

THE USE OF TWITTER TO ASSESS VIEWER REACTIONS TO THE MEDICAL DRAMA *CODE BLACK*

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INTRODUCTION

- Annually, the average American watches 104 hours of medical television but only speaks to a health care provider for about 1 hour
- Medical TV programs may influence viewers' health-related knowledge, perceptions, and behaviors



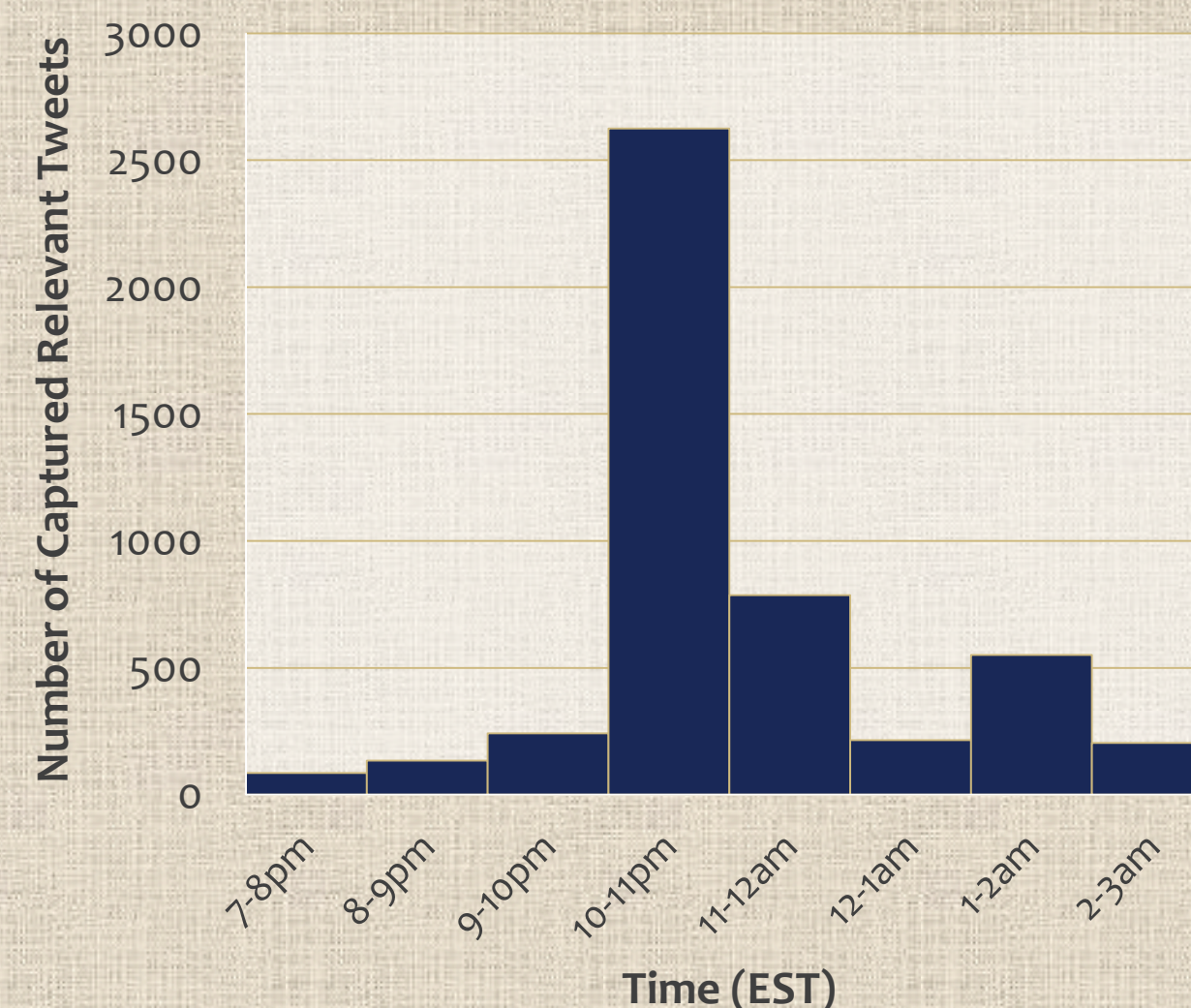
- Twitter has been successfully used to analyze health-related concepts
- We qualitatively analyzed real-time Twitter messages (tweets) related to the current medical drama *Code Black*

METHODS

- Retrieved all tweets from the Twitter live-stream around the airing of *Code Black* for 4 consecutive weeks (11/18-12/09)
- Filtered by keywords “codeblack”, “@CodeBlackCBS”, and “@CodeBlackWriter”
- Analyzed relationship of tweet volume to on-air time of the show
- Classified tweets during EST airing of new episodes (10,499 total tweets) using theory-based variables

RESULTS

Average Number of *Code Black* Tweets Per Hour



Example Tweets by Theme

Medical Procedures

- Why is surgery being done in the ICU? #JustAsking @CodeBlackCBS @CodeBlackWriter #CodeBlack
- Did she Nick his carotid artery??? #CodeBlack
- Dude stuck himself with that needle! The patient is HIV+!!!! #CodeBlack

Health Professions

- Respect for the nurses! Love Mama @IamLuisGuzman #CodeBlack
- All hospitals need doctors & nurses in their #ER as amazing as the staff at #AngelsMemorial. That's a fact. #CodeBlack
- Finally a show that values the importance of RNs.. Thanks @CodeBlackCBS

Real-life Motivation

- CodeBlack is making want to recertify as a LA County EMT.
- #CodeBlack makes me so happy about my goals in life. I know that I'll be doing good for people. 🇺🇸
- God I love #CodeBlack! Just makes me want to be a trauma nurse even more

DISCUSSION

- Examination of tweets during *Code Black* provides insight into viewer discourse
- Twitter may provide a vehicle for program engagement to be extended into real-life discussion and inquiry
- Twitter may be a potential platform for health professionals to disseminate information or encourage individuals to go into the medical field