

The Effect of Social Media To Plastic Surgery

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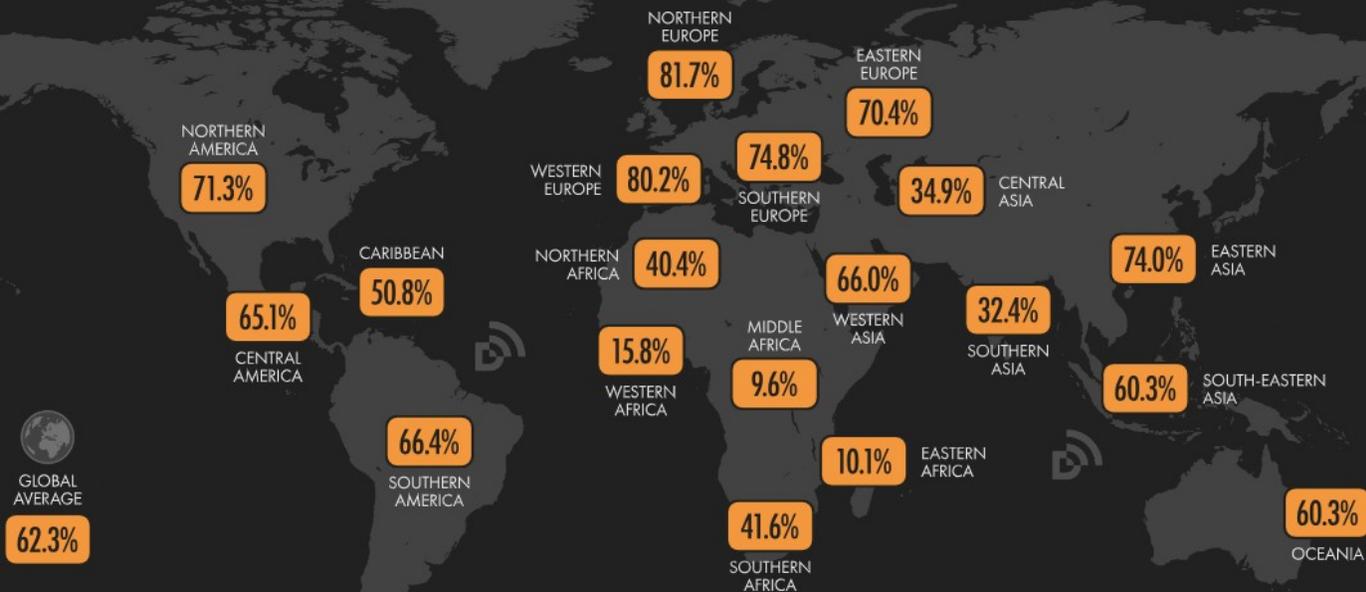


Introduction

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SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



- Aesthetic surgery takes an important place in the field of plastic and reconstructive surgery. Aesthetic surgery procedures are performed to make the body image look more desired. Social media is the platform used by more than half of the world's population and the appearance of people on social media is extremely important.

