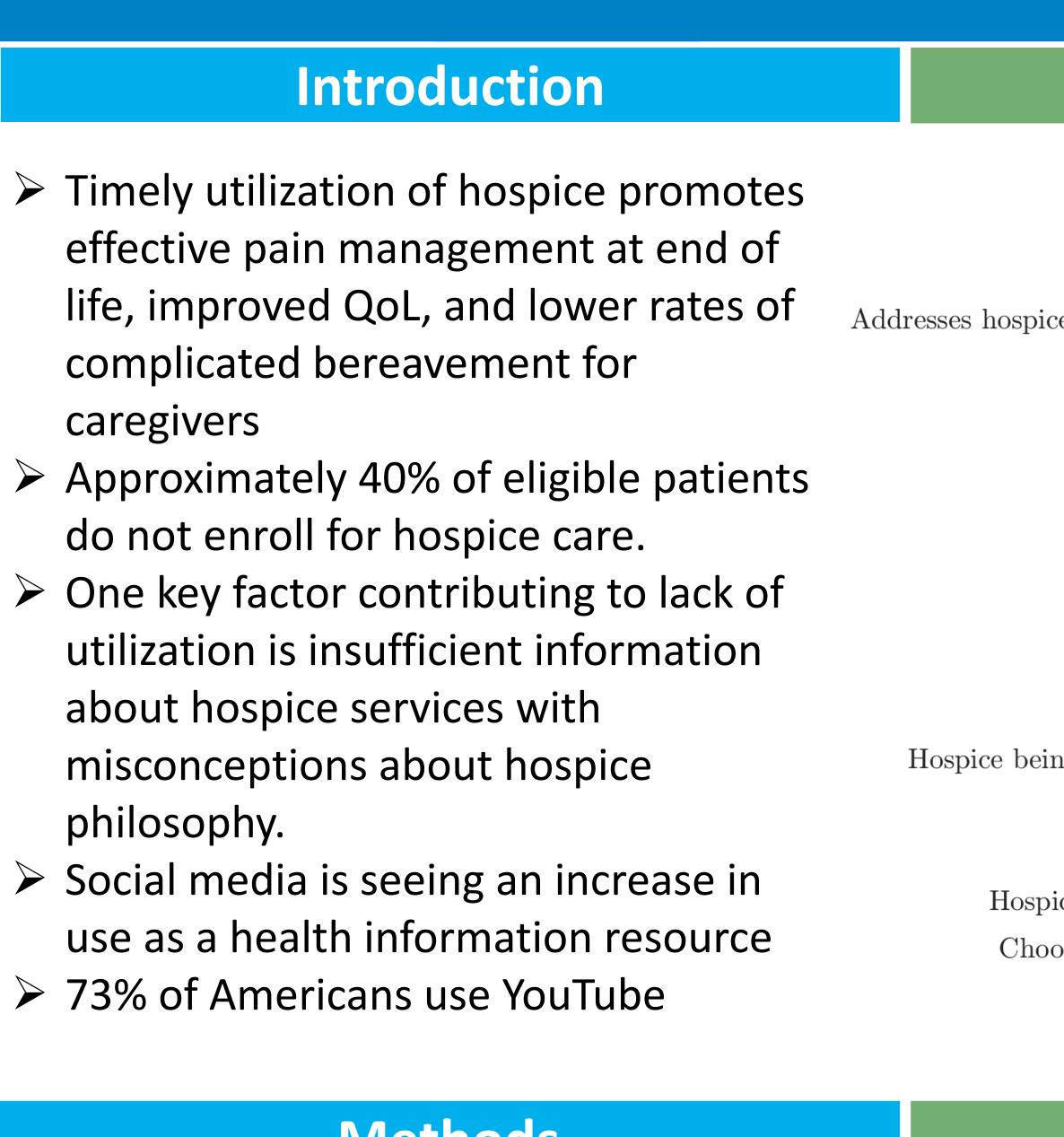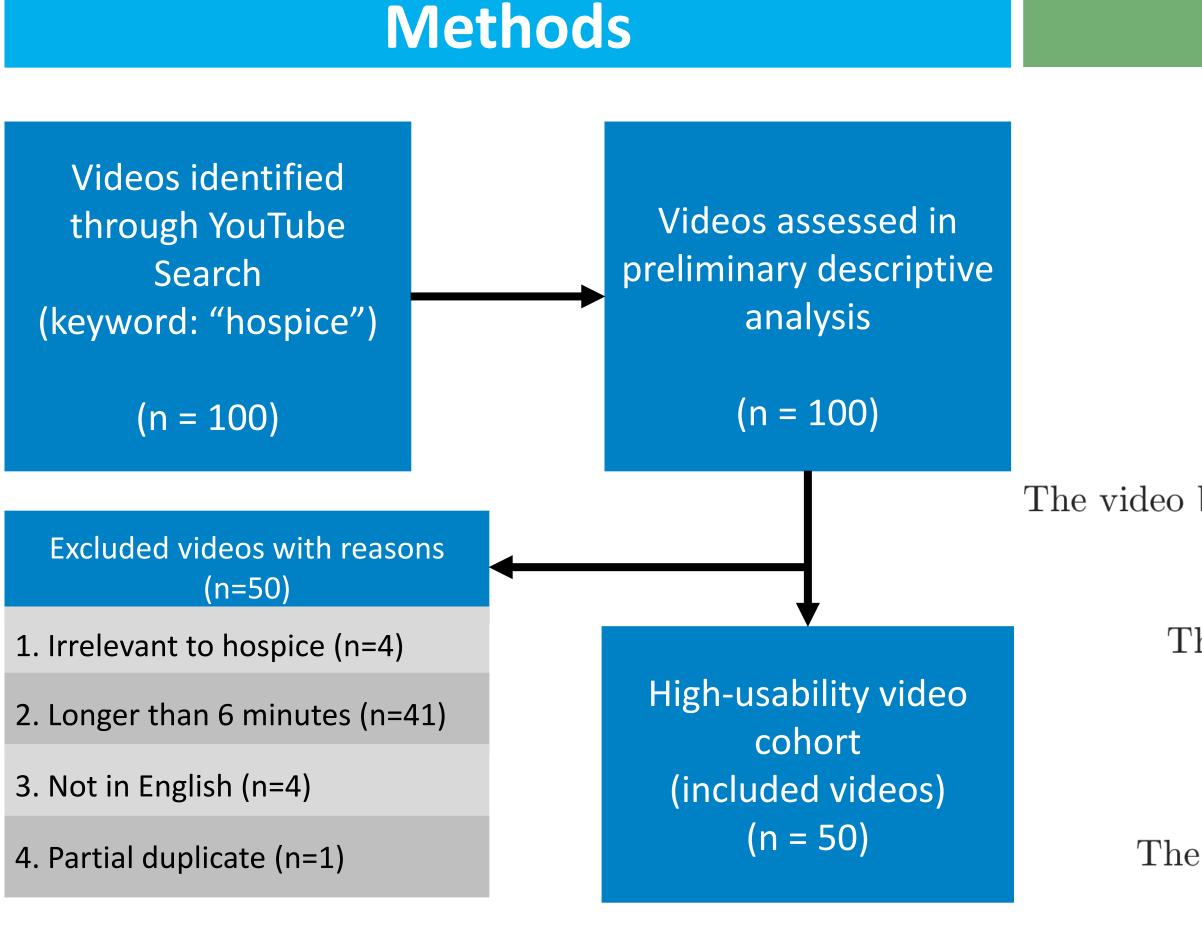# Evaluating Quality, Comprehensiveness, and Understandability of Hospice Education Resources on YouTube

