

Influence of social media in Healthcare Decision-Making

By

Dr Priya Mehra

Dissertation submitted in partial fulfillment of award of

MBA-Hospital and Health Management

Academic year 2019-2021



1, Prabhu Dayal Marg, Sanganer,

near Airport, Maruti Nagar,

Jaipur, Rajasthan 302029

Ph" 0141 3924700, Fax: 3924738

Website - www.iihmr.edu.in

Influence of social media in Healthcare Decision-Making:

By

Dr Priya Mehra

Dissertation submitted in partial fulfillment of award of

MBA-Hospital and Health Management

Academic year 2019-2021

Sukoon Health Pvt. Ltd. Gurugram



1, Prabhu Dayal Marg, Sanganer,

near Airport, Maruti Nagar,

Jaipur, Rajasthan 302029

Ph" 0141 3924700, Fax: 3924738

Website - www.iihmr.edu.in



Sukoon



Clinical Governance by
Dept. of Mental Health and Behavioral Sciences
Fortis Hospitals Ltd.

SH/HRD/IC/June/2021/02

Date:28/06/2021

To whomsoever it may concern

This is to certify that Ms Priya Mehra, a student of MBA Hospital and Health Management 6th Semester from IIHMR University, Jaipur, has completed her training at Sukoon Healthcare Services Private Limited.

She has completed her training in 'Sales & Marketing' from 15th Feb 2021 to 31st May 2021.

During her tenure, her performance was found to be satisfactory and we wish her all the best for her future endeavors.


HR Department
Sukoon Health

Abstract

Influence of Social Media Role in Healthcare Decision-Making

Submitted By: Dr Priya Mehra

MBA HM 24, Roll No: 0962

Submitted To: Dr Neetu Purohit

Introduction:

Social media has grown gradually during the last decade and it is now measured as a new chance to use for diverse purposes such as decision making for health-related issues. "The internet provides a wealth of material on everything from the etiology of disease to its genetic underpinnings, details on its manifestation and symptom progression, and effective treatments. There are a lot of changes in healthcare decision-making as there are a lot of advertisements people come across on social media about any disease or about doctors or the way of treatment". People have gained a lot of knowledge from those advertisements, and their way of thinking has changed. The people bear in mind whatever information they come around on social media, they save it for their future references, or they even refer it to other people. Everybody is becoming a lot more mindful of health-related things/news.

Objectives:

1. To analyze the usage pattern of social media in healthcare decision making by individuals
2. To identify the uses and limitations of social media for health communication among the public, patients, and health professionals

Material and Method-

Cross sectional descriptive study is done during the three months period i.e., 1 March 2021- 2021. The Google docs E-online self-administered questionnaire was distributed among 200 out of which 150 people responded to it. Non-Probability Convenience sampling technique has been used. The data analysis is done through MS Excel. Root Cause Analysis & charts and graphs drawn in the study. Due considerations of confidentiality and privacy of information is under in the study.

Result:

1.Demographics: Out of the 150 respondents, 40.7% respondents were Female whereas 59.3% of the respondents were Male. The lowest age from respondents is 16 years and highest is 51 years. Mean age of the respondents of the study is 27.4 years. Education -Out of total 3.3% are doing secondary education, 6.6% are completing or completed Graduation and rest 30.7% of individuals either doing Post Graduation or done with it. In response to the question of Occupation: Many of the respondents were from the medical field i.e.,54%. The Non-Medical were around 46%.

2. Social media usage: Approximately 37.6% of people spend 2-3 hours daily on social media. Maximum people spend 2-3 hours daily on some social media platforms Instagram, YouTube, WhatsApp. People who spend 1-2 hours per day are approx.33.6%. Respondents who spend between 3-4 hours are approx. 20.1% And only a few i.e., 8.7% people spend more than 5 hours a day on social media.

3.Influence: 33.6% of respondents choose option 'to a large extent' a brand influence in decision making/choosing a doctor which they saw on social media, 41.1% of people opted option 'seldom' - rarely their decision making is influenced by what they see on social media. While on the other hand the decision making of 25.3% of people is not influenced by what they see or encounter on social media about doctors.

Conclusion

The demographics details for the 150 respondents were analyzed for the study. The mean age of the respondents was 27.4 years and about 50-50 division on gender. With a healthy traffic visit to these social media sites of around 2 hours daily, most people spend most of their time on social media giants like Instagram, YouTube, WhatsApp.

Close communities on social media have healthy discussions and are most successful in guiding people towards professional help, while people are curious about their issues it is often taken with caution.

Social media has its perks or secrecy, rarity, and anonymity of the issue but at the same time it suffers from limitations of trust and accuracy of the knowledge.

Acknowledgement

The opportunity I had at **Sukoon Health Pvt. Ltd., Gurugram** was a great chance for proficient learning and development. I am so grateful for getting a chance to meet so many delightful people and professionals who lead me through this period.

My appreciation and gratitude are extended to **Mr. Kanishk Gupta (Director & CEO Sukoon Health Pvt. Ltd.)** and **Mr. Vidit Bahri (M.D Sukoon Health Pvt. Ltd.)** for their guidance, generosity to share their tremendous knowledge and for giving continuous and unlimited motivation from the beginning of the internship till the end of the program.

I would especially like to express my gratitude to **Mrs. Anamika Sinha (Experience Manager Sukoon Health Pvt. Ltd.)** for her precious time, immense support, useful advice, expertise, and encouragement throughout my internship journey.

I would also like to thank **Mr. Deepak Sahu (General Manager Sukoon Health Pvt. Ltd.)** for his constant elevating encouragement and support and my colleagues for their time, support, and kind supervision in the completion of this project.

I pay my deep sense of gratitude to **Dr. Neetu Purohit (Mentor-IIHMR, Jaipur)** for her co-operation and encouragement at each step.

Last, but not the least, my parents, my friends, who have always inspired me to do my best. So, with due regards, I express my gratitude to them.

