

Original Work Proposal/Calendar:

Statement of Purpose:

In a world filled with a fast-paced society with new advances in technology every day, it's important we, as students, keep up with the world we are stepping into. Hundreds of changes in the past decade have led to a completely new system, a system our generation and generations to come will be accustomed to. In this new realm of technology, social media usage has been a key factor in every individual's life. Whether it be for work, personal use, or simply for fun, the average person is using social media daily. However, with social media comes an overwhelming amount of disinformation. With new advancements in medicine specifically, concerns from patients arise due to a lack of information. This is what prompted me to venture into this side of medicine. Many people have common misconceptions regarding the field of anesthesiology, and I plan to fix this through the use of social media.

When researching possible original work ideas, I really liked the idea of creating pamphlets going over step-by-step the process of anesthesia and putting them in my mentor's office. However, I knew this wasn't enough for my original work product. Then, I came across creating an educational video for children on the procedure of administering anesthesia. However, I knew this wouldn't take me much time, and I knew the original work was supposed to reflect months of work. Then I thought, what if I combine these, among other ideas, and create an Instagram page dedicated to anesthesiology? Thus, I began to plan.

On this Instagram page, I plan to start out with appealing infographics regarding the concept of anesthesia. Topics such as years of schooling required to become an anesthesiologist,

debunking myths regarding anesthesia, anesthesia in surgery explained summarized, and so on. However, I wanted to do more. I want to see for myself and show others how little knowledge individuals have in the field of anesthesia, hoping to promote more awareness of anesthesiology. So, I plan on going around my school and interviewing students and teachers (with their consent) and asking them simple questions on anesthesia. If they consent to it, I will also post these videos on the page and write the answers in the caption. I want different content on this page, so along with infographics and videos, I want to include a sort of blog. With the patient's consent, I will ask people who have undergone different types of anesthesia about their experience. This way, my followers will get to read firsthand from past patients how their journeys were. Finally, but not least, I still want to create pamphlets/posters on anesthesia to put up in my mentor's office, and I will also post them on the page. By combining several ideas, I believe I can secure a modest following, allowing viewers to truly understand the field of anesthesiology.

Review of Skills and Research:

Through the research conducted in the Independent Study and Mentorship Program, I have more than enough information to create this original product. With the help of my mentor, Dr. Ahmad, I believe I will be able to relay the information needed. There are several topics that I plan to include and post on, such as the Risks of Anesthesia, the Post Operative Care Unit (PACU), and other research assessments. Furthermore, I will need **dedication** to create all the different post ideas I wish to include and **persistence** to write blogs on several patients. Through **diligence** and lack of procrastination, I believe within a couple of months, I will have crafted a well-thought-out Instagram page.

Furthermore, it is **vital** I keep up with trends in social media. As of the past year, interviewing students has been extremely popular, and that is why I will include that in my posts. If there is another trend that is popular and I believe it fits, I can incorporate it into my content. Finally, I need to be an excellent **communicator**. I have discussed this with my mentor, but further ideas I will clarify with him before posting. While it is a social media page, I need to be professional at all times and need to maintain that aspect of professionalism through communicating with my mentor.

Methodology:

(A detailed breakdown of the methodology can be found under the Calendar / Timeline section)

1. **Brainstorm** what topics should be addressed on the Instagram Page and what category these topics should fall into (infographics, videos, pamphlets).
2. **Create** an Instagram account:
 - Bio
 - Username
 - Profile Picture
 - Mission Statement
3. **Estimate** how many students will need to be interviewed to make enough videos and write down possible students to interview.
4. **Research** and find past patients to interview for the blog and write down names.
5. **Research** where to find proper pamphlet paper and print professionally.
6. **Analyze** what posts are getting more recognition and follow those.

7. **Showcase** information through screenshots and analytics.

Materials (Paper)

- Pamphlet paper

Materials (Technology)

- Recording device (phone)
- Instagram account
- Canva (to create infographics)
- Research assessments
- Scholarly sources
- Other social media (i.e.; Tiktok)

Conclusion:

By utilizing a tool used by so many every day, I hope to create a positive impact in the world of social media. I hope to inform people and debunk misinformation on anesthesiology, promoting an environment where patients get the help they need without the fear of the unknown. This can allow future and even past patients to feel comfortable with getting procedures done because they know what the process will entail. I hope to have a positive impact on the Memorial and Heritage Independent and Study and Mentorship program, inspiring future students to venture out and not be afraid of taking significant risks with their original works.

Now, I have to remain realistic. I know that in two or three months, I can only achieve so many followers, and only so many will be interested in what I have to share. This is why I want to appeal to all crowds, using different types of posts. I can't change our society's lack of information through one Instagram account, but I can change a few individuals' views on

anesthesiology, and a few are better than none. Those few can tell another few, and those can tell another few, and just like that, a community knows. Just by one post, through person-to-person, I can limit the misconception about anesthesiology, allowing patients to not be scared of the unknown realm of anesthesiology.

Finally, I hope this project stands as proof that social media is a vital key in our society and that social media can be our friend, not our enemy. With the right tools, experience, and dedication, I believe this project will serve as a new inspiration to future Independent Study and Mentorship students, to take one step in fixing the misinformation in our world. Not only will this original work inspire other students, but I hope it inspires me to continue to always step out of my comfort zone, just as I have this whole year in my ISM journey. My hope is that this original work reminds me stepping outside the box is perfectly fine and to continue trying when all I want to do is give up.

Calendar/Timeline:

Week of 1/27:

- Discuss with Mr. Pirtle the confirmed plan and what steps will be needed to move forward

Week of 2/3:

- Finalize what aspects will be posted while remaining professional with mentor
- Create Instagram account
- Create a biography, username, and professional profile picture

Week of 2/10:

- Create an infographic on the first topic
- Post first post
- Promote first post on personal social media

Week of 2/17:

- Create list of students to interview in video and cameraman, will keep list in Google Drive laid out
- Create a series of questions to ask students in the video
- Document analytics from first page on designated Google doc

Week of 2/24:

- Create second infographic
- Post second post
- Track analytics from second post
- Research how to create pamphlets professionally, and communicate with mentor on if he could possibly display in office

Week of 3/3:

- Film video interviewing students
- Edit clip of students interview
- Post third post, first reel

Week of 3/10

- Track analytics from first reel, compare to infographic responses
- Create third infographic
- Post third infographic post
- Track analytics from third infographic post

- Brainstorm pamphlet idea/template

Week of 3/17:

- Write down list of possible names to interview on their experiences with anesthesia for blog
- Film second interview reel
- Work on pamphlet

Week of 3/24:

- Post second interview reel
- Track second interview reel analytics
- Interview two past patients for blog
- Turn interview into two blogs
- Finalize pamphlet

Week of 3/31:

- Post first blog
- Track analytics of first blog post
- Create fourth infographic
- Give pamphlets to mentor's office, document and take pictures

Week of 4/7:

- Conduct one more interview with past patient
- Turn interview into blog number three
- Post fourth infographic
- Film third interview reel

- Post later in the week a thank you to Mentor and his staff/office for allowing display of pamphlet/pictures of pamphlet

Week of 4/14:

- Post second blog
- Track analytics of second blog
- Track how much progress/success page has had
- Create plan if page has not has much success on how to target more viewers

Week of 4/21:

- Post third interview reel
- Track analytics from third interview reel

Week of 4/28:

- Post third blog
- Track analytics of third blog

Week of 5/5:

- Post final/fifth infographic (for this timeline)
- Update how much progress has happened
- Get ready for final presentation night

Week of 5/12:

- Assumed final presentation week, end of original work