

Effect of Social Media on Decision to Undergo Rhinoplasty



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Abstract

Background: Rhinoplasty is surgery for changing the shape of the nose and it may be motivated by the need to change the appearance of the nose, improve breathing, or both. Rhinoplasty can change the bone, cartilage, skin of the nose, or all three. When planning rhinoplasty, the surgeon will consider other facial features, the skin on the nose, and patient expectations.

Aim: To assess the influence of social media on patients who underwent rhinoplasty, and determine if it was the main influence for their decision.

Methods: A retrospective record-based descriptive approach was used to review the medical records of all patients who underwent rhinoplasty in Aseer Central Hospital (ACH) between 2015 and 2020. Data were obtained through pre-structured questionnaires and included patients' bio-clinical data, indications, and effects of different social media platforms.

Results: Hundred patients who underwent rhinoplasty, had complete medical files, and responded to phone calls were included. All the cases were aged above 18 years and 56% were men. Snapchat was the most used social media platform (57%), followed by WhatsApp (19%). Social media influenced more than 2/3 of the patients to undergo rhinoplasty. Approximately 58% of those influenced were males compared to 52.8% of those who were not. Instagram had the highest influence on male decisions to undergo rhinoplasty; its influence was significantly higher among females.

Conclusions: The study revealed that social media platforms were used extensively, and they influenced patients' decisions to undergo rhinoplasty mainly through the provision of news about famous people.

Keywords: Rhinoplasty; Social media; Factors affecting; Decision; Cosmetic nose; Perception

Background

Rhinoplasty, which is informally known as a nose job, is plastic surgery for correcting and reconstructing the nose [1]. Plastic nasal surgery is one of two types of reconstructive surgeries that restore the abnormalities and functions, and improves the appearance of the nose [2]. Reconstructive surgery seeks to resolve nasal injuries caused by various traumas, including blunt, penetrating, and blast injuries [3]. Reconstructive surgery also treats birth defects, breathing problems, and failed primary rhinoplasty [4,5]. Most patients request for the removal of a bump, narrowing of the nostril width, change in the angle between the nose and the mouth as well as the correction of injuries, birth defects, or other problems that affect breathing, such as a deviated nasal septum or sinus condition [6]. Rhinoplasty is one of the most requested surgical approaches in the field of facial plastic surgery and otolaryngology [7]. Cosmetic rhinoplasty is mainly esthetic and changes the shape of the nose [8].

Several factors may affect the decision to undergo plastic surgery and they are all focused on the desire for self-satisfaction, attractiveness, and contentment with one's image [9,10]. Cosmetic surgery is aimed at changing the body's appearance in the absence of any diseases, damages, or congenital deformations and may improve an individual's life quality [11]. Social media platforms are now widely used for communication, learning, entertainment, advertising, and keeping abreast of lifestyle trends, including diet, fashion, and beauty. Recently, it has played a significant role in social media influencer advertisements [12]. A Forbes article shows that a review from a trusted social media figure is equivalent to a word-of-mouth relay [13]. Only a few studies have assessed the factors that influence the decision of patients to undergo cosmetic surgery, including rhinoplasty, after consuming these advertisements. The current study assessed the effect of social media on patients who underwent rhinoplasty

and determined if it was the main influence on their decision to undergo this surgery.

Methods

A retrospective record-based descriptive approach was used to review medical records of all patients who underwent rhinoplasty in Aseer Central Hospital (ACH) between 2015 and 2020. Aseer Central Hospital is the main tertiary hospital in Abha city, the capital of the Aseer region in Southern Saudi Arabia. All Rhinoplasty cases are included (multiple surgeon); however, records with missing data were excluded. Data were collected by the researchers using a pre-structured questionnaire, to minimize errors. Data included the patient’s bio-clinical data and indications for rhinoplasty. Subsequently, patients were contacted by phone (postoperatively) to explore the effect of different social media on their decisions on rhinoplasty.