Table of contents

Abstract	4
Acknowledgement	6
Introduction	9
Literature Review	11
Rationale	13
Research Question	13
Objectives	13
Methodology	13
Data Analysis and Results	15
Discussion	25
Recommendations	27
Conclusion	28
Questionnaire	29
References	34

List of Figure

Figure 1. Percentage of usage of social media platform	25
--	----

List of Graphs

Graph 1: Age, Gender distribution	15
Graph 2: Occupation distribution	16
Graph 3: Education districution	16
Graph 4: This Graph shows how often respondents move to internet for their medical queries	17
Graph 3: Gives a count of average hours spent on social media	19
Graph 4: Percentage of respondents who, while choosing physician or a hospital, do not consider the news they have encountered on social media or the internet	20
Graph 5: Respondents who feel the need to investigate the accuracy of any type of health news/ads	21
Graph 6: Percentage of people who trust online ads and would consult a doctor based on that news	22
Graph 7: Percentage of people who would recommend their doctor to their online community	23
Graph 8: Count of - to what extent does a brand's social media presence influence you in choosing the doctor	24

Role of social media in Healthcare Decision-Making

Introduction

Social media is broad and constantly evolving. The term describes an Internet-based tool that facilitates individuals and communities to assemble and communicate their ideas, share knowledge, personal beliefs, memories and, in some cases, to work together with other users in real time. Social media is sometimes referred to as “Web 2.0” or “social networking.”

With the recent advancements in technologies, all sectors of businesses have revised their ways and healthcare is no different. The various new online communities and the abundant availability of the information has rendered the old system of healthcare struggling. While the trust in doctors still holds, people have started venturing over the internet to understand the ailments of their body.

Recently, more and more individuals look up their affiliations on forums or discuss it with medically illiterate acquaintances before getting professional help. This new feedback loop to the medical relief process has added new complications to the system. People read about their problems and get educated about the risks or how to prevent it which is an extremely good thing, as a more educated population means lowering of all infections. The problem lies when social media starts to influence in ways which do not compliment the system but rather disturbs it. Self-medication and misinformation in medicine is high. Social media is putting people into a new light and making them reevaluate themselves, creating impact in social, mental, and personal health of the individual.

There are a lot of changes in healthcare decision-making as there are a lot of advertisements people come across on social media about any disease or about doctors or the way of treatment”. People have gained a lot of knowledge from those advertisements, and their way of thinking has changed. The people bear in mind whatever information they come around on social media, they save it for their future references, or they even refer it to other people. Everybody is becoming a lot more mindful of health-related things/news.

“Healthcare’s prevailing marketing venue is exceedingly digital, where no less than 40 percent of users are researching consumer reviews and what others say about doctors or treatments. What is more, it is a serious give-and-take proposition—over 30 percent use YouTube, Facebook, and Twitter to find and to share info and opinions.”

Social Media can be classified into 13 groups.

Classification of social media

- **Blogs**
- **Business Social Networks**
- **Service Bookmarking**
- **Microblogs**
- **Service/Product review**
- **Photo Sharing**
- **Forums**
- **Collaborative Projects**
- **Social Gaming**
- **Social Networks**
- **Video sharing**
- **Virtual Worlds**

Types of content

- **Written Content:** Blog post, Product content and guides, eBooks.
- **Interactive Content:** Polls, Quizzes
- **Video Content:** Tutorials, Webinars, Vlog
- **Visual Content:** Images, Videos

Many people are nowadays using their social media platforms to share content, links, and information on any issue. Most people are using different social media platform to gain the required information or share some of their experience. These shared knowledge or information about any doctor or hospital or any kind of treatment and some people even might share their own journey of whatever treatment they have gone through, this all information available on social media and people can take or save whatever information they find worth saving.

This study aims to understand how individuals are using these social media networks in India.

Review of Literature:

Journal Year	Title	Authors and link	Main Question	Key findings
2013	A new dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of social media for Health Communication	S Anne Moorhead and et all	Identify current gaps to provide recommendations for future health communication research.	Seven main uses of social media for health communication were identified, including focusing on increasing interactions with others, and facilitating, sharing, and obtaining health messages. The six key overarching benefits were identified as (1) increased interactions with others, (2) more available, shared, and tailored information, (3) increased accessibility and widening access to health information, (4) peer/social/emotional support, (5) public health surveillance, and (6) potential to influence health policy. Twelve limitations were identified, primarily consisting of quality concerns and lack of reliability, confidentiality, and privacy."
2014	Social Media: A Review and Tutorial of Applications in Medicine and Health Care	Francisco Jose Grajales III and et all	To illustrate how, where, and why social media are being used in the medical and health care sectors.	Case studies are presented according to 10 different categories of social media: (1) blogs (e.g., WordPress), (2) microblogs (e.g., Twitter), (3) social networking sites (e.g., Facebook), (4) professional networking sites (e.g., LinkedIn, Sermo), (5) thematic networking sites (e.g., 23andMe), (6) wikis (e.g., Wikipedia), (7) mashups (e.g., HealthMap), (8) collaborative filtering sites

				(e.g., Digg), (9) media sharing sites (e.g., YouTube, SlideShare), and others (e.g., SecondLife).
2018	How Patients' use of social media impact their interaction with healthcare professionals	Benetoliab, and et all	How the interaction will look when patient has some knowledge about their condition	Reported improvement in the patient-HCP relationship due to increased knowledge, better communication, and empowerment
2019	The role of internet resources in health decision-making: a qualitative study	Lauren Georgia Bussey and et all	To examine the different ways in which internet resources play a role in health decision-making within the context of distributed decision-making.	Identified three main ways in which internet resources played a role in health decision-making. A supportive role (as a decision crutch), a stimulating role (as a decision initiator), and an interactional role (impacting on the doctor–patient relationship).
2021	Social Media and Health Care	Deema Farsi	This review aims to shed light on social media use worldwide and to discuss how it has been used as an essential tool in the healthcare industry	“Social media are best categorized as health promotion, career development or practice promotion, recruitment, professional networking or de stressing, medical education, telemedicine, scientific research, influencing health behavior, and public health care issues.

Rationale

In today's decade as social media platforms is playing a major role for in given information and making people more aware about healthcare information in various ways, this study will help us appreciate how social media is playing role in this with the help of questionnaire and if they come across health-related information or any ads or about any healthcare discounts, even some information about doctors' profile.

