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## **The effects of social media on the patient's preference in teeth bleaching**

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**Introduction:** Bleaching is one of the most seeking treatments for aesthetic improvement. It is used to reduce the teeth discoloration by using chemical agents. There are different techniques for teeth whitening. Depending on the shade required, material application may vary among patients. Bleaching use can be misunderstood by the people. Patients might choose one of the bleaching methods upon some celebrity preferences not knowing the consequences of this choice whether it is suitable for the condition or not. Nowadays social media has become of a great importance in the modern lifestyle. The reason why is because it affects many people in the way they are thinking and the effect expected to increase in the future.

**Materials and Methods:** The study is based on modified structured questionnaire it contains 14 questions regarding the knowledge of bleaching other than the demographics, then it has been distributed for male and female (500) participants in Riyadh city in different age groups and educational levels via email and WhatsApp application in Survey monkey link. The data analysis was performed using SPSS version 22 windows. Descriptive analysis was performed.

**Results:** A total of 500 participants were included in this study with unequal of males and females. The result is showed in two sides which are gender and academic. There was a statistically significant association with the variable 'do you think coffee and tea has an effect on efficacy of bleaching' with University and Master Level of education more likely to agree, and middle and high school likely to be not sure

( $p=0.007$ ). There was a statistically significant association with the variable 'do you think teeth whitening lasts a lifetime' with middle and high school more likely to agree than University and Master Level of education ( $p=0.006$ ).

Results

Table 1. Demographics

Gender	Male	153	27.4
	Female	405	72.6
Education level	Middle and high school	132	23.7
	University	384	68.8
	Master and above	42	7.5

**Discussion:** A total 500 participant included in this study 78.1% of them have seen one of the social media celebrities done kind of teeth bleaching, and only 5.9% of them had previous experience in teeth bleaching on clinic that one he celebrities advertise about, while 94.1% of them are not. However, 83.2% think that the social media has made teeth bleaching more popular among people.

**Conclusion:** We concluded that the social media has no large effect on the patient's opinion in aesthetic treatment. The participants are affected by other people experience followed by consulting the dentists.

### **Biography**

Alaa Bin Huraib is a dentist working as a general practitioner at PSMC in Riyadh city since 2021, Graduated from REU in Riyadh 2018 with first honor degree, Undergone three months Mini Residency Training Program in Periodontics at REU in 2019, worked as GP at ministry of health in 2020, She published a research in 2019 at (International journal of recent scientific research) entitled with (The effect of social media on the patient preference in teeth bleaching) she also presented in many conferences.

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