

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

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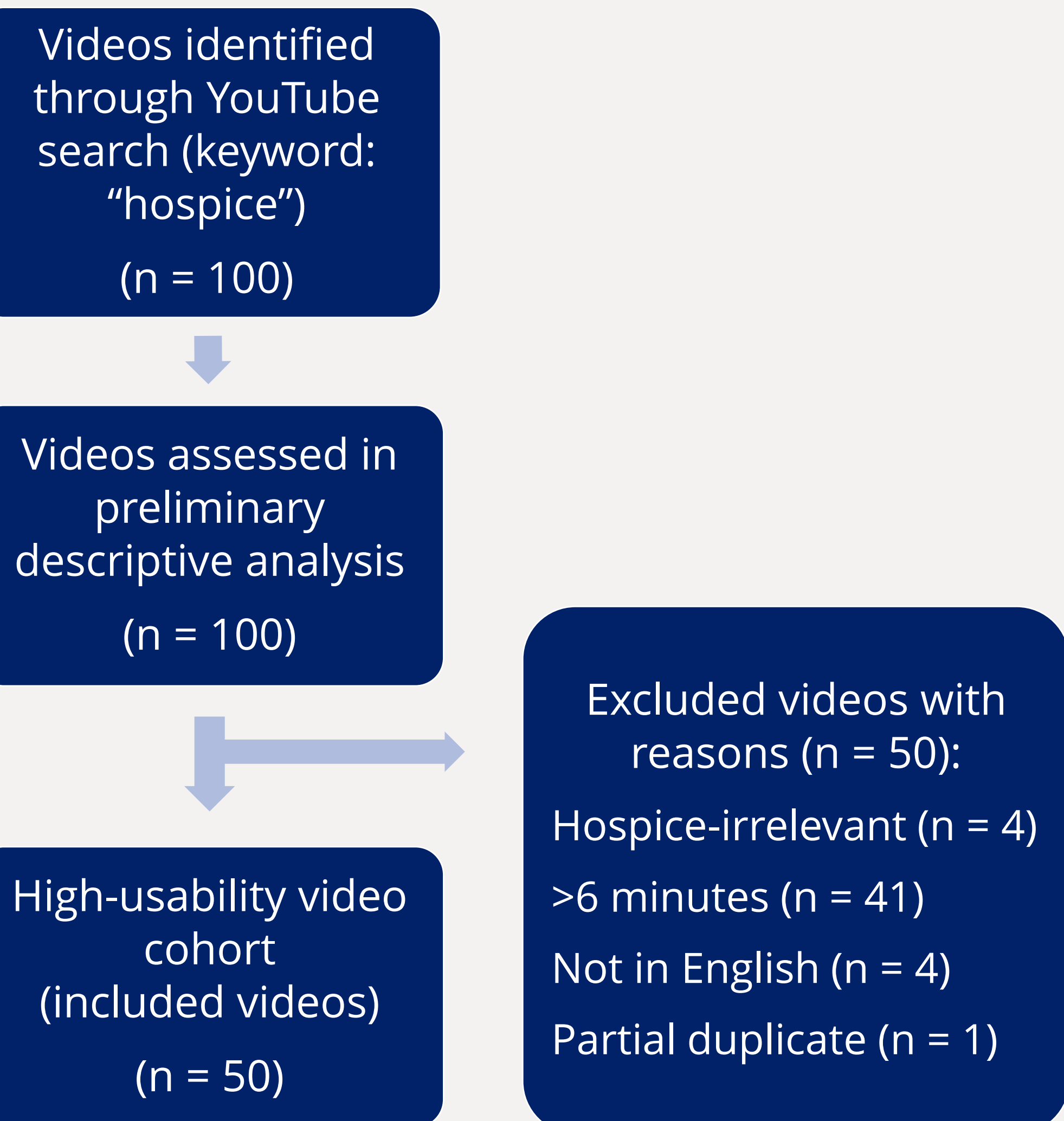
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Roadmap for Evaluating Goals in Advanced Illness Navigation (REGAIN)

