



KEY FINDINGS

- There is an overall lack of Spanish language dementia information available via Twitter.
- The search terms “paciente” (patient) and “demencia” (dementia) appear to be underutilized on Twitter.
- There is an opportunity for agencies and organizations that provide Spanish language dementia content to reach patients and caregivers via Twitter.

BACKGROUND

Access to education and information is critical for optimal management of dementia. Conventional sources of Spanish language dementia and Alzheimer’s disease education and information are relatively scarce for caregivers. Potential online education and informational resources include the internet and social media sites. Twitter is a popular microblog social media service that has a high level of Spanish language participation and content.

SAMPLE TWEETS



Sample Tweet: “Opinion”



Sample Tweet: “Technical medical information”



Sample Tweet: “Non-technical information”

PAUCITY OF TWEETS WITH “PACIENTE” AND “DEMENCIA”

“Diabetes tipo 2” = 250 tweets per day (91.25K per year)
 “Cancer seno” = 35 tweets per day (12.8K per year)
 “Paciente demencia” = <1 tweet per day (117 per year)



Relative volume of tweets: In order to get perspective on our “paciente demencia” tweet search, we compared our results to searches using “Diabetes tipo 2” (Type 2 Diabetes) and “Cancer seno” (Breast Cancer) as keywords.



CATEGORIES OF DEMENTIA TWEETS

Technical medical information	41% (48/117)
Non-technical information	19% (23/117)
News items	9.4% (11/117)
Personal situation/information	8.5% (10/117)
Promotional/Advertising	7.6% (9/117)
Opinion	6.8% (8/117)
Jokes	5.9% (7/117)
Other	0.85% (1/117)

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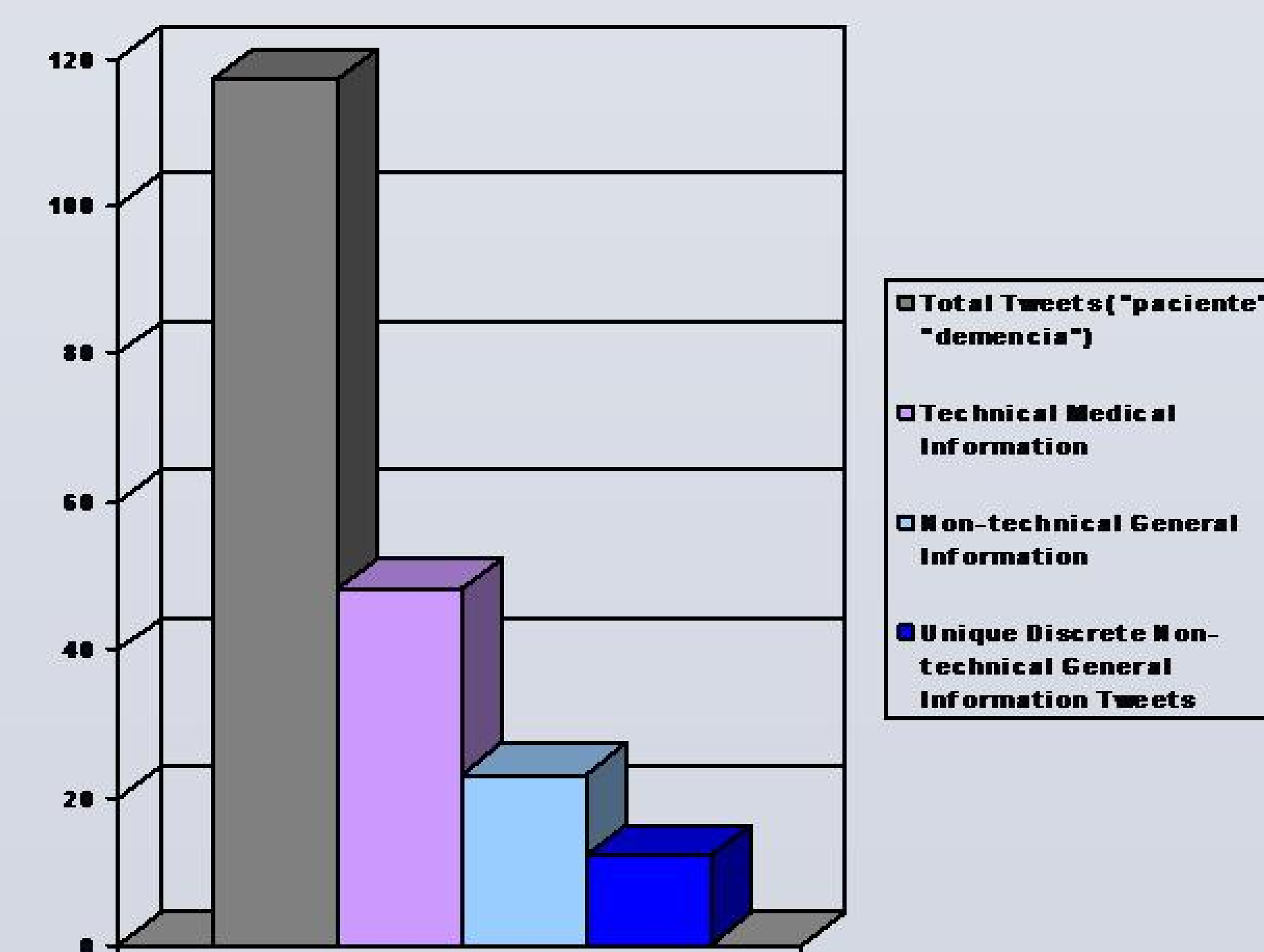


NOT MADE IN THE U.S.A.

Despite the large Spanish-speaking population within the United States, we did not find any tweets from Twitter users within the U.S., or any links to websites that originated in the U.S. There were postings and links from Mexico, Chile, Brazil, Ecuador, Venezuela, Argentina, Colombia, Cuba, and Spain.

Missed Opportunity? U.S. agencies and organizations with existing Spanish language dementia content have an opportunity to reach Twitter users by including both “paciente” and “demencia” in their Twitter posts.

DISTRIBUTION OF SELECTED TWEETS



ACKNOWLEDGEMENTS: We wish to thank the following individuals who reviewed the abstract and paper prior to submission: Lauren Simon, MD, Loma Linda University; Teresa Segovia, MA, Alzheimer’s Association of Southern California; and Carmen Gonzalez, BA, JD, Health Services Advisory Group of California, Inc.

METHODS

- We performed an “advanced search” using both of the terms “demencia” and “paciente”, two likely common search terms for caregivers of dementia patients.
- The Twitter search was carried out on April 23, 2014 and limited to one calendar year from April 24, 2013, to April 23, 2014.
- We identified 117 tweets within those search parameters; and, analyzed and coded the results.

CODING OF TWEETS

We placed each tweet into one of 8 categories: (1) Technical medical information; (2) Non-technical information; (3) News items; (4) Personal situation/information; (5) Promotional/Advertising; (6) Opinion; (7) Jokes; and, (8) Other.

RESULTS

TOTAL NUMBER OF TWEETS: 117

- 41%: The largest percentage of tweets (48/117) referred to technical medical information, almost always with links to medical articles or academic papers.
- 19%: The second largest category of tweets (23/117) provided non-technical general information suitable for the lay public, including links to reference material.
- 10.3%: Of the 23/117 non-technical general information tweets, there were only 12 unique (i.e. discrete, not “retweets”) posts. All 12 were from outside the United States (e.g., Spain & Mexico).