



#OBAnes: a characterization and analysis of Twitter conversations during the onset of the COVID-19 pandemic

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BACKGROUND

- Social media use in anesthesiology has been increasing by 8% per year.
- The COVID-19 pandemic has accelerated social media use.(1)
- Twitter conversations foster rapid information dissemination.
- The hashtag #OBAnes is the most commonly used in obstetric anesthesia conversations.(2)
- The purpose of this study was to identify categories of Twitter conversations and users using the #OBAnes hashtag during the onset of the global COVID-19 pandemic.

METHODS

- This observational study used English language tweets including #OBAnes prospectively collected from 6/30/2019 through 10/19/2020 using TAGS V.6.1.9.1.(3)
- Original tweet conversations, replies, and retweets were included. Conversation duplicates were excluded.
- Twitter users were manually assigned into the 19 Symplur Healthcare Stakeholder Segmentation categories.(4)
- Tweet conversations were categorized into 19 anticipated obstetric anesthesia topics in Microsoft Excel.
- The primary objective was to identify the categories of tweets using #OBAnes to determine the most abundant topics.
- The secondary objective was to characterize #OBAnes users and describe the effect of COVID-19 on Twitter #OBAnes conversations.

RESULTS

- There were 12,431 tweets posted by 1,704 unique users with #OBAnes during the study period.
- The categories of tweets with #OBAnes are listed in Figure 1 and displayed in Figure 2.
- The most commonly used hashtags in #OBAnes posts are in Table 1 and Figure 3.
- The timeline of hashtags used with #OBAnes are shown in Figure 4A.
- Overall tweet activity for #OBAnes is shown in Figure 4B.
- The Top 5 user categories included: Doctor n=1,211 (71%), Org Advocacy n=76 (4%), Healthcare professionals n=72 (4%), Individual Non-Health n=61 (4%), and Org Provider n=53 (3%).
- The top 10 influencers for #OBAnes frequency are shown in Table 2 and impressions are shown in Table 3.
- COVID-19, COVID testing, or vaccination were category topics in 11.26% of total tweets (n=1368, n=26, and n=6, respectively) over the study period.

DISCUSSION

- Twitter conversations facilitate discussions and information dissemination in obstetric anesthesiology particularly among physicians.
- The two most common topics in Twitter conversations with #OBAnes during the study period were neuraxial anesthesia and COVID-19.
- This finding may reflect the desire of physicians to connect, share, and collaborate during the onset of the COVID-19.
- We found that Twitter facilitated many physician-initiated obstetric anesthesia-related discussions during the onset of the COVID-19 pandemic.

REFERENCES

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- Gai N, Matava C. A A Pract 2019;12:59-62.
- Schwenk et al. Reg Anesth Pain Med 2020;45:765–766
- Utengen A. Healthcare Stakeholder Segmentation. <https://bit.ly/3uvayNr> (accessed 2/6/22)

