INTRODUCTION

- Annually, the average American watches 104 hours of medical television but only speaks to a health care provider for about 1 hour.
- Medical TV programs may influence viewers’ health-related knowledge, perceptions, and behaviors.

METHODS

- Retrieved all tweets from the Twitter live-stream around the airing of Code Black for 4 consecutive weeks (11/18-12/09).
- Filtered by keywords “codeblack”, “@CodeBlackCBS”, and “@CodeBlackWriter”.
- Analyzed relationship of tweet volume to on-air time of the show.
- Classified tweets during EST airing of new episodes (10,499 total tweets) using theory-based variables.

RESULTS

Example Tweets by Theme

- Medical Procedures
  - Why is surgery being done in the ICU? #JustAsking @CodeBlackCBS @CodeBlackWriter CodeBlack
  - Did she nick his carotid artery??? #CodeBlack
- Health Professions
  - Dude stuck himself with that needle! The patient is HIV+!! #CodeBlack
  - Respect for the nurses! Love Mama @IamLuisGuzman #CodeBlack
  - All hospitals need doctors & nurses in their #ER as amazing as the staff at AngelsMemorial. That’s a fact. #CodeBlack
  - Finally a show that values the importance of RNs. Thanks @CodeBlackCBS
- Real-life Motivation
  - CodeBlack is making want to recently as a LA County EMT.
  - #CodeBlack makes me so happy about my goals in life. I know that I’ll be doing good for people. 😊
  - God I love #CodeBlack! Just makes me want to be a trauma nurse even more.

DISCUSSION

- Examination of tweets during Code Black provides insight into viewer discourse.
- Twitter may provide a vehicle for program engagement to be extended into real-life discussion and inquiry.
- Twitter may be a potential platform for health professionals to disseminate information or encourage individuals to go into the medical field.