10ᵗʰ International Conference on

Otolarngology: ENT Surgery

May 15, 2023 | Webinar

How to stop a nosebleed: A combined objective and subjective assessment of youtube videos on first-aid management of Epistaxis

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Purpose: Online videos are becoming a popular resource for patients seeking healthcare information. A previous study in 2016 found that the quality of YouTube videos on epistaxis first-aid management was highly variable. This study aimed to reassess the quality of such YouTube videos using a standardized checklist for content appraisal and a validated understandability and actionability tool.

Methods: The YouTube platform was searched in August 2022 using the phrase "How to stop a nosebleed", with the results filtered by 'relevance'. The highest 50 ranking videos were screened. Each video was objectively assessed using a standardized checklist of first-aid guidance ('advice score') as well as a subjective assessment of video understandability and actionability using the Patient Education Materials Assessment Tool for Audio-Visual Materials (PEMAT-A/V).

Results: Thirty-two videos were suitable for inclusion. Six videos (19%) were from an accredited institution. The mean advice score was 4.1 out of 8 (SD 1.9). The mean understandability and actionability scores were 76% (SD 17%) and 89% (SD 18%), respectively. There was a strong positive correlation between the actionability scores and the advice scores ($\rho=0.634$; $p<0.001$), as well as between the actionability scores and the understandability scores ($\rho=0.519$; $p=0.002$).

Conclusion: YouTube videos are providing increasingly relevant and accurate advice for patients seeking information on epistaxis first-aid management, with most videos being both understandable and actionable. We propose YouTube can be a useful medium for teaching epistaxis first-aid management to patients and community practitioners when carefully navigated.

Biography

Mohammad Reza Golrokhian Sani is an otolaryngologist- Head and Neck surgeon who completed his clinical fellowship in Otology neurotology in 2012 from the University of Toronto. He also completed a master of epidemiology from Lakehead University. He has been chair of continuing Medical Education at NOSM University since 2019 and part of the research committee at this University. As a teacher in medicine, he is always interested in reviewing his previous clinical works and finding his pitfalls to help health promotion. This study is part of his surgeries that allows the young surgeon to ask more questions from their teams to optimize the surgical outcome and decrease the recurrences of diseases. He has more than 20 recent publications in Pubmed. They are all original studies.

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