

# **DIABETES IN YOUTUBE: PREVENTION OR TREATMENT**

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- Various studies have shown that the internet already become an information source that strongly supports the efforts of Diabetes self-care.
- Patients rely on the internet more frequently than their physicians as a source of health care information (Vance et al., 2009).

- Youtube is one of the biggest video sharing website.
  - Public interact by uploading, watching, and commenting the video freely. This interaction reflects the true social activities and opinions.
  - The amount of information being uploaded continuous to spiral, making it increasingly difficult to discern reliable health information from misleading content.
- There are thousands of YouTube videos promoting misleading information (Syed-Abdul et al., 2013).

- This study aimed to analyze health information which most often accessed by the public via YouTube.
- The result will show us what kind of habit that exists in Diabetes self-management and what kind of policy should be brought.

# METHODS

## Participants

- This study reviewed the 100 most watched videos with keywords "diabetes" and 100 most watched videos with keywords "kencing manis" on Youtube as of June 16, 2013

# METHODS

## Procedures

- The eligibility criteria were video that contain rational information about diabetes. The video which did not fulfill the criteria set before were dropped out.
- Video those meet the criteria then grouped into **promotive, preventive, curative or rehabilitative information.**

# METHODS

## Measures

- *Promotion*, video which focus on **enabling citizens to increase control over and improve their health**
- *Prevention*, video which **enable any technical knowledge and practical skills for the prevention and control in Diabetes**
- *Curative treatment*, video which **clearly explain medical assistance (modern or traditional medicine) in Diabetes**
- *Rehabilitation*, video that **focus on how to empower Diabetes patient to as normal people**

# Table 1

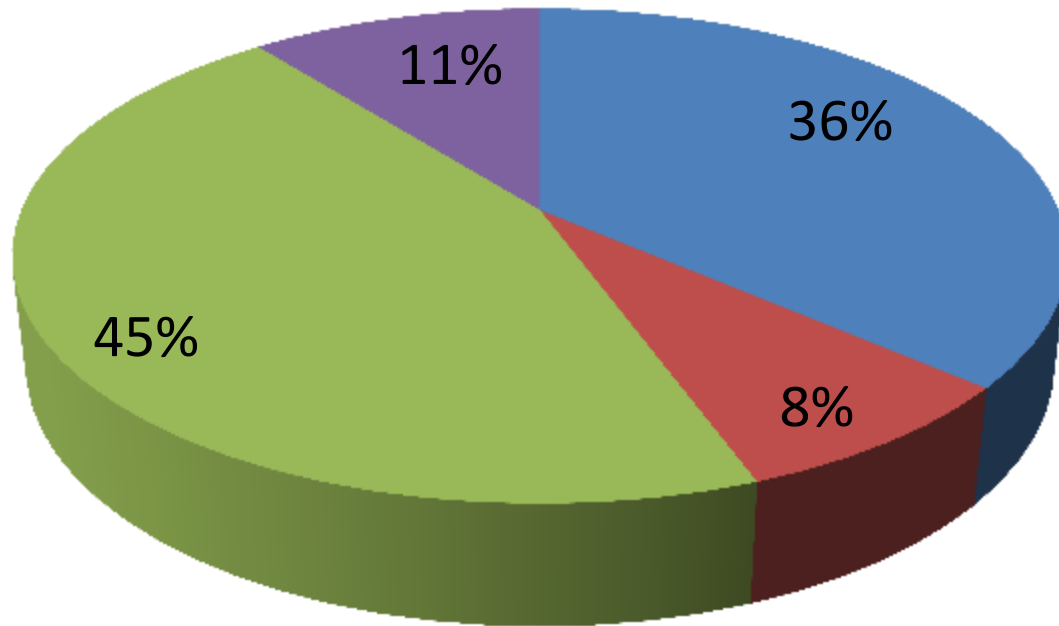
# Language Used in Videos

Language	n	%
English	70	37,4
Spain	23	12,2
Portugis	4	2,1
Arab	1	0,5
Germany	1	0,5
Malay	88	47,0
Total	187	100

