A SYSTEMATIC REVIEW ABOUT PEDIATRIC PAIN INFORMATION SHARED OVER TWITTER, FACEBOOK, AND INSTAGRAM

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INTRODUCTION / AIM

Social media facilitates information exchange and is often used for communication on health topics. Despite its increasing use, little is known about the type and quality of information about child pain being shared over social media. There is a risk that inaccurate health information could be shared and influence health decisions. There are no existing guidelines or recommendations for how social media can be systematically searched and analysed.

The research objectives are to: 1) adapt systematic review methodology to explore social media interaction about pediatric pain; 2) identify and categorize main themes related to pediatric pain, and 3) describe user interactions about pediatric pain across social media platforms.

METHODS

Two independent reviewers will search Twitter, Facebook, and Instagram using key words, hashtags, and Boolean operators for posts about pediatric pain. The search strategy has been pilot tested for accuracy and completeness. The final search strategy will be conducted prospectively over a one-month period. Post themes will be categorized and extracted. Category frequencies and user metrics will be analyzed and compared across platforms. Netlytic, a social listening program, will identify themes, keywords, and trends.

RESULTS

From a four-day pilot test of the search strategy, 4,263 Twitter posts were retrieved. In order to assess the accuracy of the search strategy, 900 of the retrieved posts were randomly selected and screened for inclusion. From the screened posts, 323 (36%) of the posts were identified for inclusion. The search strategy was determined to be accurate for identifying posts related to pediatric pain. The presentation will report results from the full search strategy, including identified categories, category frequency, user metrics, and network communication across platforms.

DISCUSSION / CONCLUSIONS

This research will be used to show how systematic review methodology can be applied to searching social media, guide understanding of how information about pediatric pain is being communicated, and highlight how social media can be used for improving communication and sharing of information about pediatric pain over social media.

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