

The Influence of Social Media on Birth Control Use Among Adolescents

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INTRODUCTION

Social media (SM) is prevalent in the lives of adolescent females (aged 15-19yo) with 50% of adolescents averaging four hours of screen time per day (1).

- SM significantly influences perspectives and literacy regarding social, political, intellectual, and health topics(2-5).
- There is an increasing reliance on SM for reproductive health information (6-9).
- A majority of sexual health content on SM is based on personal experiences and posted by non-medical professionals (10), raising concerns about accuracy.
- Despite potential inaccuracies, SM can lead to improved contraceptive knowledge and an increased preference for long-acting reversible contraceptives (LARCS) (12, 13).

Hormonal birth control (BC), in addition to its use as a contraceptive (14), is used in the management of premenstrual syndrome (PMS)(15), premenstrual dysphoric disorder (PMDD), endometriosis (16), premenstrual migraine (17), PCOS (18), and heavy, irregular and painful menses. It also decreases the risk of some cancers (19,20).

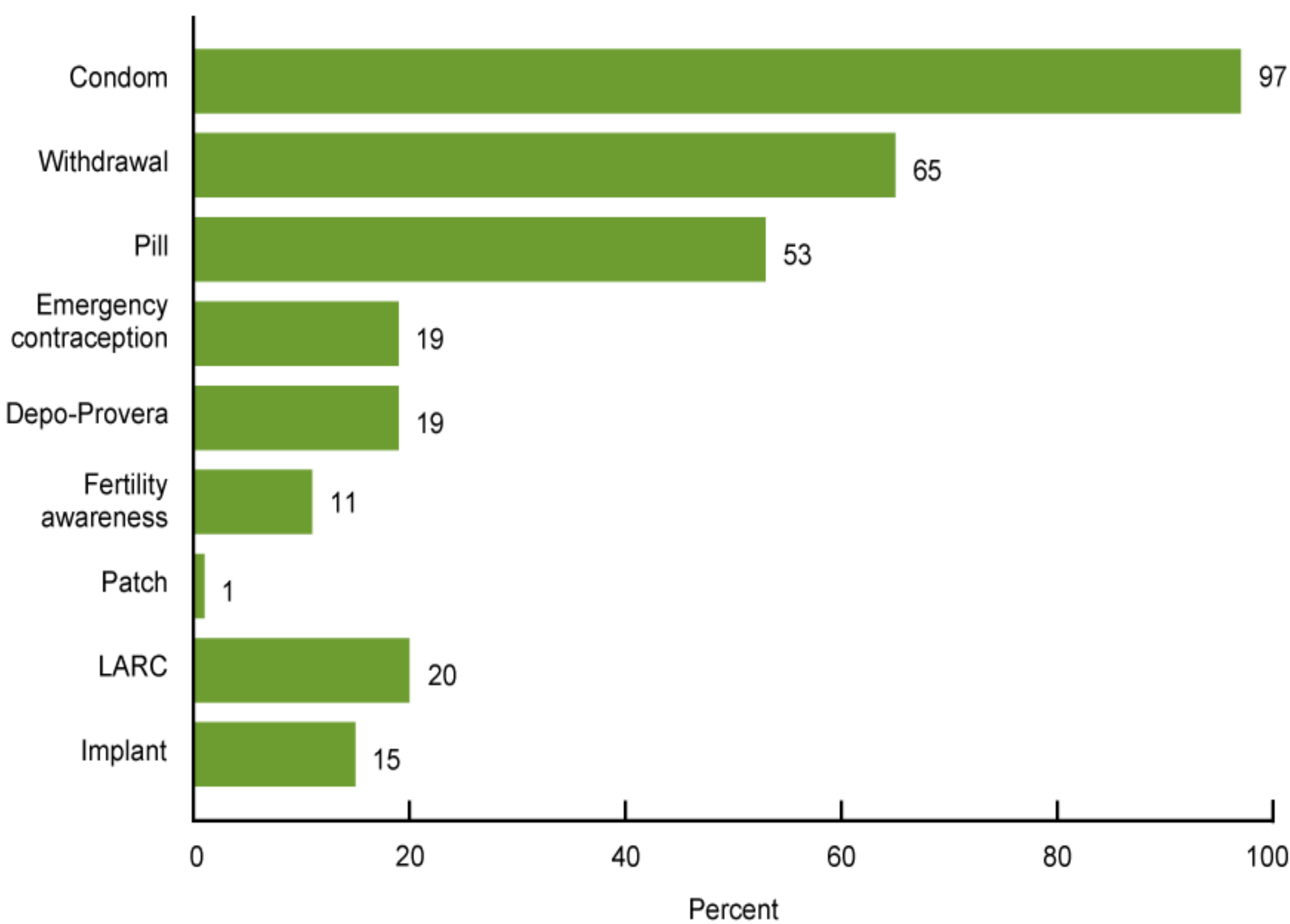


Figure 3. Methods of contraception ever used among females aged 15-19 who had ever had sexual intercourse, United States 2015-2017 (23)

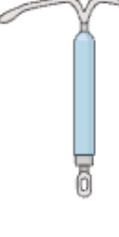
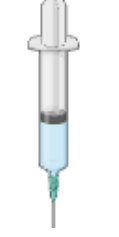
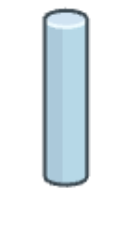


Figure 1. Created with BioRender. (24, 25)



Figure 2. Created with BioRender. (21,22, 25)

OBJECTIVES



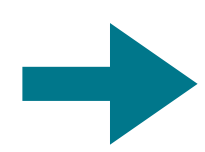
Primary Objective: To determine whether health information from social media influences female adolescents’ perceptions of hormonal birth control.

