Editorial

Influence of social media in attracting future neurosurgeons to neurosurgery

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This analysis inspects the power of social media on the attraction of future neurosurgeons to the field of neurosurgery. Social media are cybernated excite within which individual, public, or undisclosed portraits may automatedly be in control and collaborate on information through electronic policy[1]. They have become an integral part of our daily lives in the natural world, and their influence in the field of medicine is growing exponentially. Social networking websites offer a readily available, visible, and accessible platform for scholars to share knowledge, curate and discern scientific content, and engage in collaborative endeavors with academic colleagues[2]. Self-organized communities have sprouted within these virtual environments, covering a broad spectrum of fields and specialties driven by collective interests and goals. Social media platforms, such as Twitter and Facebook, have evolved into vital channels for communication. In the healthcare sector, social networks have enabled seamless interaction and information exchange among medical professionals, granting access to a wealth of educational resources and expertise. In addition to Twitter and Facebook, other social media platforms have risen to prominence in neurosurgery training. Instagram, in particular, has been embraced by medical professionals for its visually engaging content, offering a fresh avenue for education and knowledge sharing[3,4]. By utilizing Instagram, neurosurgeons can share visual educational content, such as surgical procedures, neuroanatomy, and pathology, creating a more interactive and appealing learning experience. Moreover, Instagram enables neurosurgeons to connect with colleagues worldwide, establishing a global community that promotes knowledge exchange, collaboration, and professional development, ultimately inspiring and educating future neurosurgeons about the field's complexities and rewards[5].

LinkedIn, a platform synonymous with professional networking, also boasts a rich repository of educational resources, including online courses, webinars, and discussion forums. By harnessing the power of LinkedIn's connectivity, neurosurgery aspirants can forge mentorship connections with seasoned professionals and experts, gaining valuable guidance and support to navigate their career trajectory[6]. Also, YouTube has emerged as a prominent platform in neurosurgery training, offering a vast repository of educational audio-visual content that covers a broad spectrum of topics, including anatomy, physiology, surgical techniques, and performance. This extensive collection of videos has made YouTube an indispensable resource for neurosurgery professionals seeking to enhance their knowledge and skills[7]. Neurosurgery aspirants can find the platform amazing by leveraging optimally on the platform. They can access a diverse range of educational resources, including informative tutorials, lectures, and case presentations, which can enhance their learning experience and make it more enjoyable. Moreover, the platform enables them to network with other medical professionals, collaborate on research initiatives, and exchange ideas on case studies, ultimately promoting collective growth and expertise in the medical community[8]. Neurosurgery is a dynamic field, with ongoing breakthroughs in procedures, instruments, and equipment driving progress in patient care. To keep pace with these developments and enhance their skills, future neurosurgeons must have access to premier educational and training programs, ensuring they remain equipped to provide the highest quality care and stay current in their field. Neurosurgeons from diverse geographical locations and varying neurosurgical and financial backgrounds can rapidly form connections and foster scientific collaborations, leading to advancements in practice. Social media platforms like Facebook, WhatsApp, and Telegram have also enabled the creation of online groups where neurosurgeons can share intriguing cases, engage in discussions on complex surgical procedures, and seek advice from peers. These groups facilitate collaboration, promote the exchange of knowledge, and increase access to valuable experiences and insights[9,10].

Moreover, these platforms foster a culture of ongoing learning and professional development, enabling users to stay abreast of the latest advancements, breakthroughs, and best practices in the field of neurosurgery. By providing a conduit for continuous learning and skill enhancement, these platforms play a vital role in promoting excellence in neurosurgery, ultimately leading to improved patient outcomes and advancing the field as a whole[7–9]. One of the most significant benefits of social networks in neurosurgery training is their ability to facilitate real-time collaboration and knowledge sharing, which is critical in the field of neurosurgery where every minute counts. Social networks have made it possible for neurosurgeons to share information and receive immediate feedback from their peers during complex surgical procedures, leading to improved patient outcomes and reduced risk of complications. For instance, during critical

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surgical procedures, neurosurgeons can utilize social networks to share vital information, seek guidance, and receive real-time feedback from their peers, thereby enhancing the quality of care and reducing the risk of adverse events. Moreover, social networks provide a platform for neurosurgeons to engage in meaningful discussions about challenging cases, seek advice from colleagues, and receive support and guidance from their professional community, thereby fostering a culture of collaboration and teamwork. Additionally, social networks enable neurosurgeons to access a wealth of knowledge and expertise from renowned experts in the field, thereby bridging the knowledge gap and promoting excellence in neurosurgery training. By facilitating real-time collaboration, knowledge sharing, and feedback, social networks have become an indispensable tool in neurosurgery training, ultimately leading to improved patient care, reduced morbidity, and enhanced patient outcomes[6–8].

Despite the numerous advantages of social networks in neurosurgery education, there are also some challenges and limitations that need to be recognized and mitigated. One concern is the potential spread of misinformation or misleading guidance, which can have serious implications in a field where precision and trust are paramount. Moreover, the high demands and stress associated with neurosurgery, combined with the constant online engagement, can lead to burnout and exhaustion among neurosurgeons, ultimately affecting their performance and patient care[5–8]. The cumulative effect of prolonged stress, high-pressure surgeries, and life-or-death decisions creates a toxic environment that perpetuates burnout in neurosurgery. This not only affects the well-being of clinicians but also compromises the quality of care and patient outcomes. Furthermore, the burnout epidemic in neurosurgery has far-reaching consequences, tarnishing the field's reputation and discouraging aspiring neurosurgeons from pursuing a career in the specialty. As a result, the already dwindling neurosurgical workforce is further depleted, perpetuating a vicious cycle of burnout and shortage[7–10]. Social media plays a pivotal role in drawing future neurosurgeons to the field, providing a powerful platform for outreach, education, and inspiration. Through social media, neurosurgeons can share their stories, showcase cutting-edge techniques, and connect with aspiring neurosurgeons, thereby inspiring and mentoring the next generation of professionals. By harnessing the potential of social media, neurosurgeons can not only attract top talent to the field but also shape the future of neurosurgery, ensuring a bright and innovative future for this critical specialty.

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