

**USING SOCIAL MEDIA TO CHALLENGE THE PERCEPTION OF  
DENTISTRY IN SAUDI ARABIA****Dr. Sarah Faisal Alhazmi\***

Dental Department, National Guard, Saudi Arabia.

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**\*Corresponding Author****Dr. Sarah Faisal Alhazmi**Dental Department, National  
Guard, Saudi Arabia.**ABSTRACT**

Oral Health Problems are highly prevalent in most of the regions Saudi Arabia. There have been several studies conducted locally to conclude the nature and degree of oral health problems in the provinces. Several surveys demonstrates that a common of oral health surveys have been done on kids. The objective of this study was to assess the influence of social media to challenge the perception of dentistry among the Saudi Arabia population. This study helps to overcome this dental phobia and also to inspire people to pursue preventive dental care in Saudi Arabia. The studied was done by reviewing the articles from 2008 to 2018 to

determine the role played by the social media in Saudi Arabia to challenge the perception of dentistry. This review concluded that the individuals who once had the most horrible experience of dental physicians tend not to pursue dental care, which hints to dental decay, hence the significance of additional research in this part to improve and work on changing the impact of social media on perception of dentistry in Saudi Arabia is required.

**KEYWORDS:** Oral Health problems, perception, social media, dentistry, dental phobia.**INTRODUCTION**

There are several aspects that effect well-being in search of actions. These can be alleged as delaying or enabling specialized well-being. Furthermore, experts' perceptions are related, as they effect the well-being they deliver, whereas patient's perceptions are associated with kind of maintenance delivered. Evaluating patient's perceptions & opinions regarding dentists can offer significant info to recommend techniques to encounter patient's requirements.<sup>[1]</sup> Moreover, this kind of calculation could be actually appreciated while assessing the outcomes of precise cures. Gratification is deliberated a harmonizing amount while measuring well-being facilities, procedures and results.

Awareness of patient's opinions can aid dentists get an improved indulgence of people's perceptions of dentistry as a career, and so to improve their personal relations with patients. Proofs recommends that patients that are pleased with dental cures have optimistic maintenance experience and look for dental maintenance for anticipation determinations, which effects in noble oral healthiness.<sup>[2]</sup> In divergence, patients that had undesirable experience concerning the association with the dentist and dental cure incline to elude dental maintenance. Nevertheless, only a little articles printed in indexed journals assimilate these aspects and their effect on patient's performance.

The objective of this research is to represent the consequences discussed in the literature concerning the perception that the over-all populace had of dentists.

## **MATERIALS AND METHOD**

In this literature review we measured numerous features associated with publics' perceptions of dentists.

### **Search criteria**

- 1. Search sources:** Google Scholar and PubMed search engines.
- 2. Keywords:** In Arabic and English: Perceptions, Attitudes, Dentists, Health Experts, Dentistry, Patients, Individuals, Kids, Panic. The significance of each article was studied according to the experimental or academic data assistances ended to public's perceptions of dentists.
- 3. Time span:** 2008-2018. Appropriate articles printed previous this time-period were also included. They were acquired through the references involved in the articles issued between 2008 and 2018.
- 4. Selection criteria**
  - Inclusion Criteria: Unique articles, systemic reviews and dissertation were included.
  - Exclusion Criteria: Editorials, letters to the editor and web pages were excluded.

A total of 95 documents were collected. Finally, 40 documents were included in the review, preferably from the 2008-2018 period. Articles issued before 2008 and that had the similar statistics like the current articles were excluded. The info in each article was categorized into the groups halting from the crucial study of the manuscripts.

### Activities of Health Specialists

Health specialists are typically friendly and interrelate with individuals, and also have belief in them. They are not subservient but they are not supervisory either, and they are independent to take their own choices. Also, they have the basic intellect and expressive strength to be prosperous experts. They are unbiased, practical, conventional and polite. Respect for pride seems to be a significant importance.<sup>[3,4]</sup>

Self-respect is a responsibility and accurate in specialized codes and in the statements of social privileges.<sup>[6]</sup> Health-care specialists require to enduringly encourage esteem for the self-respect of their patient. Nevertheless, lately there has remained superior communal obligation that has incorporated numerous characteristics such as high opinion for specific standards and the real organization of capitals.