Research Question

What is the role of social media in healthcare decisions?

Objectives

1. To analyze the usage pattern of social media in healthcare decision making by consumers.
2. To identify the uses, and limitations of social media for health communication among the public, patients, and health professionals.

Material and Method

Study Design- Cross sectional descriptive study

Study Area: Pan India

Study Period- Three months i.e., 1 March 2021- 31 May 2021

Sample Size- The questionnaire was distributed among 200 people, out of which 150 people responded to it.

Study Respondents- Individuals who have responded to Questionnaires made on Google Forms.

Sampling Technique-Non-Probability Convenience sampling

Data Collection Procedure- E-online self-administered questionnaire. Questionnaire was distributed among Friends and Family members.

Primary data has been collected.

Data Tool- Google docs questionnaire

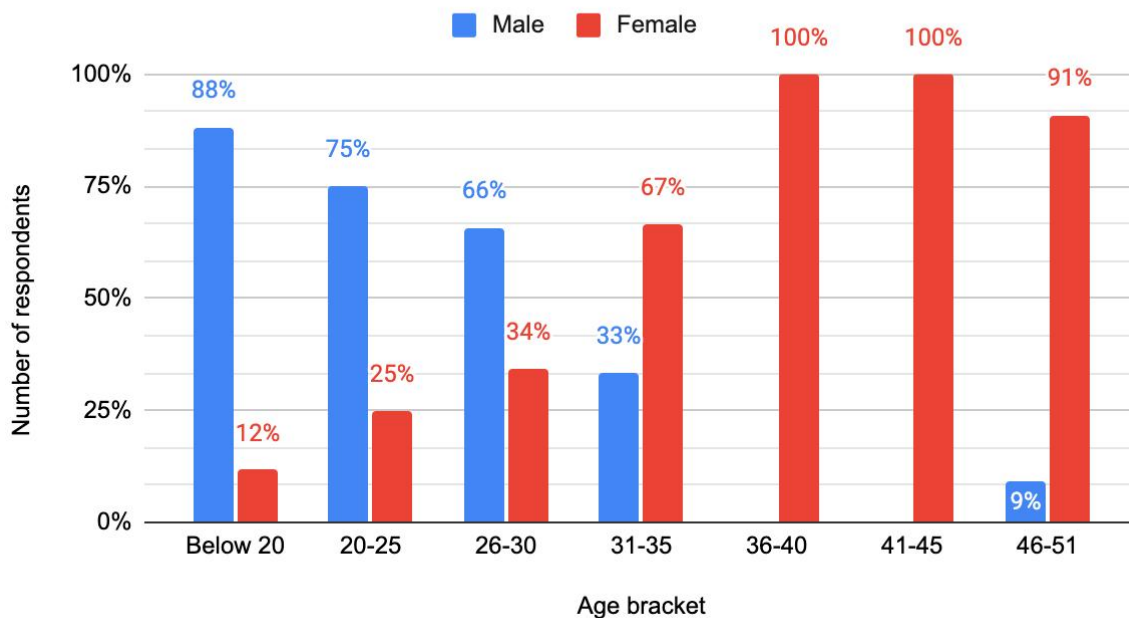
Data Analysis Procedure - The data analysis is done through MS Excel. Root Cause Analysis & charts and graphs are drawn in the study.

Ethical Considerations- Due considerations of confidentiality and privacy of information is undertaken in the study.

Data Analysis and Results

Demographics

Gender



Graph 1: Gender Distribution.

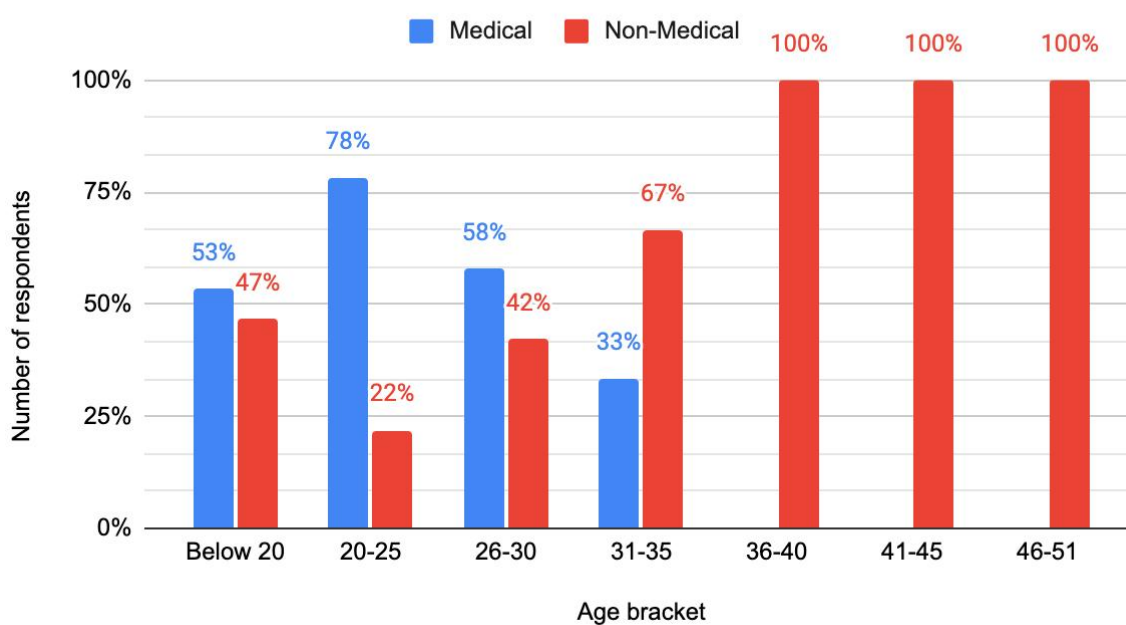
Age	Frequency	Percentage
13-17	3	2%
18-24	60	40%
25-34	57	38%
35-44	18	12%
45-54	12	8%

The mean age of the survey was 27.4 years understandably so as they are the ones most active over the internet. The age group of young adolescence to parenthood are usually the ones savvy enough to know how to look for information over the internet and have a general interest towards social media.