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



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**

RESULTS

Fig. 1: Proportion of Retrieved **Videos** by Hospice Relevance

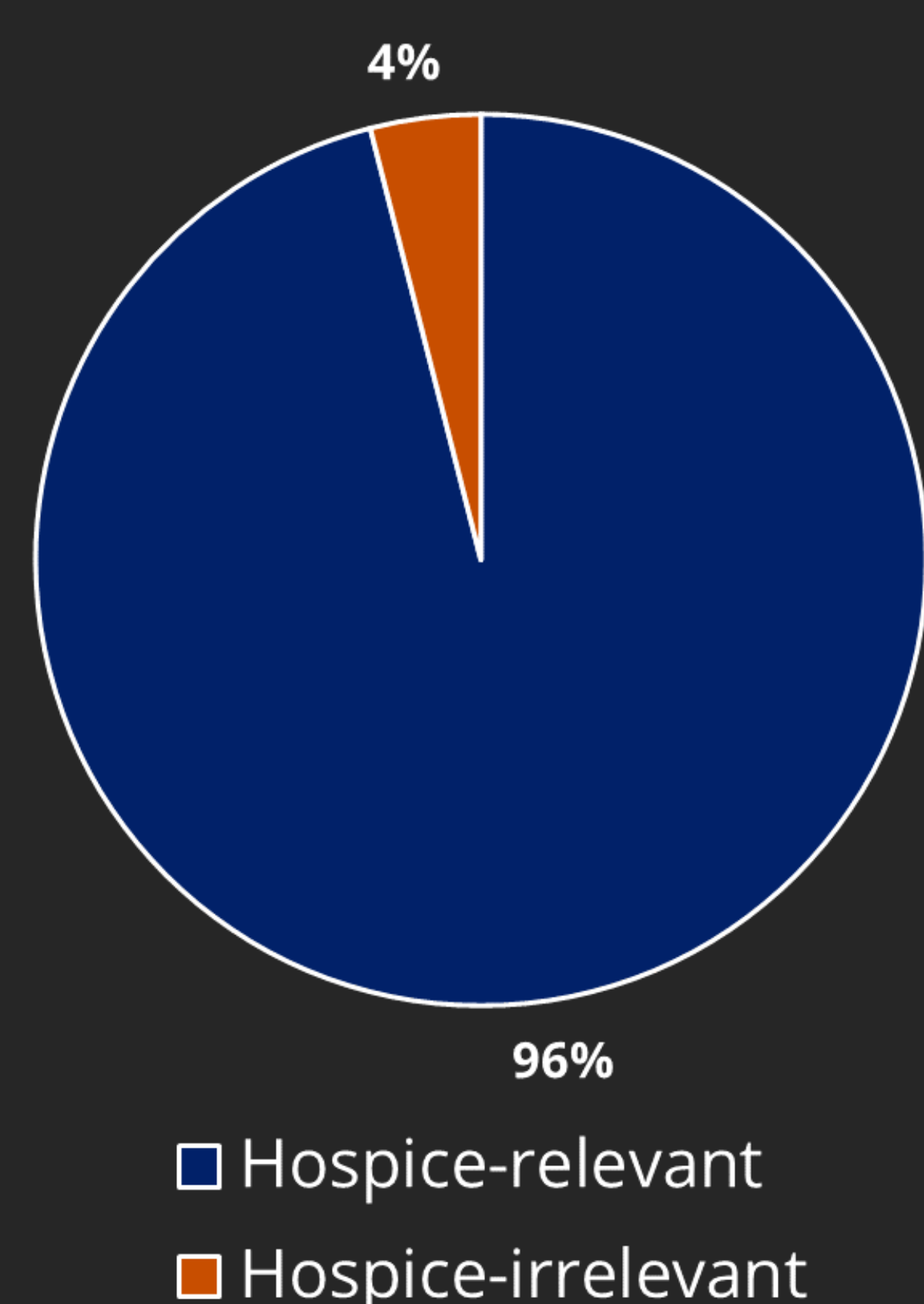
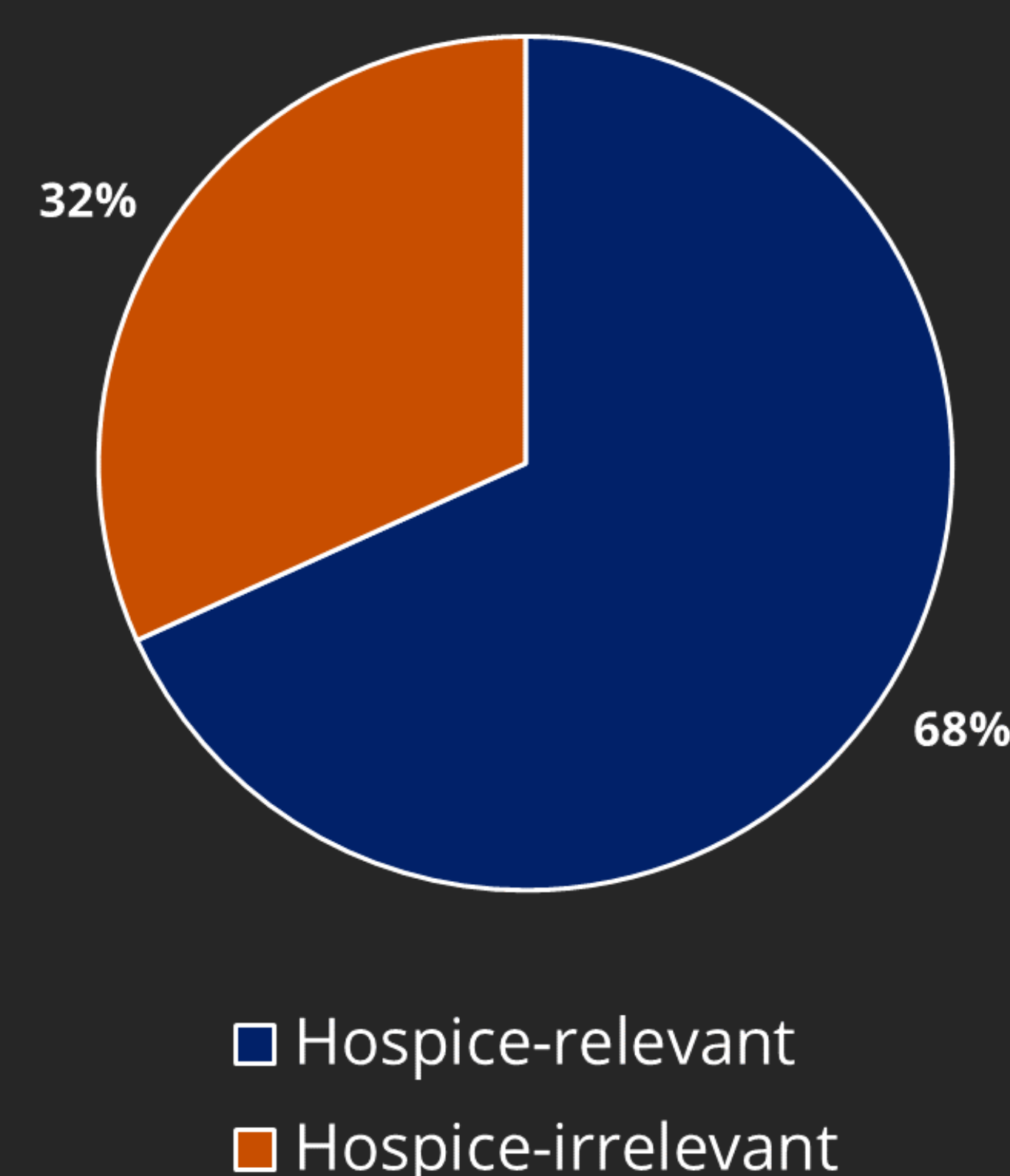


