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Research Article

THE EFFECTS OF SOCIAL MEDIA ON THE PATIENT'S PREFERENCE IN TEETH BLEACHING

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ABSTRACT

Introduction: Nowadays social media has become widely spread in the modern lifestyle. The reason is it affects many people in the way they are thinking and the affecting expected to increase in the future. **Materials and Methods:** The study is based on modified structured questionnaire it contains 14 questions regarding the knowledge of bleaching other than the demographics, then it has been distributed for male and female (500) participants in different age groups and educational levels via email and Whats App application in Survey monkey link.

Results: A total of 500 participants were included in this study with unequal of males and females. the result is showed in two sides which are gender and academic. There was a statistically significant association with the variable 'do you think coffee & tea has an effect on efficacy of bleaching' with University and Master level of education more likely to agree and middle and high school likely to be not sure (p=0.007). There was a statistically significant association with the variable 'do you think teeth whitening lasts a lifetime' with middle and high school more likely to agree than University and Master level of education (p=0.006). **Conclusion:** From this project we found that celebrity actually have a wide effect on dentistry field especially in teeth bleaching. The reason is the audience of celebrity are the young people, So the young people are more susceptible to dishonest advertising.

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INTRODUCTION

Bleaching is one of the most seeking treatments for aesthetic improvement. It is used to reduce the teeth discoloration by using chemical agents. There are different techniques for teeth whitening. Depending on the shade required material application may vary among patients. Bleaching use can be misunderstood by the people. Patients might choose one of the bleaching methods up on some celebrity preferences not knowing the consequences of this choice whether it is suitable for the condition or not. Now a day social media has become of a great import in the modern life style. The reason why is because it affects many people in the way they are thinking and the affecting expected to increase in the future.

The term of social media was foreign to all of us. Nowadays it has become a portion of everyday life in both personal and business life (O'Keeffe *et al.*, 2011). Information as well as communication technology has changed very fast over the past 20 years with a key development being the emergence of social media. Recently dentistry is not a primarily health service

(Wong B *et al.*, 2006), but it is also elective aesthetic services; the social pressure could be the reason to this change. The social media showed the effect on a variety of areas, so it is reasonable to have a similar impact on dentistry. Both positive and negative media's influence can affect the dentistry. The personal look is very important among society (Bonnie J *et al.*, 1999), social and psychological research has shown that appearance act in an important role in realizing the quality of our interactions with others and is an important aspect of nonverbal communication. the researchers have a lack about the results of in-office and at-home tooth bleaching, but in-office bleaching techniques were most commonly used. The effects of both at-home and in-office bleaching are not showing a permanent result, so the patient will defiantly need some follow up sessions with dentist.

The different factors that affect tooth whitening including Bleaching type (either hydrogen peroxide or carbamide peroxide), duration and concentration of the bleaching (higher the concentration faster the bleaching), heat and light used for

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bleaching procedures (using high-intensity light or higher the temperature increasing the rate of the reaction) and the severity of the stain that may affect the result (Joiner A 2006).

Today's dentist has several treatment options (Joshi S 2016) to adjust a smile with discolored vital teeth. A lot of services listed to improve the appearance of the discolored teeth, bleaching is the most preferred option among patients. In 1860s a vital tooth was applied by using oxalic acid on the external surfaces of the teeth. Later, hydrogen peroxide or pyrozone was used instead of oxalic acid. In the late 1960s, accidentally, a home bleaching technique was stumbled upon by Dr. B. Klusemeir. He designed a custom fitting tray and prescribed an over the counter (OTC) oral antiseptic.

At this point we understand that social media (Bernardon et al., 2015) has become of a great import in the modern life style. The reason why is because it affects many people in the way they are thinking, and the affecting are expected to increase in the future This is useful in advertising and marketing for business in all aspects. In the other hand some of the celebrity try to use their power in marketing in non-professional way which is affecting the patient health and that by using non-prescribed drugs or cosmetics. At the end, social media is two faced tool that can be misleading (Benedicta et al., 2006). Hence patient should be aware of their condition and seek the consultations from doctors rather than a well know celebrity. Different age groups can use networks (Mastur et al., 2016) for a greater extremity, adolescents considered the most age group affected by the use of social networking, thus this can be a great chance for companies to advertise their products in a misleading way so parents should be aware of the impact of using social networking by their kids.

MATERIAL AND METHOD

The study is based on modified structured questionnaire it contains 14 questions regarding the knowledge of bleaching other than the demographics, then it has been distributed for male and female in different age groups and educational levels via email and WhatsApp application in Survey monkey link. Sample size was (500) participants. The data is collected from the participants in Riyadh city by submitting their attempts. The data analysis was performed using SPSS version 22 windows. Descriptive analysis was performed.

RESULTS

A total of 500 participants were included in this study with unequal of males and females. the result is showed in two sides which are gender and academic level.

