

INTRODUCTION

General Information on EHDI

- EHDI has the overall goal of maximizing the linguistic competence for infants and young children who are deaf or hard of hearing through early identification as shown in Figure 1.¹
- Research has shown that early identification and intervention results in better language development and long-term outcomes for children with hearing differences.

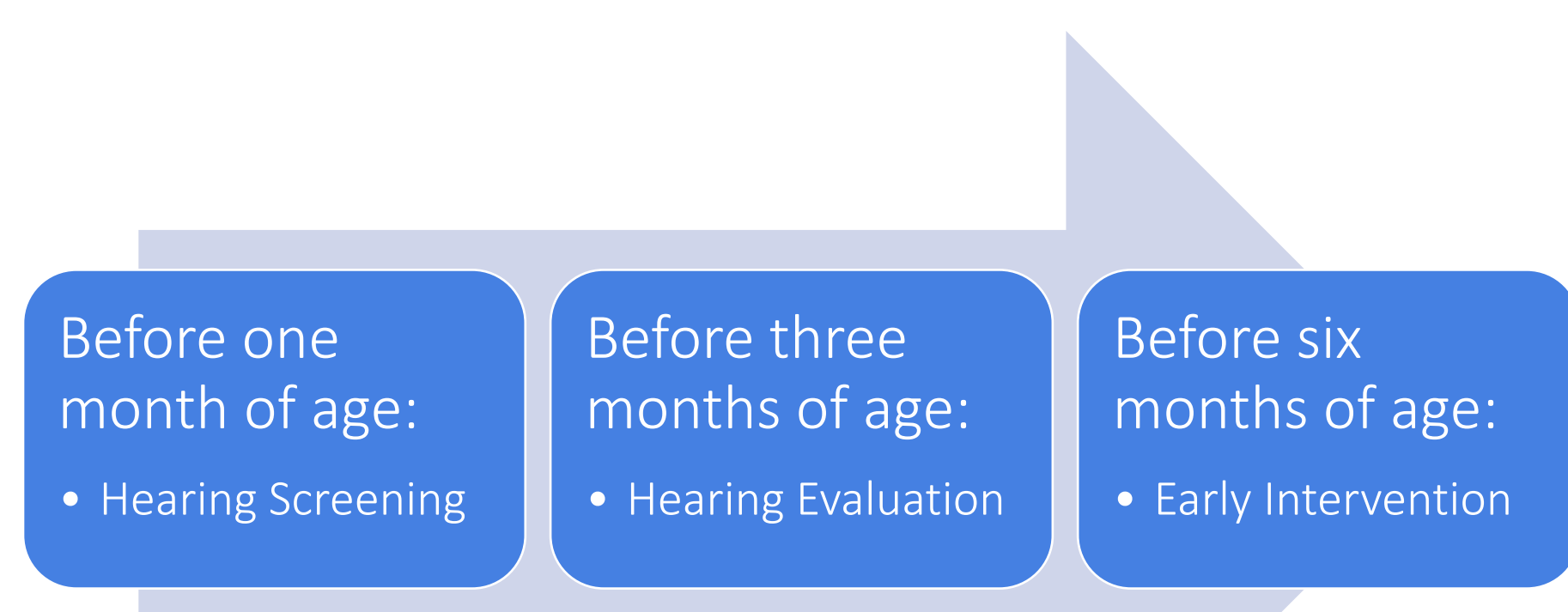


Figure 1. Timeline of EHDI Services¹

COVID-19 and Social Media

- For families to be engaged with services to support their child with hearing differences, they must access information on the services. Families often turn to the internet or social media as a source of information. Twitter is a social media platform targeting users between the ages of 25-49. This age range coincides with typical age of a caretaker looking for information on early intervention or EHDI. However, little is known about what information, if any, is disseminating through this platform.

Purpose

The goal of this study is to investigate the representation of EHDI on Twitter.