Secondary Objective: To determine how female adolescents’ perceptions of hormonal birth control influences their intent for therapeutic usage if indicated by a physician.

ACKNOWLEDGEMENTS

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Abstract & References

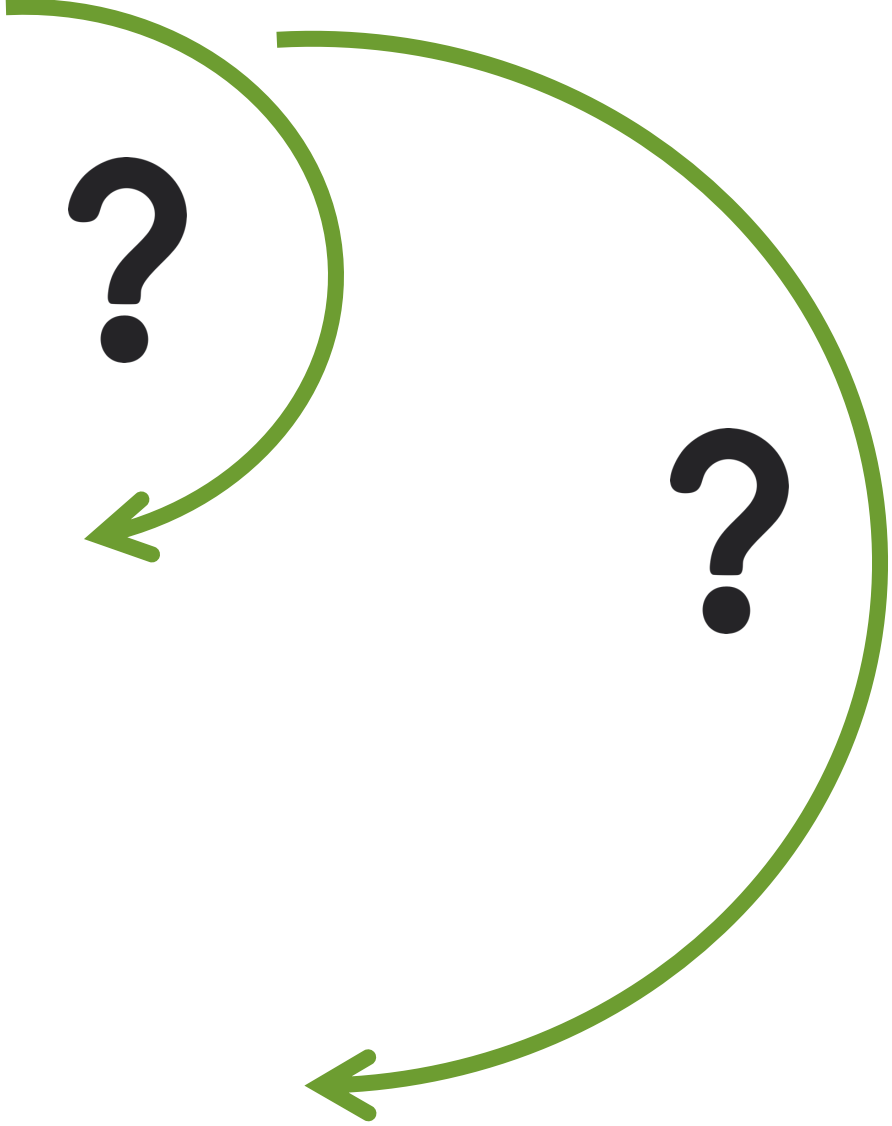


METHODS

Study Design This study is a prospective, cross-sectional survey study. Females aged 12-25yo who have undergone menarche are eligible to participate. Patients will be recruited from clinics within the Cook’s Healthcare System via flyers with QR codes provided in waiting rooms.

Survey Sections

Demographics	{ gender, race, ethnicity, zip code, education }
Technology & Internet access	{ preferred devices, internet speed, etc }
Social Media Use	{ time, platforms, perceptions of usage }
Birth Control Use	{ duration, indication }
Perceptions of BC and SM Content	{ exposure to health-related content, quality of SM content }



DISCUSSION

This study aims to address an existing gap in the literature regarding how social media may contribute to reproductive health perceptions and health-related decision-making. This research is important to examine how misinformation may be mitigated while leveraging SM platforms for promoting positive and accurate health information.