Gender	Frequency	Percentage
Male	89	59.3%
Female	61	40.7%

Out of the 150 respondents, 40.7% respondents were Female whereas 59.3% of the respondents were Male.

Occupation

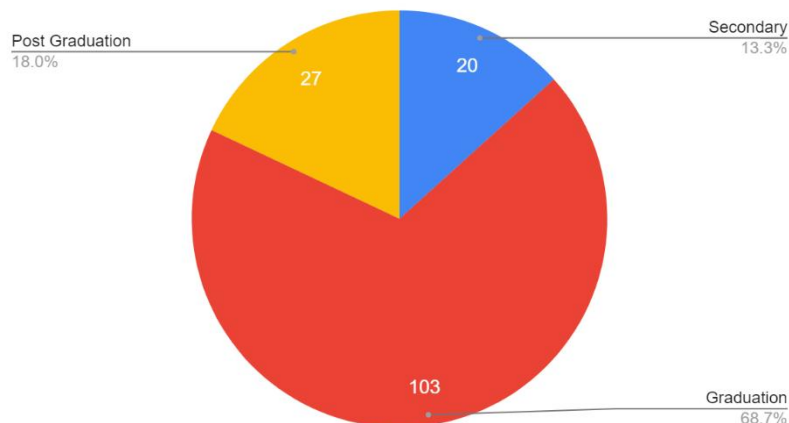


Graph 2: Occupation distribution

Occupation	Frequency	Percentage
Medical	82	54.67%
Non-medical	56	37.33%

In response to the question of Occupation: Many of the respondents were from the medical field i.e.,54.09%. The Non-Medical were around 37.3%.

Education

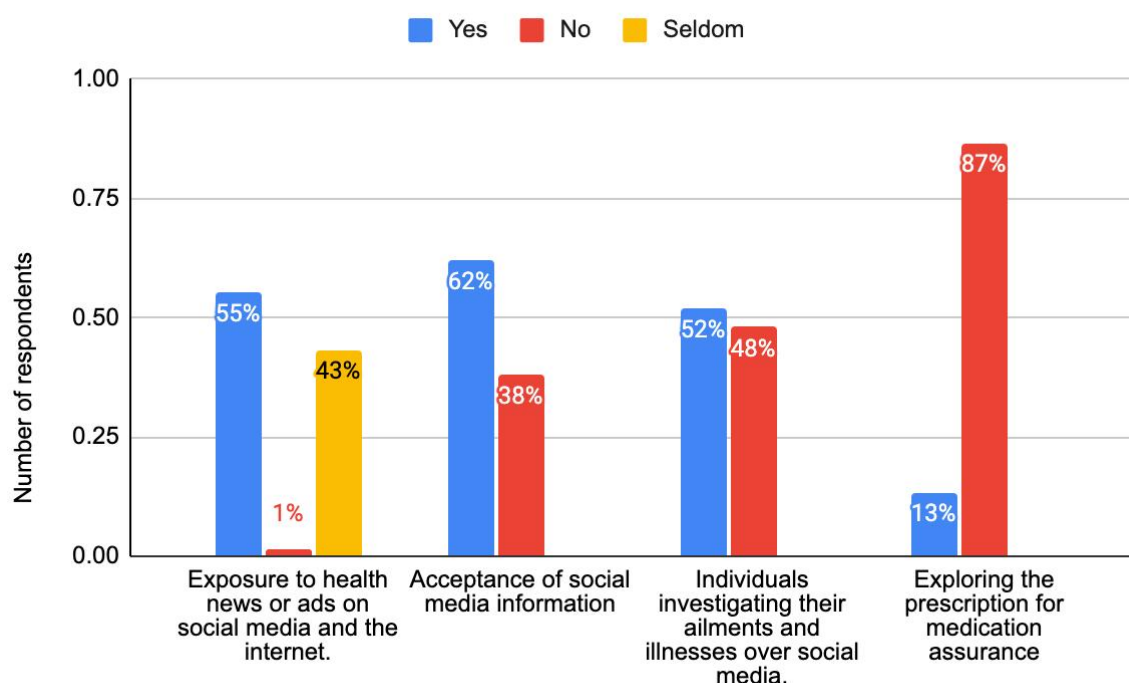


Out of total 3.3% are doing secondary education, 66% are completing or completed Graduation and the rest 30.7% of individuals either doing Post Graduation or done with it.

Graph 3: Education

Education level	Frequency	Percentage
Secondary	5	3.3%
Graduation	100	66%
Post-Graduation	45	30.75

This Graph shows how often respondents move to internet for their medical queries.

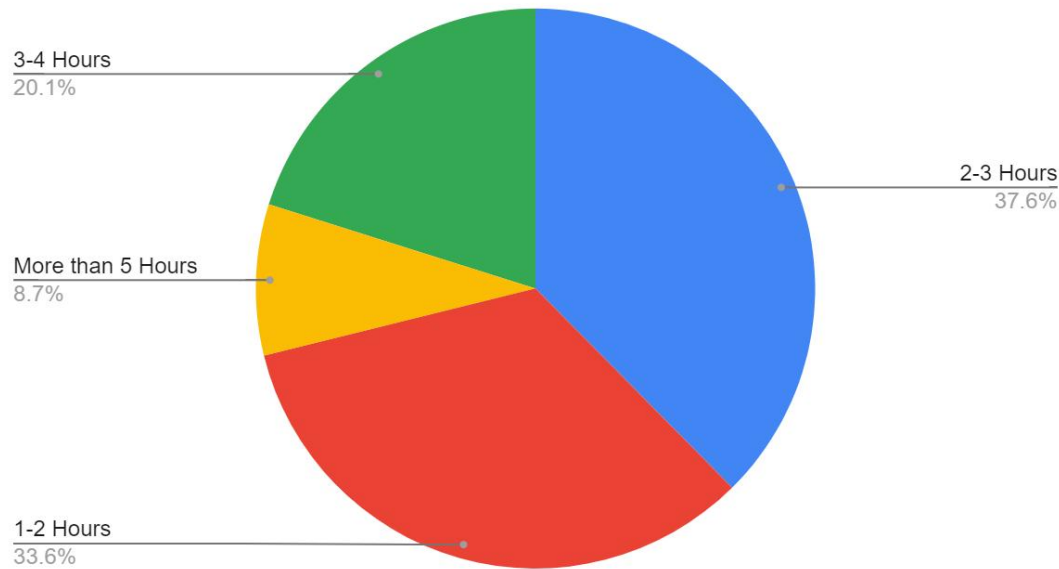


Graph 4. This Graph shows how often respondents move to internet for their medical queries.

