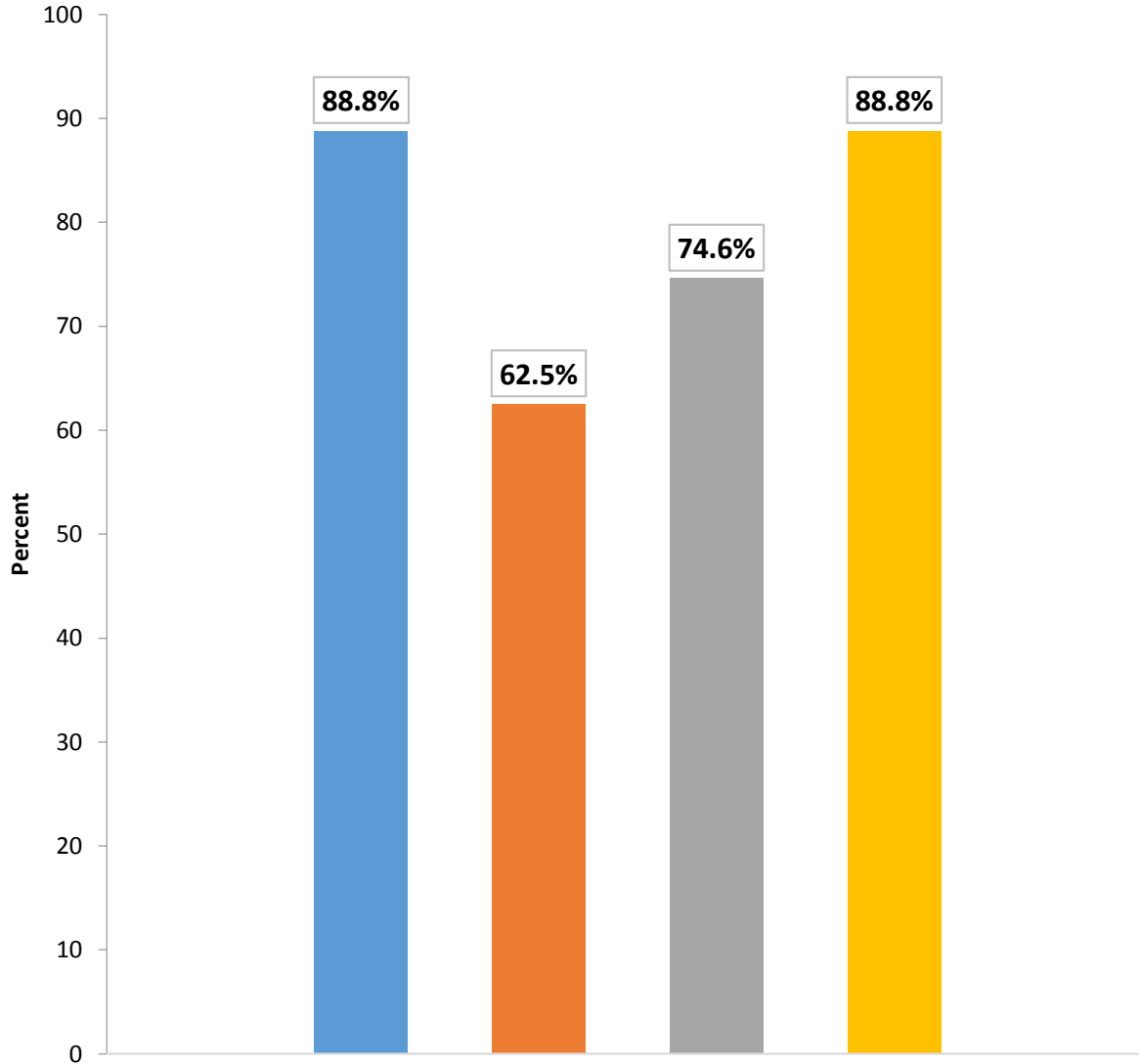


Use Social Media, by Education

N = 146 Patients

% of adults in each group

- Less than High School