### Perceptions About Dentists

In past few years, patients had established vital clients that discover for good valued facilities. Furthermore, patient's general requirements and predictions are progressive, that consequences in superior elevations of disapproval when behaviors don't arise through their possibilities. Patient's indulgence with the conservation or previous treatments hinge on generally on anywhere the facility was delivered; there are chief alterations among the maintenance delivered in a communal facility hospital and that delivered in an isolated private clinic. Private hospitals are corporations whose goal is to discover customers, so they do the whole thing probable to please their requirements. The growing price of dental tools and conducts services dentists to increase their charges that is why in several nations, dental well-being maintenance can't be manage to pay by a huge fraction of the populace.<sup>[7]</sup> Given the great price of dental maintenance, low-income personalities take the insight that dentists are avaricious, self-centered, and dispassionate in community well-being facilities.

Individuals usually find a sure grade of prejudice in dental maintenance. Oral ailments are extremely predominant in Saudi Arabia. There have stood numerous assessments presented nearby to regulate the kind and degree of oral health complications in the provinces. The present literature displays that several of oral health studies had been carried on juvenile populations.<sup>[8]</sup> These distinct inquiries are established on normative valuations and henceforth may not report oral well-being rank totally at the national level. The present study efforts to fill the gaps of info about nationwide oral health status in Saudi Arabia. Amongst the

undesirable insights individuals have of dentists we find anxiety of ache and soreness managing.<sup>[9]</sup>

Fear and pain have converted strongly related with the image of dentists over time. At first, dental action was very simple: in some philosophies it was even used as a procedure of penalty and suffering. In many cases, fear, grief and anxiety stop people from looking for dental care, which delays the valuation of quality care. Currently, the public's view of dentists has converted more optimistic thanks to technical advancements that have complete it likely to have less aching treatments.

As aesthetics has gained attention, advertising ads have carried dentistry facilities closer to an aesthetic development rather than to the idea of a medical requirement. People believe dentists to provide the necessary services so that their smiles are faultless. This consequences in patients being displeased with the treatments established, which in turn clues to a negative insight of the dentist in responsibility.

### **Key Cause for Patient'S Perception Towards Dentistry**

Patients have faith in that an outstanding dentist should have the subsequent characters like specialized skills, pleasantness, respectable communication skills, belief, care, and apprehension for preclusion. Patient specialized communication advances the rate of achievement in future actions. The dentists should adjust their practical dissertation by plummeting the number of practical verses they use, and by acclimatizing to the patient's linguistic and way of speaking. They should also develop their nonverbal communication by means of facial signals and body language. Message is very vital in health maintenance, as a tough link has remained initiate between good communication and devotion to the treatments and suggestions approved by the professional. If the expert was not clear when giving signs or if the patient did not comprehend the explanations, there is a high threat of lack of devotion to the management, which upsurges the risk of disappointment of the treatment.<sup>[11]</sup>

Dentists adapt their attitude to their patients, according to each patient's personality, while their professional role only adapts to the situation they are in with the patient. Additionally, they adapt their vocabulary according to the patient's personality, predisposition and attitude, and not just according to education level. Another feature that effects patients' attitudes in the direction of dentists is age equally the patient's and the dentist's age. Concerning patient liking for different age collections in dentists, educations have revealed that patients prefer

elder specialists, as they have faith in that they have improved relational skills and more knowledge when equaled to fresher professionals.

The appropriate factor is the national origin of the specialized. It has been revealed that patients desire professionals of the similar national origin or of philosophies that are comparable to their personal, as this progresses professional-patient communication and the patient's indulgence of the clarifications given by the expert. Nevertheless, some studies conducted in Saudi Arabia among university students have shown that patients are now more open to accepting professionals that come from diverse national groups.<sup>[12]</sup> The chief imprint patients have of the dentist inspirations care-related potentials, their view about the professional, and how considerable they trust the specialist's ability to deliver the different types of action.