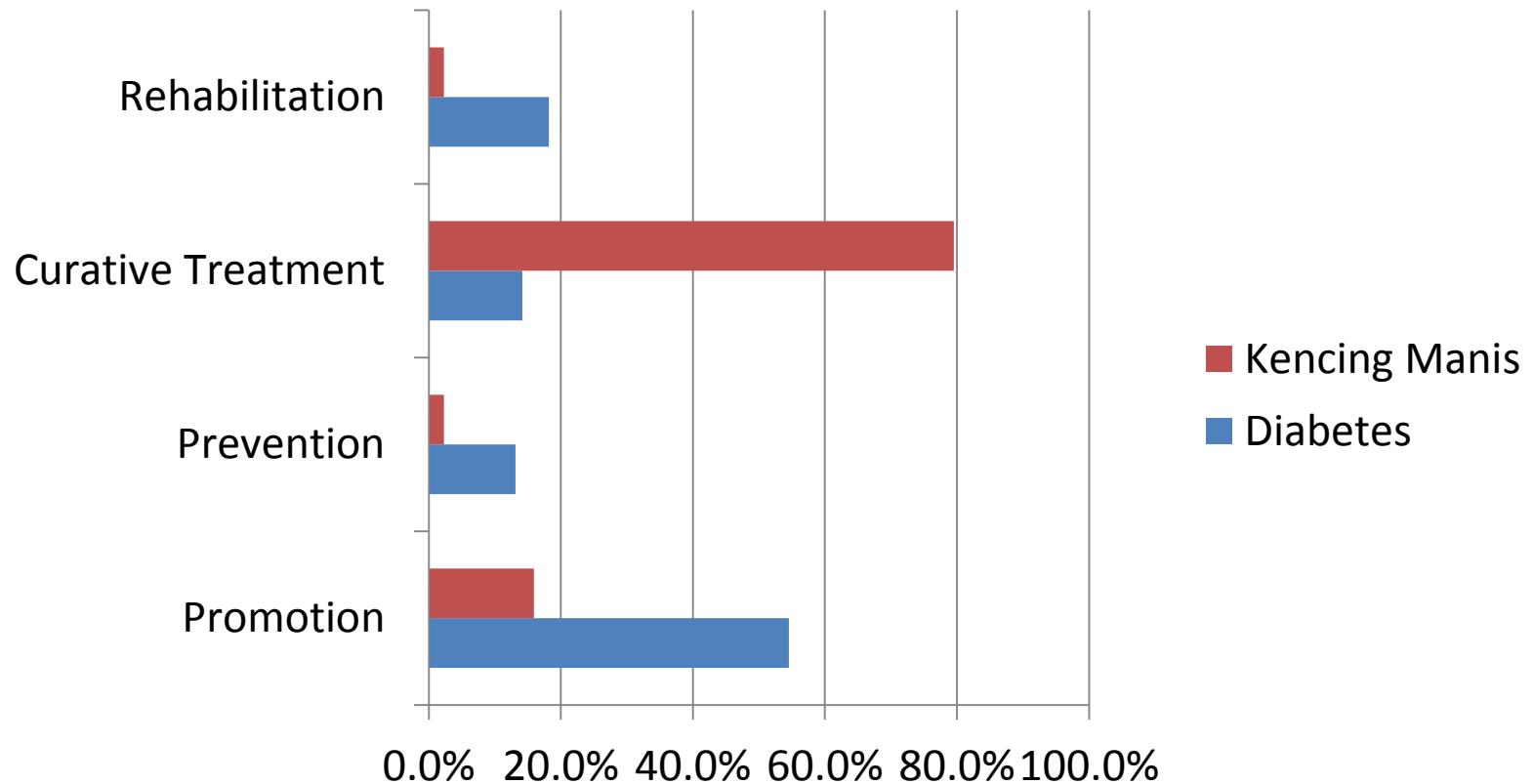


# Figure 1 Information Type of Videos

■ Promotion                      ■ Prevention  
■ Curative Treatment   ■ Rehabilitation



# Figure 2 Information Contained in Video Based on the Keywords Entered



- T-test results showed that main message in foreign-language video significantly different with video delivered in Malay ( $p = 0.000$ ,  $\alpha = 95\%$ )
- Promotive messages more obtained in non Malay speaking video (54%), while the Malay language video contain more curative information (83.3%)
- More Malay people search for health information when they have suffered from diabetes
- Most of the video presented in Malay language provide alternative medicine that can heal Diabetes complication

# Discussion

- In social cognitive theory, health behaviour is certainly influenced by three main factors, i.e. environment, the person themselves, and behaviour
- The social cognitive theory states that we learn behaviours through observation, modelling, and motivation such as positive reinforcement
- This type of social learning was strengthened if the observer identified with their "model"
- Social networking media such as YouTube could be the easiest media accessed to imitate a model

# Discussion

- Culture and the paradigm in health support them to use YouTube only for curative treatment
- This is suitable with what Bandura have been explained in Social Cognitive Theory

# Conclusion

- Promotion and prevention is still not being priority for most of Indonesia people
- Culture formed individual specific thinking pattern that will affect health seeking behaviour
- Health promotion and prevention efforts on diabetes should be encouraged by the government to reduce the number of people with diabetes in Indonesia

THANK YOU