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MEDICINE**

*Loyola University Chicago
Stritch School of Medicine*

Facebook... and the Anesthesiology Residency Applicant

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Learner Objectives

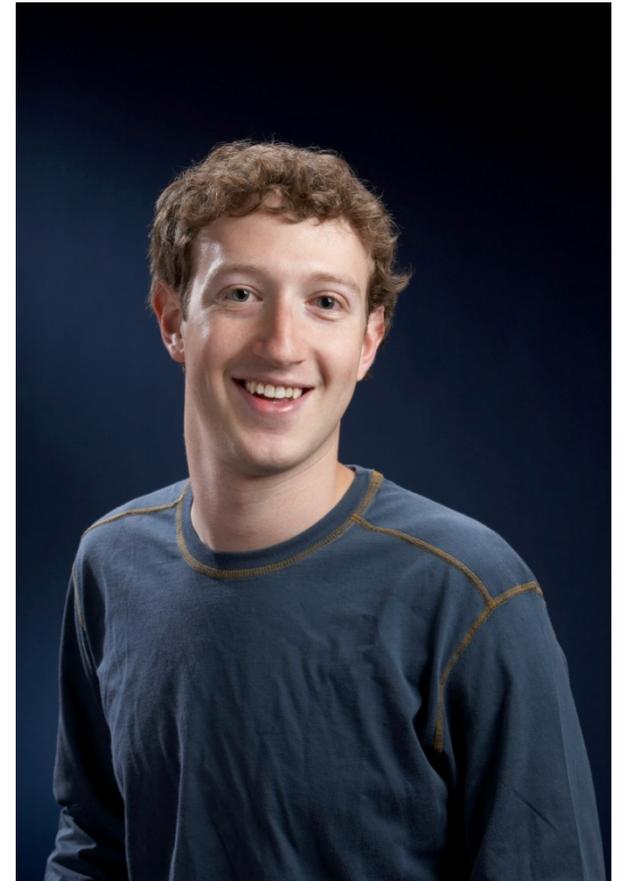
- **Recognize Facebook as a popular social media**
- **Identify student and anesthesiology residency applicants' use of Facebook during interview season**
- **Discuss the role of anesthesiology program directors' use of Facebook during interview season**
- **Relate Professionalism and use of Facebook aided by applicants' perspectives**

History of Facebook

- **Founded in 2004 by Mark Zuckerberg and friends (for Harvard students)**

History of Facebook

“Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people’s real-world social connections.”



History of Facebook

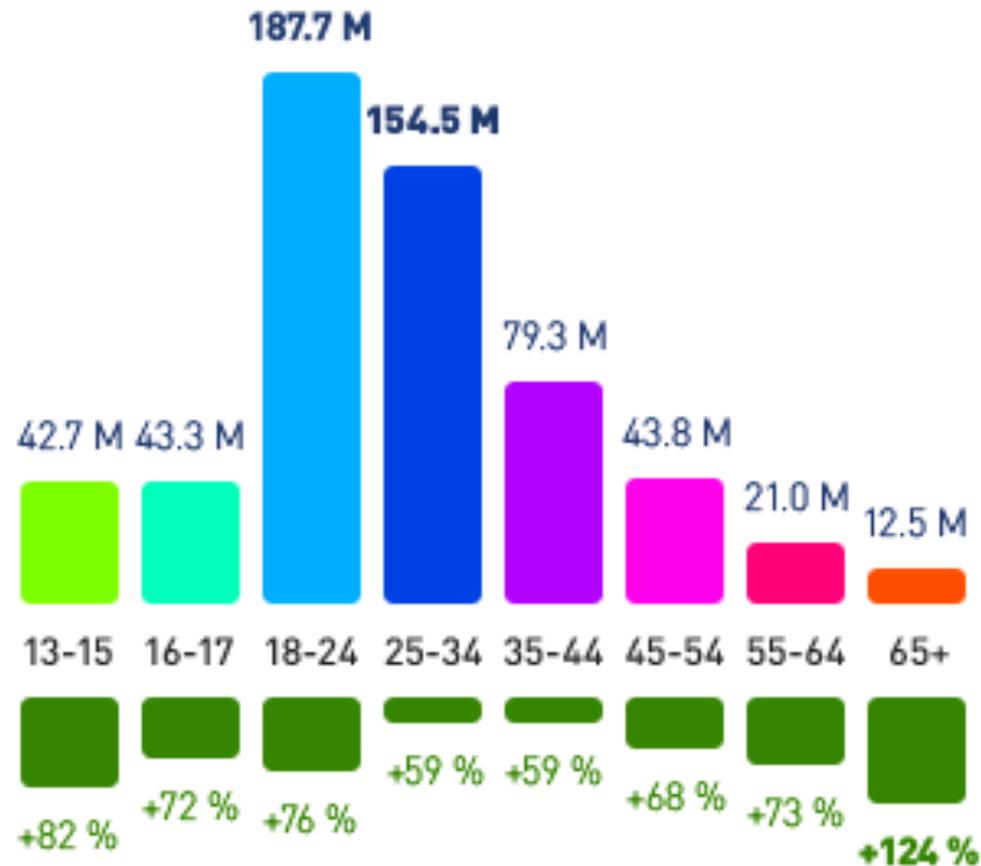
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History of Facebook