- High School Graduate
- Some College
- College Graduate

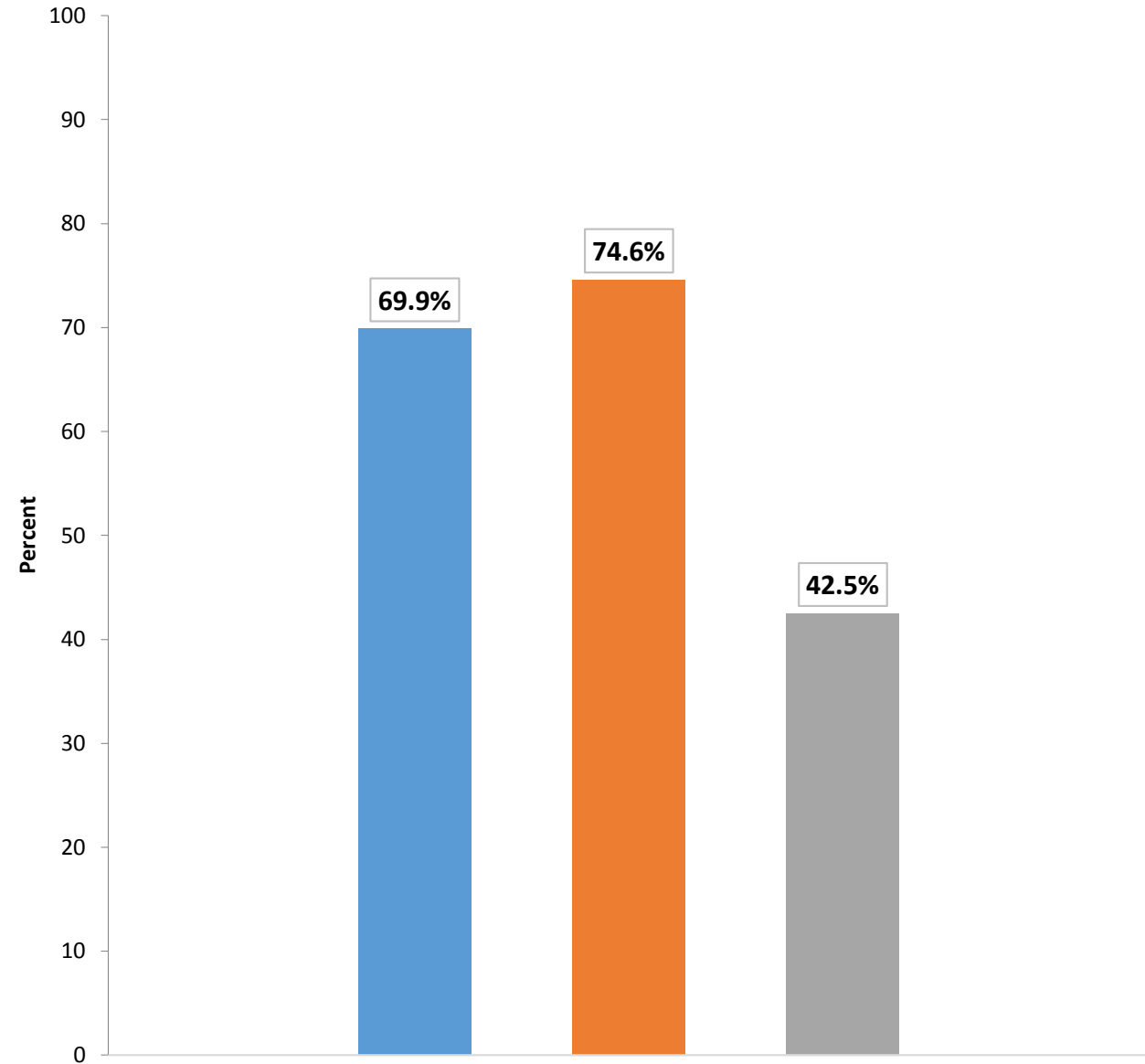


Use Social Media, by Income

N = 146 Patients

