

Examining Social Media's Influence on Patients' Understanding of Dermatologic Information

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BACKGROUND

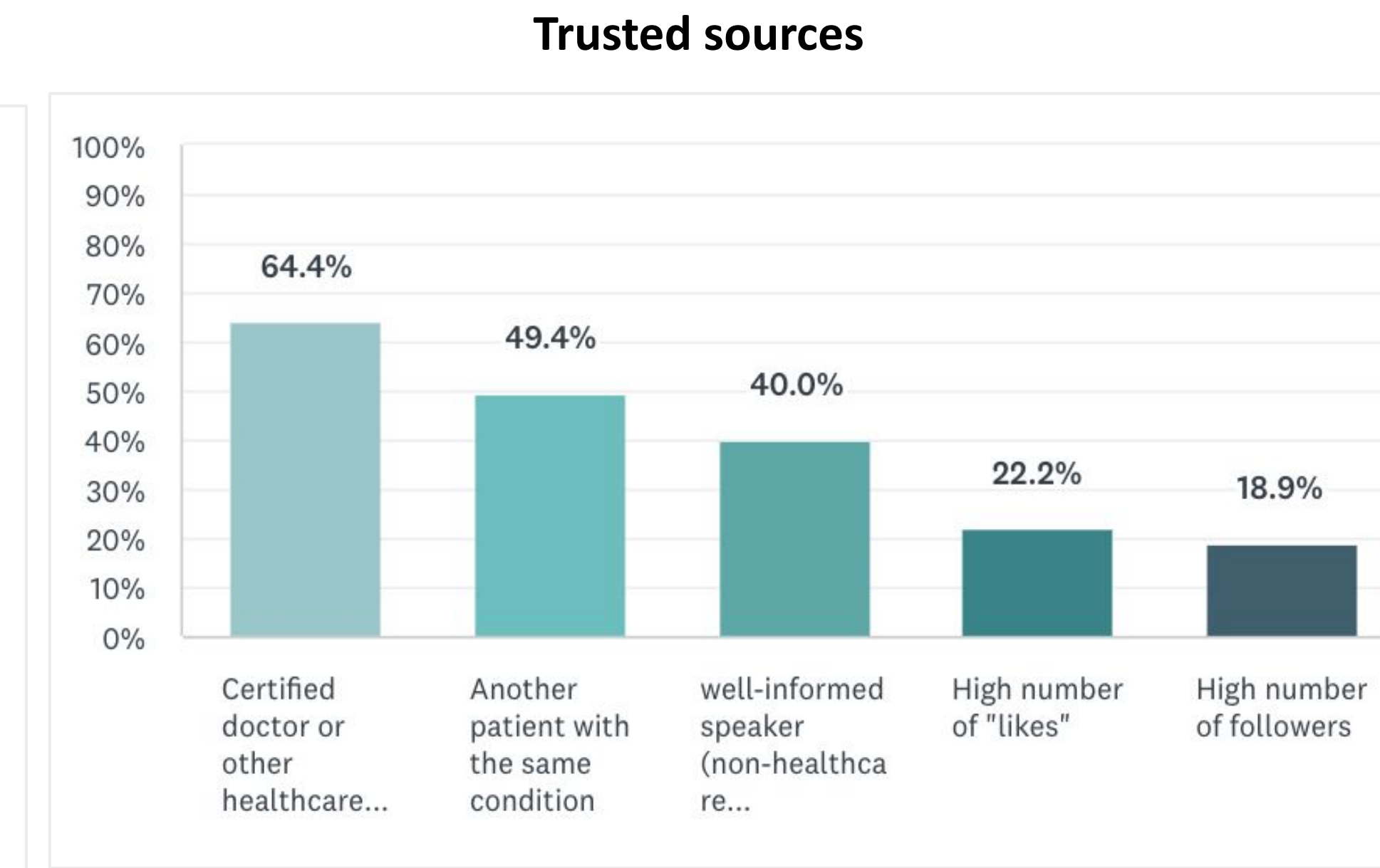
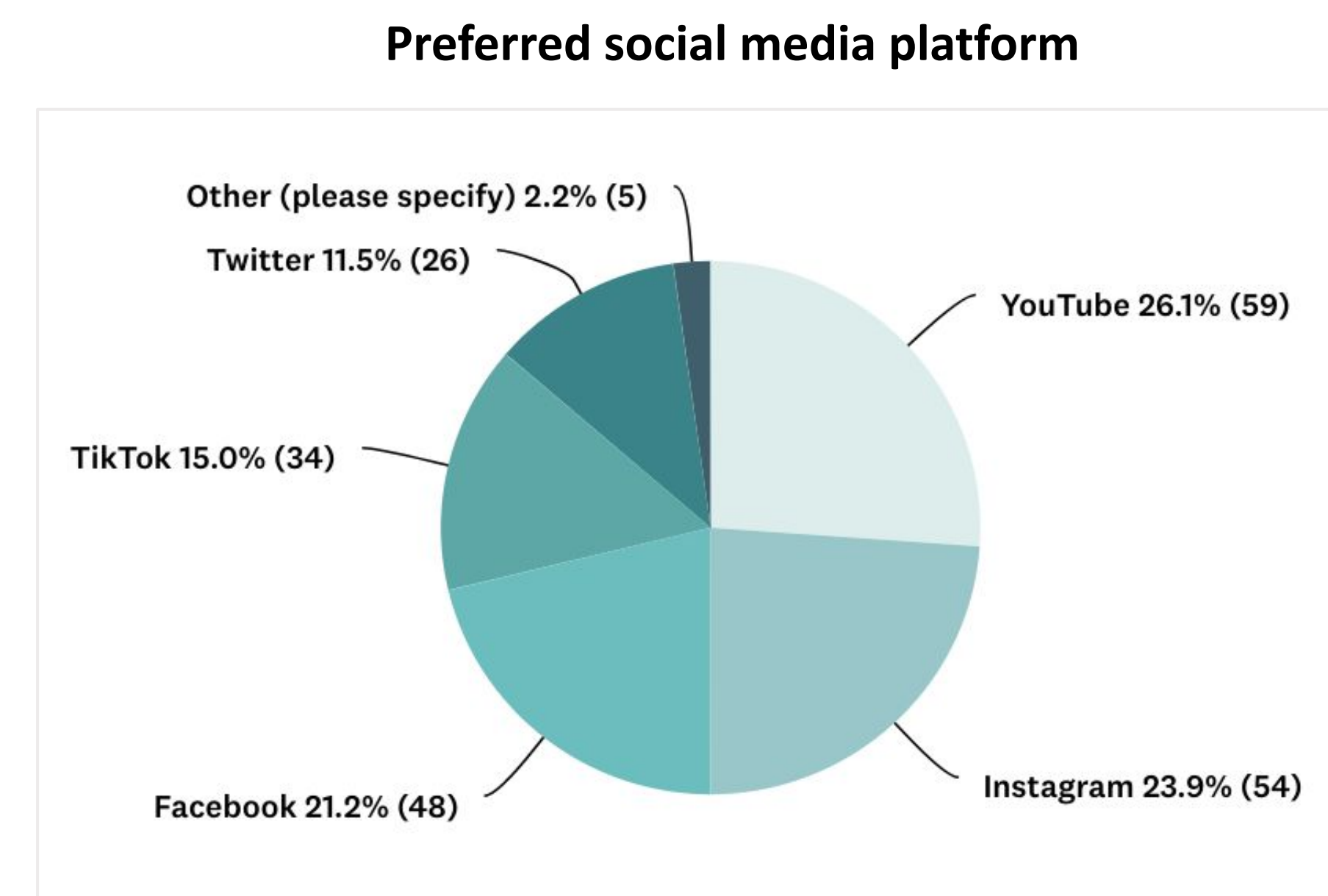
- Social media has become a major source of medical information for patients.
- However, there is an abundance of misinformation circulating across all platforms.
- The current understanding is that people use social media as a primary source of information when curious or concerned about a dermatologic condition.

