

An Assessment of Youtube as a Source of Information on Breast Reconstruction Following Mastectomy

Harun Khan, BSc, School of Medicine, Imperial College London
Nina Al-Saadi, BSc, School of Medicine, Imperial College London

Nothing to disclose

Objective

YouTube may influence health behaviours¹.

Our aim: Evaluate the quality of videos relating to breast reconstruction options following mastectomy.

Materials and Methods

- Videos were assessed and classified

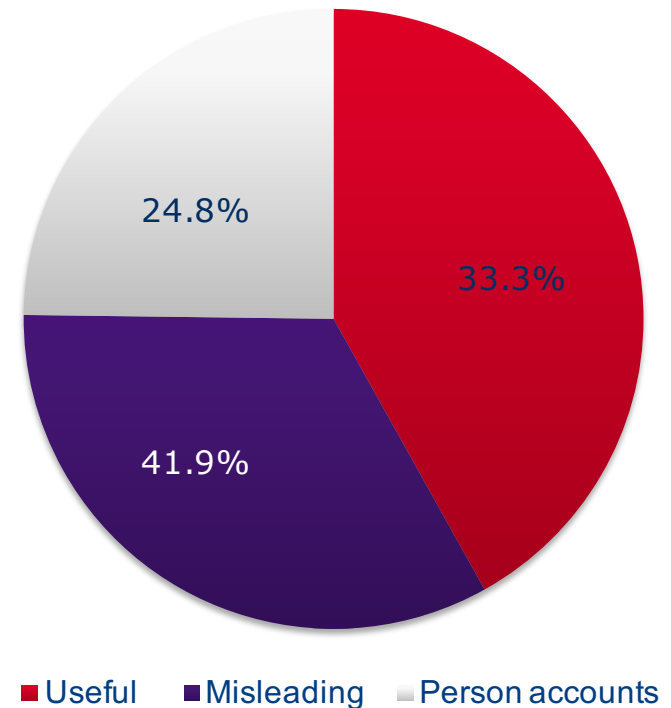


- **Inter-observer variability** was assessed.
- Video details were noted.

Results

129 videos had relevant information relating to breast reconstruction options following mastectomy.

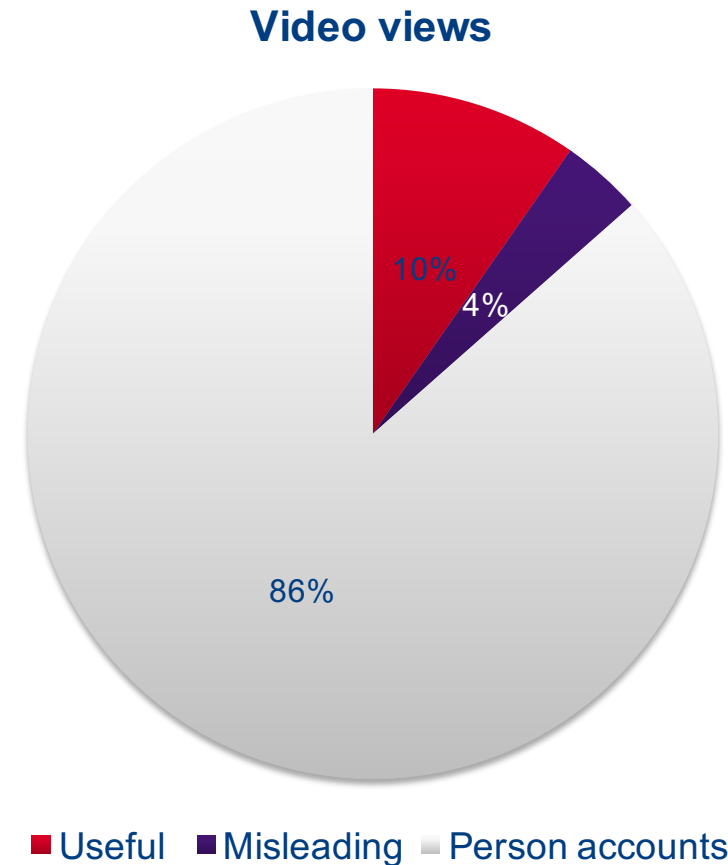
Videos which had relevant information relating to breast reconstruction following mastectomy



Results

Views:

- **9.7%** of views were of “**useful**” videos
- **3.8%** of views were of “**misleading**” videos
- **86.6%** of views were of “**personal accounts**” videos



Results

21.7% of videos were by plastic surgeons in **private practice** and these offered **the best overall quality**.

Difference between video quality and video duration ($p < 0.05$)

Difference between video quality and number of views ($p > 0.05$).

Conclusion

- YouTube hosts a wealth of information relating to breast reconstruction following mastectomy.
- Videos of personal experiences have highest viewership and may influence patient health behaviours more than content offered by healthcare professionals.

Take home message

There is arguably a need for high equality, educational videos that are more appealing to general viewers.

Thank you