REFERENCES

¹ 2020 Summary of Early Intervention (EI) Among Infants Identified with Permanent Hearing Loss. Centers for Disease Control and Prevention, September 29, 2022. <https://www.cdc.gov/ncbddd/hearingloss/2020-data-09-early-intervention.html>.
² Sax, Leah, Alina Razak, Kunal Shetty, Michael Cohen, and Jessica Levi. "Readability of Online Patient Education Materials for Parents after a Failed Newborn Hearing Screen." *International Journal of Pediatric Otorhinolaryngology* 125 (2019): 168-74. <https://doi.org/10.1016/j.ijpor.2019.07.009>.
³ Woodruff, T.A., & Cienkowski, K.M. (2021). Readability of Online Hearing-Based Early Intervention Materials. *Journal of Early Hearing Detection and Intervention*, 6(2), 39-44.
⁴ Year 2019 Position Statement: Principles and Guidelines for Early Hearing Detection and Intervention Programs. *Journal of Early Hearing Detection and Intervention*, 4(2), 1-44. DOI: <https://doi.org/10.15142/jphk-b748>

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METHODS

Step 1

- Three time periods were selected for data collection: the time before the pandemic, during the height of the pandemic, and after the height of the pandemic.

Step 2

- A web scraper was developed to extract account name, Twitter handle, date posted, tweet text, replies, likes, and retweets.

Step 3

- The information collected by the web scraper was transmitted to a database. From there, the data was exported for viewing in Excel.

Step 4

- The follower count was ascertained during a single 24-hour period.

Step 5

- Tweets were analyzed based on the producers of the tweets, the content shared, along with the linguistic aspects/readability.

