How Reliable is YouTube Content Targeting Arabic-Speaking Breast Cancer Patients Regarding Post-Mastectomy Reconstruction?

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BACKGROUND

- Social media provide direct access to content, relative anonymity and connection. Patients increasingly rely on these platforms for health information.
- Arabic-speaking women (ASW) may experience challenges in accessing high-quality information in their language. However, they are highly digitally connected, and over 80% use online platforms, mainly YouTube, for healthcare information.

OBJECTIVE

To assess the quality and reliability of YouTube videos addressing post-mastectomy reconstruction for Arabic-speaking women.

METHODS

- YouTube was searched incognito, using the terms: "post mastectomy reconstruction" in Arabic language in July 2023. Data collected included upload date, video length, source, sponsorship, and viewer engagement.
- Thematic content analysis was performed by physician reviewers.
- Understandability and actionability were assessed using the Patient Education Materials Assessment Tool for Audio/Visual materials (PEMAT A/V), and video quality was evaluated using the DISCERN tool. Cluster analysis used to categorize the videos based on quality.

VIDEO CHARACTERISTICS

Variable	Result
Total number of videos	109
Video length (minutes)	
Mean (SD)	7.0 (10.2)
[min-max]	[0.25; 66.2]
Poster type, n (%)	
Information-based	100 (91.7%)
Experience-based	8 (7.3%)
Video language, n (%)	
Arabic	102 (93.6%)
English	6 (5.5%)
Other	1 (0.9%)
Viewer engagement, Mean (SD)	
Number of views	8268 (22974)
Number of likes	65 (182)
Number of comments	8 (29)
Advice/recommendation, n (%)	
No	69 (63.3%)
Yes, by Health Professional(HP)	36 (33%)
Yes, not by HP	4 (3.7%)
Sponsorship, n (%)	
Yes, by Person	60 (55%)
Yes, by Institution	13 (12%)
No	36 (33%)
Target Audience, n (%)	
General population	90 (82.6%)
Patients	19 (17.4%)
Gender representation, n (%)	
Men	86 (78.9%)
Women	23 (21.1%)

RESULTS

Figure 1: Understandability & Actionability (PEMAT)

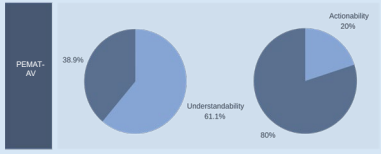


Figure 2: Reliability & Quality (DISCERN)

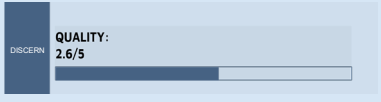
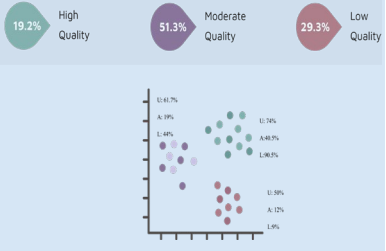
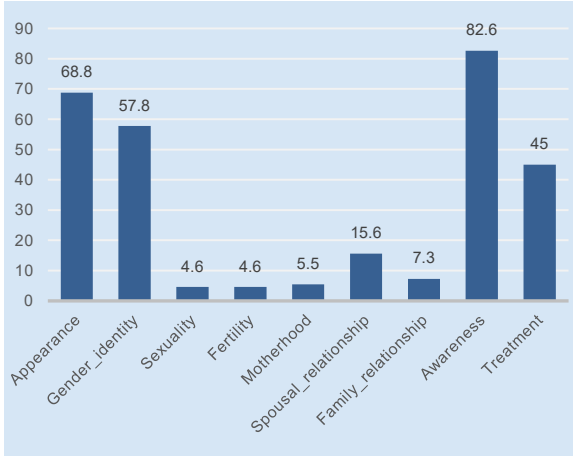


Figure 3: Cluster Analysis.
U: understandability , A: actionability , L: likelihood of recommendation by physician reviewer.



THEMATIC ANALYSIS



CONCLUSIONS

- YouTube content on post-mastectomy reconstruction in Arabic language is of moderate quality. It is easily understandable but lacks actionable, patient-centred information.
- Content is often commercially sponsored and may not reflect women's real experiences, especially that Arabic women are present in the content of less than a quarter of YouTube videos.
- Enhancing Arabic language educational materials specific to the realities of ASW could support informed, shared decision-making among these patients.