

# Twitter for radiology education:

## An analysis of over 200,000 tweets and top 100 influencers of #FOAMRad



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### Introduction

- Social media, particularly **Twitter**, have **been increasingly gaining traction as a learning platform** in the medical community, especially for the current generation of healthcare scholars.
- Many institutions and educational organizations/societies have embraced this strategy, especially post-pandemic.
- A popular hashtag, **#FOAMrad** (Free Open Access Medical Education in Radiology), is among the widely used for among the radiology education community and is therefore a vital surrogate to study such use of Twitter.

### Methods

- **Symplur Signals software** was used to perform a retrospective search for all tweets with #FOAMrad over the past **9 years** (Dec 2013-Dec2020).
- The **top 100 influencers** of #FOAMrad were extracted from the software. Additional relevant details regarding those accounts was analyzed.
- The **top 5 co-occurring hashtags** were also identified to be used for future research. (Fig 1)

### Results

- A total of **295,631 tweets** by **41,578 unique Twitter users** generated a total of **631,333,406 (>631 million) impressions (views)**.
- The top 5 countries the tweets originated from are the **1. United States 32%), 2. the United Kingdom (13%), 3. Spain (9.8%), 4. Mexico (5.5%), and 5. India (4.2%)**. (Fig 2)
- Nearly 60% of the top 100 influencers of #FOAMrad were enthusiastic individuals with radiologic societies being a sizeable second largest category utilizing #FOAMrad for education (Fig 3).
- Sub-specialty analyses of personal accounts yielded **49% from Neuroradiology**, 14% from MSK radiology, 8% from Pediatric Neurology, and 7% each from Abdominal and Chest Radiology. (Fig 4)

### Conclusion

- The global radiology community has engaged in learning on Twitter (aka FOAM movement).
- While enthusiastic individuals form the majority, recent years has seen significant buy in from major radiology societies and academic institutions.
- The global learner base on Twitter is rife with potential for knowledge dissemination.

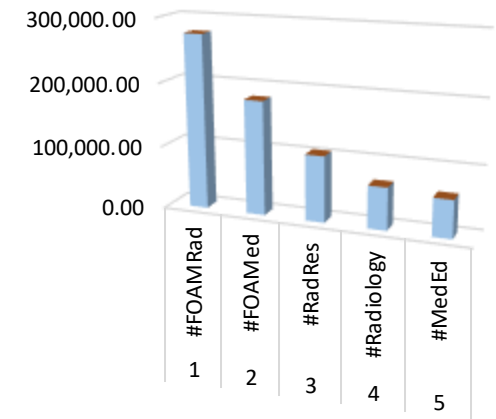


Fig 1-#FOAMRad and its co-occurring hashtags

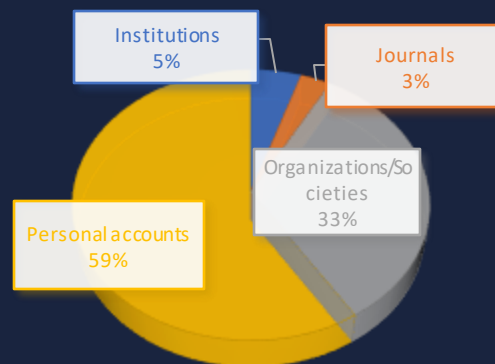


Fig 3- Account type: Top 100 Influencers

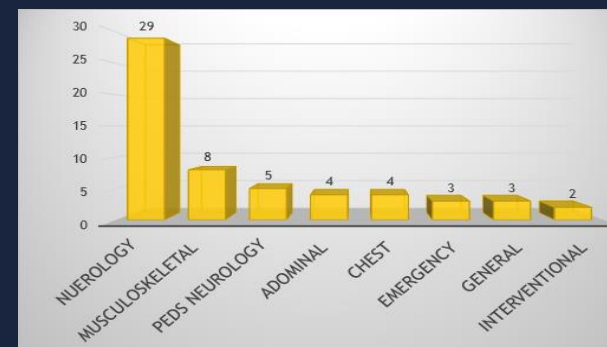


Fig 4-Radiologic Subspecialty: Top 100 Influencers

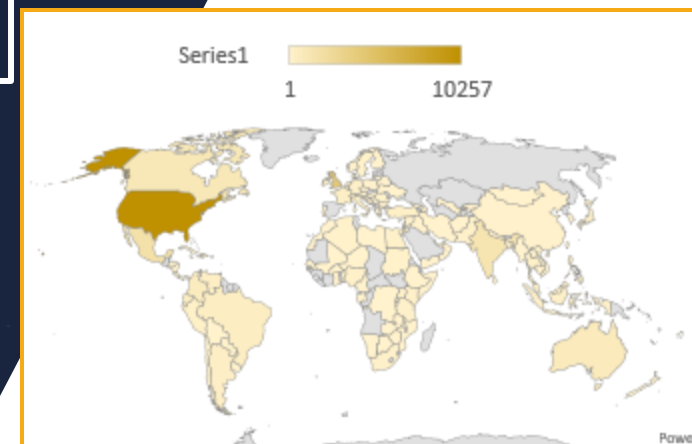


Fig 2-Originating country: All Tweets