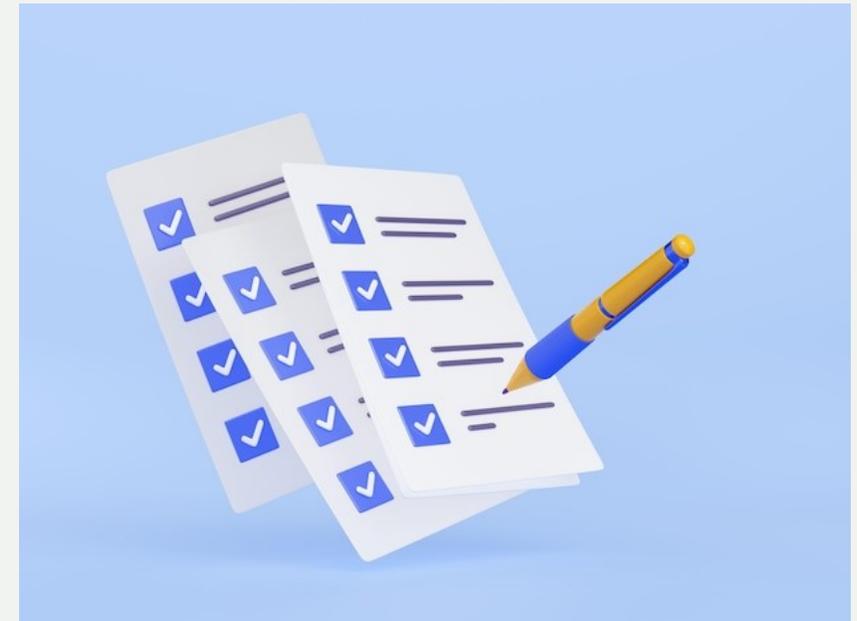
Introduction

- The number of worldwide active social media users is constantly growing and at 2021 has reached 3.02 billion users, around one-third of Earth's entire population.(4)
- The most commonly reported factors that influenced the participants' decision to undergo rhinoplasty included before and after pictures on social media platforms (76.1%) and the desire to appear better in pictures and selfies (73.2%)(1)
- The aim of this study is to evaluate if there is a significant relationship between patient's social media usage and their desire to have plastic surgery and how they find the suitable surgeons for them, do they use social media or their friends to find a surgeon.



Methods

- In this study, a survey consisting of 20 multiple-choice questions was administered to patients between the ages of 18 and 65 who applied to the Bezmialem Foundation Hospital Clinics. The questionnaire consisted of questions about demographics, preferred social media platforms, average daily screen time, do they think that people using social media are more likely to undergo plastic surgery operations, and whether is it possible that social media had an impact on their decision to think about doing plastic surgery.



Results

- A total of 74 patients participated and the most used social media platforms were Instagram. There was significant difference found between the people (7) who trust surgeons which share their patient satisfaction on social media and the patients who wants to find surgeons from social media (16) or from friends ($p < 0.05$).



Results

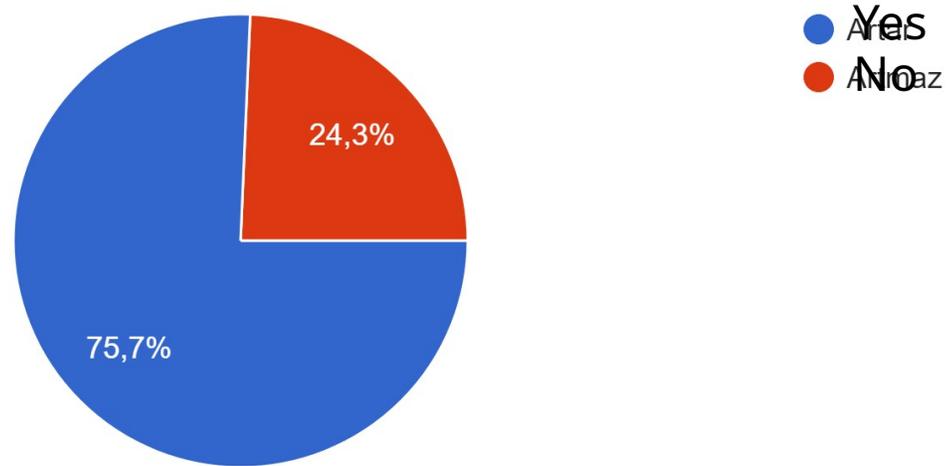
- So that means patients have more trust on you if you share your patient satisfaction on social media but still they prefer to go to surgeons which are known by their close social environment. They trust you more but still they don't prefer.



If a plastic surgeon shares his patient satisfaction on social media, is that makes you trust him more ?

9-Sosyal medyada hastalarının memnuniyetini paylaştan bir cerraha güveniniz artar mı?

