

46 Evaluation of Social Media Utilization by Emergency Medicine Resident and Faculty

Pearson D, Bond M, Kegg J, Pillow T, Hopson LR, Cooney R, Garg M, Khadpe J, Runyon M, Patterson L/Carolinas Medical Center, Charlotte, NC; University of Maryland, Baltimore, MD; Southern Illinois University, Springfield, IL; Baylor College of Medicine, Houston, TX; University of Michigan, Ann Arbor, MI; Conemaugh Memorial Medical Center, Johnstown, NY; Temple University, Philadelphia, PA; SUNY Downstate Medical Center, Brooklyn, NY; Carolinas Medical Center, Charlotte, NC; East Carolina University, Greenville, NC

Background: Clinicians and residency programs have begun to use social media (SM) websites for educational and promotional uses, yet little is known about the current practice of SM by residents and faculty.

Objective: To identify differences in personal and professional SM use by emergency medicine (EM) residents and faculty.

Methods: This is a multi-site 18-question survey study administered via the online tool SurveyMonkey by e-mail to the residents and faculty in 14 EM programs and the CORD listserv. Descriptive statistics including the chi-square test or Fisher's exact test were determined. StatsDirect software (v 2.8.0, StatsDirect, Cheshire, UK) was used for all analyses.

Results: There were 1,314 total responses (63% male, 36% female; 40% age <30 years, 39% ages 31 to 40, and 21% age >40) with 772 residents and 542 faculty [15% Program Directors (PDs), 21% assistant or associate PDs, 45% core faculty, and 19% other faculty] with 44% having completed residency more than 10 years ago. For personal use, residents used SM markedly more than faculty for social interaction with family/friends (83% versus 65%, $p<0.0001$), entertainment (61% versus 47%, $p<0.0001$), and videos (42% versus 23%, $p=0.0006$). Residents used Facebook and YouTube more often than faculty (86% versus 67%, $p<0.001$; 53% versus 46%, $p=0.01$), whereas residents used Twitter (19% versus 26%, $p=0.005$) and LinkedIn (15% versus 32%, $p<0.0001$) less than faculty. Residents overall use SM sites more than faculty, notably in daily use (30% versus 24%, $p<0.001$). For professional use, residents were most interested in its use for open positions/hiring (30% versus 18%, $p<0.0001$) and videos (33% versus 26%, $p=0.005$) and less interested than faculty with award postings (22% versus 33%, $p<0.0001$) or publications (30% versus 38%, $p=0.0007$).

Conclusion: SM personal utilization patterns and interests in professional use are different between EM residents and faculty. Awareness of these varied utilization patterns may benefit future educational endeavors.