OBJECTIVE

- The objective of the study is to examine which social media platforms are most commonly used to obtain dermatologic information and how they influence patients' behaviors.

SUMMARY OF KEY FINDINGS

- The most preferred social media platform was YouTube (26%)
- Information was trusted if it was from a certified doctor (64%) or another patient (50%)
- 90% of respondents perceived social media information to be sometimes, mostly, or extremely **helpful** and **trustworthy**



CONCLUSIONS

- Social media users trust the content they come across and make healthcare decisions based on this information.
- Healthcare professionals have a critical role in embracing social media's influence to counter misinformation.

METHODS

- The online survey (79 questions) was distributed by SurveyMonkey, an online survey platform.
- 223 responses were recorded within 2 days on 09/12/2023 and the data was compiled by SurveyMonkey.

RESULTS

- TikTok had the least percentage of users (62%), but respondents recorded the highest percentages for: trying a new product (95%), consulting with a doctor (95%), asking their doctor a question (89%), and questioning a doctor's advice (87%).
- YouTube was the highest used (81.42%), most preferred over other platforms (26.11%), and used by at least 70% of each age group, which was not seen in other social media platforms.

Demographics

Ages	
21-26	34 (14.98%)
27-42	67 (29.52%)
43-58	107 (47.17%)
59-77	17 (7.49%)
78-95	2 (0.88%)
Gender	
Male	119 (52.45%)
Female	106 (46.70%)
Non-binary/gender-expansive	2 (0.88%)
Level of Education	
8th grade	4 (1.76%)
Some high school	7 (3.08%)
High school diploma/graduate equivalent	30 (13.22%)
Some college credit	20 (8.81%)
Associate/Bachelor's Degree	61 (26.87%)
Trade/technical/vocational training	8 (3.52%)
Masters Degree (P.h.D, law, or medical)	94 (41.41%)
Total Annual Household Income	
Less than \$52,200	47 (20.70%)
\$52,200-\$156,600	134 (59.03%)
More than \$156,600	46 (20.26%)
Racial/ethnic background	
American Indian or Alaskan Native	9 (3.96%)
Asian	31 (13.66%)
Black	12 (5.29%)
African American	14 (6.17%)
Hispanic or Latino or Spanish Origin	18 (7.93%)
Middle Eastern or North African	1 (0.44%)
Native Hawaiian or Other Pacific Islander	1 (0.44%)
White/Caucasian	167 (73.57%)
Prefer not to say	4 (1.76%)

Used a product/ treatment Motivated to see a doctor Asked their doctor a question Questioned their doctor's advice