AGE DISTRIBUTION OF FACEBOOK POPULATION

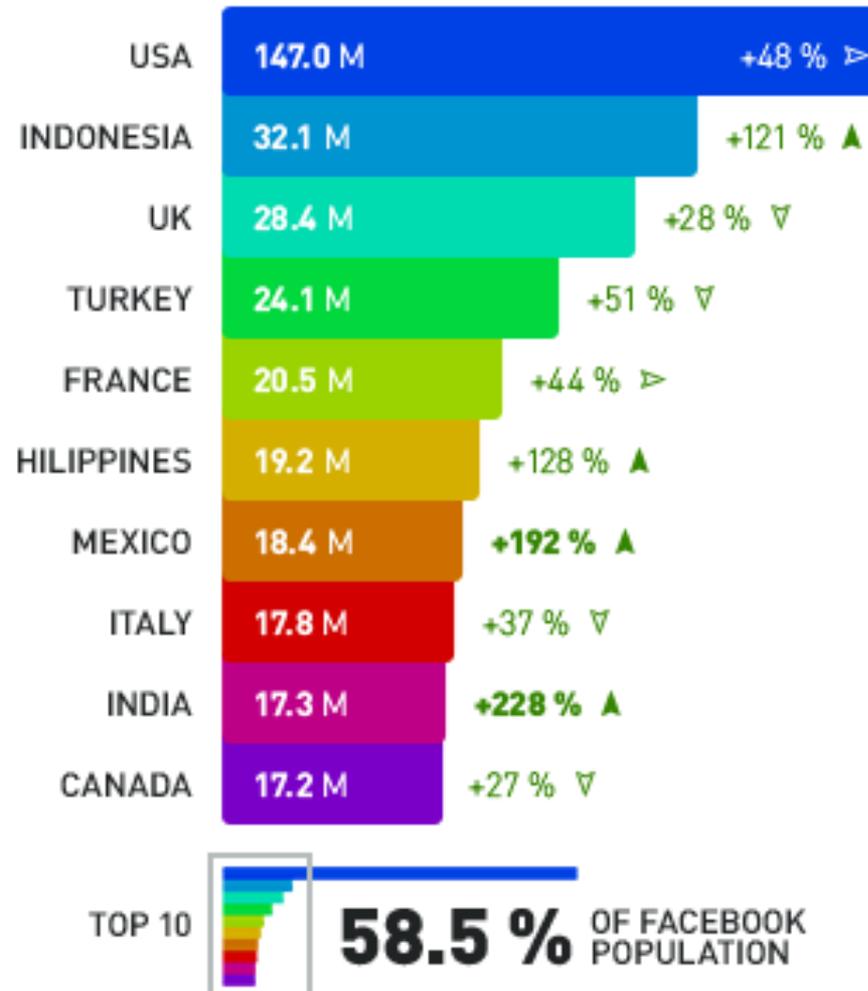


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- **About 150 million users in U.S.**

History of Facebook

TOP 10 COUNTRIES ON FACEBOOK



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- **About 150 million users in U.S.**
- **Average user has 130 “friends”**









Sept 2008

“College Applicants, Beware: Your Facebook Page is Showing” by John Heichinger

- 500 top colleges, 10% of admissions officers looked at social-networking sites to evaluate applicants**
- 38% said content “negatively affected” their views of the applicant**
- 25% said content “improved their views”**

