

Chapter 3

THE ROLE OF TWITTER IN CLINICAL DENTISTRY

M. Taha ALPAYDIN¹

Twitter in Dentistry

The Internet is a global forum that people declare their opinions these days. People need to contact each other, share some information, and interact with each other using the Internet. Thus, social media platforms were born. Each of these platforms presents various sharing content ways to focus on responding to different types of consumers' needs. Social media, a new alternative tool rather than a newspaper, TVs, and radio channels, is becoming popular day by day. Consisting of knowledge, discussing this knowledge's accuracy, and re-agenda of the knowledge is becoming comfortable and fast using social media. People play an active role rather than passive roles while learning information or sharing information through social media. Social media users are sharing the information for themselves, but they also put on a comment or like this instant information. There are several numbers of social media websites and applications to serve various purposes. These websites are as follows: WhatsApp, Instagram, and Twitter [1].

Twitter is an interactive social media platform that was founded in 2006. Twitter users can write a text up to 140 characters (right now 280 characters), and they express their feelings and thoughts with short sentences. Users' posts that call "tweet" are publicly visible for other users. However, users can limit their

¹ D.D.S., is a Research Assistant in the Department of Orthodontics, Faculty of Dentistry, Ordu University, Turkey.

REFERENCES

1. Statista. Most popular social networks worldwide as of April 2020, ranked by number of active users. 2020. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/#statisticContainer>. Accessed on June 20, 2020]
2. Kelly R. Twitter Study. 2009. Retrieved from <https://web.archive.org/web/20110715062407/www.pearanalytics.com/blog/wp-content/uploads/2010/05/Twitter-Study-August-2009.pdf>. Accessed on June 20, 2020].
3. A glossary of terms for community healthcare and services for older persons. 2004. Retrieved from http://apps.who.int/iris/bitstream/10665/68896/1/WHO_WKC_Tech.Ser._04.2.pdf. Accessed on June 20, 2020].
4. King D, Ramirez-Cano D, Greaves F, Vlaev I, Beales S, Darzi A. Twitter and the health reforms in the English National Health Service. *Health policy*. 2013;110(2-3), 291-297.
5. Chew C, Eysenbach G. Pandemics in the age of Twitter: content analysis of Tweets during the 2009 H1N1 outbreak. *PloS one*. 2010;5.11: e14118.
6. Neiger BL, Thackeray R, Burton SH, Giraud-Carrier CG, Fagen MC. Evaluating social media's capacity to develop engaged audiences in health promotion settings: use of Twitter metrics as a case study. *Health Promotion Practice*. 2013;14(2):157-162.
7. Chunara R, Andrews JR, Brownstein JS. Social and news media enable estimation of epidemiological patterns early in the 2010 Haitian cholera outbreak. *The American Journal of Tropical Medicine and Hygiene*. 2012;86(1):39-45.
8. Nascimento TD, DosSantos MF, Danciu T, et al. Real-time sharing and expression of migraine headache suffering on Twitter: a cross-sectional infodemiology study. *Journal of medical Internet research*. 2014;16(4):e96.
9. Sinnenberg L, Buttenheim AM, Padrez K, Mancheno C, Ungar L, Merchant RM. Twitter as a Tool for Health Research: A Systematic Review. *American journal of public health*. 2017;107(1):e1-e8.
10. Twitter login page. Available online: <https://twitter.com/home> (accessed on 10 August 2020).
11. Heavilin N, Gerbert B, Page JE, Gibbs JL. Public health surveillance of dental pain via Twitter. *Journal of dental research*. 2011;90(9):1047-1051.
12. Noll D, Mahon B, Shroff B, Carrico C, Lindauer SJ. Twitter analysis of the orthodontic patient experience with braces vs Invisalign. *The Angle orthodontist*. 2017;87(3):377-383.
13. Rachel Henzell M, Margaret Knight A, Morgaine KC, Antoun JS, Farella M. A qualitative analysis of orthodontic-related posts on Twitter. *The Angle orthodontist*. 2014;84(2):203-207.

14. Trulsson U, Strandmark M, Mohlin B, Berggren U. A qualitative study of teenagers' decisions to undergo orthodontic treatment with fixed appliance. *Journal of orthodontics* 2002;29(3):197-195.
15. Chan A, Antoun JS, Morgaine KC, Farella M. Accounts of bullying on Twitter in relation to dentofacial features and orthodontic treatment. *Journal of oral rehabilitation*. 2017;44(4):244-250.
16. Krishnamurthy B, Gill P, Arlitt, MA. Few chirps about twitter. In: *Proceedings of the first workshop on Online social networks*. 2008;p.19-24.
17. Zhang X, Fuehres H, Gloor PA. Predicting asset value through twitter buzz. In: *Advances in collective intelligence 2011*. Springer, Berlin, Heidelberg, 2012; p. 23-34.
18. Keelan J, Pavri V, Balakrishnan R, Wilson K. An analysis of the Human Papilloma Virus vaccine debate on MySpace blogs. *Vaccine*. 2010;28(6):1535-1540.