

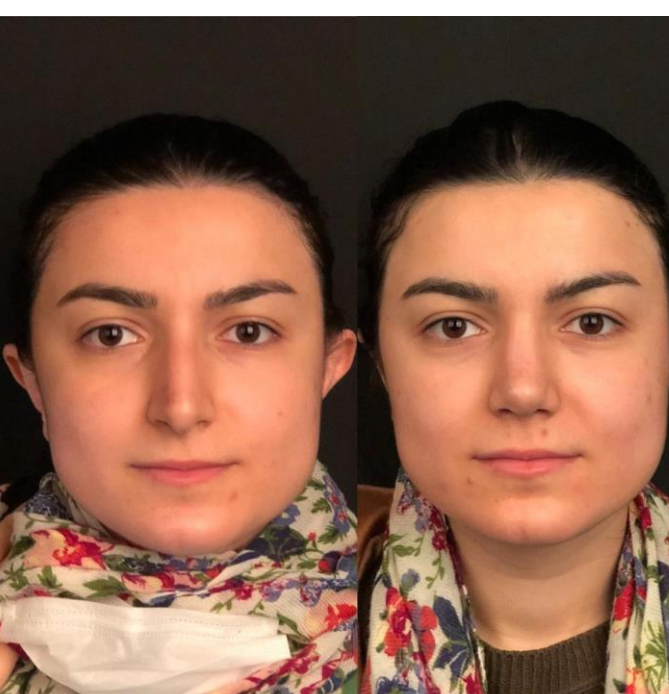
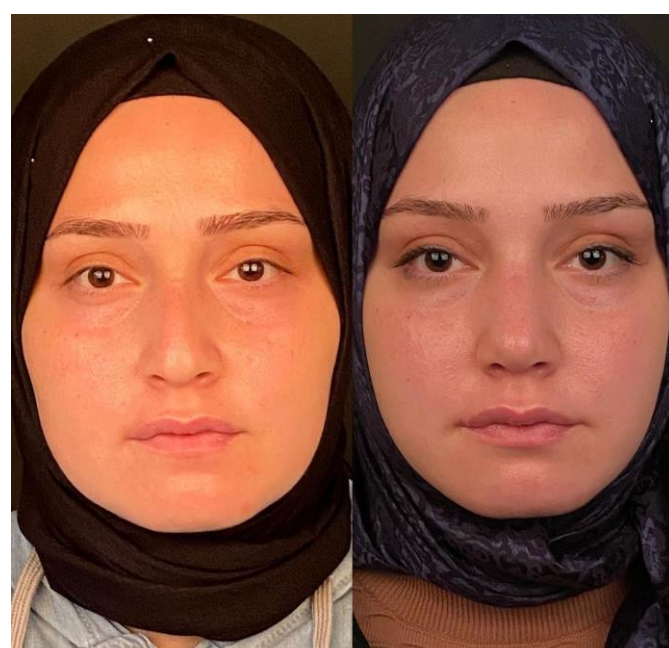
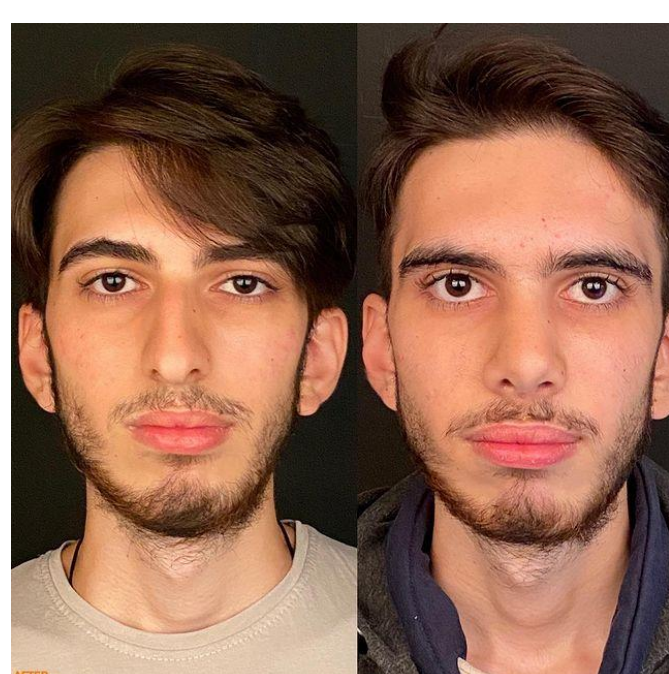
Introduction