- **Kaplan Test Prep's 2010 Survey of College Admissions Officers:**
 - **80% of schools answered that an applicant requested admissions officers to be their friend on Facebook or MySpace**
 - **82% of schools use Facebook to recruit prospective students**
 - **56% of schools use Twitter to recruit prospective students**
 - **56% of schools use YouTube to recruit prospective students**

- **The intersection of online social networking with medical professionalism.**
 - **501 students and 312 residents University of Florida-Gainesville**
 - **64% of students and 13% of residents had Facebook accounts**
 - **Only 37% of users made settings private**
 - **40% joined on line groups (most benign, some concerning)**
 - **70% random sites had photos with alcohol**

LA Thompson, et al. *J Gen Intern Med* 2008; 23(7): 954-957

- **Unprofessional behavior in medical school is associated with subsequent disciplinary action by a state medical board.**
 - **UCSF School of Medicine, retrospective**
 - **Students from 1943-1989, who received disciplinary action by Medical Board of California from 1990-2000**
 - **95% were deficiencies in professionalism (sexual misconduct, negligence, mental illness, inappropriate prescribing, conviction of a crime, endangering patients through use of drugs or alcohol...)**
 - **Disciplinary action by a medical board was strongly associated with prior unprofessional behavior in medical school (more than twice as likely)**

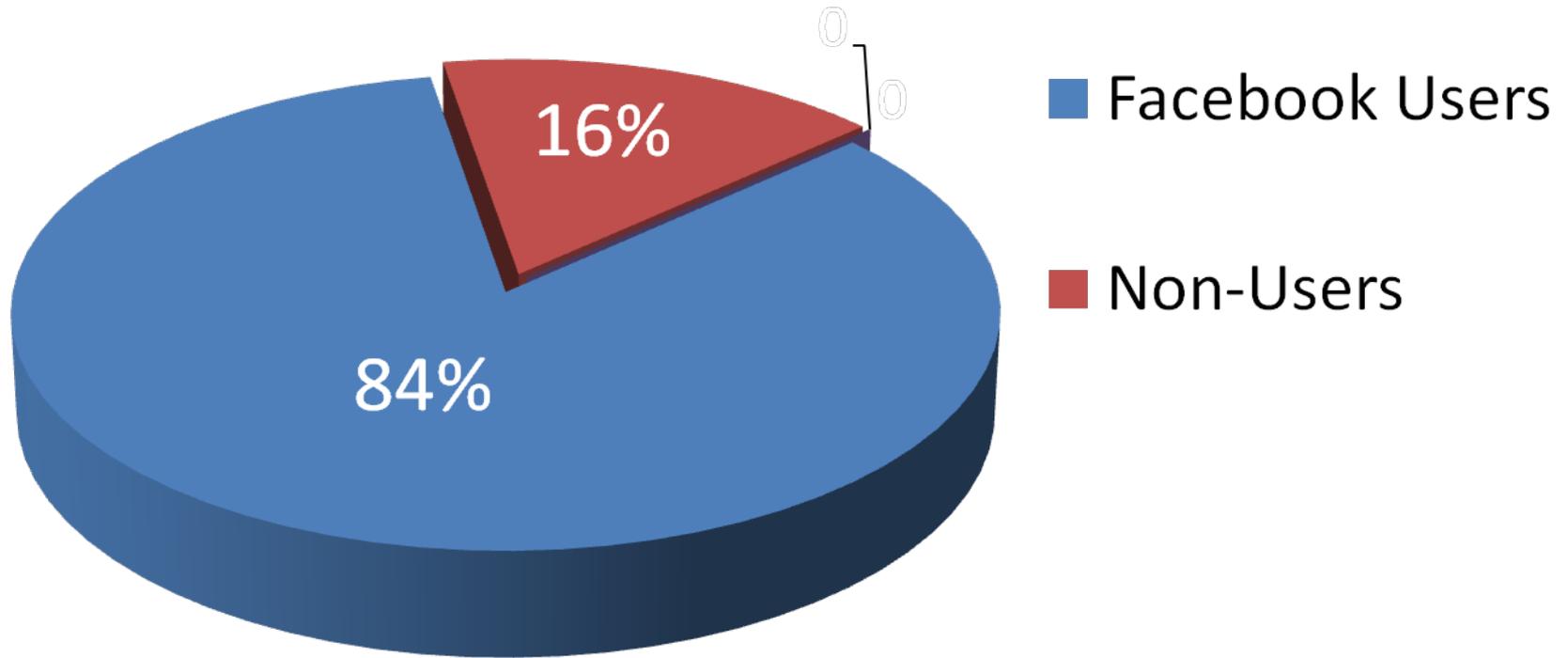
“We have shown that problematic behavior in medical school at UCSF predicted subsequent disciplinary action of the physician by the state medical board. Our findings add to the call for better evaluation tools of personal characteristics of medical students and of applicants to medical school.”