- Out of 100, 62% people think the health-related information or ads they come across on any social media is reliable. While 38% of respondents do not think the information is reliable or to be trustworthy.
- 43.3% of people encounter health related news or advertisements on social media or the internet to a large extent, while 55.3% people encounter it 'rarely' and 1.3% people encounter it 'never'.
- Many people disagree with this question, they do not feel the need to research prescribed drugs on the internet before using it, while only 13.2% agree to this.
- Most of the people (52%) agree to this, these people think that they need to search their symptoms online before consulting a doctor, while 48% of people disagree with this.

Daily Social media engagement / interaction period.

How long do you spend, on average, on social media per day?



Graph 3 shows average hours spent on social media.

Approximately 37.6% of people spend 2-3 hours daily on social media. Maximum people spend 2-3 hours daily on some social media platform Instagram, YouTube, WhatsApp

People who spend 1-2 hours per day are approx. 33.6%

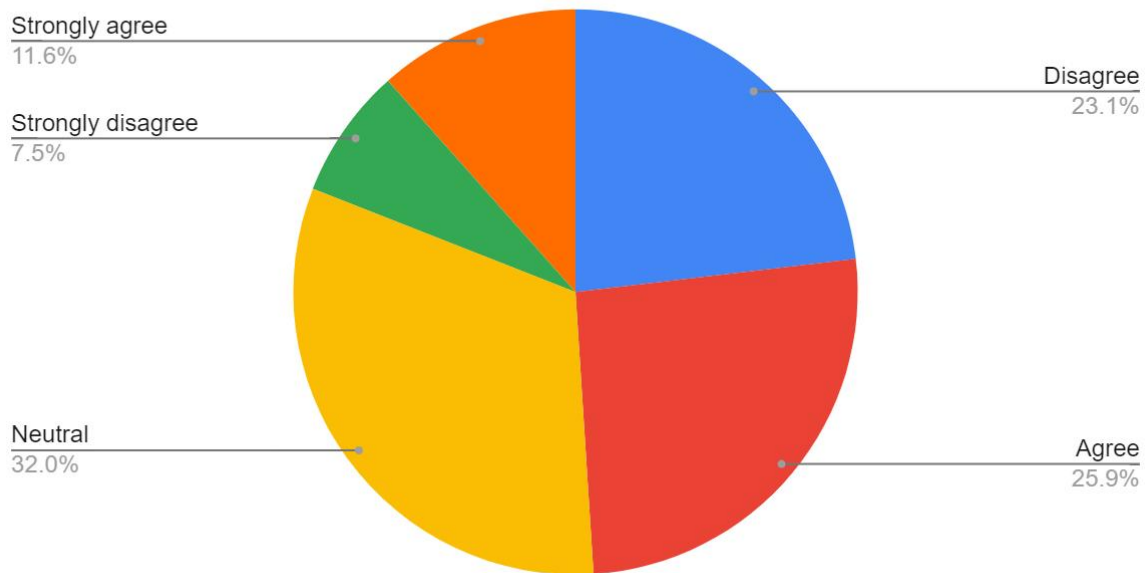
Respondents who spend between 3-4 hours are approx. 20.1%

And only a few i.e., 8.7% people spend more than 5 hours a day on social media.

Most People are spending more than 2-3 hours/day on social media or other platforms. So, the chances of encountering health related news or any ads is more as compared to people who are spending less than an hour a day.

Confidence in Social media news/ ads

While choosing a physician or a hospital, I don't take into account the ads about the same, encountered on social medi...



Graph 4: Percentage of respondents who, while choosing a physician or a hospital, do not consider the news they have encountered on social media or the internet.

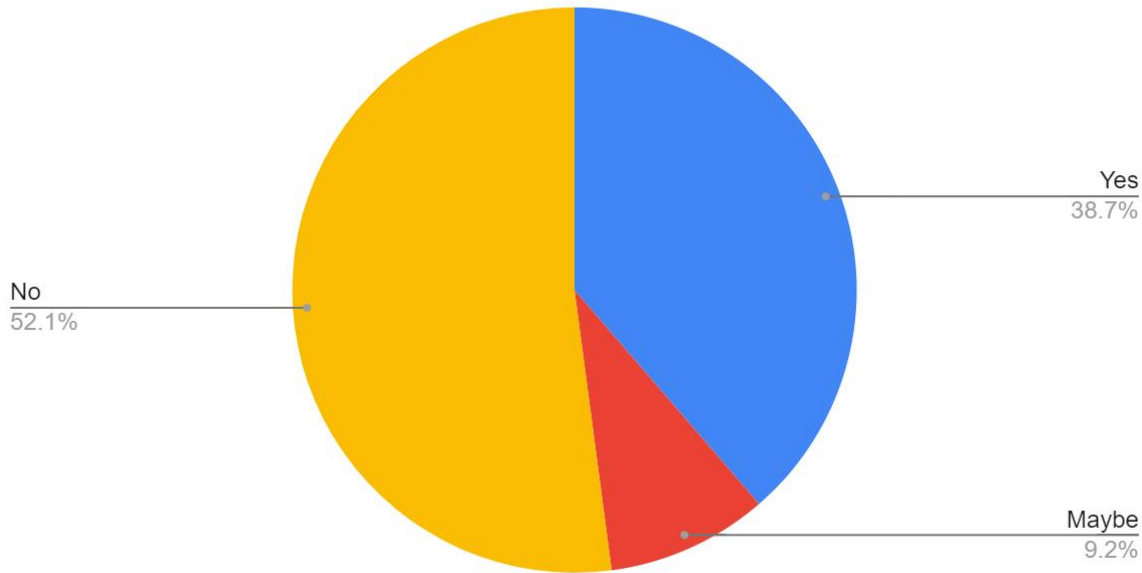
The responses to this question according to my study suggest that 11.6% of people say, 'strongly agree' and 25.9% people say 'agree' These people do consider what news they have encountered on social media for any future health related references.

