Assessing the social media content as a source of patient educational information on Urinary Incontinence

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Background

Social media platforms play a crucial role in disseminating health-related information, with YouTube being one of the most widely used sources for medical education. However, the accuracy and quality of these videos remain a concern. This study aims to evaluate the quality and understandability of educational videos on urinary incontinence available on YouTube using standardized assessment tools.

Parameters	Results
Total number of videos	53
Total number of views	111,535
Total number of likes	3047
Favorite number	0
Comments	331
Videos involving a general practitioner	6 (11%)
Videos involving a urologist	21 (40%)
Videos produced by non-medical channels (commercial media, non-physicians, news channels, advertising)	13 (24%)
Videos involving a gynecologist	13 (25%)
DISCERN Overall Quality	3 (1-5)
PEMAT Understandability	(77%)
PEMAT Actionability	61%

Methods

Videos related to "urinary incontinence" were systematically searched on YouTube. The inclusion criteria encompassed educational content in English or Persian, while duplicate videos, irrelevant content, and advertisements were excluded. Two independent reviewers assessed the videos using the DISCERN instrument for reliability and quality, and the PEMAT (Patient Education Materials Assessment Tool) for understandability and actionability. Data such as total views, likes, comments, video duration, and uploader type (general practitioner, urologist, gynecologist, non-medical sources) were also recorded.

Results

The analysis revealed a wide range of quality in YouTube videos on urinary incontinence. Videos produced by urologists and gynecologists generally had higher DISCERN scores, indicating better reliability and comprehensiveness. However, a significant portion of the content was generated by non-medical sources, including commercial media, non-medical individuals, and news channels. The average understandability and actionability scores varied, with many videos failing to provide clear, actionable recommendations for patients. Despite high engagement metrics such as views, likes, and comments, the quality of information was inconsistent, highlighting the need for improved content oversight (Table 1).

Implications

YouTube serves as a widely accessible platform for patients seeking information on urinary incontinence. However, the variability in video quality underscores the necessity of increased involvement from medical professionals in content creation. Implementing stricter content verification mechanisms and encouraging healthcare providers to contribute accurate and comprehensive educational materials could enhance the reliability of information available to patients.