

Cosmetic SURGERY and social networks (patients)

Nowadays, social networks go so far as to influence everything in our daily lives.

In fact, many surgeons use social networks to inform and recruit patients.

Patients are increasingly using social networks to choose the surgeon and/or type of surgery.

This questionnaire is aimed at surgeons and aims to collect the information necessary to evaluate the real contribution of these Social Networks.

* Mandatory answer

1. How old are you? *

2. Gender *

☐ Male

☐ Female

☐ Other

3. Type of surgery you are considering: *

☐ Facial surgery (blepharoplasty, rhinoplasty...)

☐ Breast surgery

☐ Silhouette surgery (liposuction, arms, buttocks...)

☐ Reconstructive surgery (breast reconstruction, burns...)

☐ Post-bariatric surgery

4. Have you ever had cosmetic surgery? *

☐ Yes

☐ No

5. If so, will your current operation be performed by the same surgeon?

☐ Yes

☐ No

6. Nationality of the patient *

☐ Tunisian

☐ French

☐ Other: _____

7. How did you choose this surgeon? *

☐ Word of mouth (a friend told me about it)

☐ I chose this surgeon because he is renowned

☐ Through its WEBSITE

☐ Through before/after photos

☐ Through social networks

☐ Through his scientific publications

☐ Thanks to an agency

☐ Other: _____

If you opted for this surgeon through social networks

* SN = Social Networks .

8. On which social networks are you active

- ☐ Facebook
- ☐ Twitter
- ☐ INSTAGRAM
- ☐ Youtube
- ☐ No one
- ☐ Other: _____

9. How did you hear about this surgeon on Social networks?

- ☐ by consulting his accounts on social networks
- ☐ through an account of one of your friends
- ☐ through an account of an influencer
- ☐ through before/after photos they sent to you
- ☐ Through an experience sharing group on Facebook
- ☐ Other: _____

10. How do you judge your activity on Social networks?

- ☐ I use social SN every day
- ☐ No more than 3-4 times a week
- ☐ I use SN once a week
- ☐ I use SN once a month
- ☐ I rarely use SN

11. Through which network did you opt for this Surgeon?

- ☐ Facebook
- ☐ Twitter
- ☐ INSTAGRAM
- ☐ YOUTUBE
- ☐ Web site
- ☐ Other: _____

12. Do you think there are fake accounts? Sharing fake experiences on social media?

- ☐ Yes
- ☐ Probably yes
- ☐ NO

13. How many followers do you have ?

- ☐ <1000
- ☐ 1000-5000
- ☐ 5k- 10k
- ☐ 10k-50k
- ☐ 50k-100k
- ☐ 100k- 500k
- ☐ 500k - 1M
- ☐ > 1M

14. From 1 to 10 how do you judge the contribution of the SN to help you choose the surgeon

1

2

3

4

5

6

7

8

9

10

15. From 1 to 10 how do you judge the contribution of SN to inform you about the type of surgery you are considering?

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1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

8 ☐

9 ☐

10 ☐

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16. Have you ever posted before/after photos of a previous operation?

☐ Yes

☐ No

17. If yes, have you received feedback and requests about the surgeon in question and the type of operation?

☐ Yes

☐ No

18. Do you use photo editing applications/photo filters?

☐ Yes

☐ No

If you use these applications

19. Do you think that this type of photo editing influenced your choice to have cosmetic surgery?

☐ Not at all

☐ Probably Yes

☐ Totally

20. Do you think that Instagram/Snapchat filters influence our desire to have cosmetic surgery?

☐ Not at all

☐ Probably yes

☐ Totally yes

Cosmetic surgery and ethics

21. Do you think that advertising should be authorized in the field of cosmetic surgery?

☐ Yes

☐ NO

22. What information would you like to see on the surgeon's SOCIAL NETWORKS?

☐ Before/after photos

☐ Testimonials from former patients

☐ Personal information about the surgeon in question

☐ Information on the intervention (medical explanations)

☐ POST-operative information

☐ Surgical Prices

☐ Surgeon's CV

☐ Other: _____

Google Forms