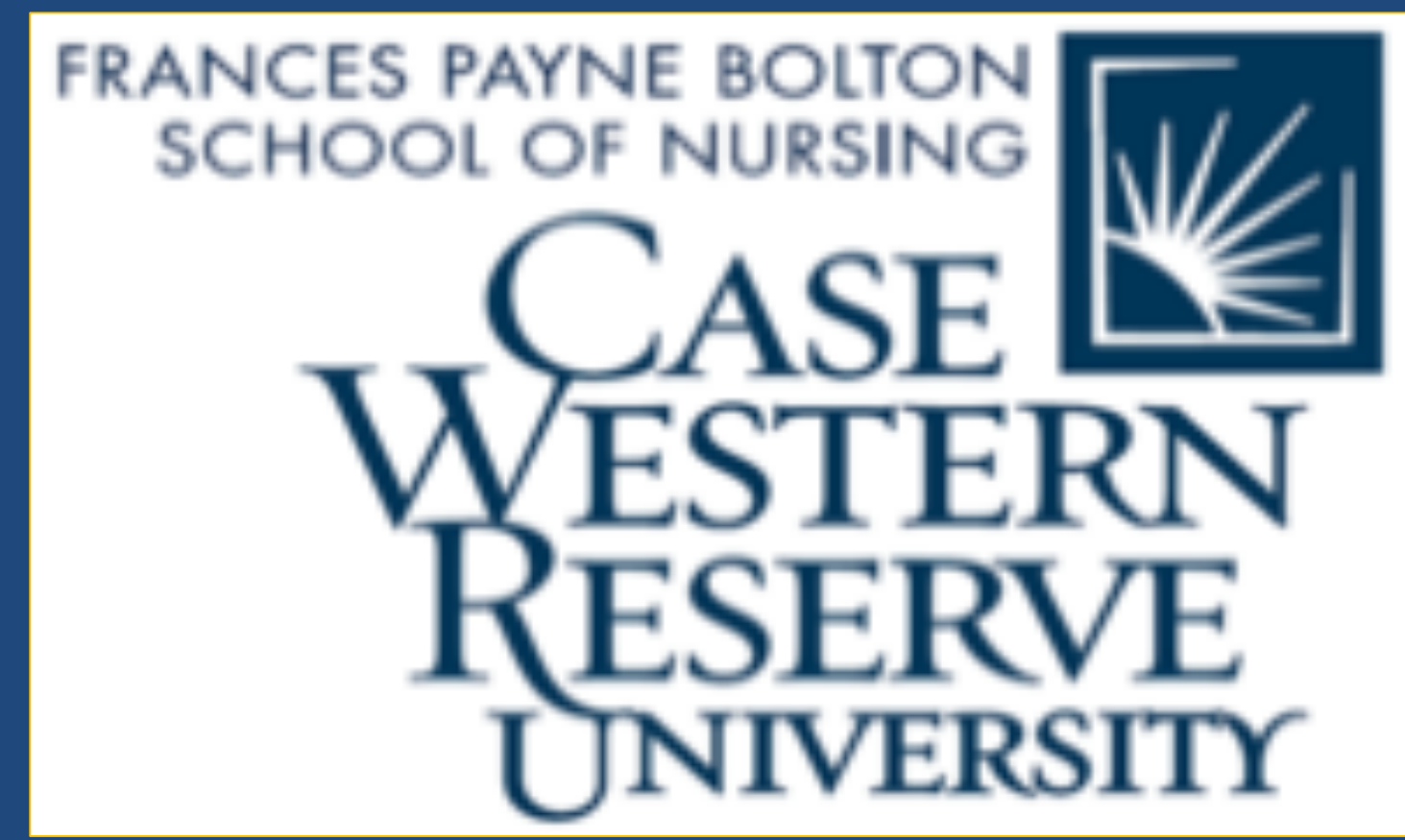


# SOCIAL MEDIA RESPONSES TO MEDICAL AID IN DYING IN OHIO



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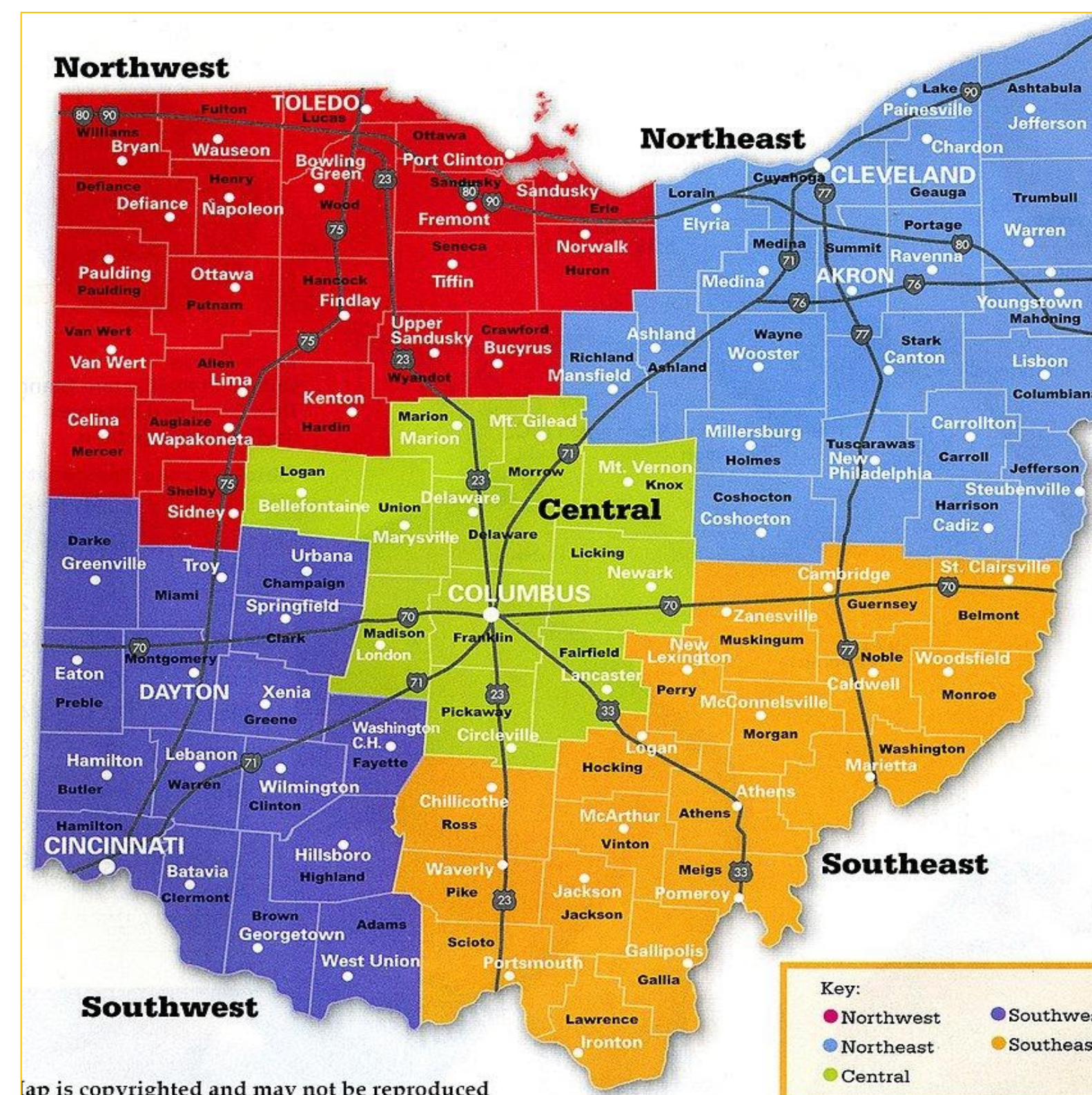
## Introduction & Background

- In March of 2019, New Jersey passed legislation legalizing Medical Aid in Dying.
- In a series of social media posts, two Cleveland based news sources posed the question to Ohio constituents “would you support a similar law here?”
- A total of three posts resulted in 1151 comments in response over a four day period.
- These comments were transcribed verbatim as narrative data into Excel for further analysis.

## Aim

- The purpose of this retrospective, descriptive study was to analyze three social media posts detailing the public perception of a possible MAID law in the state of Ohio