% of adults in each group

- Less than \$23,550
- \$23,551 to \$39,999
- \$40,000 to 49,999

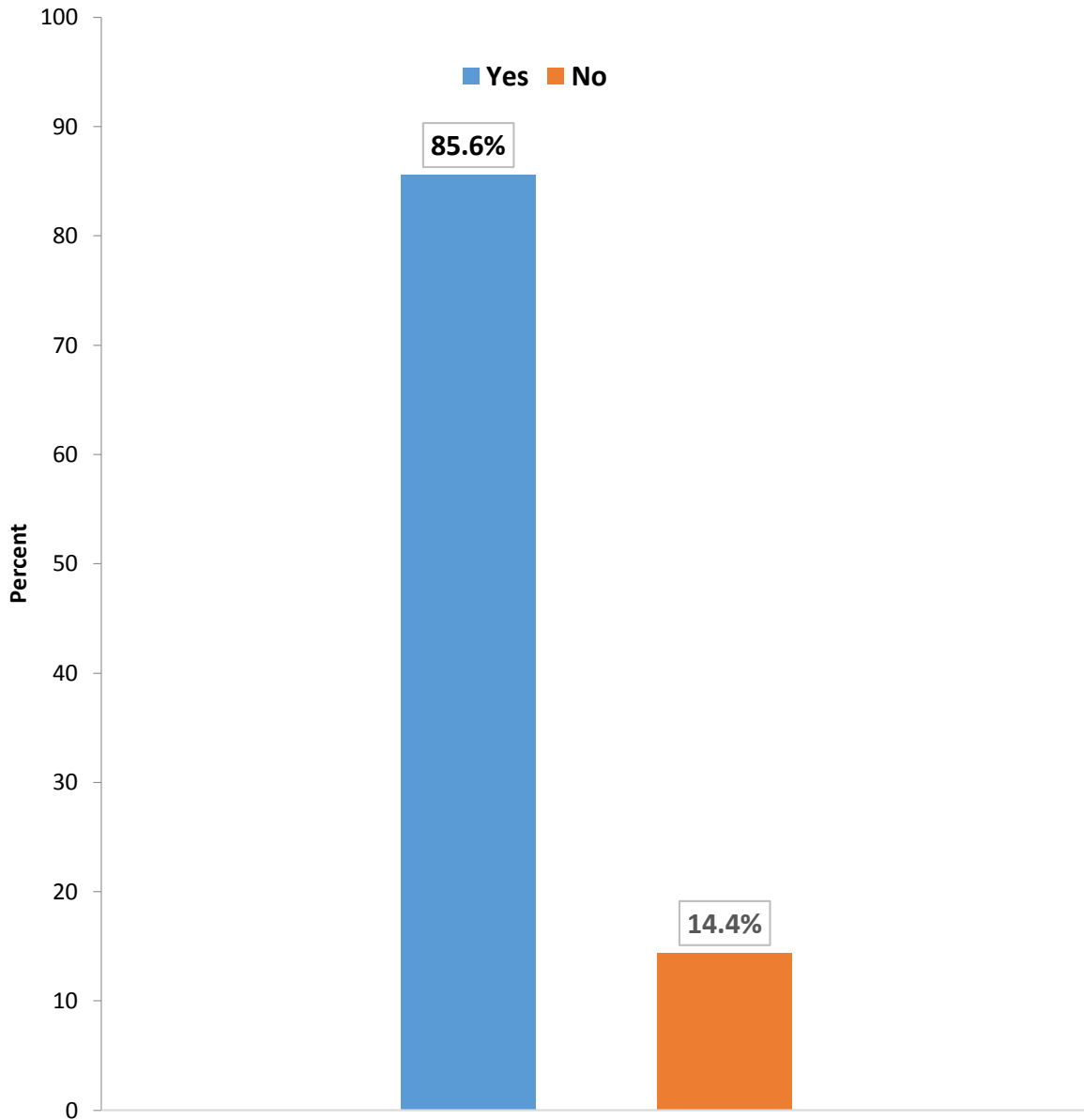