Data Analysis

The data collected were revised, coded, and fed into IBM SPSS version 22. The graphs were constructed with Microsoft Excel. All statistical analyses were performed using two-tailed tests and an alpha error of 0.05. P values less than or equal to 0.05 were considered statistically significant. Frequencies and percentages were used to describe the distributions of the collected variables, including patients’ demographic data, and social media use and effects. Cross-tabulation was used to demonstrate the relationships between the frequency of use of social media and the effects on rhinoplasty decision-making, and gender and the effect of social media on their decisions using the chi-square test.

Results

A hundred patients who underwent rhinoplasty, had complete medical files, and responded to phone calls were included. All the patients were older than 18 years and 56 % were men. Snapchat was the most used social media platform (57%), followed by WhatsApp (19%). Forty-seven patients rarely found new articles on rhinoplasty on social media, while 18% searched for it weekly. A total of 21% of the patients received information on rhinoplasty from Snapchat followed by Instagram (18%), and 74% of the cases believed in advertisements that presented rhinoplasty as a safe surgical procedure on social media, while 30% were influenced by a famous person who had undergone rhinoplasty. Generally, social media influenced 64% of patients to perform Rhinoplasty.

Approximately 58% of those who were affected were males compared to 52.8% of those who were not affected; the difference was not statistically significant (P=.626). Snapchat was the most commonly used platform among those who were influenced (60.9%), followed by WhatsApp, compared to 50% of others who were not affected (P=.476). Snapchat was also the social media platform that presented most rhinoplasty data (20.3%) compared to 13.9% (P=.803). Approximately 78% of those who were influenced by social media believed in advertisements that presented rhinoplasty as a safe surgical procedure compared to 66.7% of those who were not (P=.210). Additionally, 40.6% of those influenced by social media were motivated by famous people compared to 11.1% of others; the difference was statistically significant (P=.002) (Table 1).

Table 1: Distribution of social media-related decisions on rhinoplasty with participants social media use.

	Social Media Use		Social Media affected you to Perform the Rhinoplasty				P-value
			No				
	Yes No %		No	%			
Gender	Male	56 (56%)	37	57.80%	19	52.80%	0.626
	Female	44 (44%)	27	42.20%	17	47.20%	
Most common social media you are using	WhatsApp	19 (19%)	10	15.60%	9	25.00%	0.476
	Twitter	13 (13%)	7	10.90%	6	16.70%	
	Snap chat	57 (57%)	39	60.90%	18	50.00%	
	Instagram	11 (11%)	8	12.50%	3	8.30%	
How often do you find news articles about rhinoplasty on social media?	Daily	3 (3%)	3	4.70%	0	0.00%	0.254
	Weekly	18 (18%)	13	20.30%	5	13.90%	
	Monthly	32 (32%)	22	34.40%	10	27.80%	
	Rarely	47 (47%)	26	40.60%	21	58.30%	
The social media platform you receive most information about Rhinoplasty on	Twitter	6 (6%)	4	6.30%	2	5.60%	0.803
	Snap chat	21 (21%)	14	21.90%	7	19.40%	
	Instagram	18 (18%)	13	20.30%	5	13.90%	
	Others	55 (55%)	33	51.60%	22	61.10%	

Believe advertisements that present rhinoplasty as a safe surgical procedure	Yes	74 (74%)	50	78.10%	24	66.70%	0.21
	No	26 (26%)	14	21.90%	12	33.30%	
Influenced by a famous person who performed rhinoplasty	Yes	30 (30%)	26	40.60%	4	11.10%	.002*
	No	70 (70%)	38	59.40%	32	88.90%	
Brought a photograph of a person who performed Rhinoplasty to doctor clinic & you asked for the same shape of nose	Yes	8 (8%)	6	9.40%	2	5.60%	0.499
	No	92 (92%)	58	90.60%	34	94.40%	

P: Pearson X2 test.

*P < 0.05 (significant).