While 32% opted for answer 'Neutral' These people might consider it or they might now, depending upon the information and on which platform they have seen it.

And 7.5% of people opted 'strongly disagree' and 23.1% people opted 'disagree' option, as they do not like to keep in mind what they encounter about health-related news on social media, because of some reasons.

Individuals with need for self-assurance of medical information.

I feel the need to investigate the accuracy of any type of health news / advertisements

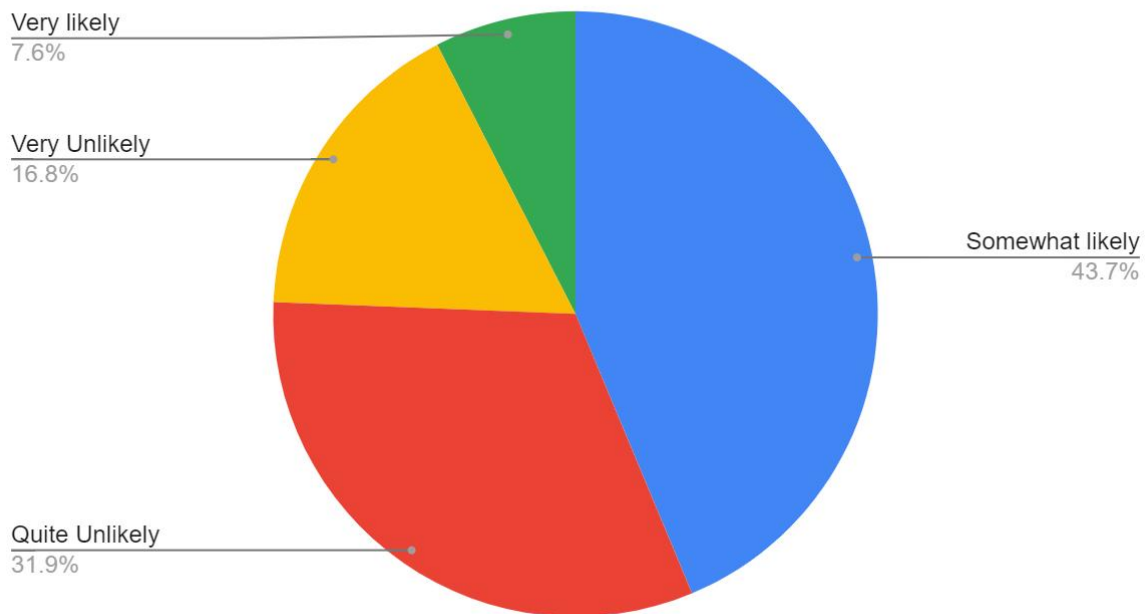


Graph 5 shows what people feel about the health news/ads they see on social media.

Out of 100, 52.1 % do not feel the need to investigate the accuracy of health-related news/ads, while 38.7% they investigate whatever news they come across and 9.2% choose the option maybe.

Undertake treatment from recommended facilities on the internet.

How likely are you to consult a doctor recommended online?



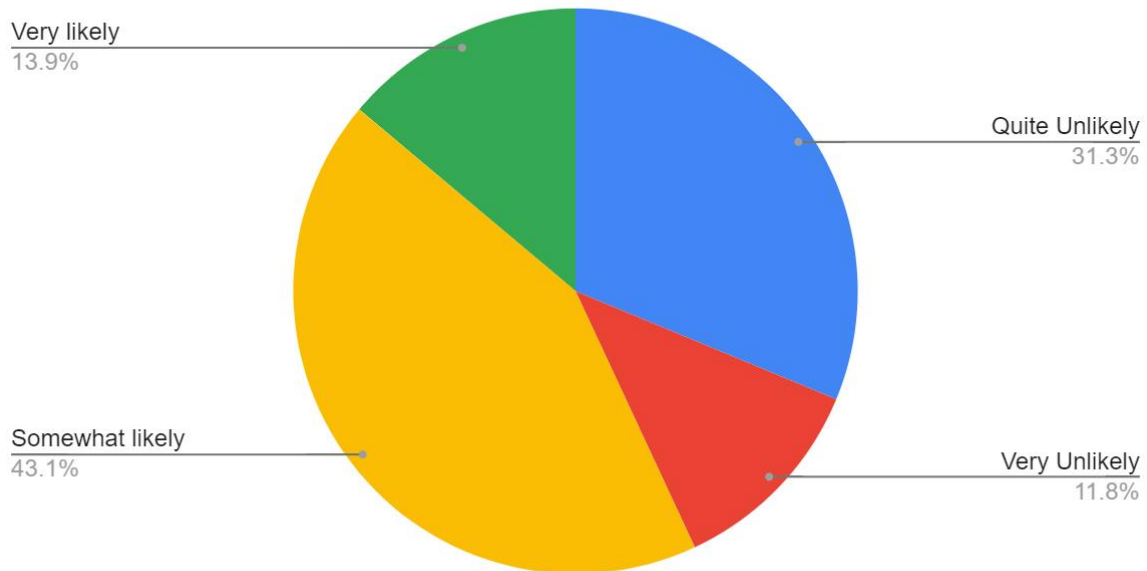
Graph 6 shows do people consult a doctor which they got to know about from social media.

There are lots of advertisement of any doctor or hospitals on social media these days.

7.6% of people were 'very likely' and 43.7% of people opted for 'somewhat likely'. These people keep in mind what they saw on those ads for consulting a doctor. Whereas 18.5% people 'very unlikely' and 31.9% people 'quite unlikely' keep in mind about doctors or any other health related news that they come across in social media in their mind about doctors or any other health related news that they come across on any social media.