Use of Social Media Sites to Look for Health Information

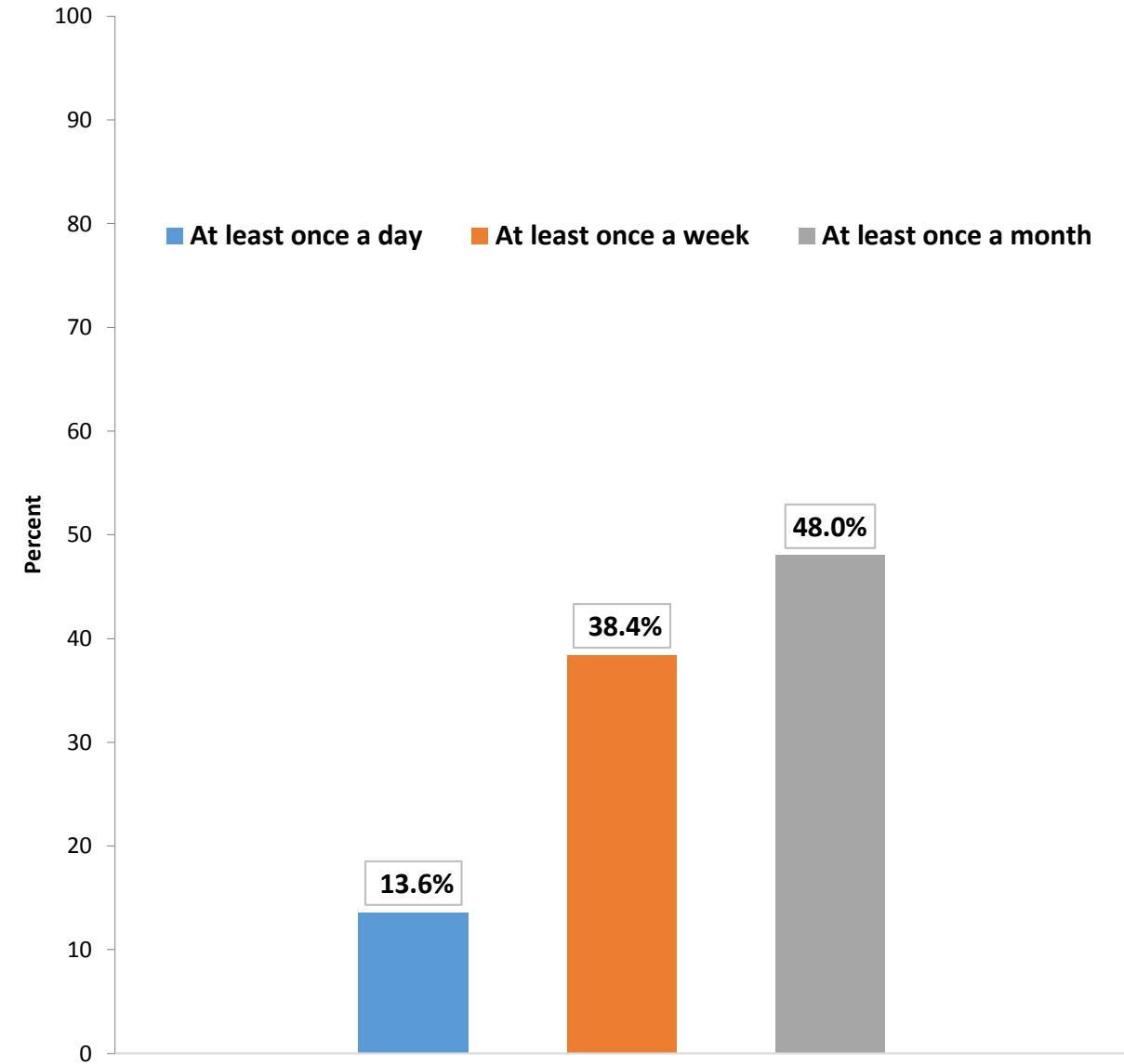
Do you use social media to look for health information?

