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

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Nothing to disclose
Objective

YouTube may influence health behaviours\(^1\).

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

Materials and Methods

- Videos were assessed and classified as:
  - “useful”
  - “misleading”
  - “person accounts”

- Inter-observer variability was assessed.

- Video details were noted.
Results

129 videos had relevant information relating to breast reconstruction options following mastectomy.
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.
There is arguably a need for high equality, educational videos that are more appealing to general viewers.
Thank you