Harnessing the Power of Social Media for Good: Using Instagram as a Formative Assessment Tool

[3]Amanda Braddock BS, [1,2]Jessica Nguyen MD, [2,5]Anna Thompson MD, [4]Shelley Kumar M.Sc., [1,2]Miriah Gillispie-Taylor MD

[1]Division of Rheumatology, Department of Pediatrics, Baylor College of Medicine, [2]Texas Children's Hospital, [3] School of Medicine, Baylor College of Medicine, [4]Department of Academic General Pediatrics, Baylor College of Medicine,[5] Department of Pediatrics, Pediatric Residency Program, Baylor College of Medicine

Background

- Social media platforms are inherently captivating and could be harnessed to deliver brief teaching pearls
- Childhood rheumatologic and musculoskeletal diseases (cRMDs) have an estimated prevalence of 1:300,000 in the general population
- ~18% of acute pediatric visits are for musculoskeletal (MSK) complaints
- 33% of US medical schools and 40% of pediatric residency programs have no affiliated pediatric rheumatologist, resulting in inconsistent exposure amongst pediatric trainees
- cRMDs are only 2% of APB board content specifications
- Gamification improves engagement by promoting risk-free decision-making, providing immediate feedback, and demonstrating knowledge gain

Methods

1. Each week, a "Question of the Week" (QOTW) is posted to the Baylor College of Medicine (BCM) Pediatric Residency Instagram (IG) page for 24 hours
2. The correct response is revealed immediately upon answering
3. The following day an explanation is posted
4. The following week, the usernames with the first five correct answers are posted
- Available data from IG was collected, including number of viewers per question, per response, and response breakdown
- Intermittent surveys collected information on enjoyment, perceived knowledge acquisition, and preferred question difficulty

Results

Engagement with QOTW continues to be tracked, and data for 7 months starting in January 2023 has been collected
- On average there are 395 views per question, 107 unique responses, 395 views per answer, and 366 views per explanation
- Three months after starting the project, 95% of survey respondents indicated that they liked QOTW, 100% reported learning, and 57% wished the questions were more difficult
- At month seven, 98% of survey respondents indicated that they liked QOTW, 100% reported learning, and 50% wanted more difficult questions

Fig 1. illustrates the IG posts associated with the question in the order seen within the story, typically posted on Friday afternoons. Users click on the @bcmpeds icon with new stories indicated by the pink and yellow circle. Whether or not the correct response is chosen, the correct answer is immediately revealed. Whether or not the question is answered, the first 5 users who responded to the previous week's question are acknowledged in the next story image.
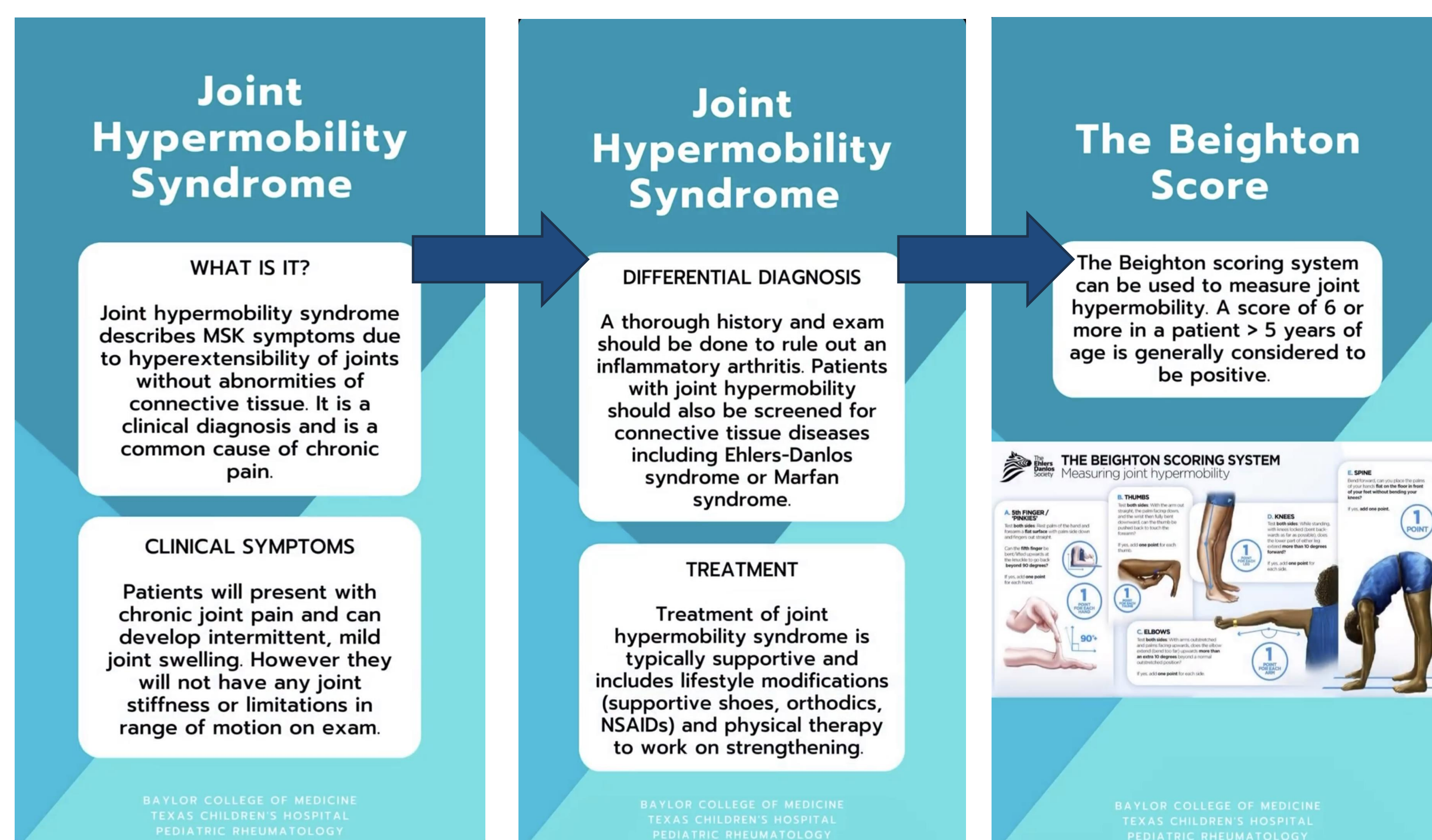