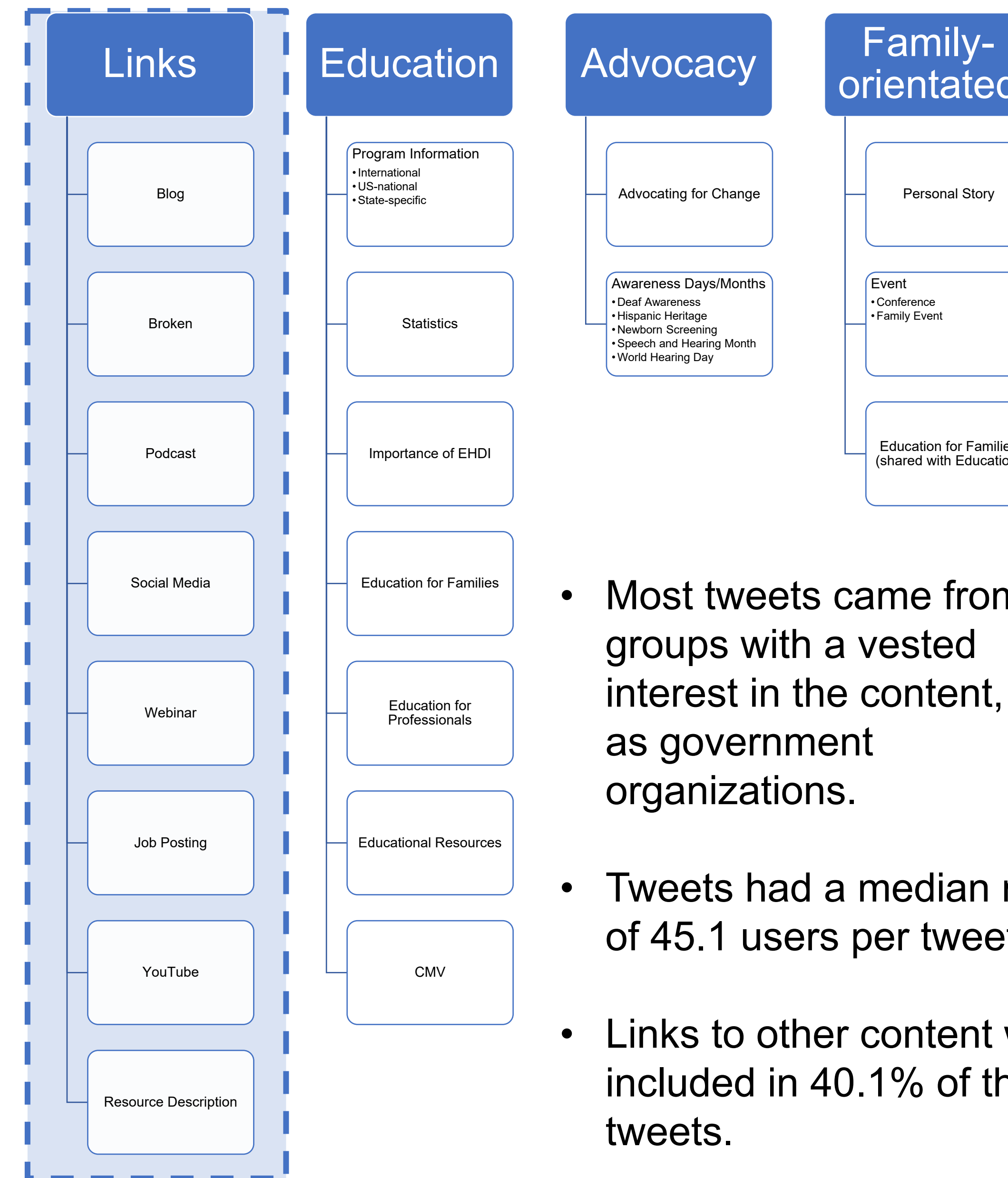
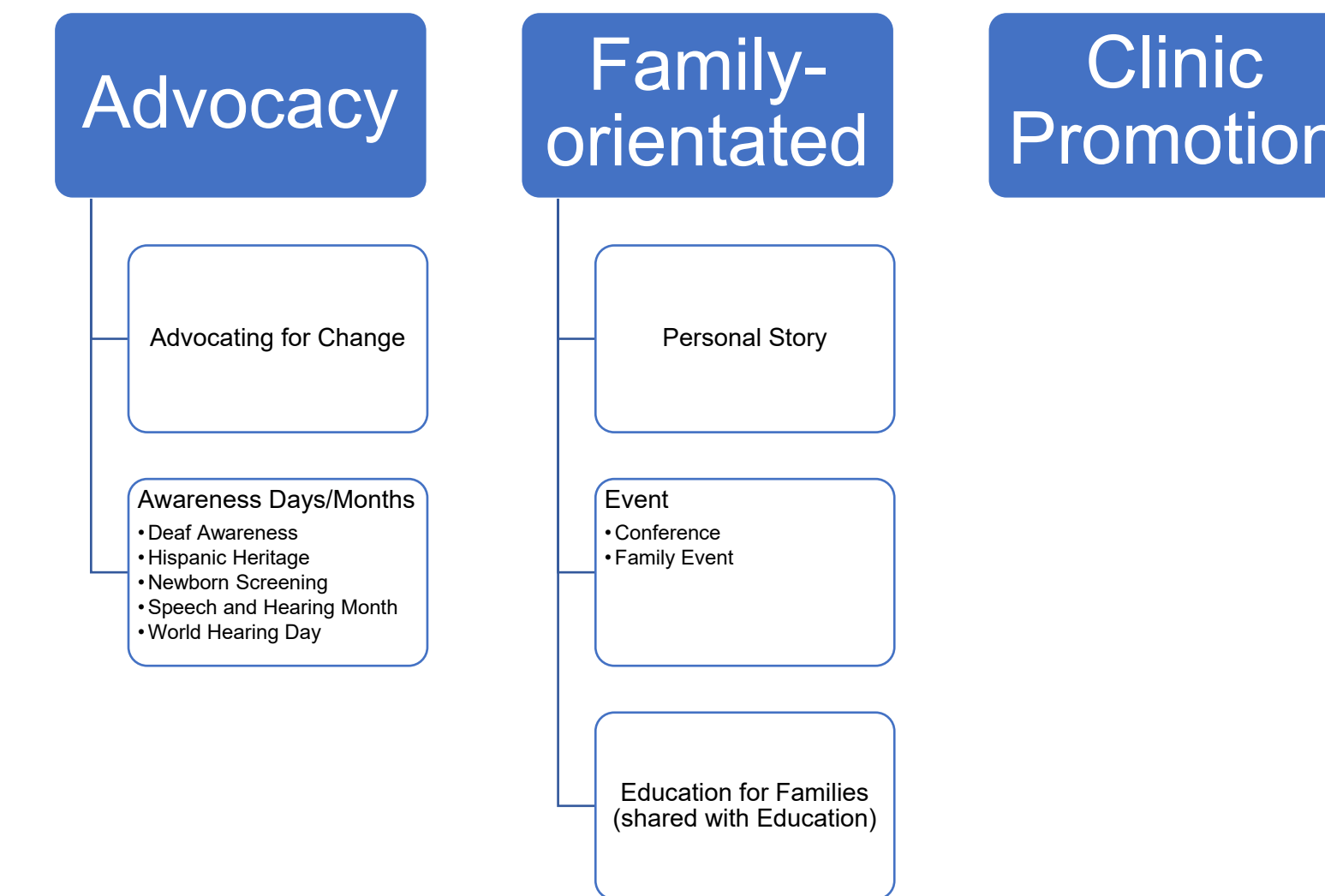


Figure 2. Types of Links

57% of all Tweets came from users with accounts with a stake in the content.