Rhinoplasty is one of the most popular surgeries worldwide. It is also among the most complex surgeries in the fields of ENT and plastic surgery. Rhinoplasty surgery can be performed for the purpose of correcting nasal functional problems – narrowing of the airway due to the obstructive structure – for aesthetic purposes only or for both purposes. The proportions and symmetry of the nose, which is a symbol in the center of the face, are directly related to the beauty of the face. At the present time, social media has a great role in changing perceptions of beauty, as it affects our lives in every aspect. We thought that there might be a relationship between the increase in aesthetic rhinoplasty and the increase in the use of social media. The aim of this study is to examine the effect of social media on the rhinoplasty process.



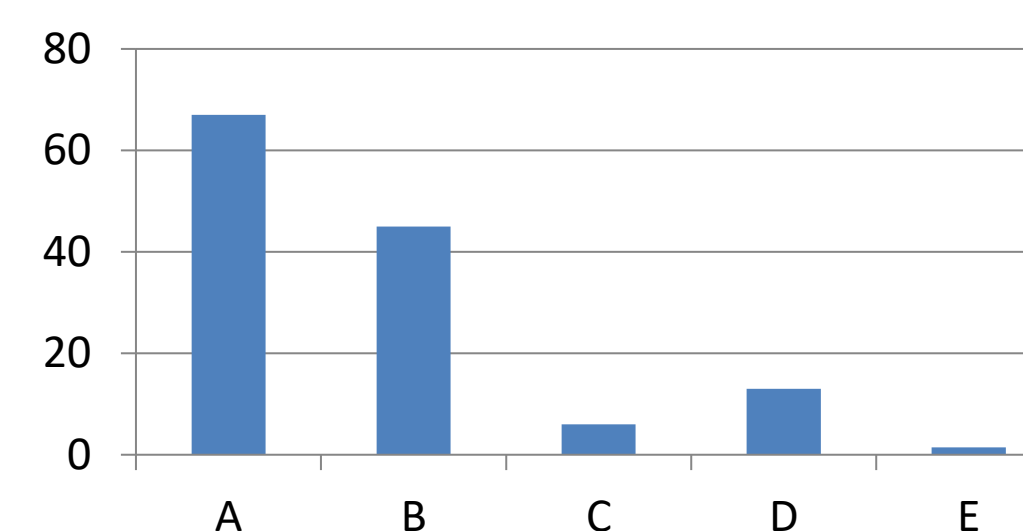
Method

In this proposed study, our attached questionnaire will be applied to the patients who have undergone rhinoplasty surgery in the last 1 year at Bezmialem Vakıf University, Department of Otorhinolaryngology. The survey will be administered face-to-face and online by the principal researcher (Zeynep Şaşmaz). Obtained data will be evaluated by Student-T data analysis method and values below $p < 0.05$ will be considered significant.