Facebook

88.9% 83.3% 88.4% 72.2%

Instagram

92.2% 86.1% 87.2% 75.6%

TikTok

95.0% 94.8% 93.6% 87.2%

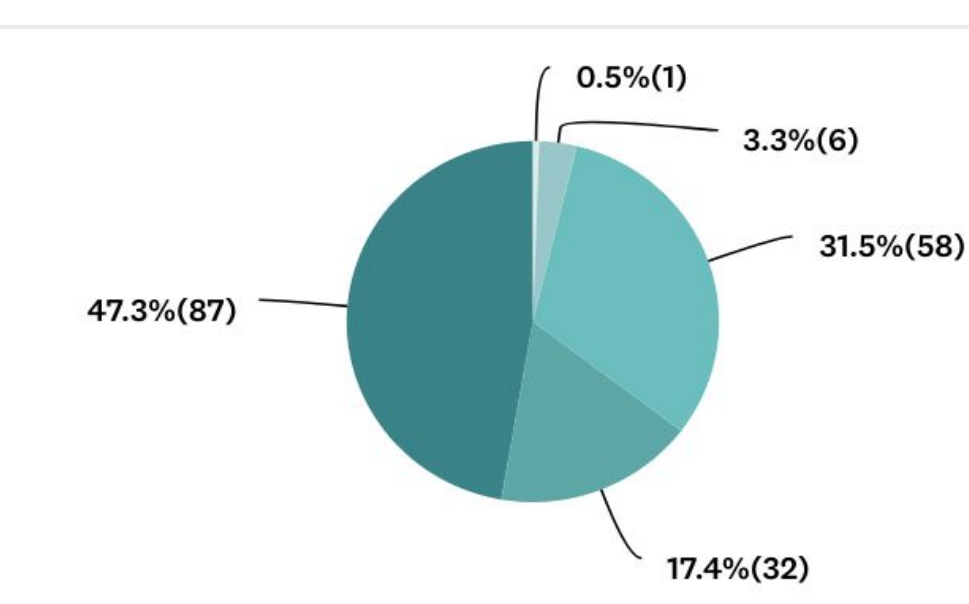
