TikTok: An emerging social media platform for dermatologist influencers

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Dermatologists are noted to have a strong presence on many social media platforms. TikTok has recently emerged as a new platform which allows users to share short videos. Unique to TikTok is the “duet” feature which allows users to react to other trending videos. Minimal prior analysis of dermatologic information on TikTok has been performed. We have examined the 10 dermatologists with the highest number of followers, the content of their 1 most recent posts, and user engagement of these posts. Their three most recent posts were identified as educational, advertisement or personal. Engagement was evaluated by recording the number of likes, comments, views, and shares per post. 70% of total posts were classified as educational, 23.33% advertisement, and 6.67% personal. Educational posts had the highest number of likes, comments, views, and shares per post. 70% of total posts were classified as educational. This study highlights an educational tool for dermatologists, with increased user engagement when compared to other social media platforms. Although underrepresented on TikTok, dermatologists can use this “duet” feature as a way to correct misinformation and answer questions pertaining to widely spread misinformation on social media platforms.

The value of an anonymous online interactive forum: What questions are applicants asking?

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In an effort to further illuminate gender representation in dermatology publications, we have completed this analysis to address the gap in dermatologic literature. Clarivate Analytics’ Web of Science was used to isolate the names of all first and last authors of published works in the Journal of Investigative Dermatology (JID), the Journal of the American Academy of Dermatology (JAAD), and Journal of the American Medical Association Dermatology (JAMA Derm) from 2009 to 2019. Gender API predicted binary gender for each name. We demonstrated that female first authorship (FAA) percentages has been roughly equal to their male counterparts for the past 10 years, with average FAA percentages in 2019 of 38.55% (JID), 38.55% (JAAD), and 52.55% (JAMA Derm). In contrast, the average percentages of female senior or last authors (FSA) have remained substantially below that of their male colleagues at 18.35% (JID), 38.55% (JAAD) and 37.45% (JAMA Derm). No significant differences between journals were found for both FAA and FSA. Since senior authors are often those that are further and more advanced in their academic medical careers, the discrepancy between the percentage of female FSA and FSA can be attributed to unequal gender representation in university professorships. However, the closing gap in first authorship inequality suggests that time may alter the disproportional distributions of FSA. Limitations include restricting our search to the top three dermatologic journals and determination of gender based on the GenderAPI algorithm. In an effort to more fully represent the community in which dermatologists serve, additional studies are required to reduce inequalities among dermatologic research.

Scarcity of the LGBTQ community in dermatology literature

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Over 70% of patients with acne vulgaris wait at least one year before seeing a dermatologist and instead use over-the-counter (OTC) acne treatments. This study aims to use information from online product reviews to identify key product characteristics (ingredients, vehicles, price, marketing claims) and determine their association with consumer-reported positive and negative features of top-rated acne OTCs. This cohort study evaluated the top 1% of acne OTCs across the five largest online retailers of acne products in June 2019. Products were analyzed for product characteristics and consumer-reported features. Artificial intelligence data scraper software was utilized to collect reviews. A natural language processing algorithm was used to tag key phrases within reviews and categorize them based on characteristics and sentiment (positive or negative). An inter-rater reliability test compared reliability of results across two raters and the software. In this cohort of 1,479 products, the most frequent ingredients were salicylic acid (33.6%) and benzoyl peroxide (19.5%). Over one-third of top-selling products contained solely natural ingredients. Product ingredients, over product price, marketing claims, and packaging, were the greatest indicator of a consumer's experience. Prior to the webinar, students anonymously submitted 54 questions through a google survey. Program directors addressed these questions during the webinar. Attendees could ask questions (99%) during the webinar anonymously via Zoom’s “Chat” function. Following the webinar, attendees completed a survey. The topics of the anonymous questions submitted included application logistics (41.12%, 63/153), USMLE board scores & grades (21.57%, 33/153), demonstrating interest (13.48%, 22/153), away rotations (12.42%, 19/153), special applicant groups (11.11%, 17/153), research (5.86%, 9/153), and letters of recommendation (4.58%, 7/153). 96% percent of survey-responders rated the webinar as “helpful,” 91% were satisfied with the content, and 84% found the webinar to be stress-relieving. Application logistics was the top category is pertinent given this unique application cycle. Students responded well to the webinar as indicated by the positive post-webinar survey results. This could be related to the opportunity to anonymously query program directors without fear of retribution. Furthermore, this qualitative analysis may guide programs to increase transparency on their websites. Regardless of the landscape of future application cycles, we advocate for continued use of online platforms annually to assist applicants.

Consumer preferences of top-rated over-the-counter acne treatment products:

A cohort study

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