



# #363 - THE USE OF SOCIAL MEDIA AS A SOURCE OF INFORMATION IN GYNECOLOGY AND OBSTETRICS: SUPPORT TOOL OR OBSTACLE?



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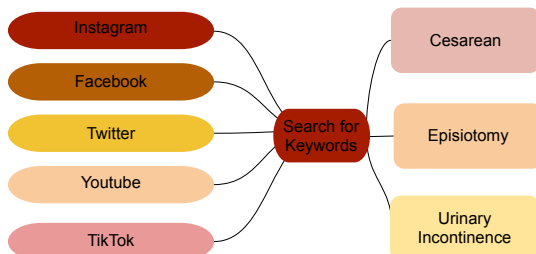
## Hypothesis / aims of study

During pregnancy, women encounter new terms and experiences, and the demand for information is often unmet by professionals, leading them to an accessible alternative: the internet.

This study is pioneering in analyzing the content available online for Brazilian pregnant and postpartum women regarding pelvic floor dysfunctions.

## Study design, materials and methods

### Cross-sectional study in Social Media



- Data were collected from January to March 2023.
- The interactions of the audience with each post were quantified (likes, comments, and shares).

Posts were evaluated by 2 professionals: 1 Urogynecologist and 1 Physiotherapist specialized in urogynecology.

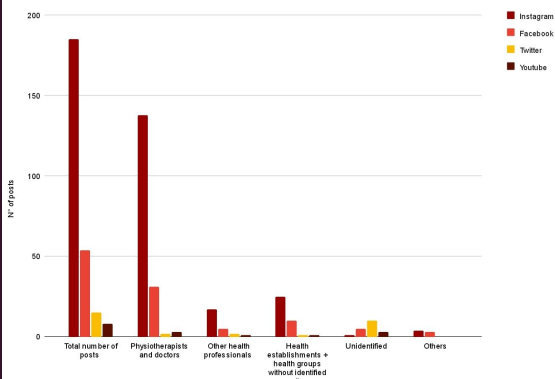


- Has scientific evidence
- Does not have scientific evidence
- Prefer to not opine

The results were analyzed using the Kappa method.

## Results and interpretation

A total of 265 publications were collected, with Instagram (69.4%) and Facebook (20.4%) predominating.



- Urinary Incontinence is the most frequent term found in Instagram and among all of the SoMes, followed by episiotomy.
- The most frequent topic is awareness about urinary incontinence and episiotomy
- Most frequent contents for each keyword were described, with pelvic physiotherapy occupying this position in all of them.

Kappa Coefficient and Agreement among healthcare professionals for the most liked publications.

Term	Kappa	Agreement %	p-value
Cesarean	0,6	88	0,06
Episiotomy	1	100	0,83
Urinary Incontinence	0	44	1

Kappa Coefficient and Agreement among healthcare professionals for publications made by physiotherapists.

Term	Kappa	Agreement %	p-value
Cesarean	0,2	68	0,24
Episiotomy	0,09	50	0,73
Urinary Incontinence	0,28	72	0,02

Kappa Coefficient and Agreement among healthcare professionals for publications made by physicians.

Term	Kappa	Agreement %	p-value
Cesarean	-0,23	57	0,49
Episiotomy	#	67	-
Urinary Incontinence	0,05	39	0,46

# Kappa test could not be performed due to the low number of posts.

## Conclusions

- 1.Fecal incontinence and natural delivery are seldom mentioned on social media.
- 2.Few laypeople provide information for patients.
- 3.Information affects perception of diagnoses and treatments.
- 4.Physicians and physiotherapists differ in knowledge and approach.
- 5.There is agreement between physicians and physiotherapists in reputable sources.

Medical professionals and physiotherapists are the majority in publications about pelvic floor dysfunctions. However, there is no consensus among these professionals regarding approaches and definitions of the diseases.

## References

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