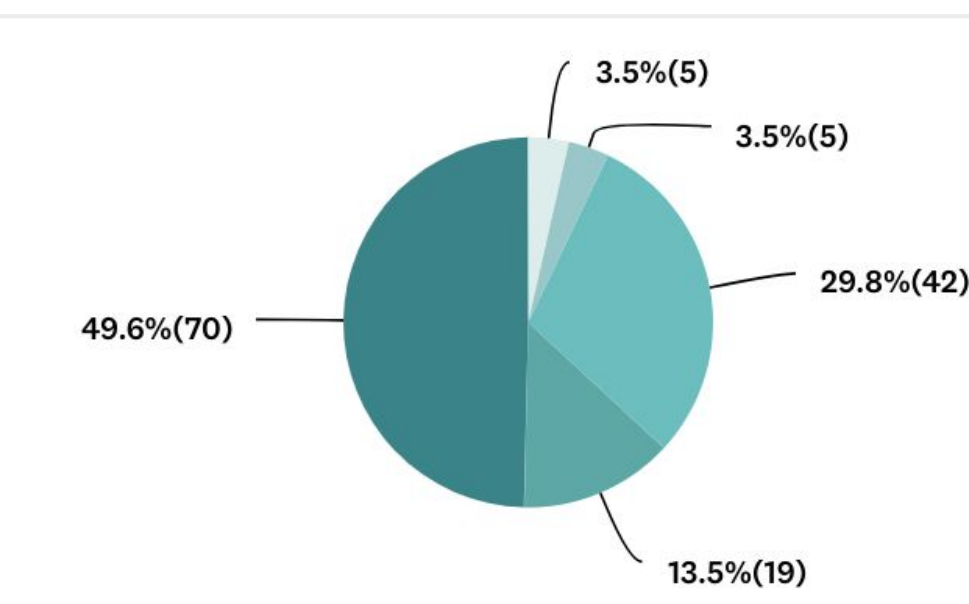
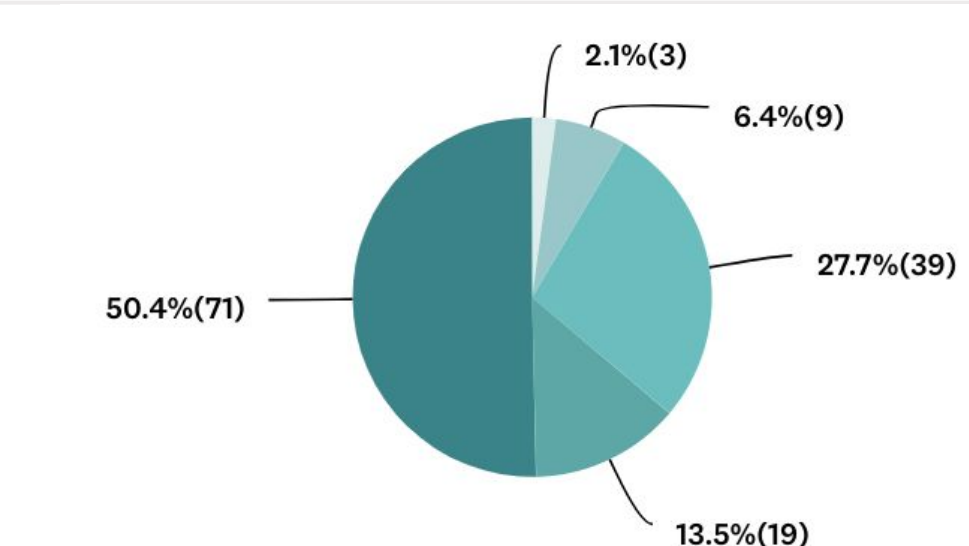
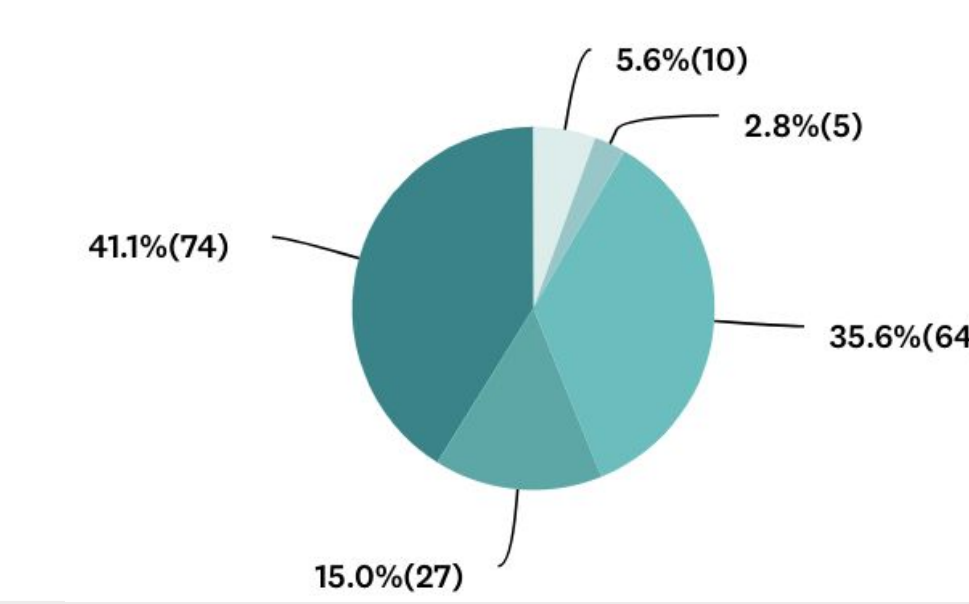
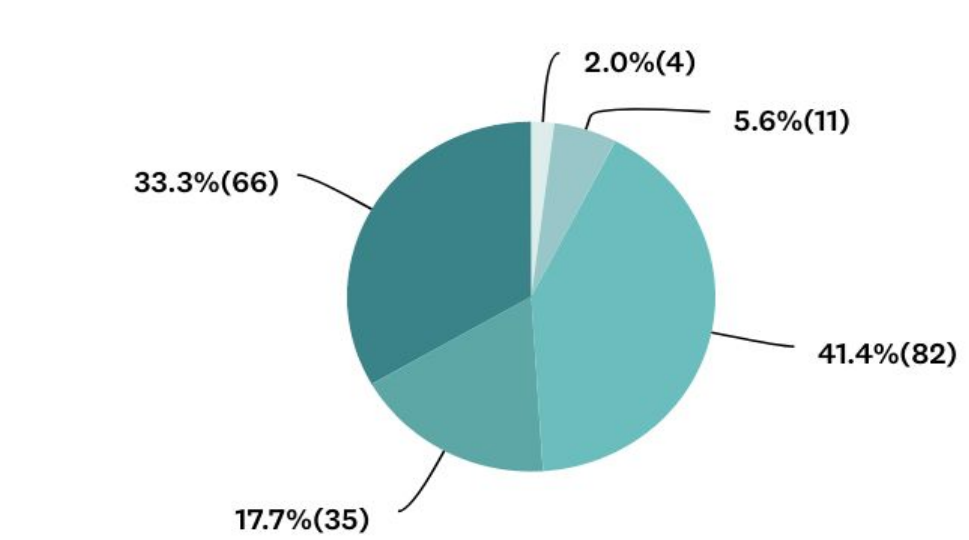
Twitter

