

SOCIAL MEDIA RESEARCH IN MEDICINE: CHALLENGES AND SOLUTIONS





CRISIS OF CLASSICAL METHODS OF DATA COLLECTION

PEOPLE ARE:



Distrustful
(not giving information,
not opening doors to
interviewers etc.)



Busy
(have no time for polls,
install call blockers etc.)



**Tired
of the polls**

ALTERNATIVES?



**Social media
analytics?**



**Quick and
spontaneous
information?**

OUR EXPERIENCE

Digital sociology from 2017

PROJECTS:

-  Opinions on vaccination
-  Image of nurses
-  Image of doctors
-  Image of laboratory services
-  Image of urological services
-  Image of particular persons and organizations in Moscow healthcare and others

Latest: image of psychiatry
and psychiatric services

700 000+ **MESSAGES**

9 000+ **IMAGES**

INSTRUMENTS:

Local program and custom
python code

CHALLENGES

INCREASING AVOIDANCE OF PUBLICITY – LESS SPONTANEOUS SPEECH



Platforms' limitations



Fear to speak publicly, growth of private communication



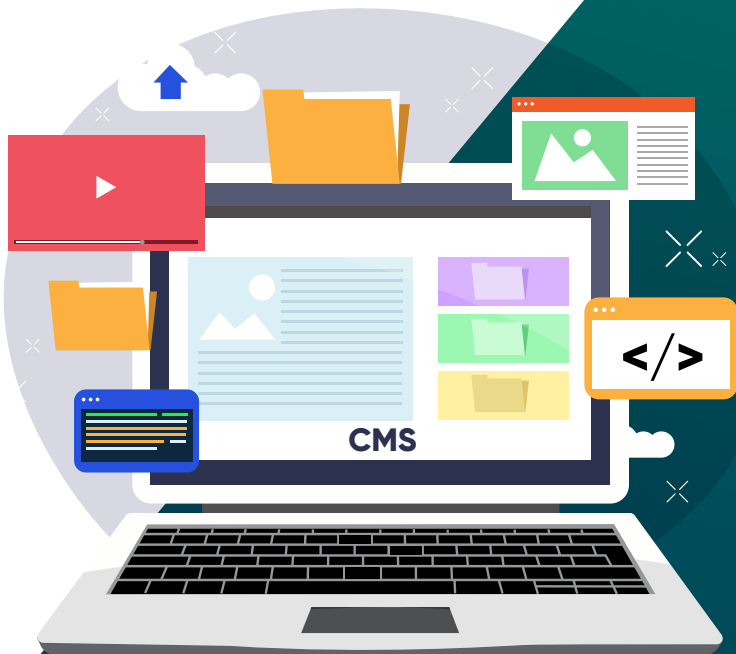
Overrepresentation of certain groups in public spaces



Public accounts

CHALLENGES

DRAWBACKS OF DATA COLLECTION AND ANALYSIS SYSTEMS



Characteristics of the dataset obtained rely heavily on the data collection systems. Different systems – different general population?



Flaws of automatic sentiment and spam analysis



Not enough training data? But when will there be enough?



Social media analytics products are aimed at market research

CHALLENGES



RISE OF VISUAL CONTENT



Computer vision – are there solutions for sociology? How to analyze the context?

SAMPLING BIAS



Different access to Internet and social media for different groups



Different activity – overwhelming majority of social media users do not produce own content

IDEAS FOR SOLUTIONS

Treat it like an info field, not representation of population

What quotas should one use to represent population?

How to take into account different activity levels?

**Use machine learning (lemmas' analysis, CV etc.)
but understand its limitations**

Use random sample:

Quantitative

In-depth analysis of 400-800 messages

Quantitative

Variety of opinions – good for pilot or data enrichment

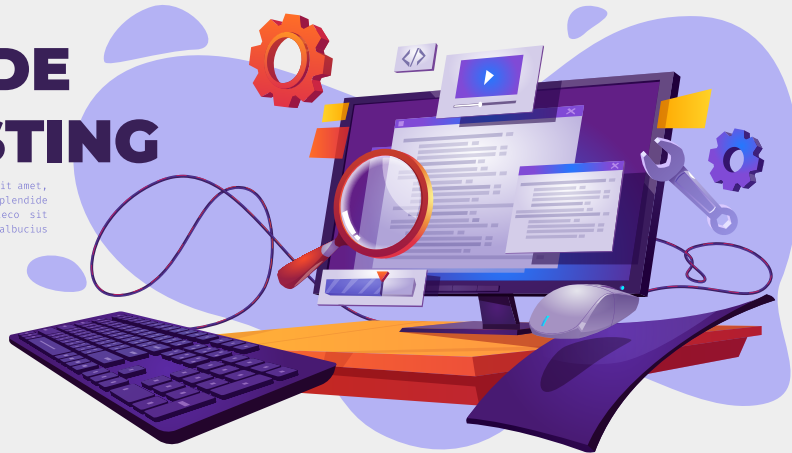
IDEAS FOR SOLUTIONS

Use offline research

- 💡 Ideas for coding categories,
- 💡 hypotheses

CODE TESTING

lorem ipsum dolor sit amet,
melius commodo splendide
vix eu, justo graeco sit
no, mei cu albus
euripidis.



Work with images attached to messages

- 💡 CV – objects on the images
- 💡 Colors and other parameters



Do not be afraid of spam, but analyze it separately

INFORMATION AND CONTACTS

FURTHER READING:

Bogdan IV, Gurylina MV. Four "Big" Stereotypes on Nurses in Mass Consciousness: on the Materials of the Moscow People Opinion Analysis in Social Media // Probl Sotsialnoi Gig Zdravookhranennii Istor Med. 2019 Aug;27(Special Issue):552-558. doi: 10.32687/0869-866X-2019-27-si1-552-558.

Bogdan IV, Gurylina MV, Chistiakova DP. The basics of health educational activities concerning vaccination in the Internet: "rational" advocates and "emotional" opponents// Probl Sotsialnoi Gig Zdravookhranennii Istor Med. 2019 Nov;27(6):1038-1042. doi: 10.32687/0869-866X-2019-27-6-1038-1042.

Russian articles - on demand

LOOKING FOR COOPERATION!

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