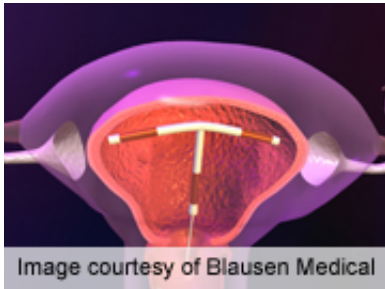


Adjunct social media improves contraceptive knowledge

27 March 2014

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(HealthDay)—Use of social media in addition to standard contraceptive education is associated with improved patient contraceptive knowledge, according to research published in the April issue of *Obstetrics & Gynecology*.

Jason D. Kofinas, M.D., from the New York Hospital-Weill Cornell Medical Center in New York City, and colleagues assessed whether [social media](#), specifically Facebook, is an effective tool for improving contraceptive knowledge in a cohort of English-speaking women aged 18 to 45 years. Participants were randomized to a trial of standard contraceptive education and pamphlet (74 women) or standard contraceptive education and Facebook (69 women) information for contraception counseling. The Contraceptive Knowledge Inventory was used to assess contraceptive knowledge before and after the intervention.

The researchers found that, in the Facebook group, the median raw postintervention Contraceptive Knowledge Inventory score was significantly higher than in the pamphlet group (15 versus 12; P

"Social media as an adjunct to traditional in-office counseling improves patient contraceptive knowledge and increases patient preference for LARCs," the authors write.

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