92.2% 87.9% 89.4% 70.4%

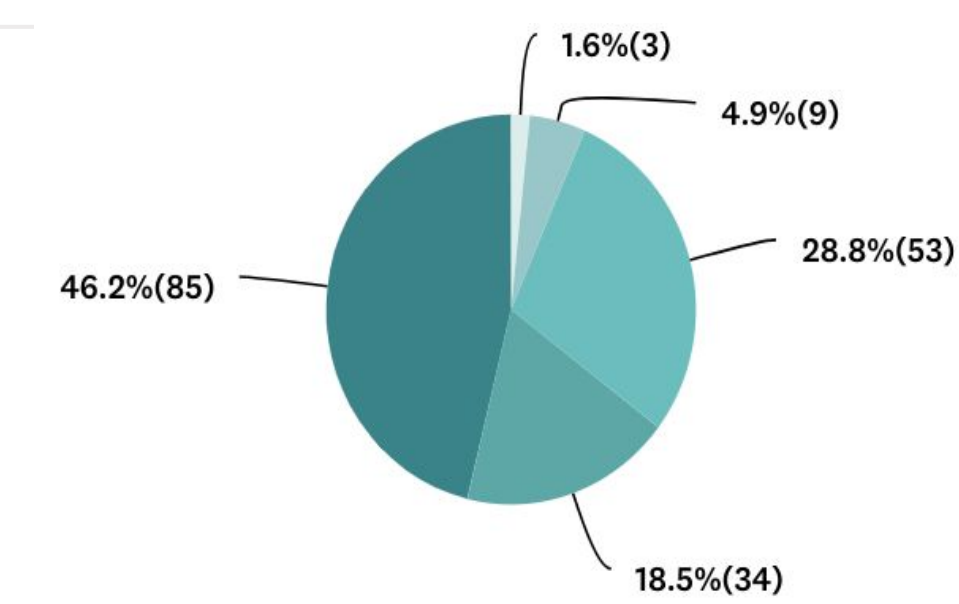
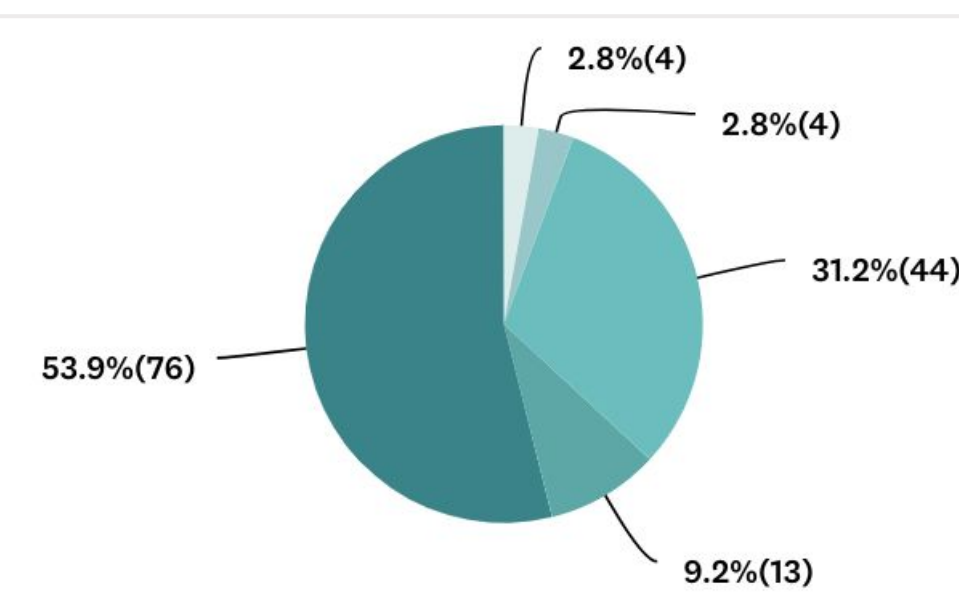
