

Inspire® Upper Airway Stimulation (UAS) Social Media Analysis

Data Collection Guidelines

Objective: To systematically collect, categorize, and analyze social media posts related to Inspire® Upper Airway Stimulation (UAS) across Instagram, Facebook, and TikTok.

Search Terms:

- #inspiresleep, #inspiresleepapnea, #inspiresleepapneaimplant, #hypoglossalnervestimulator, #lifewithinspire.
- Record and categorize hashtags. Assess the frequency and context in which each hashtag is used.

Detailed Data Collection Categories

Platform Identification

- **Platforms:** Instagram, Facebook, TikTok.
- **Procedure:** Record the platform where the post is found.

Post Type

- **Categories:** Image, Video, Text.
- **Procedure:** Classify based on the primary media type.

Authorship Classification

- **Categories:**
 - Inspire® Company
 - Patient
 - Patient's Family
 - Physicians
 - Non-Physician Healthcare Providers
 - Media Outlet
 - Professional Organization
 - Academic Institution
- **Procedure:** Determine the author based on profile information and affiliations. For instance, a post from a profile clearly identified as a doctor's personal or professional account should be categorized under 'Physicians'.

Subject Matter Categorization

- **Categories:** Advertisement, Educational, Patient Experience, Media Coverage
- **Procedure:**
 - Advertisement: Includes promotional content, marketing materials, or posts aimed at selling or endorsing the Inspire® device or related services
 - Educational: Contains informative content about UAS, procedural details, or general sleep apnea awareness

- Patient Experience: Shares personal stories, testimonials, or patient journey narratives
- Media Coverage: Involves news articles, media features, or documentaries about UAS
- **Guidelines**: Evaluate the main message or focus of the post. If it primarily serves to educate, classify it as 'Educational'. If it seems aimed at promoting a product or service, categorize it as 'Advertisement'.

Popularity Measurement

- **Metric**: Number of likes on individual post
- **Procedure**: Record the total likes a post has received at the time of data collection.

Date and Timeframe Documentation

- **Format**: Record the year and the exact date (dd/mm/yyyy) of the post.

Engagement Analysis

- **Metrics**: Likes, comments, shares.
- **Procedure**: Record all relevant engagement metrics available for each post.

Content Tone and Sentiment Analysis

- **Categories**: Positive, Negative, Neutral.
- **Procedure**: Assess the overall sentiment of the post based on language, emojis, and context.

Ethical Considerations:

- Ensure that all data is collected from publicly available sources
- Maintain neutrality and avoid introducing personal biases during data collection and categorization
- Respect user privacy and platform-specific data use policies

Notes for Data Collectors:

- Accurate categorization is crucial for the integrity of the study
- If a post's category is unclear, reviewers should discuss and reach a consensus
- Training sessions and periodic meetings can help maintain consistency in data collection and interpretation