Perceptions of Who is in the Healthcare Team? A Content Analysis of Social Media Posts during COVID-19 Pandemic

Alla El-Awaisi¹, Veronica O'Carroll², Somaya Koraysh¹, Sarra Koummich¹, Marion Huber³

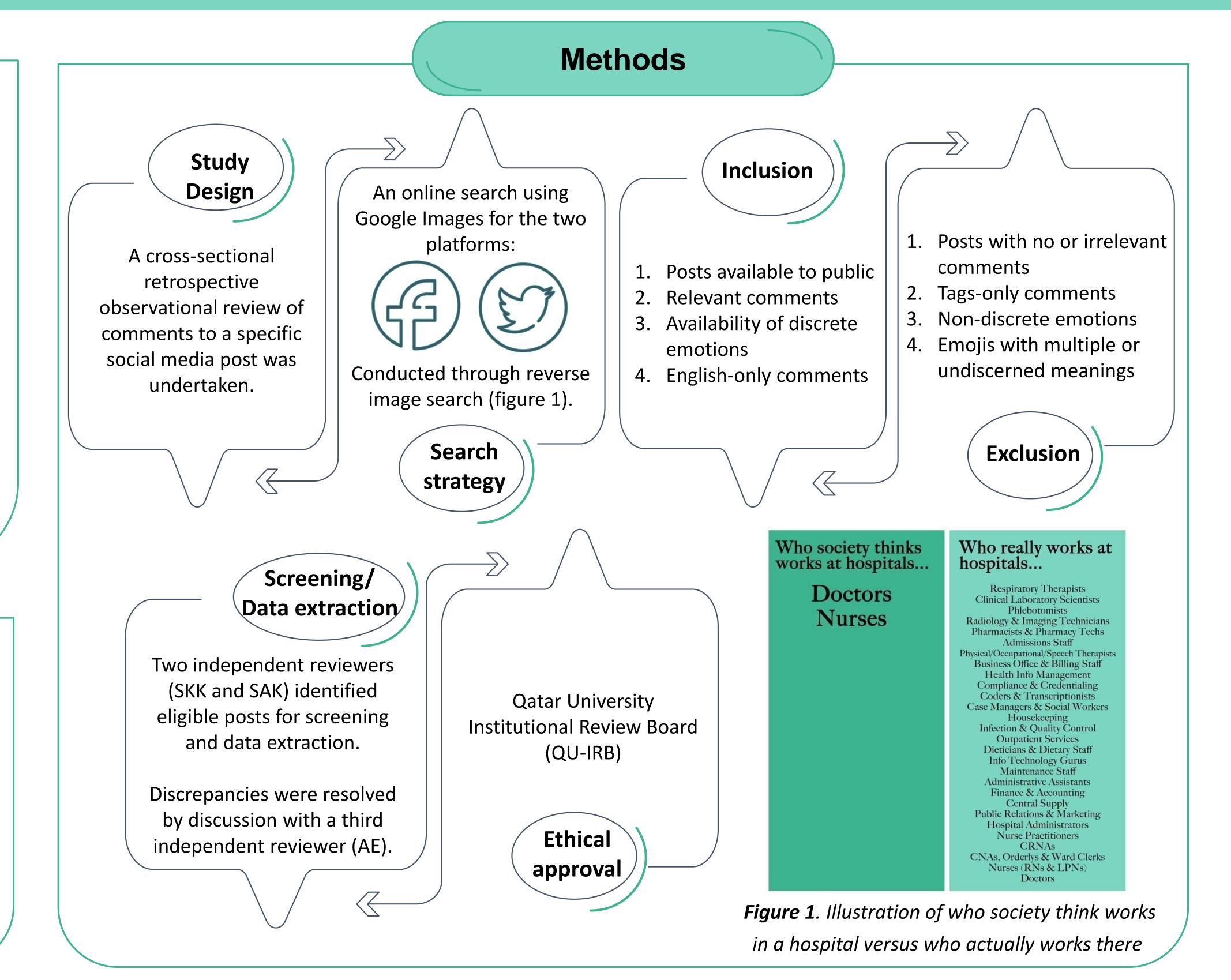
¹College of Pharmacy, QU Health, Qatar University, Doha, Qatar; ²School of Medicine, University of St Andrews, St Andrews, UK; ³Zurich University of Applied Sciences, Switzerland