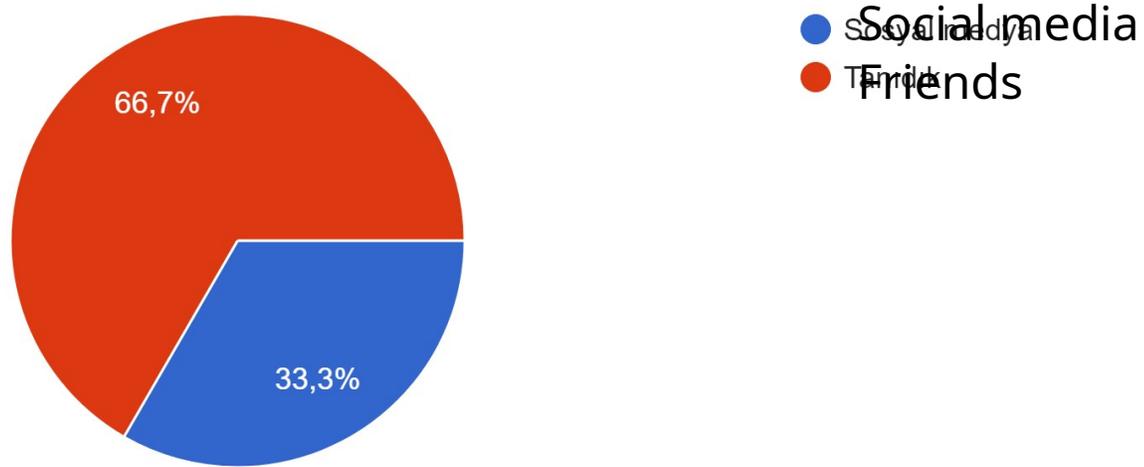
74 yanıt



If you have ever undergo plastic surgery how did you find your plastic surgeon?

16-Daha önce estetik ameliyat oldunuz mu olduysanız plastik cerraha hangi yolla ulaştınız?

27 yanıt



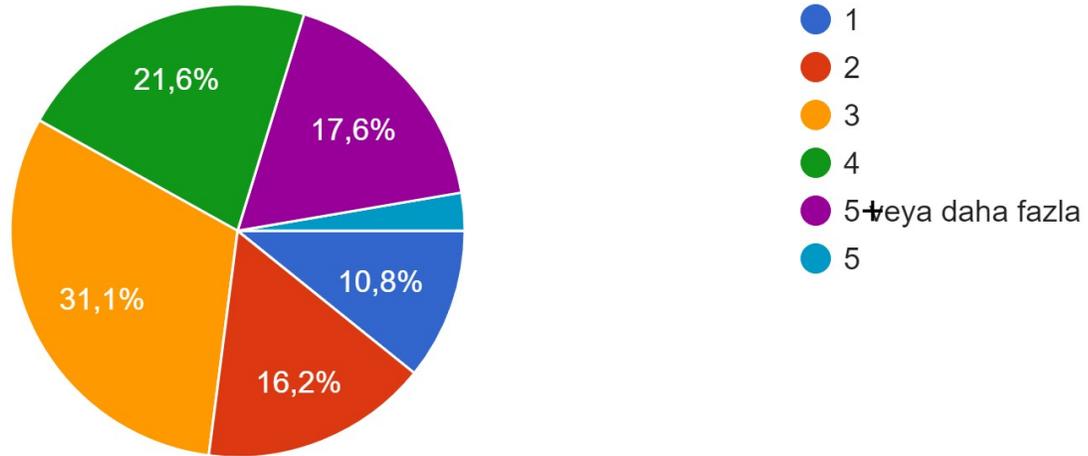
Results

- There wasn't a statistically significant relationship between the people(20) who spent 5+ hours on social media and people which finds surgeons from social media(16). ($p>0.05$). So social media may advertise the surgeons but end of the day it is not enough to make them trust you, wether the patients use social media a lot or not.