RESULTS

Figure 3. Themes in Content Analysis



- Most tweets came from groups with a vested interest in the content, such as government organizations.
- Tweets had a median reach of 45.1 users per tweet.
- Links to other content were included in 40.1% of the tweets.
- Content analysis resulted in four major themes that included shown in Figure 3 along with the links to outside content.

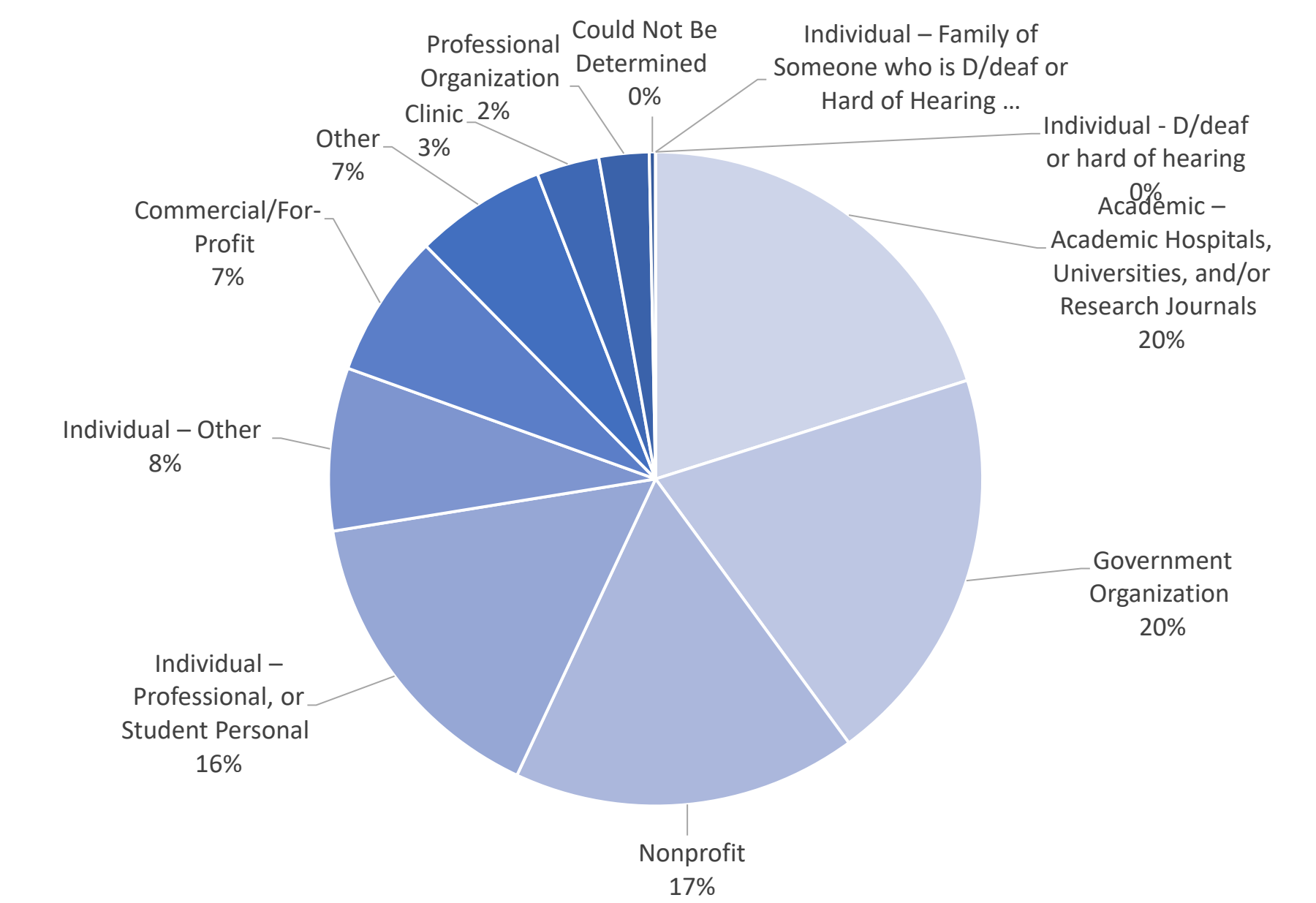


Figure 4. User Account Types Across All Tweets

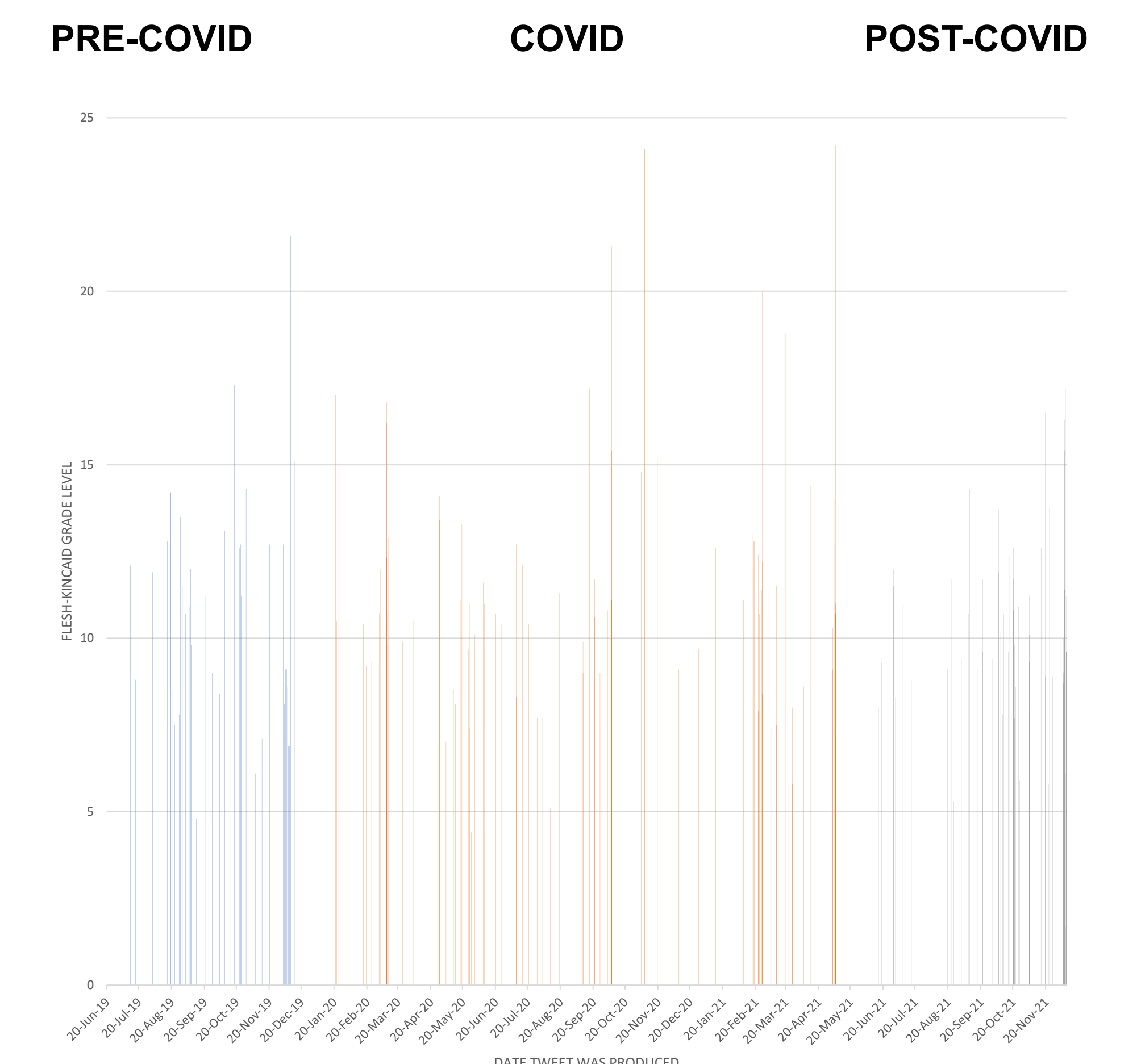


Figure 5. Readability of Tweets

DISCUSSION

What can we take away?

The content is written at a level that may limit understanding for some individuals.

There is a lack of personal stories being shared on this platform.

Emphasis is being placed on the idea of informing the users.

Much of the information is coming from professional sources or content that has been repackaged by such groups.

FUTURE DIRECTIONS

Determine how EHDI is represented in this space and the way information is shared.

Identify if it is an appropriate mechanism for information dissemination in EHDI.

Establish what changes need to be made to the current corpus of EHDI information on Twitter.^{2,3}

