

# 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