Fig. 2 illustrates the typical progression within an explanation post.

Fig 3. includes the average number of views per month, broken down by question, answer views, and explanation views based on collected data.
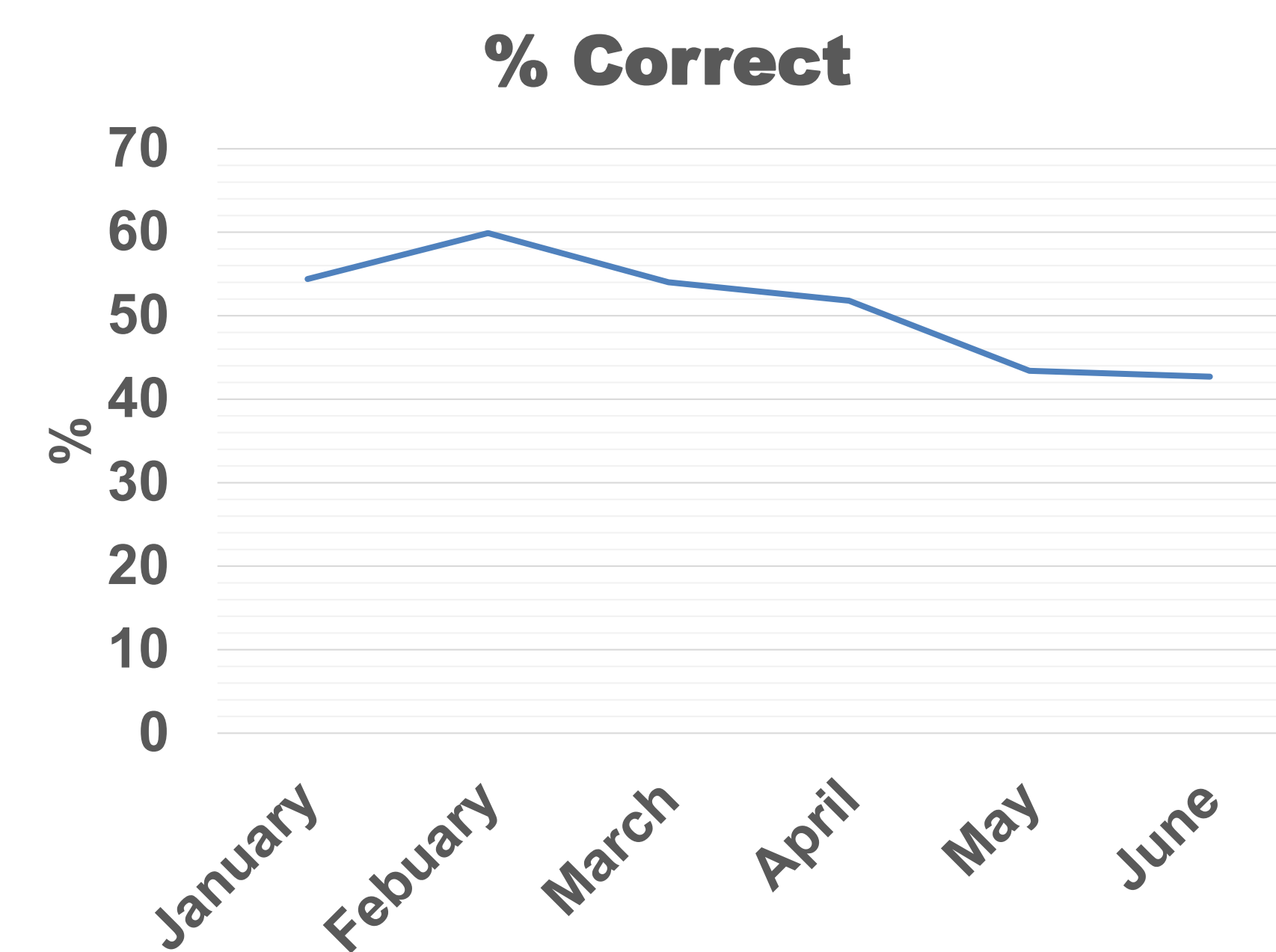
% Correct