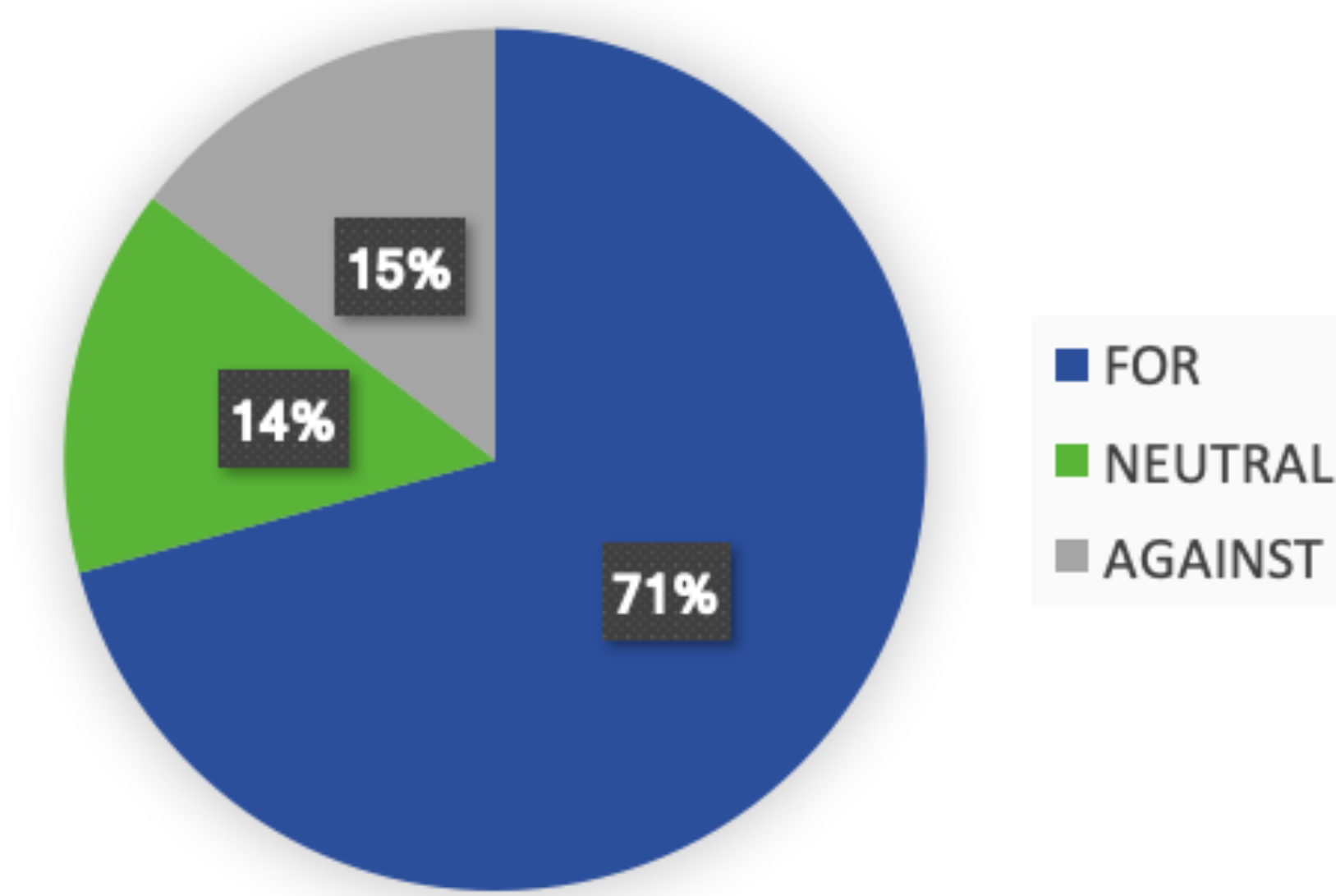
City listed on Facebook profile was used to identify individual’s county and geographic region based on this image



## Methods

- Demographic data (gender and geographic region of Ohio) of respondents were extracted through information provided in social media accounts
- Gender was assigned as male, female, or other (based on pronouns chosen by account owner for Facebook page)
- Geographic region was recorded as Northwest, Northeast, Central, Southwest, Southeast, or other (if outside of Ohio or no city was listed in profile)
- Themes were extracted from narrative data provided in comments through use of the Tedlock Method.
- Investigators were then able to discern respondents’ positions (support or opposition) regarding possible MAID legislation in Ohio
- Position was then compared against demographic information to reveal trends in responses
- Comments were further analyzed for reference to religion.
- Use of religion as part of statement was then compared to position
- 609 individuals were identified from 1151 comments. Individuals who commented multiple times were only counted once.

Position



“We do it for the animals we claim are our family so they dont suffer, why should we not do the same for eachother?”

We do it for animals

Build categories based on other similar comments

Theme: Comparison of MAID law with animal euthanasia

## Results

- Results were overwhelmingly positive
- Qualitative analysis revealed six themes
  - Inaccurate understanding of the MAID law and criteria for eligibility
  - Having a lived experience
  - Religious reasoning as motive to oppose the law
  - Comparison of MAID law with animal euthanasia
  - Concern with the concept of suicide
  - Autonomy and control as motive to support the law
- Religion was found to be present in statements made by individuals of all positions (not exclusively used to justify opposition to legislation)

## Conclusions

- Supports findings of public policy polling of 645 Ohio voters in May of 2018m, which also found majority in favor of MAID
- Findings of this investigation yielded important opportunities for nursing:
  - Identification of educational needs and initiatives
  - Description of sociocultural context surrounding proposed policy efforts
- This study also identified value in using social media as a methodology to describe sociocultural issues and assisted in providing an understanding themes associated with Medical Aid in Dying (MAID) Legislation