The health professional's manner is strongly linked to better patient tendency. Patients prefer a professional that dresses in a traditional way. The appearance and behavior of dentists reflect their integrity as professionals. Their attire effects the patient's relief and anxiety levels, and it also changes the patient's awareness of the care they will obtain in the forthcoming. Most patients sense they can faith a well-dressed expert, and that they are more well-organized and capable. Though physical presence is vital when patients select a dentist, individual attributes are more significant: compassion, readiness to listen and practical skills. This is long-established by another study that recommends that although first imitations influence patients' insights, the dentist's communication services, conduct and attitude towards patients are more imperative.

While public services users have free admission, especially in emergency circumstances, private services users can admit health maintenance sooner and at more flexible eras. Most patients that have a undesirable perception trust that the care received was passable, but think that accusing for the care is insufficient, as this is health maintenance for people. In addition, further studies confirm that patients with a higher education level question the care received more. Concerning dental care for children, many parents do not take them to see a dentist as of the high prices of dental treatments.

### Dental Phobia

Dental panic is a normal feeling, a reaction to one or more precise frightening stimuli in a dental care situation, while dental nervousness refers to a state of uneasiness that somewhat dreadful is going to happen as a result of dental management. The fear of getting dental care or of the dentist can be defined atypically, because, as divergent to other fears, patients are frequently exposed to their fears. Anxious patients are also anxious, therefore dentists must make them feel contented.

Furthermore, the anxious patient's reminiscences and previous knowledge of dental treatment are personal and impractical. To appreciate and treat a dental phobic patient, the patient's preceding experience must syndicate with an instinctive way of accepting and considering the patient. Going to the dentist is considered the second most frequent fear in the population. To overcome these negative insights and to battle fear, dentists must begin a pleasant affiliation with patients. Panic acts in two diverse ways through their own practices and through the practices of others. The precise incentives that origin the panic are the tools, especially needles, the drill and the treatment itself. Dentists need to care to the fright the patient senses, and also have a more collaborating method that will help reinforce the dentist-patient association, so us to regulate and alleviate such fear.

Dental nervousness can act after a series of undesirable dental care experiences. The broadcasting have had a significant role in the increase of dental panic and anxiety, both in kids and grownups. Dentists had been depicted in diverse media and commercial advertising media, occasionally adverse that exaggerated people's worries and has slanted people's overall insight of what dentists are really like. Stating kids to a pediatric dentist is a very common exercise.<sup>[13]</sup> The kids have improved their appointments to the dentist. Parent's panic play a significant part in their kids' progress of dental nervousness. Dental panic is conveyed fervently from parents to kids.

The bad image of the dentist initiates to seem in juvenile, and when it is recognized, it is retained all over life. Several studies put forward, kids' fear of dentistry is usual, and so is grownups' anxiety of dentists, which is conventional, expected and integral.<sup>[14,15]</sup> Currently, media effect the way individual's reason and act to a great degree. Their control has a sturdy effect on learning, health campaign and oral health related issues. It is known that dental treatment can be painful this image is broadly oppressed by the media. This has caused in the

formation of a fantasy and prevalent idea of what a dentist is, related with anxiety and discomfort that in turn has slurred dentistry.

The effect of TV and movies on their operators is obvious, as this knowledge is taken as theoretically genuine, when in most circumstances, it is not true. A study bring into being that movies emphasized the bad characteristics of dentists. Amongst the undesirable physiognomies linked with dental treatment we find anxiety, discomfort, lack of a sensation of protection and ferocity. Concerning the specialists' conduct, dentists are depicted as awkward and not approachable.<sup>[16]</sup>

The Internet also depicts dentists in diverse types of illustrations seem amongst them pictures that seem when leading explorations. A study presented that utmost dentist's descriptions on the network are bad, depicting panic, discomfort caused through dental events, cruelty, among other undesirable portrayals, which strengthens their bad image.

## CONCLUSION

The public's perception about dentists in Saudi Arabia is prejudiced by many reasons that hinge on the specialists, the patient, social media and the health system. The individuals that have the most horrible perceptions of dental physicians tend not to pursue dental care, which hints to dental deterioration, hence the significance of additional research in this part to increase such perceptions, and to inspire people to pursue preventive dental care in Saudi Arabia.

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