

Background

- **Cervical cancer** remains the **third most common** cancer in females 25-44 years of age
- **Brachytherapy** is an **important modality** of treatment for cervical cancer
- Patients often **rely on the internet** to seek cervical cancer information; however, few studies have **described the quality** of these resources
- This study aims to investigate and evaluate the current landscape of YouTube videos available to patients on cervical cancer brachytherapy

Methods

- Using a clear-cache Chrome browser in incognito mode, YouTube was searched in February 2023 using select search terms
- Videos were sorted by relevance and the first 50 from each search were collected
- Duplicates were removed & exclusion criteria applied
- Videos were aggregately ranked and evaluated for general parameters, source information, and content
- Two coders evaluated the first 10 videos for consistency

Videos resulting from YouTube searches:
"cervical cancer brachytherapy"
"cervical cancer radiation brachytherapy"
"cervical cancer brachytherapy treatment"
(n = 150)

Duplicates removed
(n = 87)

Videos screened after
removing duplicates
(n = 63)

Videos excluded:
A) not in English (n = 9)
B) duration >1 hour (n = 7)

Videos analyzed
(n = 47)

Figure 1. YouTube search results and application of exclusion criteria

Results

Table 1. General video parameters

Parameter	Average	Median
Time since published*	4 years	3 years
Length	10 min 53 sec	4 min 42 sec
No. of views	169,677	8,150
No. of likes	652	43
No. of comments	56	3
		N (%)
Presenter types[†]		
Patient		9 (19)
Physician		25 (53)
Scientist / Physicist		7 (15)
Unknown		13 (28)
Other [‡]		12 (26)
English subtitles		
Available		40 (85)
Not available		7 (15)
Video format[†]		
Interview		20 (43)
Explanation (non-interview)		5 (11)
Computer animations		11 (23)
Lecture-style presentation		10 (21)
Vlog / video diary		3 (6)
B roll with narration		11 (23)
Target audience[†]		
Patients		31 (66)
Healthcare professionals/students		16 (34)
Not specified		2 (4)
Advertisement		6 (13)
Grossly inaccurate		2 (4)

*from February 2023

[†]not mutually exclusive

[‡]other = operations manager, radiation therapist, pelvic floor physiotherapist, dosimetrist, student, TV show presenter, nurse

96% of videos were related to brachytherapy/radiotherapy and/or cervical cancer

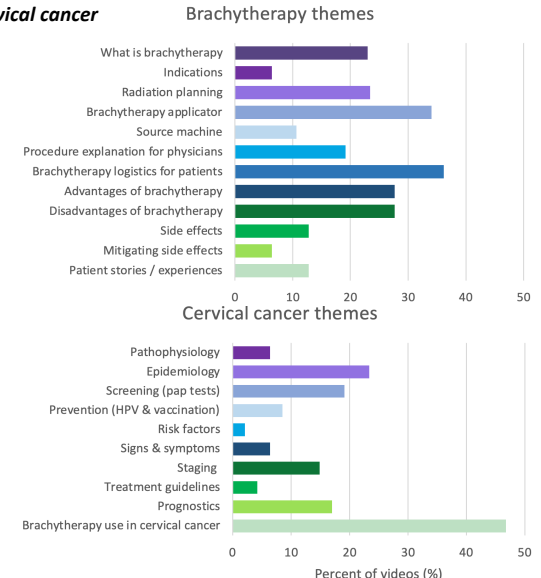


Figure 4. Video themes (not mutually exclusive)

Conclusions

- Physicians and healthcare professionals should be **aware of the strengths and limitations** of online resources:
 - ✓ **Major aspects** of cervical cancer brachytherapy are covered
 - ✓ **Few** videos included pertinent patient-relevant information such as **brachytherapy side effects**
- These findings can be leveraged to develop additional **educational resources** that **empower patients** in their cancer journey

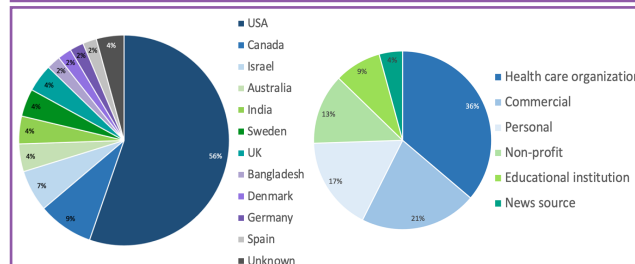


Figure 2. Video country of origin

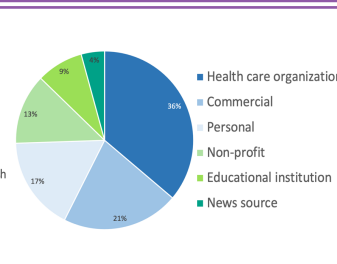


Figure 3. Video publisher affiliation