Results

Table 1. Demographics

Gender	Male	153	27.4
	Female	405	72.6
Education level	Middle and high school	132	23.7
	University	384	68.8
	Master and above	42	7.5

Association with Gender

There was a statistically significant association with the variable 'do you have any idea about the difference between the bleaching/whitening at home or at clinic' with females

more likely to have an idea about the difference between the bleaching/whitening at home or at clinic than males (p=0.002). There was a statistically significant association with the variable 'which type do you prefer teeth bleaching/whitening, and which type you think that has less side effects on' with males more likely in-clinic and females at-home (p=0.001).

There was a statistically significant association with the variable 'do you think the social media has made teeth bleaching/whitening more popular among people' with females more likely to agree than males (p=0.001).

There was a statistically significant association with the variable 'do you think coffee & tea has an effect on efficacy of bleaching' with females more likely to agree than males (p=0.022).

Association with Academic Level

There was a statistically significant association with the variable 'are you one of the social media users' with University level of education more likely to be social media users (p=0.018).

There was a statistically significant association with the variable 'how much you are attracted by social media celebrity' with middle and high school more likely to be highly attracted than University and Master level of education (p=0.031).

There was a statistically significant association with the variable 'which type do you prefer teeth bleaching/whitening, and which type you think that has less side effects on' with middle and high school more likely to in-clinic and University and Master level of education at-home (p=0.001).

There was a statistically significant association with the variable 'do you think coffee & tea has an effect on efficacy of bleaching' with University and Master level of education more likely to agree and middle and high school likely to be not sure (p=0.007).

There was a statistically significant association with the variable 'do you think teeth whitening lasts a lifetime' with middle and high school more likely to agree than University and Master level of education (p=0.006).

Survey Form

1. Are you one of the social media users?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	552	98.9	98.9	98.9
	No	6	1.1	1.1	100.0
Total		558	100.0	100.0	

2. How much you are attracted by social media celebrity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	552	98.9	98.9	98.9
	No	6	1.1	1.1	100.0
Total		558	100.0	100.0	

3. Do you think the ads of social networking celebrities have credibility?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	70	12.5	12.5	12.5
No	488	87.5	87.5	100.0
Total	558	100.0	100.0	

4. Have you ever seen a celebrities from social media have done any kind of teeth bleaching\whitening?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	434	77.8	78.1	78.1
No	122	21.9	21.9	100.0
Total	556	99.6	100.0	
No response	2	.4		
Total	558	100.0		

5. Do you have any idea about the difference between the bleaching\whitening at home or at clinic?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	166	29.7	29.9	29.9
No	137	24.6	24.7	54.6
May be	252	45.2	45.4	100.0
Total	555	99.5	100.0	
No response	3	.5		
Total	558	100.0		

6. Do you have any previous experience in teeth bleaching\whitening on a clinic that one of the celebrities advertise about it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	33	5.9	5.9	5.9
No	525	94.1	94.1	100.0
Total	558	100.0	100.0	

7. Which type do you prefer teeth bleaching/whitening, and which type you think that has less side effects on?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid In-clinic	262	47.0	47.0	47.0
At-home	296	53.0	53.0	100.0
Total	558	100.0	100.0	

8. Do you think the social media has made teeth bleaching/whitening more popular among people?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	464	83.2	83.2	83.2
No	94	16.8	16.8	100.0
Total	558	100.0	100.0	

9. Have you thought about using a tooth whitening device from a pharmacy?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	78	14.0	14.0	14.0
No	480	86.0	86.0	100.0
Total	558	100.0	100.0	

10. When you choose to do teeth bleaching/whitening at-home or in-clinic you make your choice based on?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid People Experience	347	62.2	62.2	62.2
Dentist Consultation	203	36.4	36.4	98.6
Advertisements	8	1.4	1.4	100.0
Total	558	100.0	100.0	

11. Do you think coffee & tea has an effect on efficacy of bleaching?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	428	76.7	76.7	76.7
No	33	5.9	5.9	82.6
May be	97	17.4	17.4	100.0
Total	558	100.0	100.0	

12. Do you think teeth whitening lasts a lifetime?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	111	19.9	19.9	19.9
No	447	80.1	80.1	100.0
Total	558	100.0	100.0	

13. Do you think the social media has made teeth bleaching/whitening more popular among people?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	454	81.4	81.4	81.4
No	104	18.6	18.6	100.0
Total	558	100.0	100.0	

14. Do you think you have enough information about the technique and method of tooth bleaching/whitening?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	149	26.7	26.7	26.7
No	409	73.3	73.3	100.0
Total	558	100.0	100.0	

DISCUSSION

A total 500 participant included in this study 78.1% of them has seen one of the social media celebrities done kind of teeth bleaching, and only 5.9% of them had previous experience in

teeth bleaching on clinic that one he celebrities advertise about, while 94.1% of them are not. However, 83.2% think that the social media has made teeth bleaching more popular among people. On study "The impact of the popular media on cosmetic dentistry" done in New Zealand they found that the aesthetic demand increased influence by the media. This gives us the perception that might be other factors can affect the decisions.

CONCLUSION

We concluded that the social media has no effect on the patient's opinion in aesthetic treatment. The participants are affected by other people experience followed by consulting the dentists.

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