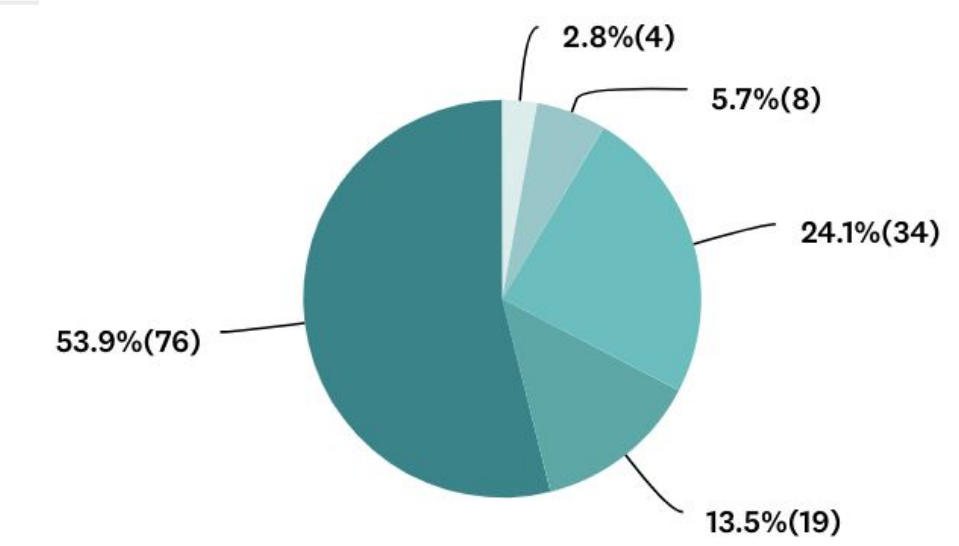
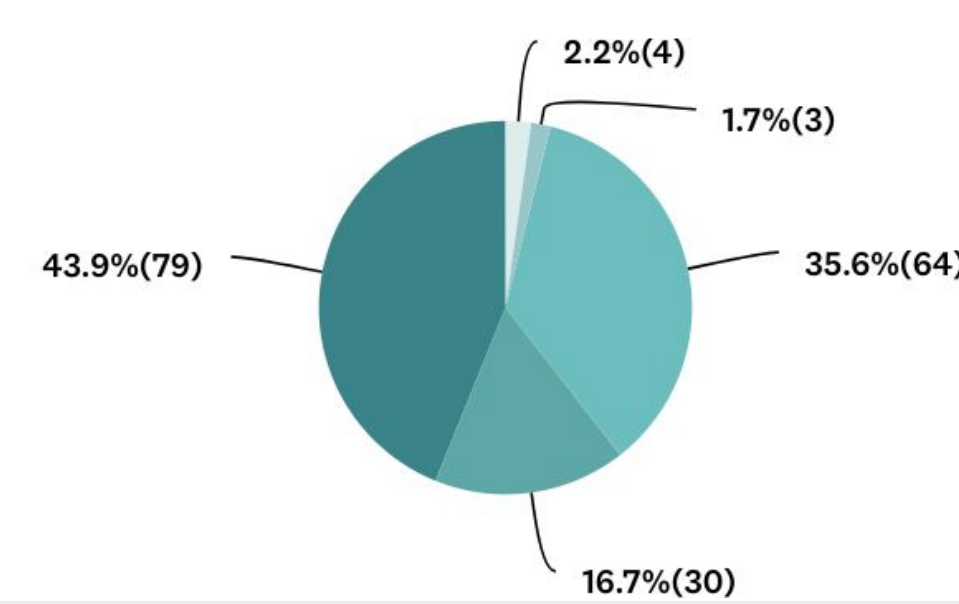
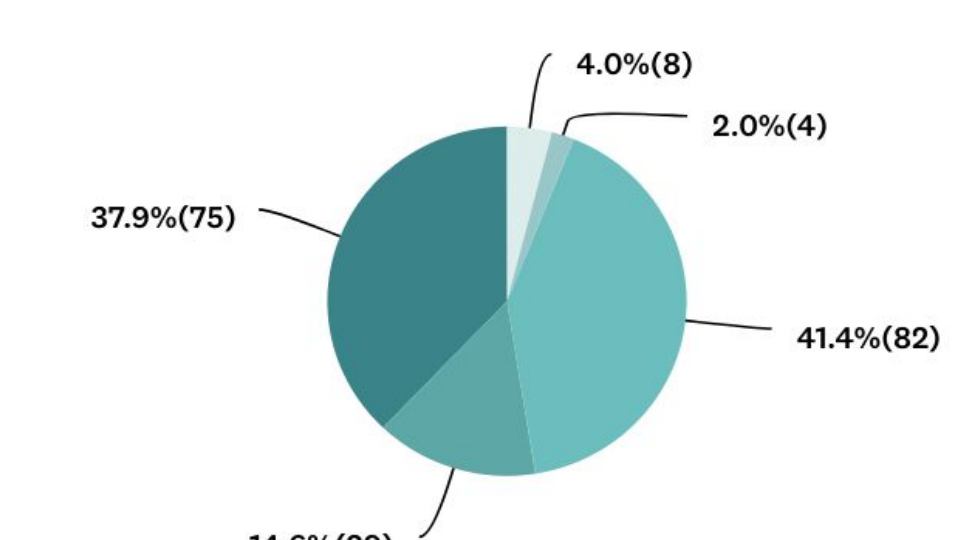
YouTube