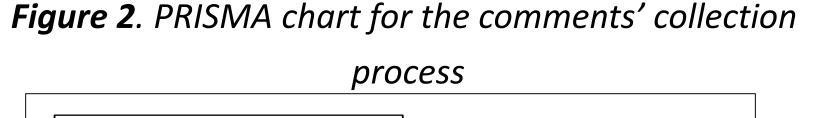
Background

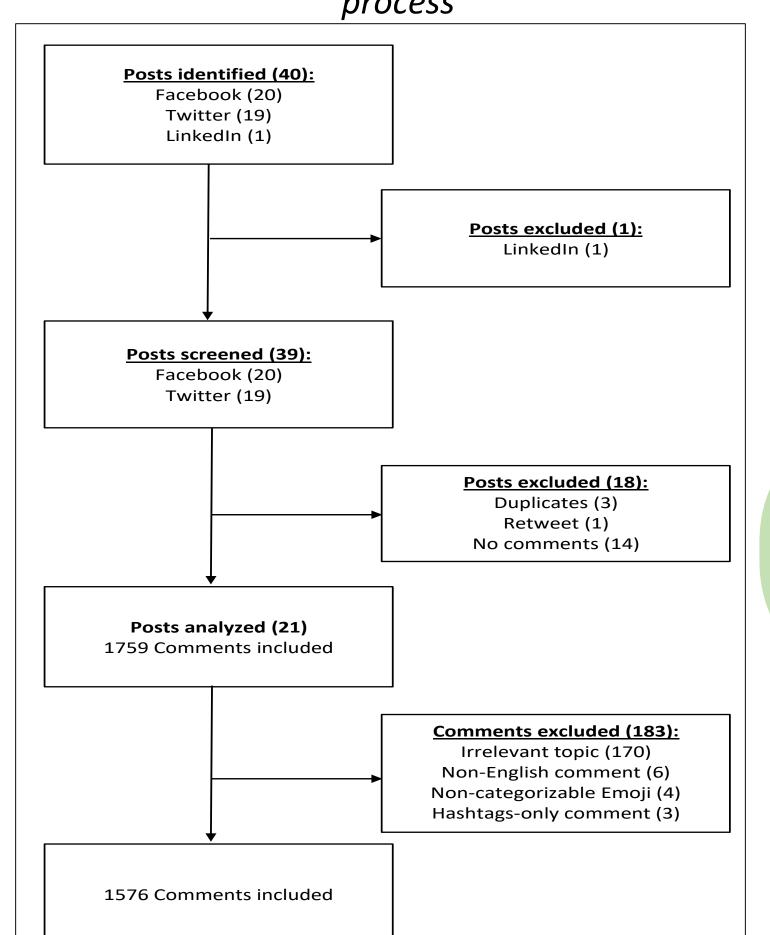
- The COVID-19 pandemic has highlighted that along with physicians and nurses, other professional staff have significant patientfacing roles
- Social media platforms are seen as an instant method to communicate with the public and to provide better understanding of their perception about the roles of healthcare professionals
- As literature related to public perceptions of interprofessional teams is limited, social media content analysis is a potential tool to study public perception of interprofessional teams

Aims

The aim of this study was to use social listening technique to explore unfiltered public perceptions of the professionals involved in healthcare teams during the COVID-19 pandemic, in a naturalistic, online setting, and to elaborate on the emotional reactions in response to an online social media post







Results



Relief Reassurance after seeing some less-16% common professions recognized The word 'Heroes' was commonly used

Gratitude

Thankful to see this post 16% Acknowledging that many professionals are working for the safety of patients

overlooked

Frustration Media portrays healthcare teams 54% as doctors and nurses Many felt their jobs are

Key Highlights Inferred From the Comments

16%

23%

40%

Feeling excluded

- We are invisible
- Do not get enough credit
- No one remembers Always left out

Agreement

- Finally, it is said
 - Well said
- Absolutely

Perception of who is in the team

- Hospitals are ran by more than
 - just doctors and nurses
 - Many health care workers are on the frontline

Conclusion

- The current COVID-19 pandemic and the media attention should be taken as an opportunity by the interprofessional community to work together to combat negative media stereotypes
- It is important to consider how to continue to use social media positively to raise awareness about the interprofessional team
- Further research is needed to increase understanding of public perceptions of interprofessional practice

Limitations

- A sampling frame could not be used to select the target population
- It was difficult to determine whether the sample were healthcare professionals, patients, or a member of the public
- No inferential statistics were conducted
- may not be entirely posts representative of the emotions of the wider population as it relied only on publicly available data

Reference

This study has recently been published:

El-Awaisi A, O'Carroll V, Koraysh S, Koummich S, Huber M. Perceptions of who is in the healthcare team? A content analysis of social media posts during COVID-19 pandemic. Journal of Interprofessional Care. 2020;23:1-1.

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