FIGURE 1

TWITTER CONVERSATION CATEGORIES USING #OBANES

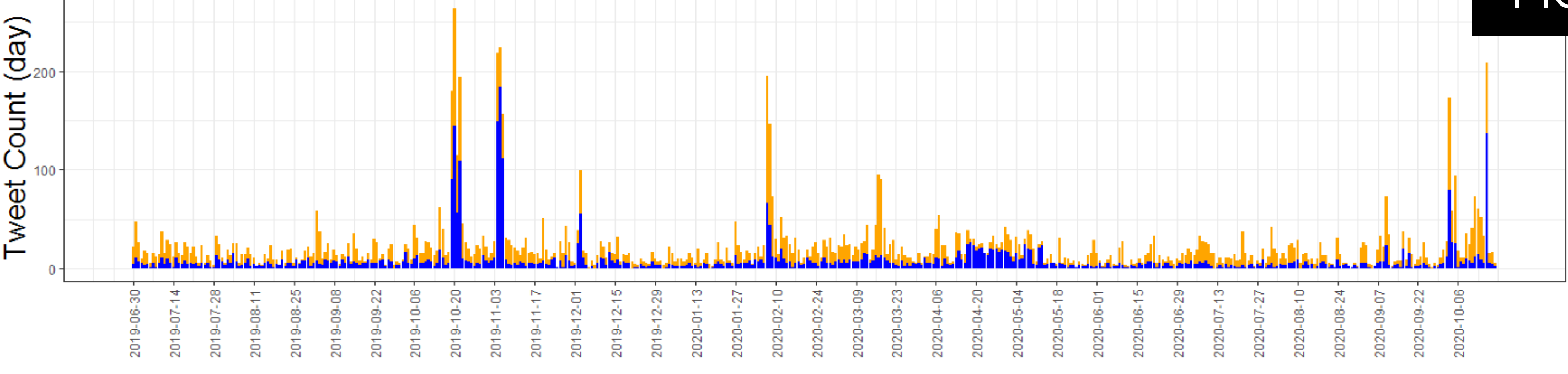
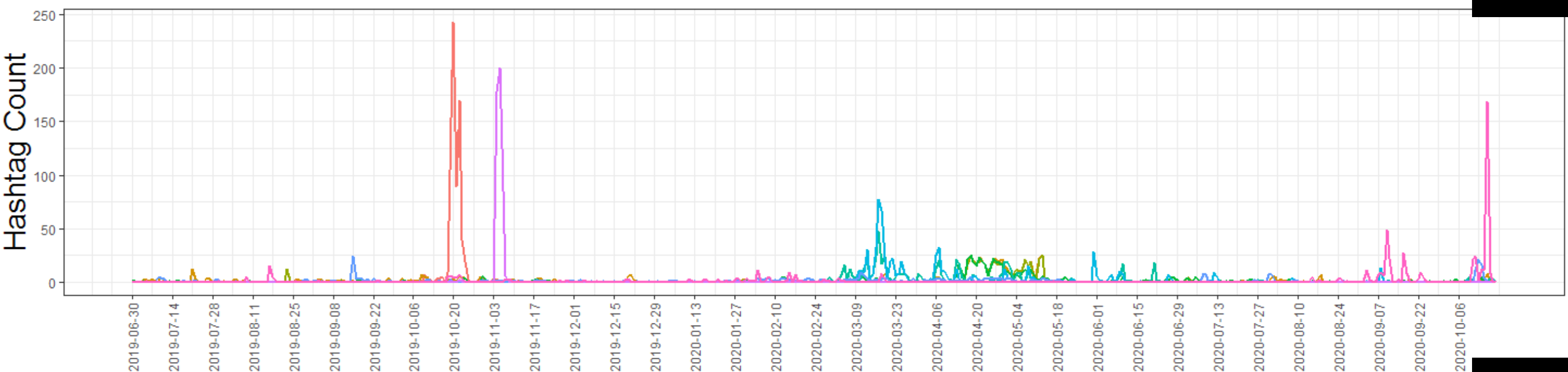
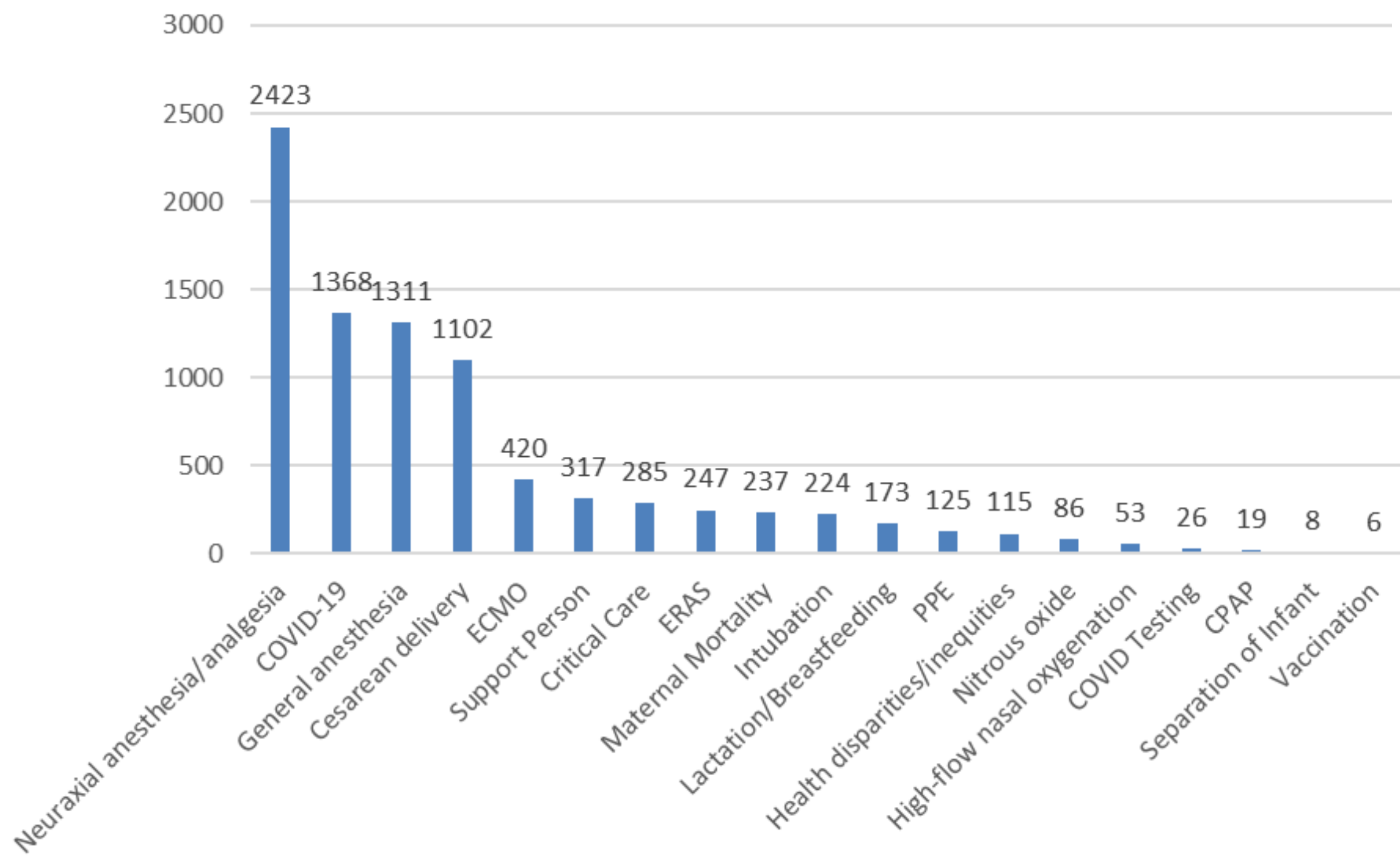


