

Project Title: Predictors of Professional Social Media Use in an Academic Department of Pediatrics
PI: Neera Gupta

APPD Research & Scholarship Task Force Approved Survey: 1 Year Survey Results Summary

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Survey Title:

Predictors of Professional Social Media Use in an Academic Department of Pediatrics

Date surveyed distributed to APPD membership (eg., 3/2015): 12/2018

Portion of APPD membership surveyed (eg., Program Directors and Associate Program Directors):

Fellowship Directors and Chief Residents

Response rate (eg., 50%; 99/198): Fellowship Directors (16.9%) and Chief Residents (14.1%)

Summary of main findings:

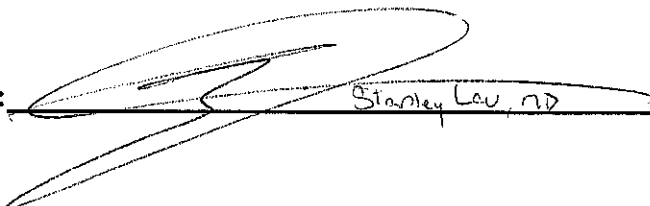
1. Our APPD surveys supported our previously done departmental survey that use at work, Twitter use, and LinkedIn use were consistently associated with SM use.
2. Fellowship directors, as opposed to chief residents, who use SM at home were also associated with professional SM use, suggesting that more established physicians may be pursuing some of these endeavors outside of normal clinical hours.
3. In educators such as fellowship directors and chief residents, Facebook use was also associated with professional SM use, which may be because it is more popular amongst target audiences.
4. As for attitudes towards SM use, we found that as compared to respondents who do not use SM, SM users agree more strongly with statements pertaining to benefits and comfort with SM use
5. More importantly regardless of a physician's use of professional SM, we found that everyone felt similarly that there are risks to professional SM use, including that it is difficult to distinguish reliable medical information on SM, but that it is important to be taught about professional SM use prior to practicing independently.
6. About 75% of respondents report having SM training at their workplace, but only about 50% of respondents report that there is a SM policy available at their workplace, suggesting that though most institutions currently recognize a need to discuss professional SM use with their physicians, few have an actual policy in place

Presentations:

New York Presbyterian – Weill Cornell Medical Center Pediatrics Grand Rounds 6/10/19

Publications:

PI Signature:

 **Date** 4/21/20