N = 146 Patients



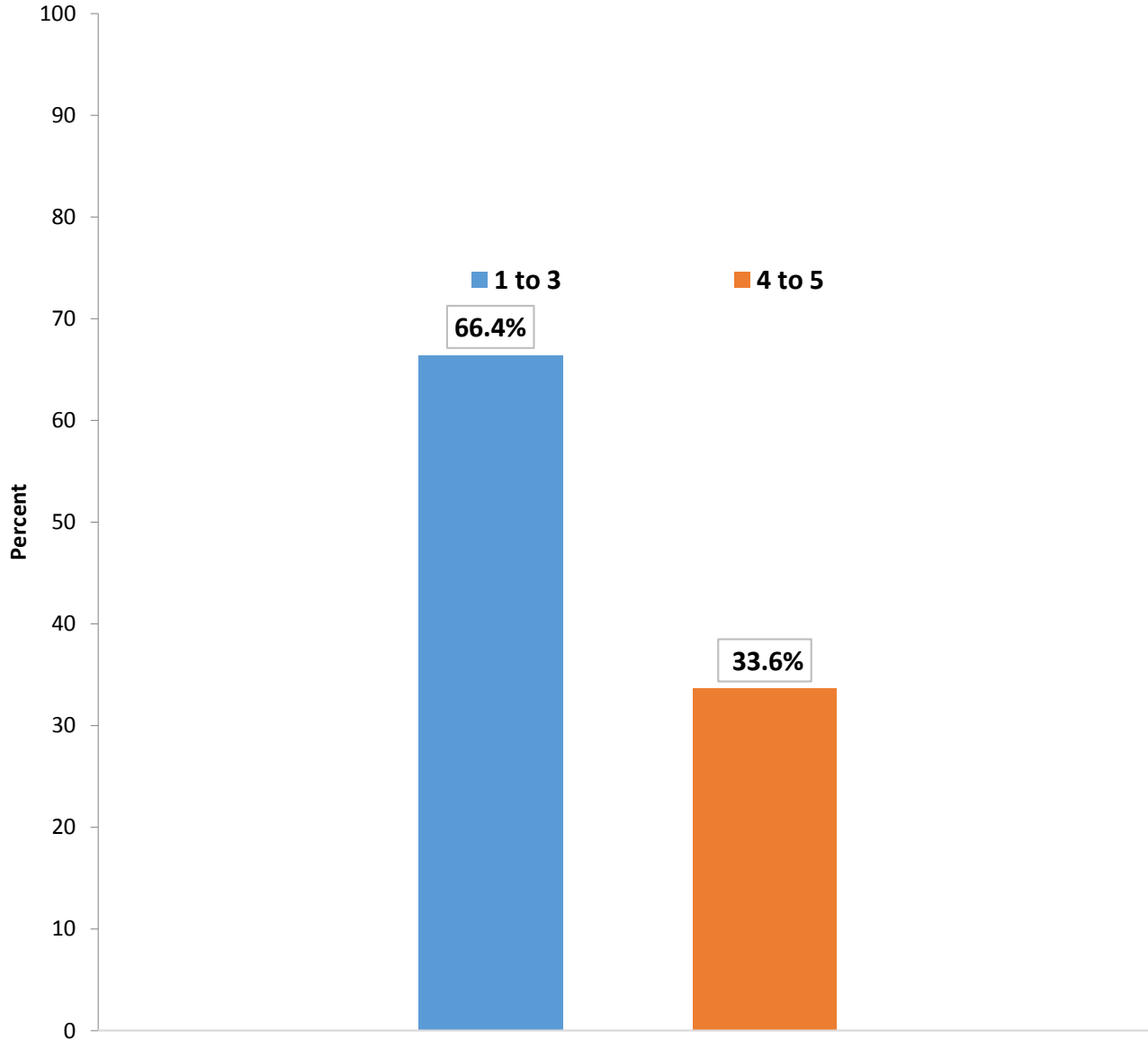
How often do you look for health information on social media?

