ANALYSIS OF INFORMATION ABOUT BRONCHIAL ASTHMA ON THE SOCIAL NETWORK INSTAGRAM AND ASSESSMENT OF ITS COMPLIANCE WITH CURRENT STATE RECOMMENDATIONS AND GINA 2023

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Instagram is one of the most popular social networks, both in Ukraine and around the world. According to statistics in 2023, the number of users was about 11 million in Ukraine and over 2 billion worldwide.

The aim: to analyze the availability and evaluate the quality of informational related to asthma in one of the most popular social networks Instagram.

Materials and methods. A search and analysis of thematic posts on Instagram in the Ukrainian language using the hashtags "#bronchialna asthma", "#bronchialna_astma", "#bronchialna", "#asthma" was carried out in December 2023. Publications not related to medical topics were not included in the analysis. The posts were analyzed according to the following categories: post format, gender in the picture, belonging to a certain category, advertising, number of subscribers, number of likes, education of the post developer, orientation of the post to the audience, compliance with National and GINA recommendations, and safety of information for patient.

Results. A total of 308 posts were found. Of these, only 191 were analyzed, the rest were excluded due to compliance with the exclusion criteria. In the Ukrainian-language segment of Instagram, the format of text posts (91.1 %) prevailed over video content, and the leading positions among categories were education (46.6 %) and advertising (43 %). The pages of most contributors contained no information about the author's medical education (64.4 %), the vast majority of the content was patient-oriented (86.4 %). The dominant number of asthma related publications met the national and international GINA 2023 guidelines (73.3 %) and were safe for patients.

Conclusions: the information about asthma on Instagram social network needs more careful control of its quality, compliance with evidence-based medicine data, which can be solved by conducting educational campaigns in cooperation with medical faculties, implementing labeling of reliable sources of information and content regulation. This will ensure the dissemination of reliable and scientifically based information, which will help patients receive the proper advice and support, contribute to the improvement of their condition and quality of life.

Key words: Instagram posts, asthma, quality of information, adapted evidence-based clinical guideline, GINA.

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