Reviewing medical facilities on social media.

How likely are you to recommend a doctor to your online community?



Graph 7 shows whether people recommend their experience with a doctor on social media platforms or not.

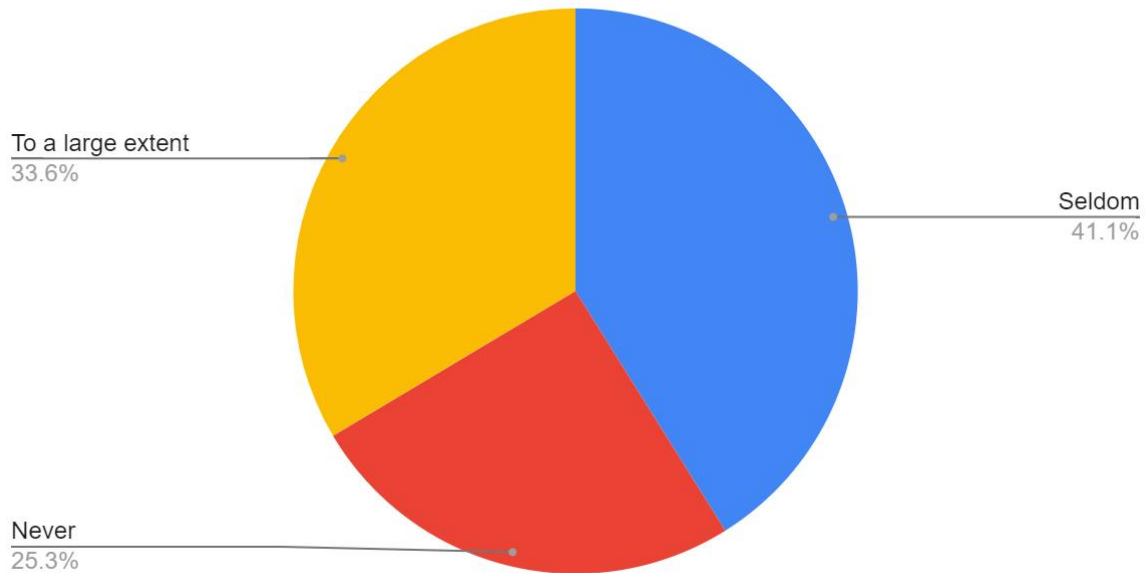
Around 43.1% of people choose option 'somewhat likely' and 13.9% of people opted 'very likely' these people will very much likely recommend their trusted doctor to their online community.

In this manner, the name of a good doctor or hospital will reach out to many people.

Out of the total, 31.3% of people chose 'quite unlikely' and 11.8% of people opted 'very unlikely'. These people have their doubts in recommending their trusted doctor to an online community because of some reasons.

Effect of social media brands on acceptance of services.

To what extent does a brand's social media presence influence you in choosing the doctor?



Graph 8 shows to what extent does a brand's social media influence people in choosing the doctor.

33.6% of respondents choose option 'to a large extent' a brand influence in decision making/choosing a doctor which they saw on social media 41.1% of people opted option 'seldom' - rarely their decision making is influenced by what they see on social media.

And the decision making of 25.3% of people is not influenced by what they see or encounter on social media about doctors.

Discussion

The aim of this survey is to understand how people use the tool of social media to find help for what they are looking for in their healthcare needs and what they notice helps in providing relevant content and scatter it through the channels where the right consumers are going to take notice and finally utilize the healthcare services and information provided.

The statistics gathered through the online questionnaire when analyzed shown to us that social media has a reach through occupations, gender, and financial backgrounds. While other factors were quite uniform the most outshining difference between them was their age group. Most of the respondents being in their twenties, while the elder population of 40+ seldom approach the internet for medical guidance. This information helps us target and find the customers who are looking for medical guidance while understanding how they go about looking for it.

Social media shapes opinions about the information, while the most often visited social media platforms are the giants who take most of the traffic, there are specialized forums and communities to help and guide individuals to the professional help needed.

“Growing digitization efforts combined with low internet data prices enabled a significant number of people to use the internet actively across India. Of these, about 448 million users were active on social media. YouTube and Facebook calculated for the largest infiltration”.

Social media Penetration India 2021

Characteristic	Share of population
YouTube	85.8%
Facebook	75.7%
WhatsApp	74.6%
Instagram	70.6%
Facebook Messenger	55%
Twitter	50.6%
LinkedIn	37.7%

Figure 1 - Percentage of usage of social media platform

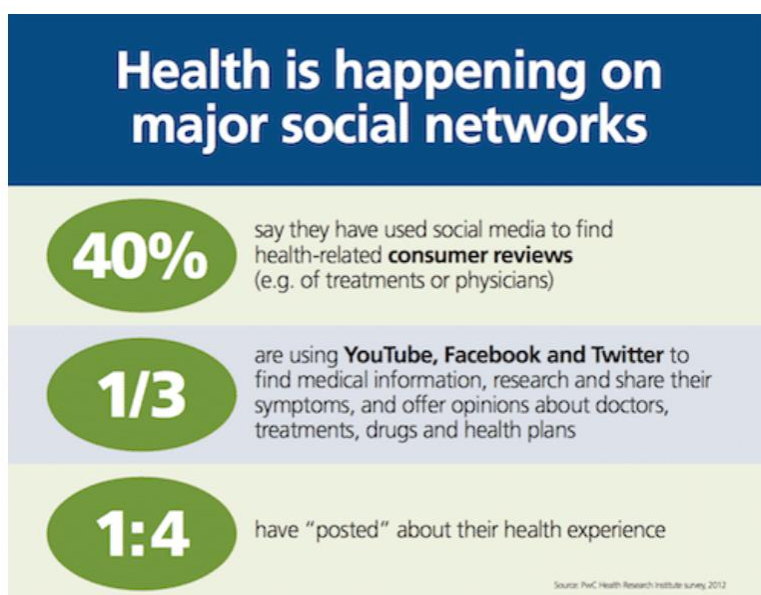
Close communities on social media have healthy discussions and are most successful in guiding people towards professional help, while people are curious about their problems it is often taken with caution, until it is coming from a trusted and familiar source.