How many hours do you spent on social media ?

20-Sosyal medyada kaç saat vakit geçiriyorsunuz?

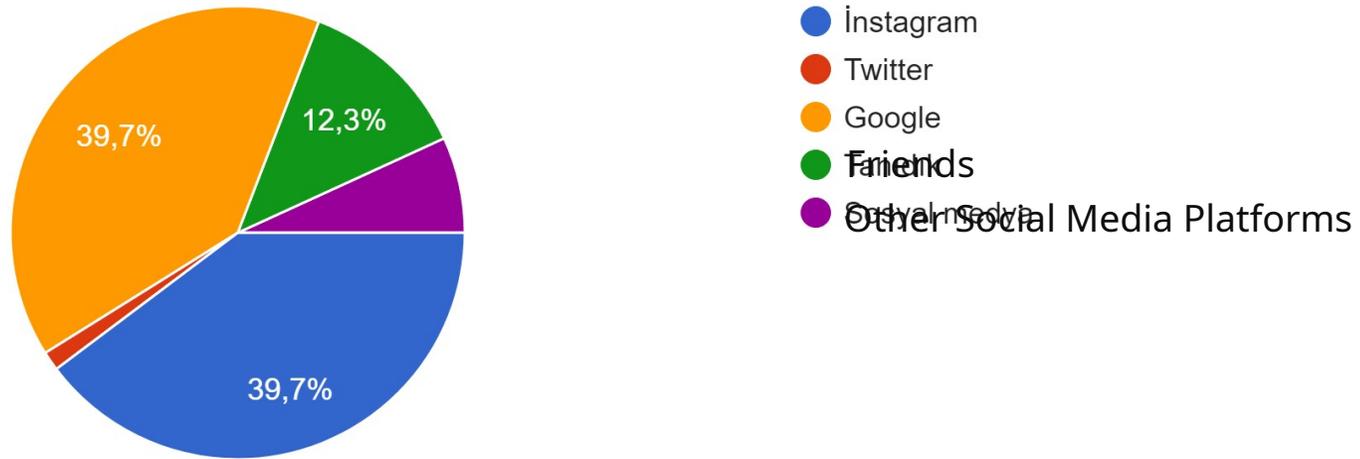
74 yanıt



Which one would you choose to find the right surgeon?

13-Bir plastik cerrah arasaydınız hangi yolu tercih ederiniz bulmak için?

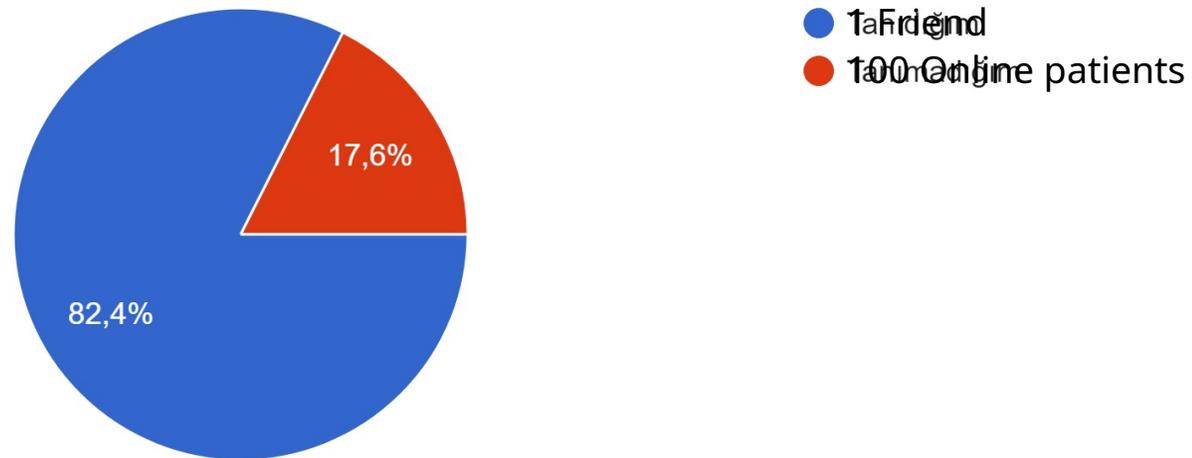
73 yanıt



There are 100 patients on an online platform recommending a plastic surgeon and there is one real life friend of yours that recommends another surgeon, which one would you choose as your surgeon?