N = 125 Patients



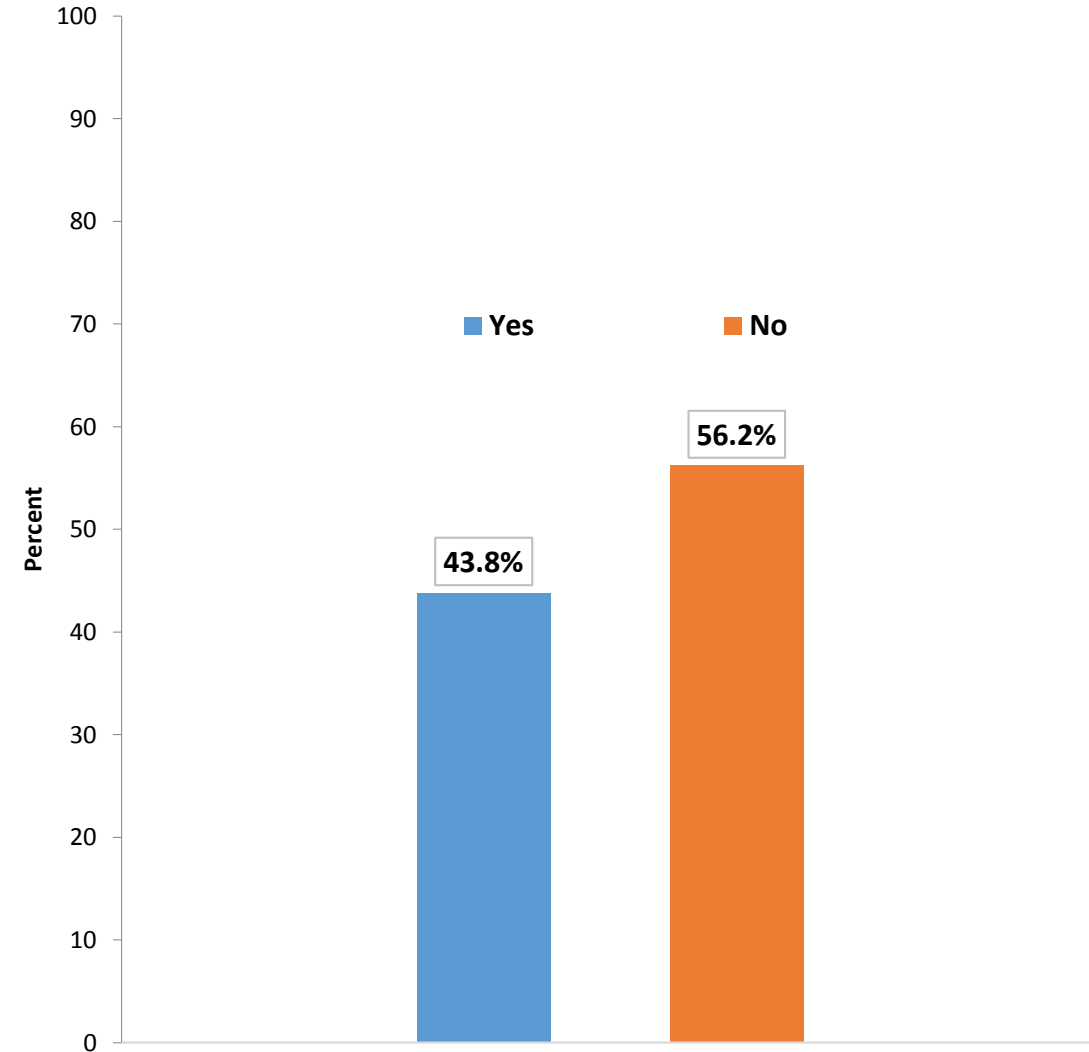
About how many health related pages do you currently “Like” or “Follow” on social media?