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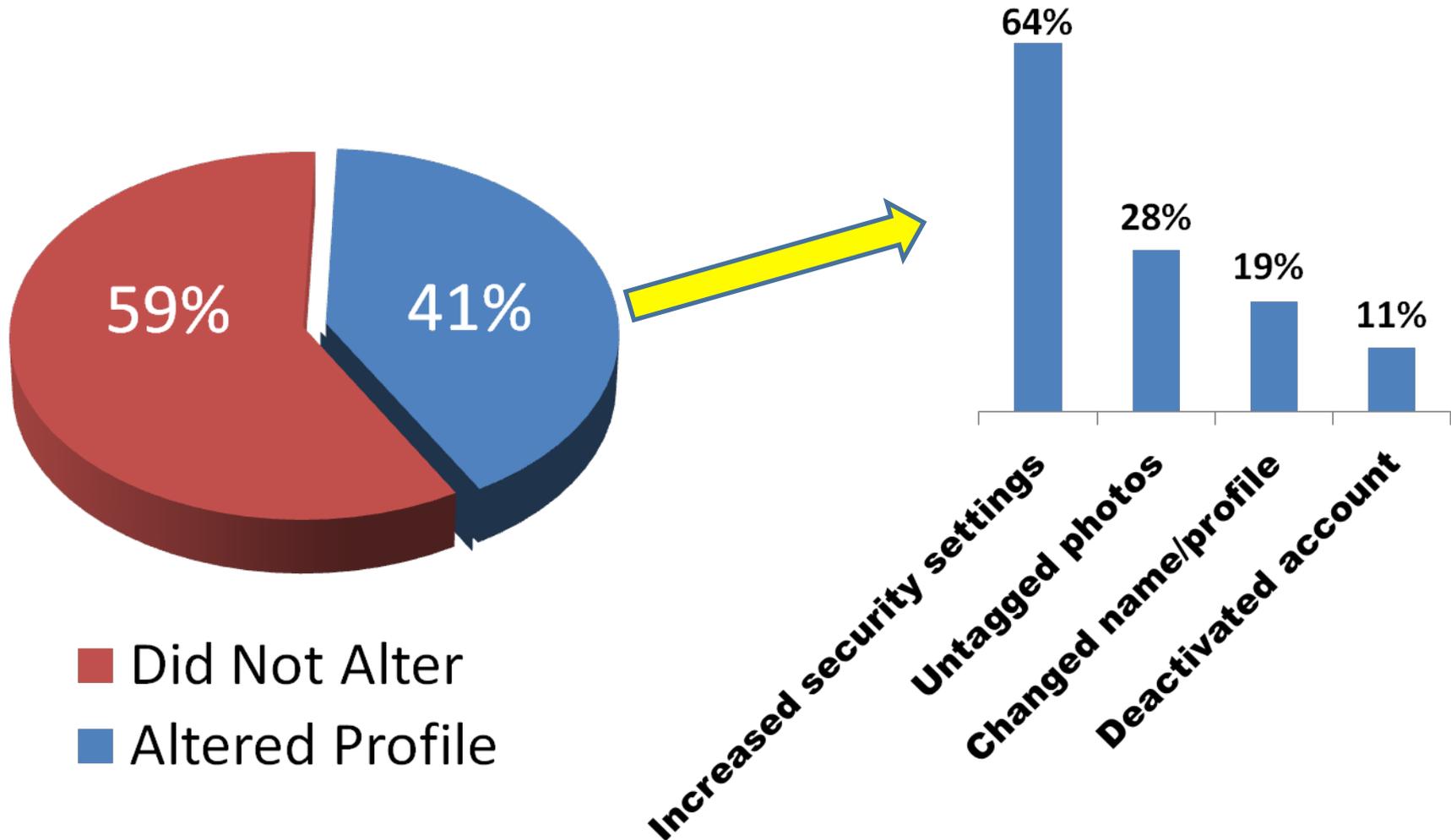
- **StudentNetwork.com (November 2008)**
 - **“We are all human beings. Who the heck cares if you are not a ROBOT 24 hours a day. The public no longer wants to reward physicians as special, prestigious, etc.”**
 - **“What other people can find on the internet about us is just a reflection of who we really are. This reflection can be exact, or not. Every time we use the internet we leave our ‘fingerprints’ ”.**
 - **“I was a huge party goer/drinker in college (drunk more than sober) graduated top 5% of med school class, 255 on Step 1, just landed a top ortho residency. If someone had judged me based on my undergrad, there would be one less future great ortho surgeon around here.”**

