



In the Era of Social Media and Medicine: Evaluating YouTube As a Source of Information on Rosacea

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ABSTRACT

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INTRODUCTION

- Patients are increasingly relying on social media platforms to access health information and treatment advice.
- One such platform is YouTube, which is the 2nd most common search engine and has over 2 billion users. Several studies have used YouTube to study dermatologic diseases, including psoriasis, atopic dermatitis, and hidradenitis suppurativa.
- The objective of this study was to assess the quality of medical information in YouTube videos pertaining to rosacea.

METHODS AND MATERIALS

- In this cross-sectional study, two reviewers independently analyzed 100 videos on YouTube relating to "rosacea" in June 2020.
- Video content was classified by user type, patient disease experience and whether a dermatologist appeared in the video.
- Videos were evaluated based on whether symptoms, triggers, etiology, treatments, rosacea types, and non-skin findings were described. Given rosacea's impact on quality of life, videos were evaluated based on whether psychosocial impact was discussed. Videos were rated on a Global Quality Scale (GQS) (1=poor, 5= excellent).

RESULTS

- Videos featuring a dermatology provider had more comments (mean=138; SD= 258) and likes (mean=802, SD=1,790), on average, than their counterparts.
- Overall, dermatologist videos had significantly higher scores (3.08 vs 2.24; p<0.0001) on the Global Quality Scale.
- Less than one quarter of videos mentioned rosacea's negative effects on quality of life.

	Videos featuring a Dermatologist	Non-Dermatologist Videos
Proportion of all videos	25%	75%
Described symptoms	92%	84%
Discussed etiology	60%	25.3%
Identified triggers	64%	69.3%
Featured clinical photographs	56%	38.7%
Discussed psychosocial impact	28%	18.7%
Discussed types of rosacea	16%	6.7%

DISCUSSION

- Discussion on the treatment of rosacea has been gaining popularity on social media sites such as YouTube.
- With the ability to search up any medical condition, users are subjected to a variety of videos posted by content creators.
- Videos featuring a dermatologist received a significantly higher score on the GQS, and garnered more engagement as measured by comments and likes.
- With the immense population that is reached via social media, increasing the presence of dermatologists may promote evidence-based treatments and dissemination of patient-friendly information.

DISCLOSURES

The authors have no disclosures.

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