10-Tanıdığınız birinin gerçek hayatta tavsiyesi mi sizin için daha önemlidir tanımadığınız 100 kişinin online olarak tavsiyesi mi?

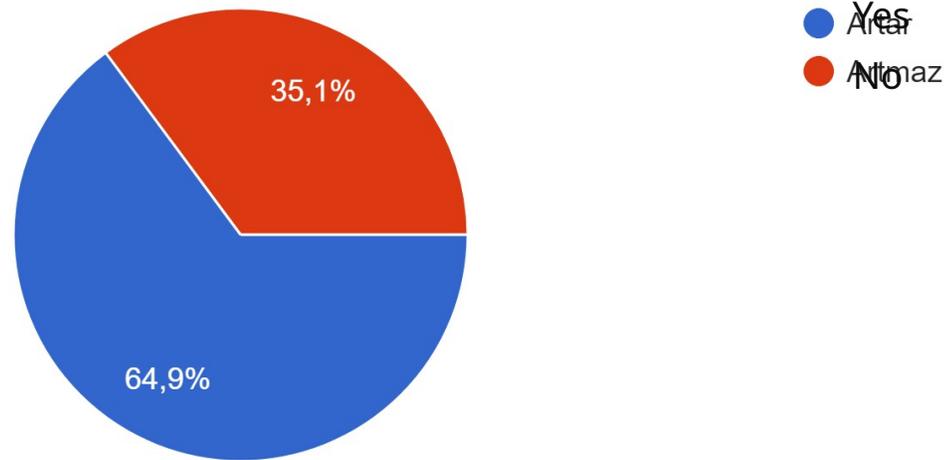
74 yanıt



Do you trust more to a surgeon if he is followed by famous people on social media platforms?

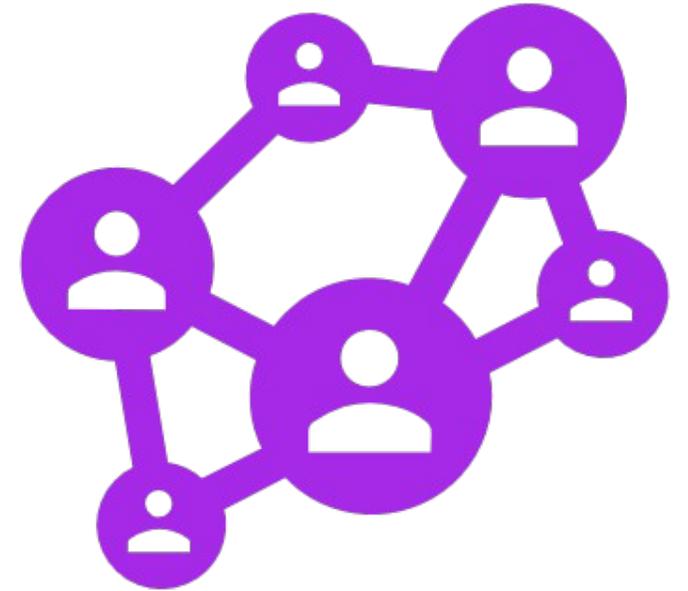
7-Sosyal medyada ünlülerin takip ettiği bir cerraha bu nedenden ötürü güveniniz artar mı?

74 yanıt



Conclusion

- According to this study, there is significant difference found between the social media advertising and advice from their social environment, people may like if a surgeon is well known on social media but still they tend to go the surgeons which their real life friends recommended.



References

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