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AN EXPLORATORY ANALYSIS OF PEDIATRIC ANESTHESIA ACTIVITY ON TWITTER USING THE #PEDSANES HASHTAG

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Background:

The use of social media within the medical field has rapidly evolved over the past two decades, with Twitter being one of the most common platforms of engagement. The use of hashtags such as #pedsanes has been reported as a community builder around the subject of pediatric anesthesia. Understanding the use of #pedsanes can inform dissemination of pediatric anesthesia content and discourse. We aimed to describe the distribution and patterns of tweets and contributors using #pedsanes across the globe.

Methods:

Using Tweetbinder (https://www.tweetbinder.com) and the R package "academictwitteR" we extracted tweets that included the hashtag '#pedsanes' from March 14th, 2016 to March 10th, 2022. Tweets were analysed for frequency, type, unique users, impact and reach, language, content and the most common themes.

Results:

A total of 58,724 tweets were retrieved; 22,071 (38.8%) were original tweets including 3247 replies, while 35,971 (61.2%) were retweets all generated by over 5946 contributors located in at least 122 countries. The frequency distribution of tweets gradually increased over time with peaks in activity corresponding to major pediatric anesthesia societal meetings and during the early phases of the COVID-19 pandemic. The most retweeted and most liked posts included images.

Discussion:

We report the widespread and increasing use of social media and the '#pedsanes' hashtag within the pediatric anesthesia and medical community over time. It remains unknown the extent to which Twitter hashtag activity translates to changes in clinical practice. However, the #pedsanes hashtag appears to play a key role in disseminating pediatric anesthesia information globally.

References

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