Table 2 demonstrates that 58.9% of the male patients used Snapchat compared to 54.5% of the females, while WhatsApp was used by 26.8% of the males compared to 9.1% of the females (P=.012). Instagram influenced 14.3% of male, compared to 22.7% of female, decisions on rhinoplasty (P=.001). Exactly 82.1% of the male cases believed in the advertisements that presented rhinoplasty as a safe surgical procedure compared to 63.6% of the women (P=.036).

Table 2: Distribution of social media effect on rhinoplasty decision by participants' gender.

Social Media Use	Gender				P-value	
	Male		Female			
	No	%	No	%		
Most common social media you are using	WhatsApp	15	26.80%	4	9.10%	.012*
	Twitter	6	10.70%	7	15.90%	
	Snapchat	33	58.90%	24	54.50%	
	Instagram	2	3.60%	9	20.50%	
How often do you find news articles about rhinoplasty on social media?	Daily	1	1.80%	2	4.50%	0.099
	Weekly	6	10.70%	12	27.30%	
	Monthly	18	32.10%	14	31.80%	
	Rarely	31	55.40%	16	36.40%	
The social media platform you receive most information about rhinoplasty on	Twitter	3	5.40%	3	6.80%	.001*
	Snap chat	5	8.90%	16	36.40%	
	Instagram	8	14.30%	10	22.70%	
	Facebook	0	0.00%	0	0.00%	
	Others	40	71.40%	15	34.10%	
Believe advertisements that present rhinoplasty as a safe surgical procedure	Yes	46	82.10%	28	63.60%	.036*
	No	10	17.90%	16	36.40%	
Influenced by a famous person who performed rhinoplasty	Yes	16	28.60%	14	31.80%	0.725
	No	40	71.40%	30	68.20%	
Brought a photograph of a person who performed rhinoplasty to doctor clinic & you asked for the same shape of nose	Yes	4	7.10%	4	9.10%	0.722
	No	52	92.90%	40	90.90%	

P: Pearson X2 test.

*P < 0.05 (significant).

Generally, 85% of the patients had better experiences after rhinoplasty. Positive perceptions of change were recorded among 83.9% of the male and 86.4% of the female patients (P=.735). In addition, 90.5% of those who used Snapchat felt better compared to 72.2% of those who used Instagram and 84.4% of those who were influenced by social media felt better after rhinoplasty compared to 86.1% of those who were not influenced (P=.815) (Table 3).

Table 3: Distribution of post-rhinoplasty perceived change by patient gender and social media use.

Patients Data	Perceived Change in Self-Confidence				P-value	
	Yes		No			
	No	%	No	%		
Gender	Male	47	83.90%	9	16.10%	0.735
	Female	38	86.40%	6	13.60%	
The social media platform you receive most information about rhinoplasty on	WhatsApp	0	0.00%	0	0.00%	0.276
	Twitter	6	100.00%	0	0.00%	
	Snap chat	19	90.50%	2	9.50%	
	Instagram	13	72.20%	5	27.80%	
	Others	47	85.50%	8	14.50%	
Influenced by a famous person who performed rhinoplasty	Yes	28	93.30%	2	6.70%	0.127
	No	57	81.40%	13	18.60%	
Social media influenced you to perform the rhinoplasty	Yes	54	84.40%	10	15.60%	0.815
	No	31	86.10%	5	13.90%	

P: Pearson's X2 test.

*P < 0.05 (significant).

Discussion

Rhinoplasty is a common procedure performed by Plastic and ENT physicians and indicated for patients who have external nasal deformity and cosmetic issues [14]. Rhinoplasty, also known as a "nose job," is an available alternative for people who are unhappy with the size or shape of their nose [15]. In addition to the well-known cosmetic benefits of the procedure, it has evolved and has versatile applications, such as improvement of nasal function after a traumatic injury or illness or breathing problems that affect sleep and the ability to exercise [16].