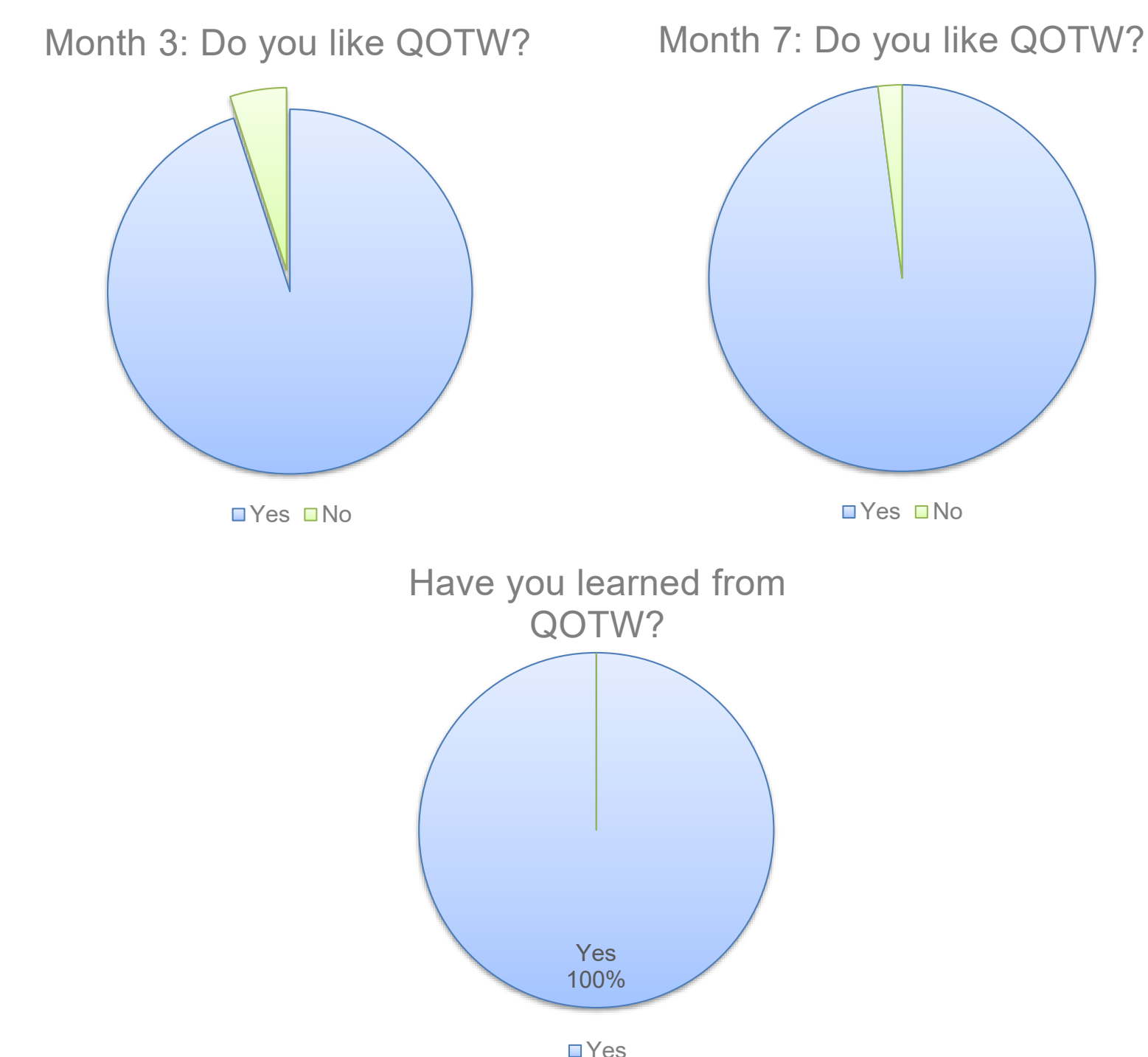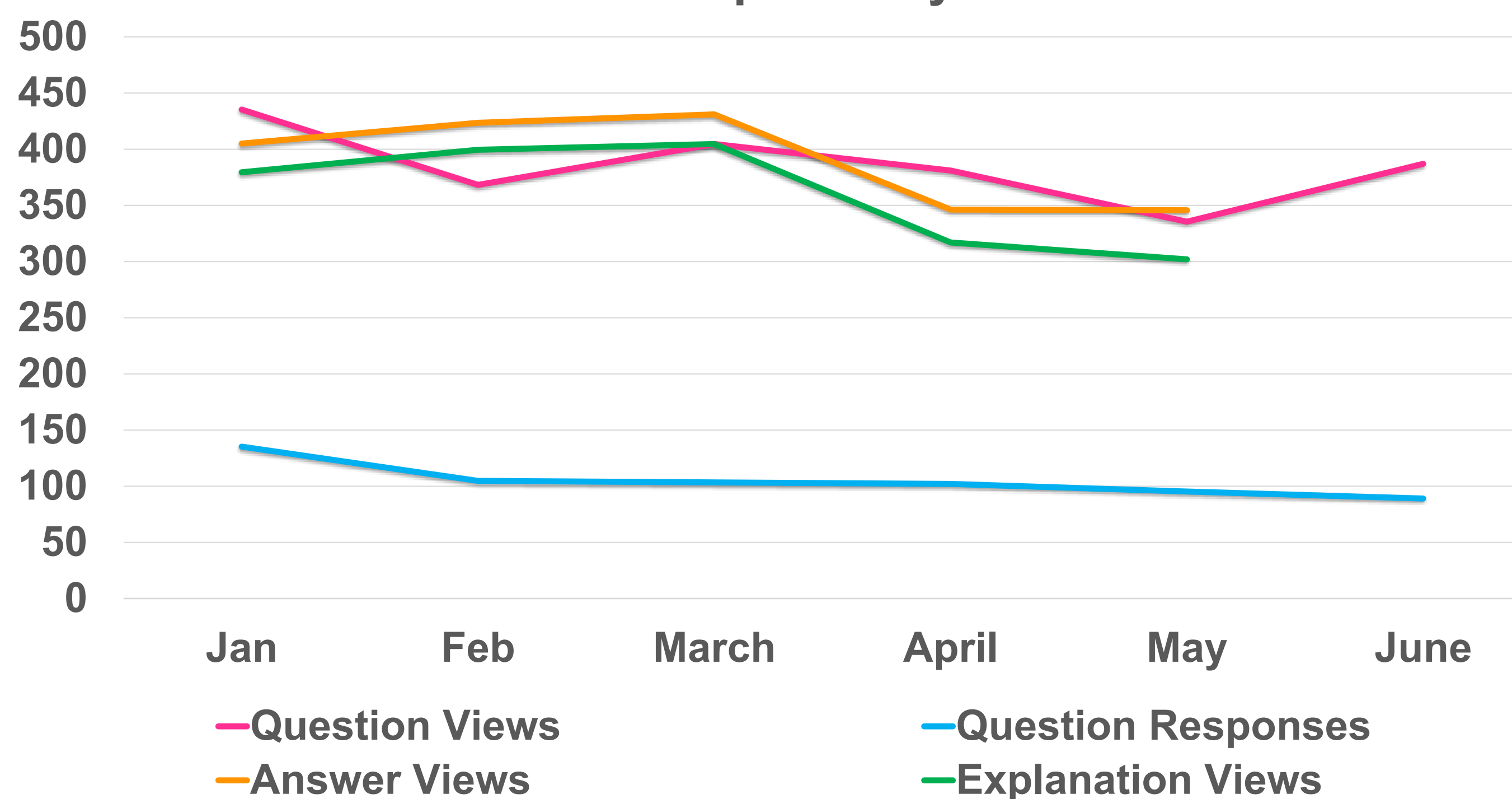Fig 4. depicts the average percent of correct responses by month.

Fig 5. depicts user responses when polled regarding whether or not like they to engage with QOTW and their perception of learning from engaging with QOTW. Responses to this item were the same percentage at months 3 and 7.

Conclusions/Future Directions

- QOTW utilizes social media to engage learners with high levels of participant enjoyment
- Social media was used to educate our target audience on the recognition of, work up for, and timely, appropriate referral of patients with concerns for cRMDs
- A large percentage of users engaging in QOTW are other allied health professionals (AHPs), therefore are target audience has expanded to include AHPs
- Going forward, we plan to repeat concepts to assess learning and retention with spaced repetition and potentially expand to include other subspecialties

Author Contact

Amanda.Braddock@bcm.edu   Miriah.Gillispie-Taylor@bcm.edu