

TITLE: Generating a Social Media Ontology for Otology & Neurotology

AUTHORS: John P. Marinelli, MD1; Matthew L. Carlson, MD2,3; Lawrence R. Lustig, MD4; Bradley W. Kesser, MD5; Patrick J. Antonelli, MD6; Robert S. Hong, MD, PhD7,8; Sarah N. Bowe, MD, EdM1*

AUTHOR AFFILIATIONS:

1Department of Otolaryngology-Head and Neck Surgery, San Antonio Uniformed Services Health Education Consortium, JBSA-Fort Sam Houston, TX, USA

2Department of Otolaryngology-Head and Neck Surgery, Mayo Clinic, Rochester, MN, USA

3Department of Neurologic Surgery, Mayo Clinic, Rochester, MN, USA

4Department of Otolaryngology-Head and Neck Surgery, Columbia University Irving Medical Center, New York, NY, USA

5Department of Otolaryngology-Head and Neck Surgery, University of Virginia, Charlottesville, VA, USA

6Department of Otolaryngology-Head and Neck Surgery, University of Florida, Gainesville, FL, USA

7Department of Otolaryngology-Head & Neck Surgery, Wayne State University, Detroit, MI, USA

8Michigan Ear Institute, Farmington Hills, MI, USA

*Address correspondence to S.N.B, 3551 Roger Brooke Dr., Department of Otolaryngology-Head and Neck Surgery, San Antonio Uniformed Services Health Education Consortium, JBSA-Ft Sam Houston, TX, 78234. Tel: 210.916.8040; Email: drsarahnbowe@gmail.com.

KEYWORDS: social media; Twitter; Facebook; ontology; hashtag; otolaryngology; otology; neurotology

RUNNING TITLE: Generating a Social Media Ontology for Otology & Neurotology

ACKNOWLEDGEMENTS: The authors would like to thank the ANS Social Media Committee as well as neurotologists, by alphabetical surname order, Drs. Sujana S. Chandrasekhar, Maura K. Cosetti, David S. Haynes, Jacob B. Hunter, Sarah E. Mowry, Brendan P. O'Connell, Stanley Pelosi, Douglas S. Ruhl, Alex D. Sweeney, and Anthony M. Tolisano for providing critical appraisal of the proposed hashtag list.

INTRODUCTION

Use of social media to disseminate new information within otolaryngology is becoming commonplace. However, across the myriad of patients, physicians, researchers, industry, academic societies, and patient-support organizations that use social media, there exists variable hashtags used to discuss the same topics. Unfortunately, the absence of a standardized social media ontology limits dissemination of data among key stakeholders. To remediate this, other specialties have taken efforts to standardize a social media ontology. For this reason, with the help of the ANS Social Media Committee and crowd-sourcing input from 15 neurotologists across the United States, we have generated a standardized hashtag list for some of the most common hashtags used to identify topics within the otology and neurotology social media space (Table 1). We hope this list will serve as a foundation for increasingly collaborative use of social media across all key stakeholders within our field. For further information, the full text associated with the development of this list will be published in *Otology & Neurotology*.

Table 1. Proposed standardized tag ontology for 34 hashtags in the social media space surrounding otology and neurotology.*

General

#Otology
#Neurotology

Devices/Procedures

#CochlearImplant
#HearingAid
#BAHA[†]
#Ossiculoplasty
#Tympanoplasty
#Stapedotomy[‡]
#Stapedectomy[‡]
#EndoscopicEarSurgery
#EarSurgery
#SkullBaseSurgery

Disorders

#HearingLoss
#Tinnitus
#Dizziness
#Vertigo
#OtitisExterna
#OtitisMedia
#ChronicOtitisMedia
#TMperforation
#Cholesteatoma
#ETDysfunction
#Otosclerosis
#SSNHL
#SSCD
#SingleSidedDeafness
#BPPV
#MenieresDisease
#VestibularMigraine
#VestibularSchwannoma[‡]
#AcousticNeuroma[‡]
#NF2
#BellsPalsy
#FacialParalysis

*Abbreviations/Definitions: BAHA=bone-anchored hearing aid; TM=tympanic membrane; ET=Eustachian tube; SSNHL=sudden sensorineural hearing loss; SSCD=semicircular canal dehiscence; BPPV=benign paroxysmal positional vertigo; NF2=neurofibromatosis type 2

[†]BAHA is specifically specified in all caps to avoid overlap with Cochlear Americas' Baha® device.

[‡]These tags should be used together whenever possible due to the continued widespread use of both terms among providers and/or patients.