Recently, several people have sought a cosmetic plastic surgery procedure. The rapidly emerging minimally invasive procedures, such as Botox and filler injections, play a significant role in this trend; they have become popular among cosmetic patients [17,18]. Several factors may influence the decision to undergo plastic surgery, and social media use is a major [19]. Patients interested in esthetic plastic surgery procedures look for relevant information on social media and rely on those that are easily accessible [20]. Social media platforms provide networking options that help users to explore millions of photographs and share links and videos on their computers and mobile devices. It has grown out of obscurity to count more than 955 million active monthly users [21].

Rhinoplasty may be motivated by social media advertisements. Its goal is to revise the nose to a patient's desired appearance and functionality. The current study assessed the role of social media in decision-making on rhinoplasty among patients who underwent rhinoplasty in Aseer Central Hospital. The study revealed that more than 2/3 of the patients who underwent rhinoplasty were influenced by information and advertisements on social media

platforms. The most commonly used social media platform was Snapchat, which was used by more than half of the patients, followed by WhatsApp. Approximately 1/3 of the patients used social media platforms to explore rhinoplasty data monthly. More than 3% of them believed in the social media advertisements that presented rhinoplasty as a safe surgical procedure, but less than 1/3 were influenced by famous people who underwent rhinoplasty for cosmetic purposes.

The study also revealed that the types of social media platforms used, the extents of dependence on social media information on rhinoplasty, and the beliefs in the advertisements for the surgery insignificantly differed across patients who were influenced by social media to undergo cosmetic rhinoplasty and others who did not. This provides insights into the role of social media in decision making among males and females in our region. Social media platforms may significantly influence people to undergo rhinoplasty, but there may be other significant motivations such as nasal deformity affecting general appearance. News about famous people undergoing rhinoplasty had a significant effect on decisions among those who used social media as the source of news; the role of social media in the decision to undergo rhinoplasty was not directly through the information provided, but indirectly through the updates on news about famous people.

The most significant finding was that the influence of social media on decisions to undergo rhinoplasty was higher among males than females, which was inconsistent with the established logic, as females are naturally more concerned with cosmetic surgeries and influenced by advertisements [22-24]. A descriptive survey was conducted by Andrew et al. (2013) on the use of social media and questionnaires were distributed to members of the American Society of Plastic Surgeons. The prevalent patterns of social media influence were elucidated [25]. The survey

demonstrated that nearly half of the participants were regular social media users. Participants' belief that the social media incorporation into medical practice is inevitable was the most recorded motivation for use (56.7%); others believed that social media was an effective marketing tool (52.1%), and it provided a forum for patient education (49%). Surgeons with primary esthetic surgery practices recorded high use of social media. More than 2/3 of the respondents stated that social media did not affect their practice, whereas 1.5% reported a negative impact.

Another study was conducted by Arab K et al. [26] in 2019 to assess the influence of social media on the decision to undergo cosmetic procedures. The researchers concluded that out of 816 respondents, 48.5% reported being influenced by social media to undergo cosmetic procedures. Nearly half of them followed plastic surgeons on social media. Locally, a study was conducted in 2019 by Aldosari et al. [27] to assess the effect of social media on facial plastic surgery enrolments in Saudi Arabia. More than 60% of the participants reported that a surgeon's self-advertisement had a positive impact on the trendiness of plastic surgeries; 53.4% agreed that cosmetic television programs had an effect on the trend of plastic surgeries, and approximately 65% of the participants decided that social media influenced the trend of cosmetic procedures.

Cosmetic surgery demand has been increasing within the last few years, and plastic surgeons have used several methods for advertising, away from traditional methods. One of the new methods is the use of social media platforms, which are available to and used by millions of people all over the world.

Conclusion

The study confirmed a high usage of social media platforms, which influenced some patient decisions to undergo rhinoplasty, especially in males. The effect of social media platforms on case decisions was indirect, through the provision of news about famous people and their patronage of cosmetic rhinoplasty, which was a more significant motivation than advertisements and information provided through the media on the safety of rhinoplasty.

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