

## **Evaluation of Social Media Platforms in Promoting Oral Health Among Sri Lankan Adults: A Survey Based Study**

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Social media has integrated into daily life promoting oral health and awareness, aiding eliminating the disparities among different groups. Main purpose of this study was to evaluate social media platforms in promoting oral health. Specific purposes of the current study were to determine the relationship between oral health information seeking through social media and demographic factors of Sri Lankan adults, by identifying the beneficiaries and barriers and its effective use in oral health practices. Ethical clearance for the study was obtained from the Ethical Review Committee, Faculty of Dental Sciences, University of Peradeniya. An electronic self-administered survey-based questionnaire was distributed as a Google form via social media platforms. Completeness and accuracy of the collected data via google sheet were verified and the incomplete data were omitted from the study. A descriptive analysis of the obtained data was carried out using the SPSS Statistical Package (SPSS, Version 21). Sample characteristics were expressed as means and percentages. Highest preferred social media platform for information on oral health was YouTube (75.2%) and most of the participants 'Rarely' searched oral health on social media platforms (62.9%). About 54.5% rated '3' as the reliability of related information found in social media. The recorded factor considered in assessing the reliability of oral health information in social media was 'quality of information (46.4%)'. In preference to obtain information on oral health via social media, the majority (45.9%) rated '3' of the Likert scale. Between social media and websites, the recorded frequency was obtained for both platforms (51.2%). After accessing social media 70% of the participants changed their oral health behaviours. In dissemination of oral health information, about 39.5% entirely preferred short videos by professionals. In conclusion, social media platforms are suitable in promoting oral health allowing access to all socio-economic groups and they increased awareness among the general population for a better tomorrow.

**Keywords:** Social media, Oral health promotion, Sri Lanka, Survey-based study