Evaluating the usability of YouTube as a source of information on hospice: a systematic review

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RESULTS

Fig. 1: Proportion of Retrieved Videos by Hospice Relevance

Fig. 2: Proportion of Total Views by Hospice Relevance

Fig. 3: Use of Teaching Tools in Included Videos

Fig. 4: Total Channel Views by Video Purveyor Role

BACKGROUND

• 40% of eligible patients do not receive hospice care
• Social media (especially YouTube) is increasingly used for health information
• Low content oversight compromises veracity of health information
• Primary objective of study: determine user engagement of hospice-related YouTube videos

METHODS

Videos identified through YouTube search (keyword: "hospice")
(n = 100)

Videos assessed in preliminary descriptive analysis
(n = 100)

Excluded videos with reasons
(n = 50):
Hospice-irrelevant (n = 4)
>6 minutes (n = 41)
Not in English (n = 4)
Partial duplicate (n = 1)

High-usability video cohort (included videos)
(n = 50)

MEASURABLES (n = 50 cohort)

• Video search rank
• User engagement metadata (likes, dislikes, views, and comments)
• Characteristics of video purveyor (uploader)
• Style of information presentation
• Use of teaching tools

CONCLUSIONS

• Hospice-relevant videos have poor viewer engagement
• Scarce use of teaching tools in hospice-relevant videos

RECOMMENDATIONS

• Hospice providers must upload more and more engaging videos
• e.g., shorter length, graphics, background music
• Videos about hospice must use more teaching tools

REFERENCES

Roadmap for Evaluating Goals in Advanced Illness Navigation (REGAIN)