- **“I would never judge someone based on their past or what they do in their free time as long as it is not harming others.”**
- **“Your patients are probably going to be googling you as well,-how do you want them to perceive you? Cool party goer who could be hungover on call or the put-together controlled physician? BTW, most residencies have parties hosted by the program director involving alcohol.”**

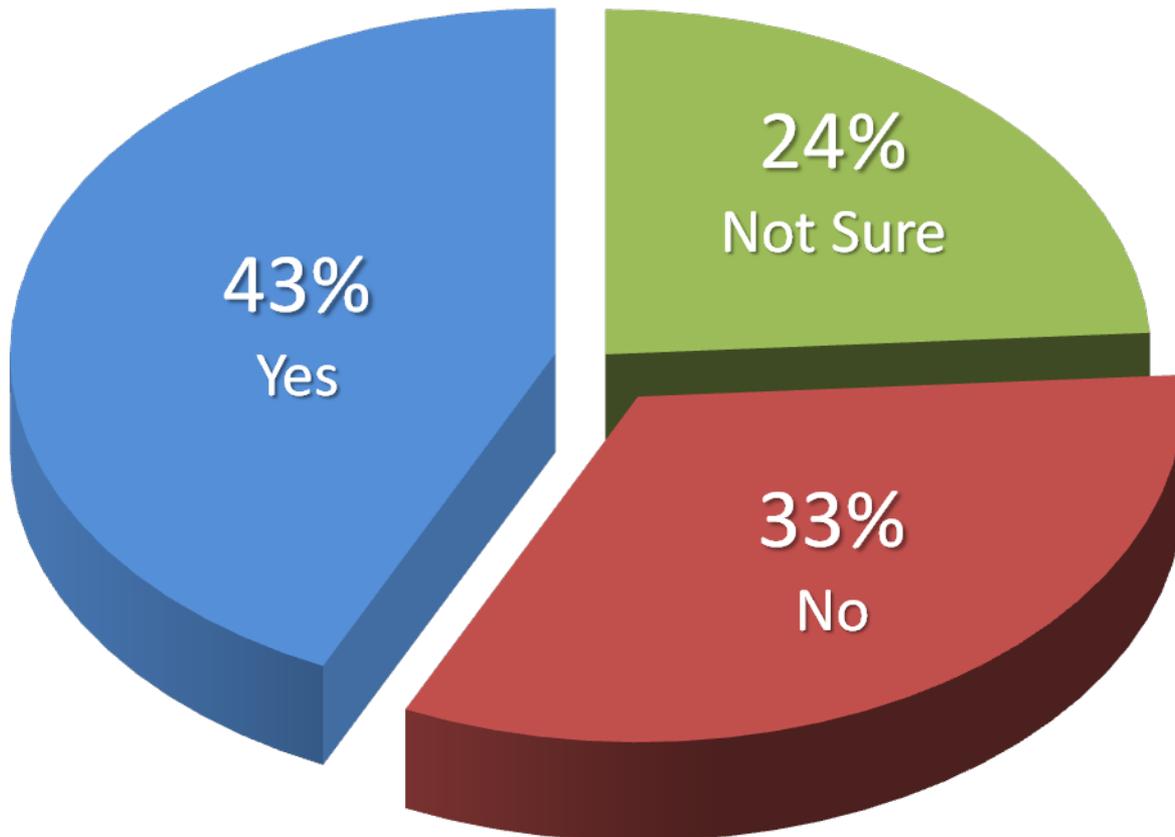
Facebook Among Anesthesiology Residency Applicants (99 Respondents)



Alteration of Facebook Profile During Interview Season



Applicant Opinions: Is it acceptable for a Program Director to view applicants' Facebook pages?



Applicant Opinions:

Is it acceptable for a Program Director to view applicants' Facebook pages?

- Yes – 43%
 - *“public site is fair game”*
 - *“but you see ‘unaskable’ things (race, family, religious issues)”*
 - *“applicants shouldn’t have anything to hide”*
 - *“all my potential employers will view my page”*

Acceptable?

