

Introduction

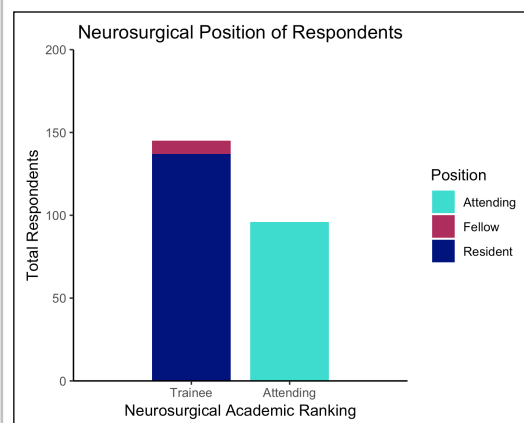
Since the debut of Facebook in 2004 social media (SoMe) has garnered increased popularity and usage worldwide. Given its universal appeal and visibility, many industries have utilized SoMe as a means to promote and advertise their products for professional purposes. Specialized sites, such as Doximity, a SoMe community targeting health care professionals, have subsequently been created to connect users in similar disciplines. While Facebook and other sites have amassed over 1-billion followers and capitalize on their influence as professional tools, SoMe usage in the neurosurgical community has not yet been well described.

Methods

Here, we present an online survey administered to neurosurgery faculty, fellows and residents in 102 U.S. accredited programs accounting for approximately 2,400 neurosurgeons to gauge usage and perception of social media for professional purposes. An electronic survey using SurveyMokey was designed to establish participation, interest and sentiment regarding SoMe as a professional tool in the neurosurgery community. The Surveys were sent to program coordinators to distribute freely to their respective programs once per month from October to December 2017. Responses were collected four months after the initial distribution of

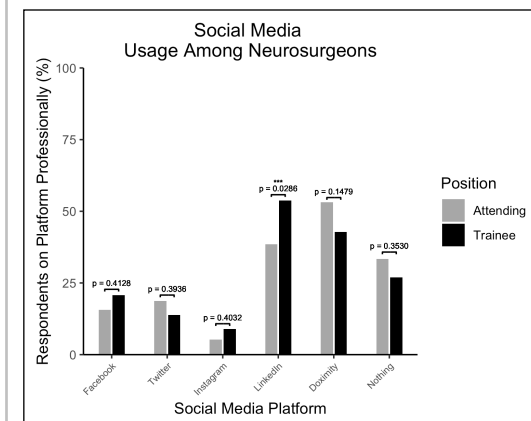
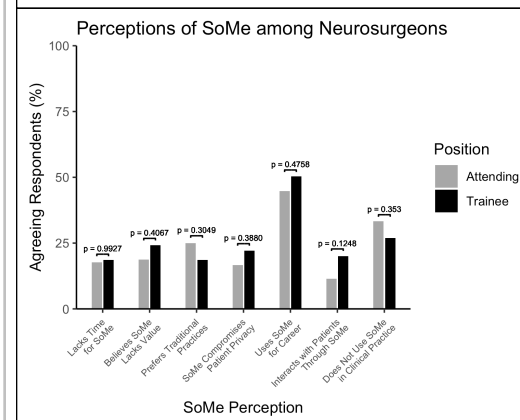
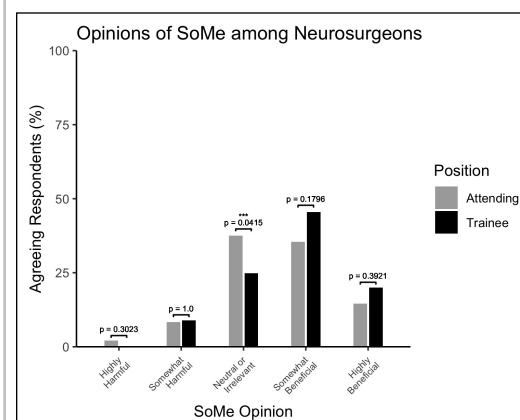
Results

Of all surveys distributed a total of 244 neurosurgeons responded with an attending, resident to fellow breakdown of 137, 96 and 8 respectively. Of those who responded, 55.97% of respondents were under the age of 34, 2% were over the age of 75 and 81% of respondents identified as male. In this cohort, an overwhelming majority cited conferences (83%) and in-person-meetings as their preferred method of networking. However, 70% state they use SoMe for professional purposes, with Doximity and LinkedIn listed as the most popular (49% and 48%, respectively) SoMe platforms. Lack of time and perceived value, in addition to privacy concerns were noted to be the main factors for those refraining from SoMe use.



Conclusions

As SoMe becomes increasingly popular and its utility expands, the majority of neurosurgeons that responded are too, using SoMe for professional purposes. While lack of time, lack of perceived value and privacy concerns were hindrances to SoMe usage, other factors such as age do not seem to correlate with adoption of SoMe use for professional aims.



****All figures and statistical analysis performed by Joesph Chen****

References

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