While the information is easily available through the internet, just the accessibility of it becomes an issue. When looking for guidance and solution the overwhelming information overload leads to annoyance and most of the time misinformation towards the cause,

which sometimes can be harmful. While the internet is seen as an immense reservoir for medical help, the users generally tread with caution towards the remedies. Closely knit communities, generally through family connections are the places where most of the guidance is accepted from. Special forums on specific and rare issues also help when trying to understand one's conditions.

While social media has helped many people find help, through resources, information, or favors. Every medical information perceived from the internet must be accessed with a keen eye.

“In addition to the countless health and wellness websites and a similar number of practice and personal sites by hospitals, medical groups, doctors, surgeons, and other providers—it turns out that health is happening on major social networks”.



PwC Health Research Institute

Recommendations

Social media has percolated into all aspects of our lives and medical services are no different. As the internet makes it easier to access information people have increased acceptance of medical sciences.

As most of the age demographic lies in the group of young adults suffering the consequence of being the primary user base of the internet, the healthy young adults are not going looking for medical support. With a wider collection of respondents, we can predict more indulgence in the medium as time goes on.

Moving forward, more wide-spread respondents will bring in new light for the elderly population, rare disease patients, disabled, among others showing where the work needs to be done. More and better ways to spread information for rare diseases, early response and special care for the elderly, exposure to technology to the disable, the effect can be life altering.

Prevailing in fact checking legalities for medical recommendations will bring about more trusted and accepted haven for anyone looking for a way to heal their ailments.

On this sapling of a species defining technology, we see the potential for ascension of humanity, but we need to nurture, build, guide and monitor it. From, this study we realised people are interested in knowing about what troubles them, a deep study is required to find the various potential of this new era social community.

Conclusion

The demographics details for the 150 respondents were analyzed for the study. The lowest age from respondents is 16 years and highest is 51 years. The mean age of the respondents was 27.4 years.

With a gender split of 40.7% female to 59.3% male and occupation split of 54% medical professionals to 46% non-medical professionals.

Among the respondents more than half had close relatives actively working in the medical sector with less than 40% certain about absence of a medical professional in the family.

Approximately 37.6% of people spend 2-3 hours daily on social media. Maximum people spend 2-3 hours daily on social media giants Instagram, YouTube, WhatsApp

43.3% of people go looking for health related news or advertisements on social media or the internet to a large extent, while 55.3% people commit to it rarely while the rest 1.3% people refrain from the internet for medical information.

Through frequently referencing medical information over the internet about 52% respondents agree with the information letting it influence their decisions. While 48% of respondents go looking into the internet to explore their problem through their symptoms, about 62% accept the information to be true and exact, meanwhile 38% dive deep into the nitty-gritty of the prescription, looking deep into the medication and reasoning for the diagnosis.

Close communities on social media have healthy discussions and are most successful in guiding people towards professional help, while people are curious about their problems it is often taken with a grain of salt unless it is coming from a trusted and familiar source.

Questionnaire

How Social Media is influencing Healthcare Decisions Making

The agenda of this survey is to understand how social media is influencing the decision making of health related issues and wellness related information and services. This will also help to understand how they are influenced by external factors to take services up.

* Required

Name

Your answer

Age *

Your answer

Gender *

☐ Female

☐ Male

☐ Other: _____

Education

- ☐ Primary
- ☐ Secondary
- ☐ Graduation
- ☐ Post Graduation

Occupation *

- ☐ Medical
- ☐ Non-Medical
- ☐ Other: _____

How long do you spend, on average, on social media per day?

- ☐ 1-2 Hours
- ☐ 2-3 Hours
- ☐ 3-4 Hours
- ☐ More than 5 Hours

How often do you encounter health news or advertisements on social media and the internet?

- ☐ To a large extent
- ☐ Seldom
- ☐ Never

When I get sick, I feel the need to research my complaints online before I admit a doctor.

- ☐ Agree
- ☐ Disagree
- ☐ Other: _____

While choosing a physician or a hospital, I don't take into account the news I've encountered on social media or the Internet

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree
- ☐ Other: _____

Do you think the health news / advertisements that I have encountered on social media and the Internet is reliable.

☐ Yes

☐ No

I feel the need to investigate the accuracy of any type of health news / advertisements

☐ Yes

☐ No

☐ Maybe

☐ Other: _____

How likely are you to consult a doctor recommended online?

☐ Very likely

☐ Somewhat likely

☐ Quite Unlikely

☐ Very Unlikely

☐ Other: _____

How likely are you to recommend a doctor to your online community?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Quite Unlikely
- ☐ Very Unlikely
- ☐ Other: _____

To what extent does a brand's social media presence influence you in choosing the doctor?

- ☐ To a large extent
- ☐ Seldom
- ☐ Never
- ☐ Other: _____

When the doctor gives me a prescription, I feel the need to research drugs on the internet before using it.

- ☐ Agree
- ☐ Disagree

Submit

Reference

1. *A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of Social Media for Health Communication.* (2013). *Journal of Medical Internet Research.* <https://www.jmir.org/2013/4/e85/>
2. *Social Media: A Review and Tutorial of Applications in Medicine and Health Care.* (2014). *Journal of Medical Internet Research.* <https://www.jmir.org/2014/2/e13/?trendmd-shared=0/>
3. *How patientsâ use of social media impacts their interactions with healthcare professionals.* (2018, March 1). *ScienceDirect.* <https://www.sciencedirect.com/science/article/abs/pii/S0738399117305293>
4. *Social Media and Health Care, Part I: Literature Review of Social Media Use by Health Care Providers.* (2021). *Social Media and Health Care, Part I: Literature Review of Social Media Use by Health Care Providers.* Published. <https://www.jmir.org/2021/4/e23205>
5. *India: social media penetration | Statista*
With a penetration rate of around 30 percent, Facebook was the most popular social network in India in 2017, followed by YouTube and WhatsApp in second and third place. <https://www.statista.com/statistics/284436/india-social-network-penetration>