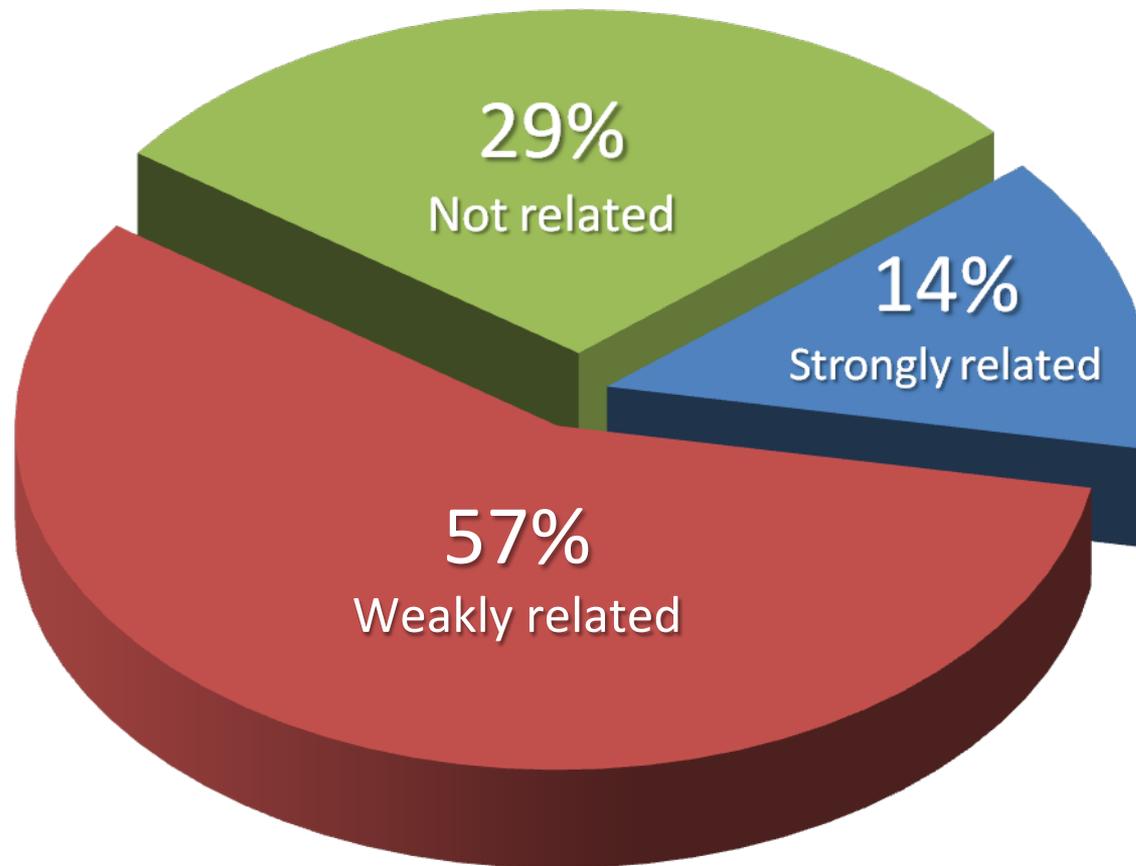
- Not sure – 24%
 - *“an invasion of privacy”*
 - *“I’m afraid it may lead to bias in that the program director may find those applicants with facebook more ‘socially appealing’ than those without pages.”*
 - *“like inviting program director to a bar with your friends”*
 - *“never know what is offensive to others”*



Acceptable?

- **No – 33%**
 - ***“can be taken out of context”***
 - ***“irrelevant to application”***
 - ***“like inviting program director into your apartment”***

Applicant Opinions: How is Facebook use related to professionalism?



Applicant Opinions: How is Facebook use related to professionalism?

- Strongly related - 14%
 - *“our profession requires that we project a professional public reputation”*
- Weakly related - 57%
 - *“Facebook is part of modern culture”* and *“ingrained in our society”*
 - *“a shift in public opinion that private indiscretion cannot coexist with professional integrity”*
- Not related - 29%
 - *“Facebook should be used completely for social purposes”*

Departmental Facebook Page?

- **Only 10% of applicants would find a program more attractive with a Facebook page.**
- **98% of the applicants used departmental website during interview season.**

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9. www.StudentNetwork.com, posted November 24, 2008, accessed October 15, 2010.