88.6% 85.9% 87.5% 75.5%

Trustworthy



Helpful

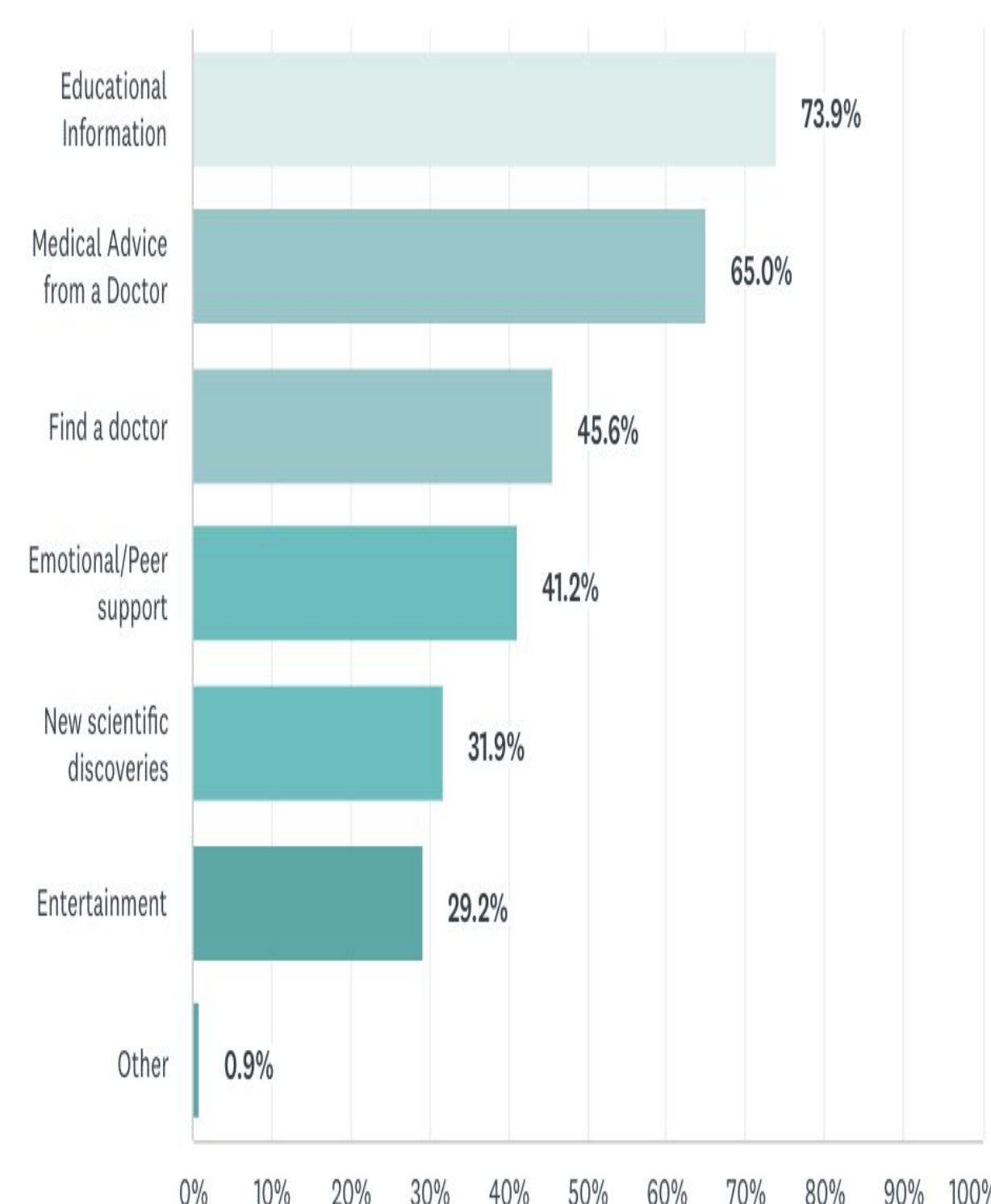


Legend: Highly trust/helpful Mostly trust/helpful Sometimes trust/helpful Occasionally trust/helpful Never trust, not helpful

