YouTube™ and Multiple Myeloma

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Objective

We wished to examine the quality of information presented in the 100 most popular multiple myeloma (MM) videos available on Youtube™.

Background

Over 20,000 people in the United States are diagnosed with MM every year. YouTube™ is one of the most popular information websites on the internet. It contains education material and patient experiences but no study has been done to assess the quality of videos on MM.

Materials &Methods

- A single search using the phrase 'Multiple Myeloma' was carried out. Videos were excluded if they were not in English. Content was graded for scientific quality separately by 2 internal medicine residents and in the event of a discrepancy, the tie was broken by a third resident. As a validated grading tool to judge multiple myeloma videos does not exist we devised our own; 'excellent' videos were based on scientific fact and had > 2 accurate statements on MM. A fair video was based on facts but had 1-2 accurate statements. A poor video was either factually inaccurate or did not contain any facts.

Results

Eighty four percent of videos reviewed were of excellent or fair quality. Almost half (53%) were personal experience videos directed towards the lay person. Of those videos 68% were of poor quality. Personal experience videos were viewed less than those for medical professional education (mean 9374 vs 10842, $p=0.4$). Videos directed for laypeople had significantly more likes compared to videos for medical professionals (mean 89.9 vs 15.7, $p=0.02$).

Summary

As the popularity of YouTube™ grows, physicians need to be cognizant of education resources material available to their patients. In our review, a majority of MM videos are based on scientific fact but videos made for the average patient were of poor quality. While a useful adjunct YouTube™ may not be the ideal source for patients wishing to understand a diagnosis of MM. Our study was limited by the lack of a validated tool to assess MM videos.