N = 125 Patients



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

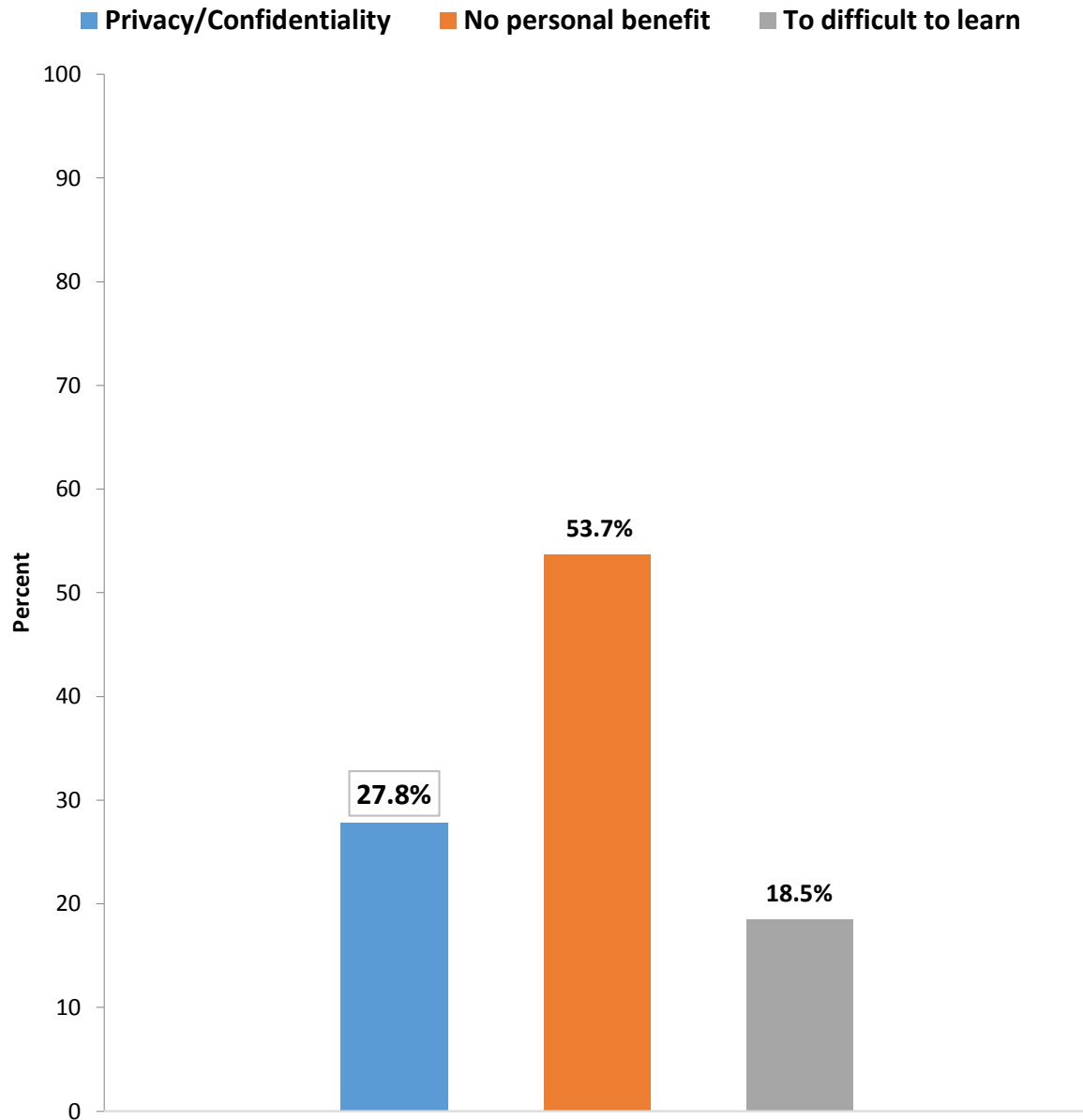




Not Using Social Media Sites

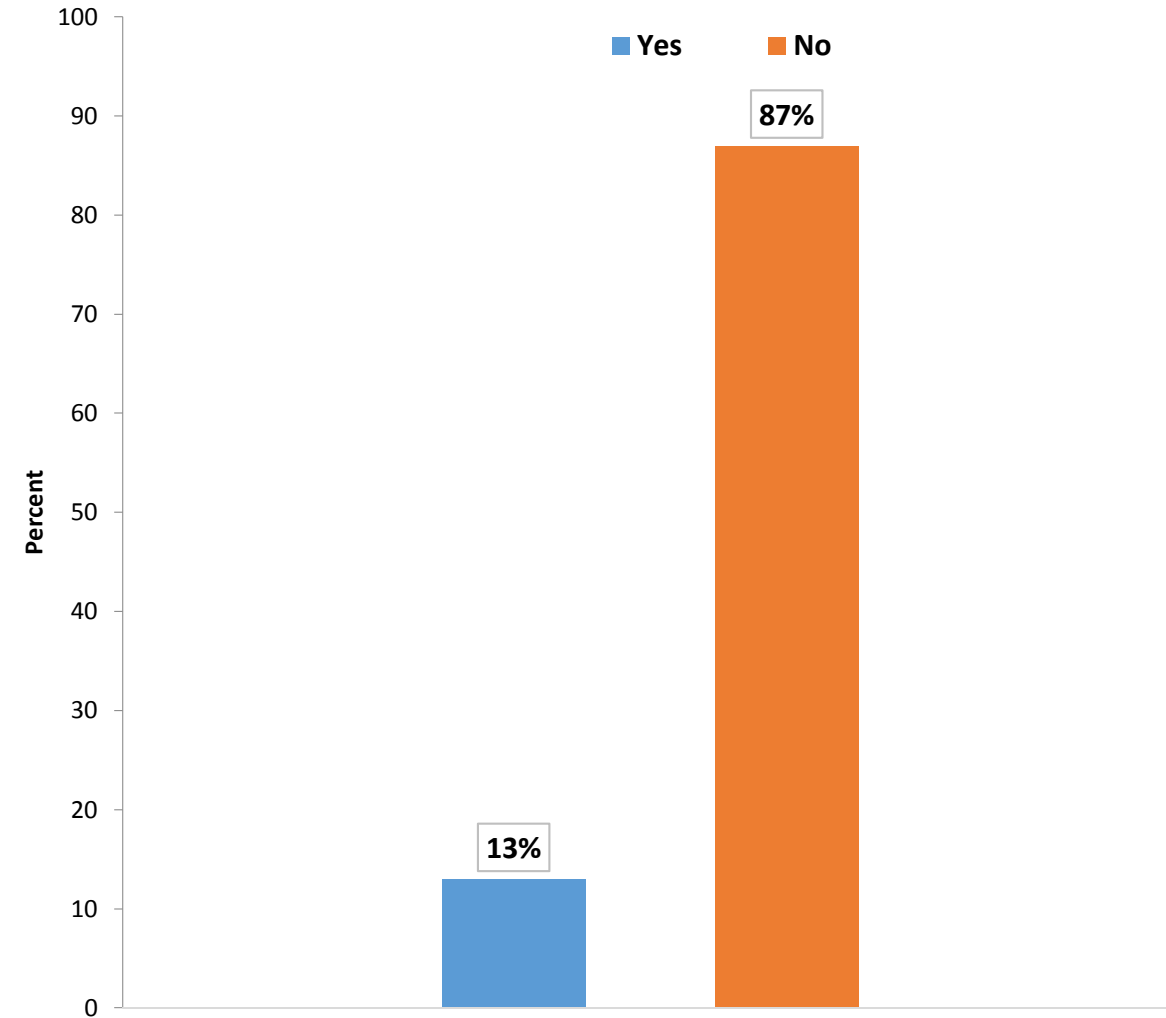
What are the reasons you are not using social media sites?

N = 54 Patients



Are you planning to use social media sometime within the next 6 months?

N = 54 Patients



Discussion

Social Media Users

2015 – Pew Research Center

- 85% of adult Americans use the internet
- 65% of adults use social media sites
- 68% of women and 62% of men report social media usage
- 56% of African-Americans and 65% of both whites and Hispanics
- 76% with college degrees, 70% with some college education and 54% with high school diploma or less
- 56% with an income of less than \$30,000, 69% with \$30,000 to 49,000 and 72% with \$50,000 to \$74,000

2016 – Hialeah Dental Center

- 100% of adult patients use the internet
- 73% of adult patients use social media
- 74% of female and 71.7% of male adult patients use social media
- 79.1% of African-American, 69.5% of Hispanic and 75.6% of White adult patients use social media
- 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.
- 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

Across demographic groups, a number of trends emerge in this analysis of social media usage

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

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.”

*Chapman S. Reflections on a 38-year career in public health advocacy:
10 pieces of advice to early career researchers and advocates.
Public Health Res Pract. 2015;25(2):e2521514*

Acknowledgments

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And

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Thank you!

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