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Roadmap for Evaluating Goals in Advanced Illness Navigation (REGAIN)

Introduction

➢ Timely utilization of hospice promotes effective pain management at end of life, improved QoL, and lower rates of complicated bereavement for caregivers

➢ Approximately 40% of eligible patients do not enroll for hospice care.

➢ One key factor contributing to lack of utilization is insufficient information about hospice services with misconceptions about hospice philosophy.

➢ Social media is seeing an increase in use as a health information resource

➢ 73% of Americans use YouTube

Methods

Videos identified through YouTube Search (keyword: "hospice") (n = 100) → Videos assessed in preliminary descriptive analysis (n = 100) → High-usability video cohort (included videos) (n = 50)

Excluded videos with reasons (n=50)
1. Irrelevant to hospice (n=4)
2. Longer than 6 minutes (n=41)
3. Not in English (n=4)
4. Partial duplicate (n=1)

The YouTube Data API (v3) was accessed through the tuber package (v0.9.9) in R (v4.0.2) to search YouTube. The high-usability videos that remained after exclusion were then assessed for their quality/reliability/understandability, relevance, comprehensiveness, and character representation in each video.
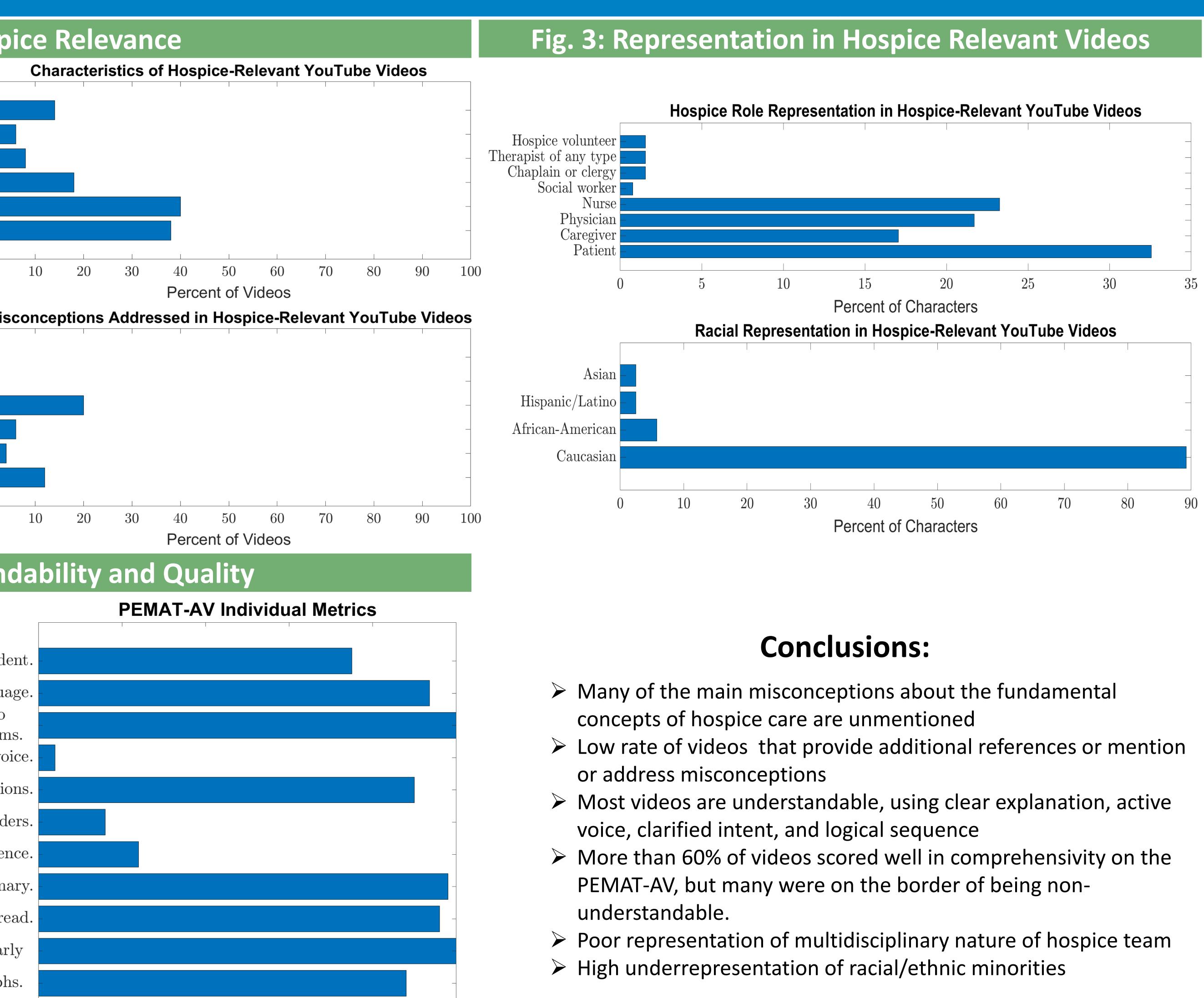
Fig. 1: Hospice Relevance

Characteristics of Hospice-Relevant YouTube Videos

Misconceptions Addressed in Hospice-Relevant YouTube Videos

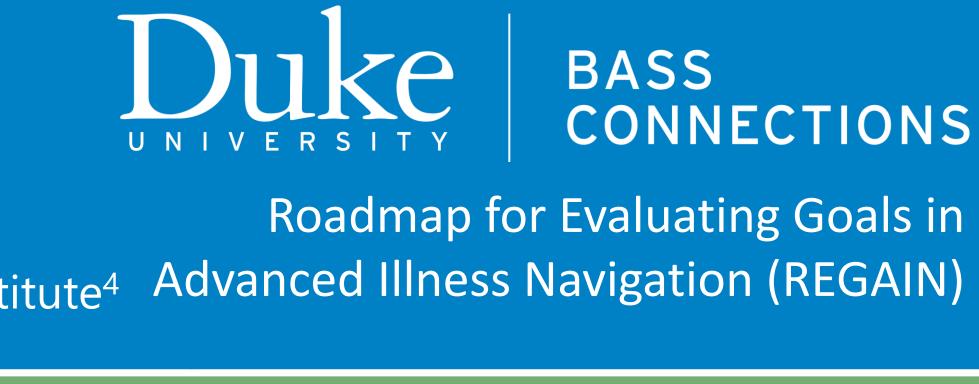## Fig. 2: Understandability and Quality

PEMAT-AV Individual Metrics

mDISCERN Metric

PEMAT-AV (0-100 scale; ≥ 70 implies high-understandability) scores ≥ 70 included 60% of videos.

mDISCERN (0-5 scale; ≥ 3 implies high-quality) scores ≥ 3 included 64% of videos.

Fig. 3: Representation in Hospice Relevant Videos

Hospice Role Representation in Hospice-Relevant YouTube Videos

Racial Representation in Hospice-Relevant YouTube Videos

Conclusions:

➢ Many of the main misconceptions about the fundamental concepts of hospice care are unmentioned

➢ Low rate of videos that provide additional references or mention or address misconceptions

➢ Most videos are understandable, using clear explanation, active voice, clarified intent, and logical sequence

➢ More than 60% of videos scored well in comprehensivity on the PEMAT-AV, but many were on the border of being non-understandable.

➢ Poor representation of multidisciplinary nature of hospice team

➢ High underrepresentation of racial/ethnic minorities

References

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3. Perrin, A., & Anderson, M. (2021, April 07). Share of U.S. adults using social media, including Facebook, is mostly unchanged SINCE 2018. Retrieved April 15, 2021, from https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/