Fig. 2: Proportion of Total **Views** by Hospice Relevance



*Two **irrelevant** videos appeared in the **top 20** search results: a music video by The Antlers and a Crypt TV show

Fig. 3: Use of **Teaching Tools** in Included Videos

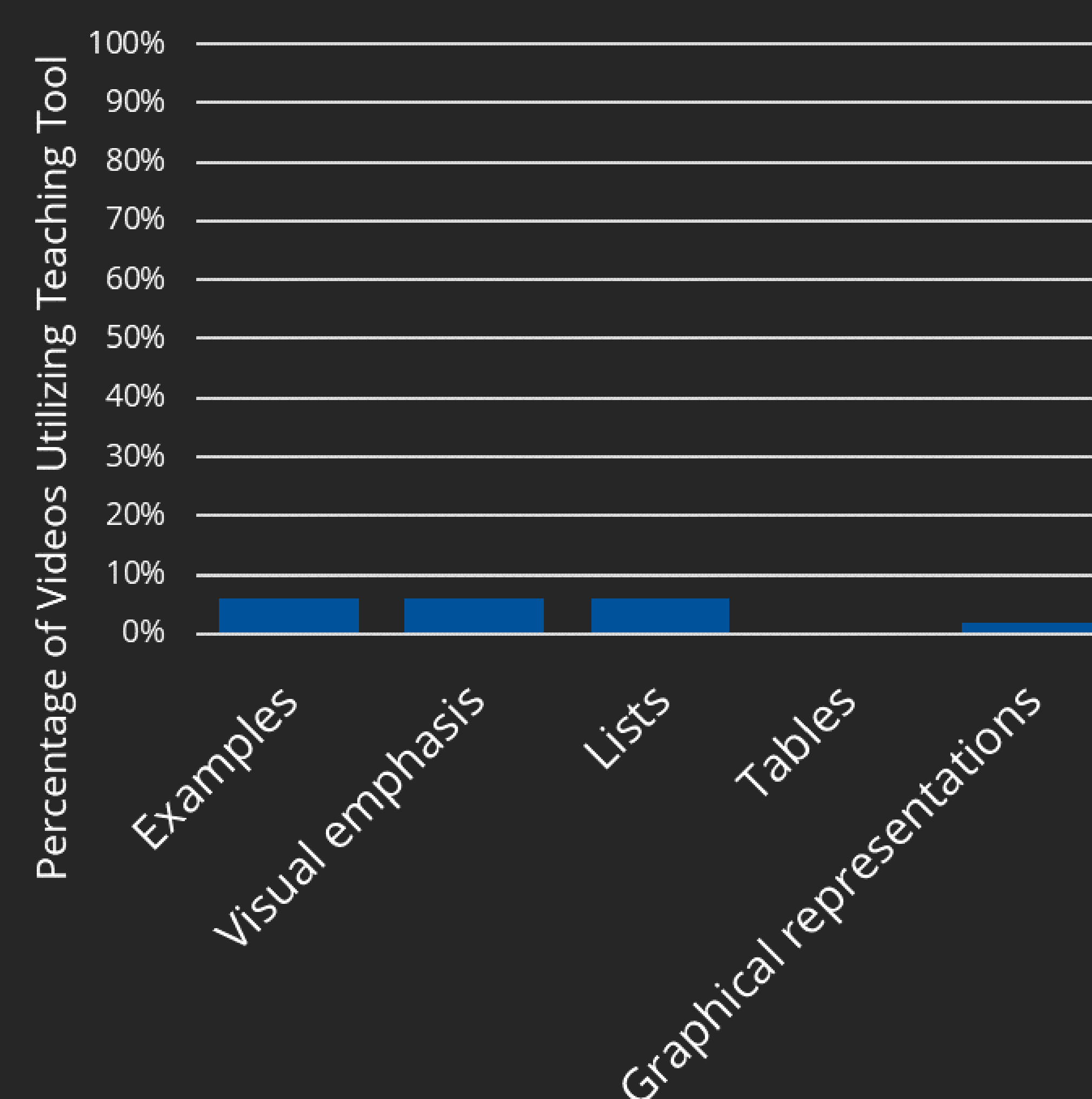
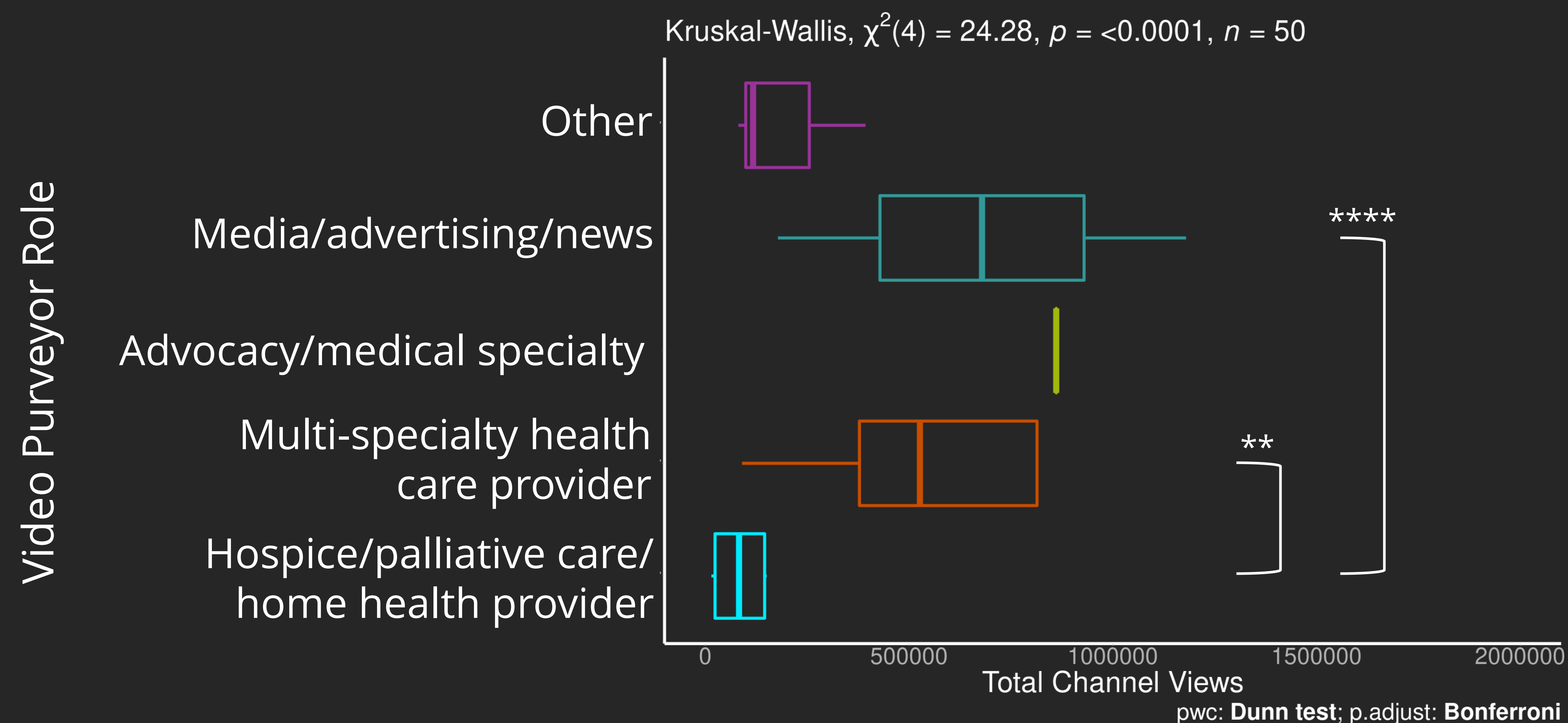


Fig. 4: Total Channel **Views** by Video Purveyor Role



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