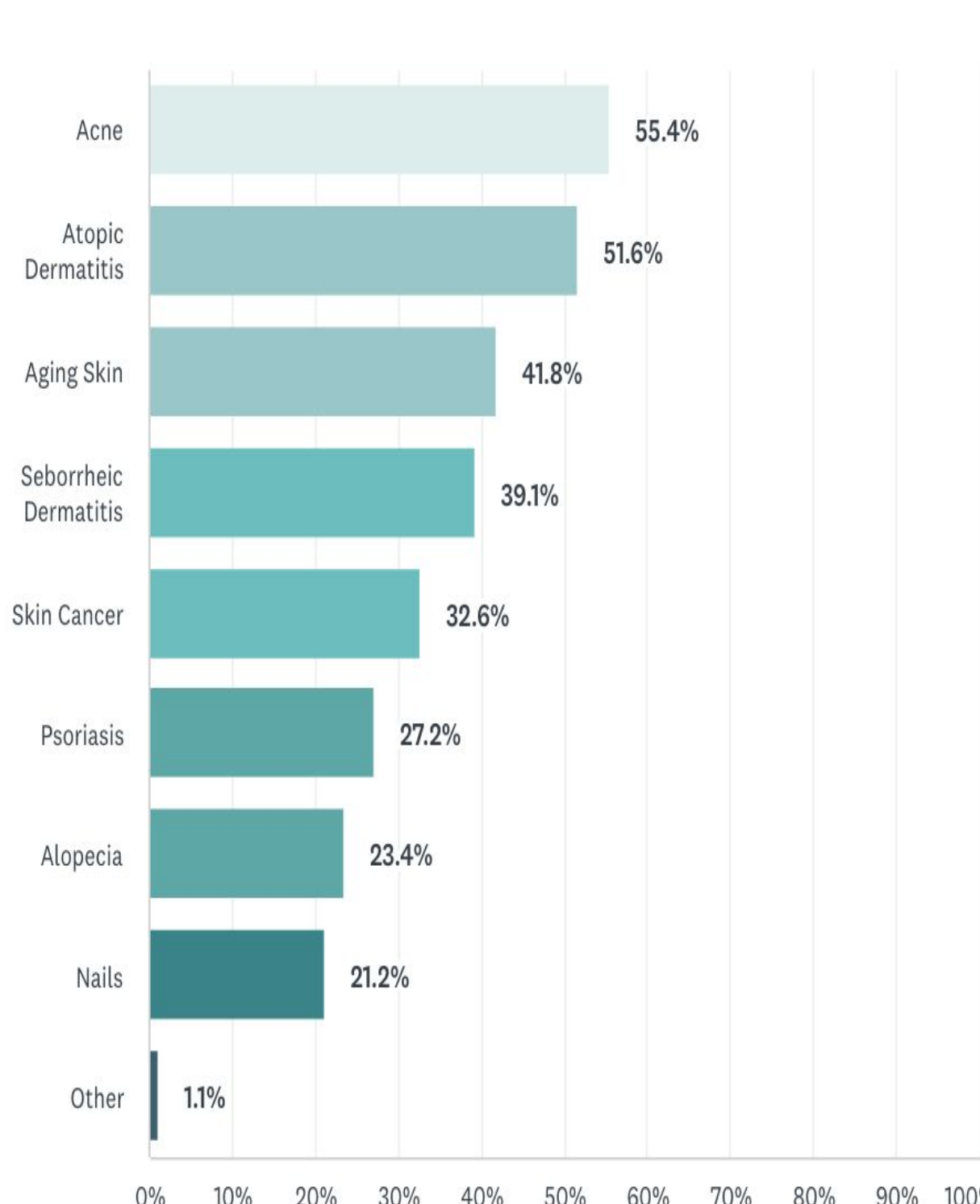
Eligibility Criteria

- U.S. adults 21-95 (excluding Puerto Rico)¹
- SurveyMonkey user¹
- Seen a dermatologist in the last 6 months
- Use social media for their skin/nails/hair condition

Types of information searched



Types of skin conditions searched



REFERENCES

1. SurveyMonkey. "How SurveyMonkey Get its Data". <https://www.surveymonkey.com/mp/survey-methodology/>

DISCLOSURES

J. Soung is a speaker for Celgene, Regeneron/Sanofi, and Ortho Dermatologics; a speaker and investigator for Amgen, AbbVie, and Pfizer; a speaker, investigator, and advisor for Eli Lilly; an investigator and advisor for LEO Pharma; an investigator, speaker, and consultant for Novartis; an investigator for UCB, Janssen, Kyowa Kirin, KoBio Labs, and Castel Biosciences; an investigator and consultant for Dermavant; a speaker and consultant for Bristol Myers Squibb, speaker, investigator, and a consultant for Arcutis.