



Exploring the Content of Social Media Posts in the Hidradenitis Suppurativa Community: A Cross-Sectional Analysis of Reddit Posts

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Introduction

Hidradenitis suppurativa (HS) is a chronic skin condition marked by painful abscesses, nodules, and scarring, often in the groin and armpits.

91.2 million daily users utilize Reddit, an international platform for individuals to share their experiences, hobbies, and more. The r/Hidradenitis subreddit is dedicated to posts related to HS and contains 47,000 members.

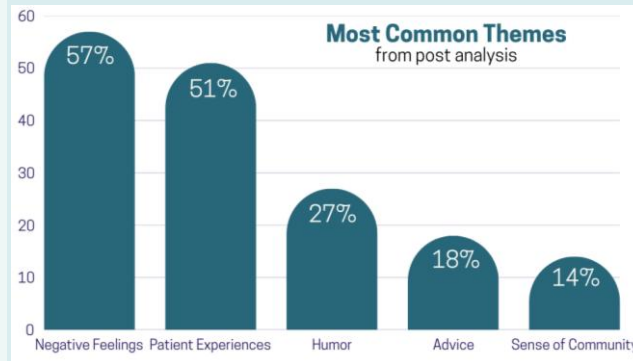
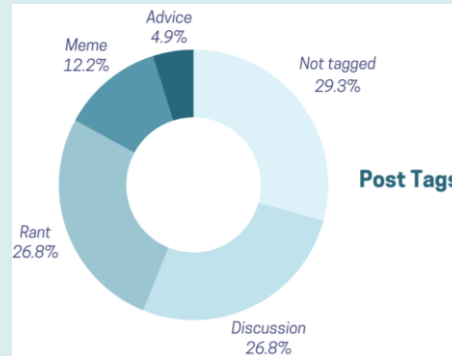
While HS-related content on Reddit has been studied in terms of treatment attitudes, the content of posts has not been fully explored. This study aims to analyze the content of the posts on the r/Hidradenitis subreddit.

Methods

The 50 most popular posts from the r/Hidradenitis subreddit, dated from August 10, 2019 to February 9, 2025, were reviewed. 1 post did not meet inclusion criteria, resulting in 49 total posts that were analyzed. Content was classified based on themes (e.g., patient experience, humor, and feelings), as well as the poster's identity (patient or dermatologist), and tags.

Results

- The majority of posts were created by patients (94%) with the remaining posters being dermatologists (6%).



Conclusion

The The HS subreddit is a valuable space for patients to share their experiences, vent frustrations, provide a sense of community, and find humor in their shared diagnosis. As the subreddit has gained 7,000 followers in the past 6 months, it is evident that patients find increasing value in this online forum. Dermatologists may consider enhancing the accuracy and quality of HS-related educational content by contributing to the subreddit, while also helping to reduce misinformation.

References

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