

Analyzing the Influence of “X” (Twitter) on Radiological Research and Education

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Twitter Account Name	Number of Followers
@radRounds	50,696 Followers
@Radiologyacr	62,169 Followers
@Radiology_rsna	56,398 Followers
@_the_SRT	12,174 Followers
@Radiology_AI	16,572 Followers
@Applied_Rad	23,039 Followers
@Auntminnie	40,680 Followers
@JACRJournal	12,835 Followers
@RadiologyToday	17,929 Followers
@Dx_imaging	29,303 Followers

Background

- “X”, previously referred to as “Twitter”, is a vast microblogging social media platform that is utilized by over 528 million monthly users
- The rapid nature of X allows this content to exponentially be shared and can “go viral” to be viewed by millions of people
- Due to the text-based format and vast user base, X has become one of the predominant platforms for medical education.
- In the field of radiology specifically, X allows for disbursement of media including both photos and videos which allows for supplementation of teaching points

Objective

The aim of this study was to describe and identify the influence of Twitter, now known as “X” in radiological education, the risks and benefits of both live “tweeting” vs. normal “tweeting”, discusses future educational opportunities for radiology and highlights areas of concern in X use.

Methods

The website “TweetBinder” was used to obtain quantitative data. A search was performed to obtain qualitative data. Information was utilized from other studies that have been performed analyzing social media use and from the X website.

Results/Findings

Influence of X

- Microblogging allows physicians to engage individuals and encourage collaborative thinking in learning environments, such as conferences
- Residency programs can use X and other forms of social media to advertise their virtual events, promote their program and network with future applicants

Benefits of Live Tweeting

- Searchable hashtags from the live-tweeting allows the attendees to identify the main learning point from sessions
- Residents, young physicians and students can feel equal to the physicians since X takes away hierarchy, creating relationships that may not have developed before
- X can provide real time updates and reminders on events and meetings

Risks of Live Tweeting

- Live-tweeting particularly during meetings has the chance to be a distractor from meeting content
- The rapid-fire nature of X, especially during events, can lead to diluted information which may not serve an educational purpose

Future Educational Opportunities

- Educational material can be shared instantly in a clear and concise manner
- Radiologists and students can "follow" users who share education, which helps grow their knowledge on topics
- Can increase social connections at meetings such as RSNA

Areas of Concern Regarding X

- Photos of presentations can be shared without consent, raising risk of misinformation or inadvertent release of personal details
- Healthcare professionals can make a minute error by tweeting content without fully reviewing for any patient identifiers leading to a breach of confidentiality
- The brevity of 140-character messages in tweets may result in misinformation

Discussion

- X has potential to serve as an education platform.
- When it comes to national meetings and conferences, X can be used to improve attendance and engagement.
- Social media can overall help promote diversity and inclusivity because it takes away the hierarchy of medicine that is present in person

References