FIGURE 2



FIGURE 3



FIGURE 4A

FIGURE 4B

TABLE 1

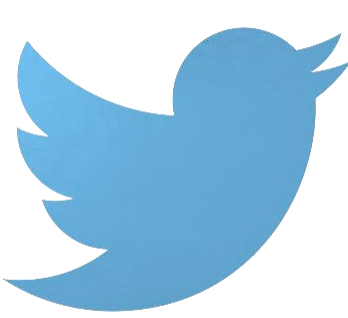
Hashtag	Frequency
#obanes	10455
#anesthesia	949
#anes19	757
#anesthesiology	735
#anesthesiologist	687
#covidob	650
#covid19	612
#soapam2020	606
#oaa3dc2019	517
#epidural	450
#cesarean	403
#obgyn	374
#wintercongress2020	320
#medthead	303
#tweetorial	301

TABLE 2

Username	Frequency
@Ron_George	1135
@OBsleepmerchant	1035
@emilysharpe	781
@MDJobSite	589
@ruthi_landau	305
@SOAPHQ	210
@LimGrapes	199
@antonchau1	198
@CarolynWeiniger	195
@JeremyGueMD	185

TABLE 3

Username	Impressions
@Ron_George	8279403
@MDJobSite	5991055
@JAMA_current	3152384
@emilysharpe	3051886
@ruthi_landau	931730
@SOAPHQ	638814
@EMARIANOMD	598802
@CJA_Journal	597863
@Anaes_Journal	540893
@OBsleepmerchant	440643