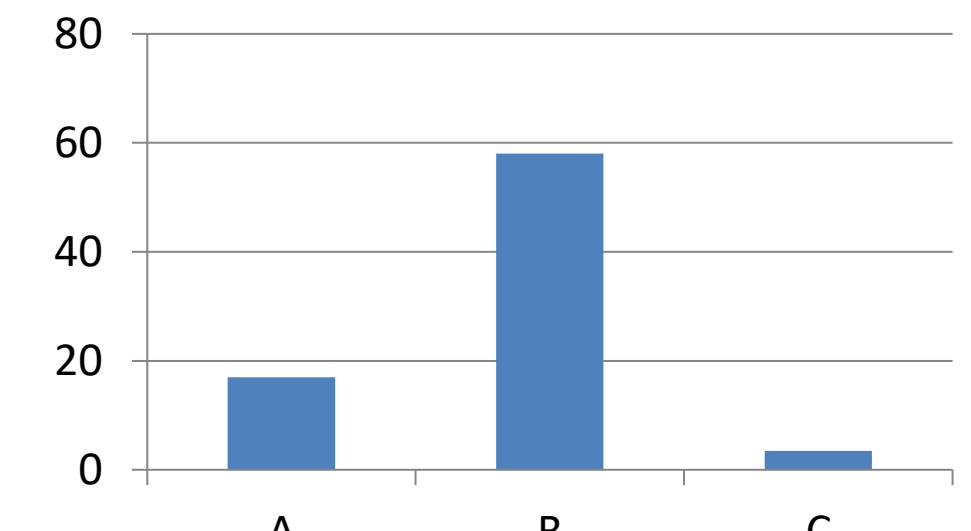


Results

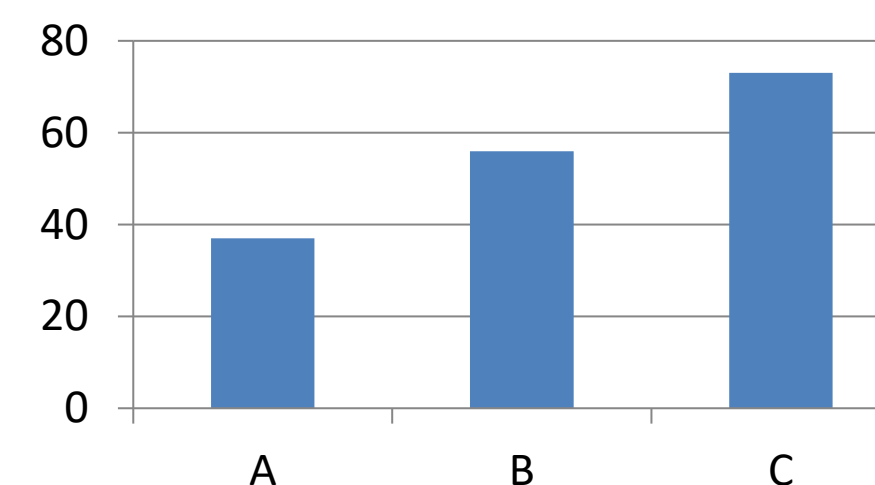
According to results; the effect of social media was not found to be significant in patients' decision to have surgery and choosing their doctor ($p=0.68$). The rate of self-liking in selfies and photographs was significant in the post-operative satisfaction rate ($p=0.02$). The mean of the scores given to the increase in photo sharing on social media after the surgery was 3.73 out of 10.



How did you decide on the surgery?
A- Own request
B- Being told that it is a necessity by the doctor
C- Suggestion from family/friends
D- Discomfort in selfies/photos
E- Influenced by social media



How did you decide when choosing your doctor?
A-Social media
B-Friends recommendation
C-Corporate brand



What are the factors in your satisfaction after the operation?
A- To like yourself in selfies/photos
B-Positive comments from the environment
C- More comfortable breathing

Conclusion

Patients who are affected by social media during the surgery process and patients who are not affected by social media can be divided into two groups and the satisfaction rates of these patients after the surgery can be evaluated and compared with the Sam Most Criteria.

Please indicate your degree of satisfaction with the items listed below:

	1	2	3	4	5
	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
1. Overall attractiveness of your nose	1	2	3	4	5
2. Ability to breathe through your nose during normal activity	1	2	3	4	5
3. Proportionality of your nose	1	2	3	4	5
4. Ability to breathe through your nose without conscious effort or strain	1	2	3	4	5
5. Symmetry of your nose	1	2	3	4	5
6. Ability to breathe through your nose during exercise	1	2	3	4	5
7. Effect of nasal appearance in your work life	1	2	3	4	5
8. Ability to breathe through your nose during sleep	1	2	3	4	5
9. Approval of the appearance of your nose by friends and family	1	2	3	4	5
10. Sense of smell	1	2	3	4	5

References

1. Fichman M., T. Piedra Buena I.T. Rhinoplasty. StatPearls Publishing; June 29,2021.
2. Hopkins Z.H., Moreno C., and Secrest A.M. Influence of Social Media on Cosmetic Procedure Interest. J Clin Aesthet Dermatol; 2020 Jan;13(1):28-31.
3. Naraghi M., Atari M. Development and Validation of the Expectations of Aesthetic Rhinoplasty Scale. Arch Plast Surg. 2016 Jul;43(4):365-70.