YouTube as a Source of Information on Atopic Dermatitis

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I have nothing to disclose
Background

• Atopic dermatitis (AD) is common
• Social and economic costs of AD are high
• Improved patient education is one way to reduce the impact of AD
• Patients are increasingly looking to the internet for medical health information
Aims of our study

• To determine the accuracy, usefulness, and content of YouTube videos on AD and to evaluate the user engagement with these videos.
Methods

• Descriptive cross-sectional study
• Categorized based on upload source and main theme
• Scored for reliability, content, and overall quality
• User engagement assessed through Facebook shares, engagement ratio and the like ratio

- Engagement ratio: $\frac{Comments+Likes+Dislikes}{Views}$

- Like Ratio: $\frac{Likes}{Likes+Dislikes}$
Videos Selection

211 videos initially screened

128 videos included

83 Excluded
- 15 non-English
- 4 irrelevant
- 10 incorrect disease
- 53 duplicated in whole or part
- 1 removed from YouTube prior to review
Main Theme of Videos

- Useful
- Personal experience, positive
- Personal experience, negative
- Misleading
Upload Sources

- Universities/Professional organizations
- Government/News agencies
- Advertisements/Profit companies
- Health information web sites
- Individual users (healthcare professionals)
- Individual users (not healthcare professionals)
Mean reliability score

Universities/Professional organizations
Government/News agencies
Advertisement/Profit companies
Health Information websites
Individual users (not healthcare providers)
Individual users (healthcare providers)
Misleading videos

Number of Videos

- Universities/Professional organizations
- Government/News agencies
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User Engagement

Like Ratio

Engagement Ratio

Useful  Misleading  Personal experience, positive  Personal experience, negative

Useful  Misleading  Personal experience, positive  Personal experience, negative
Conclusions

• Healthcare professionals and professional organizations create highly educational videos on atopic dermatitis
• Users engage most with videos that include personal experience
• YouTube can be leveraged more effectively to disseminate health information
• Further research is needed