@AubriRobinson



@Ron_George



@LimGrapes



@EMARIANOMD



@ruthi_landau



@emilysharpe



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FIGURE 1

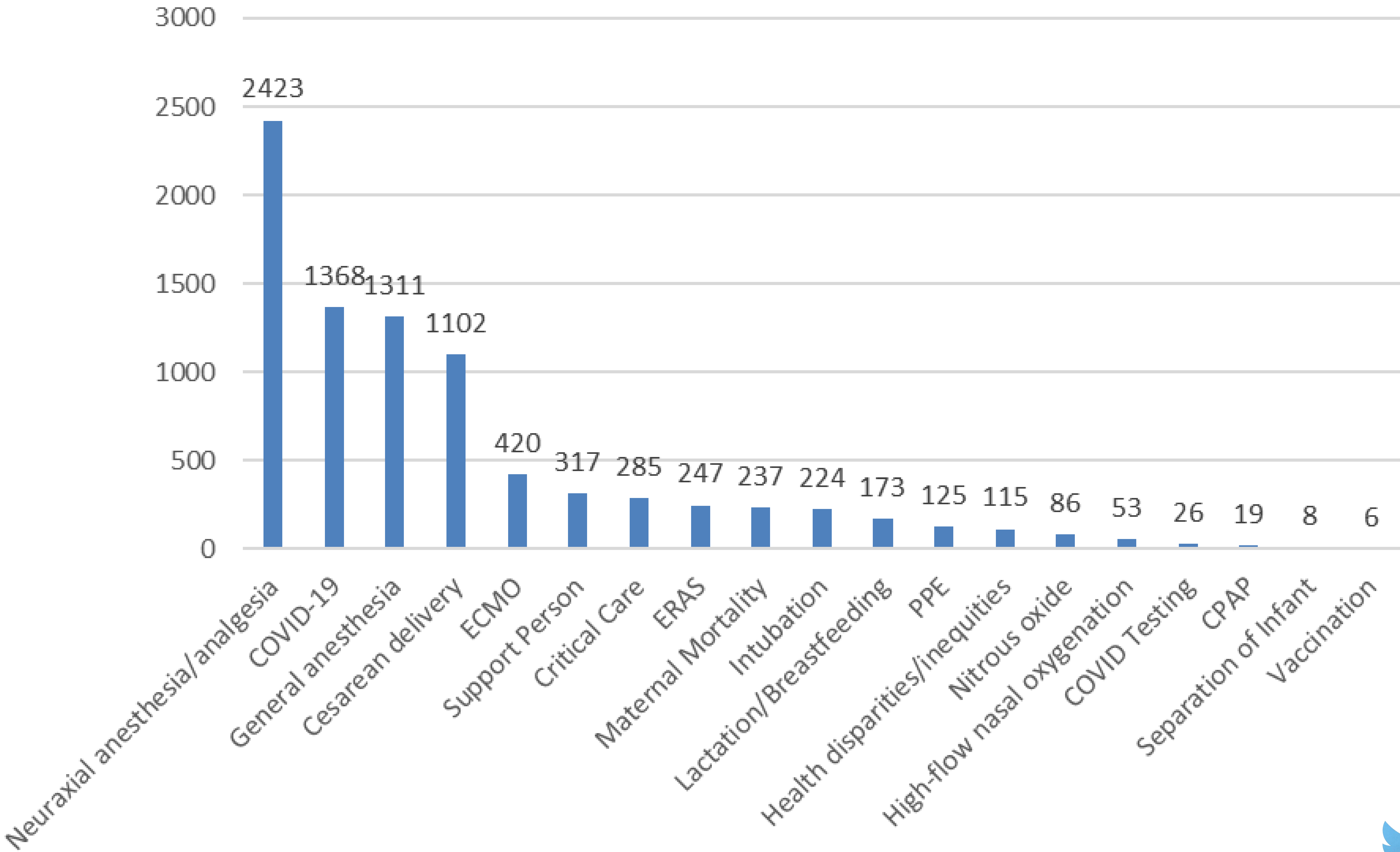
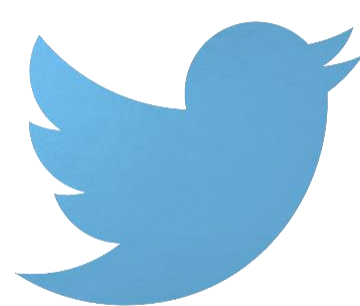


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@AubriRobinson



@Ron_George



@LimGrapes



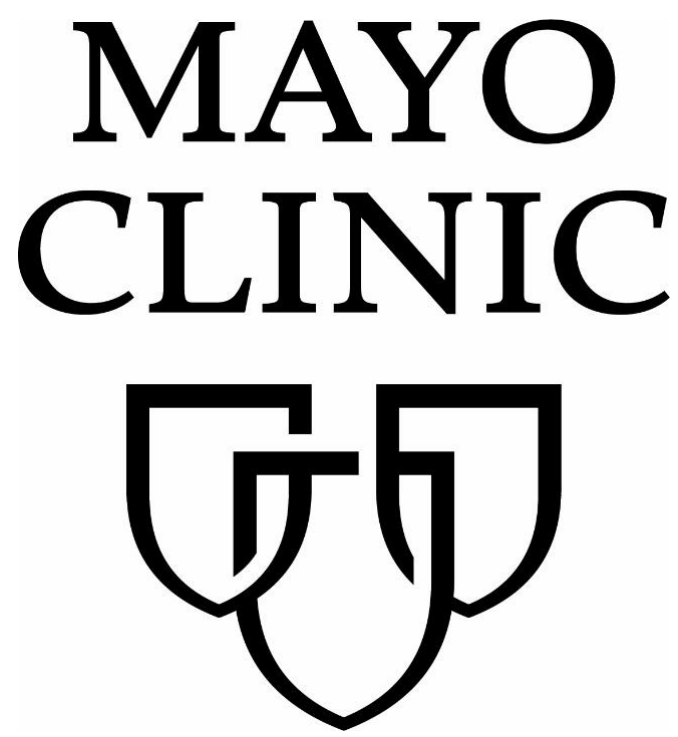
@EMARIANOMD



@ruthi_landau



@emilysharpe



Twitter facilitated physician initiated #OBAnes related discussions during onset of COVID-19 pandemic|

 Everyone can reply



Tweet