

Title: Youtube and Rhinoplasty: An Analysis of the Videos Available Online

Objectives: To examine Youtube videos related to rhinoplasty created by both physicians and non-physicians in order to determine the content of the videos, the selected topics of discussion and other important parameters of online rhinoplasty videos.

Study Design: Cross-Sectional Analysis

Methods: Youtube videos that resulted when the search term "rhinoplasty" was entered were identified during the first 15 days of October 2014. The search was carried out daily during this time and the first 20 unchanged videos were included in this analysis. Authorship, length of video, objective, total views, and type of video was recorded. Inclusion criteria included videos that provided information on rhinoplasty while exclusion criteria included videos identified by Youtube as paid advertisements.

Results: 10 videos (50%) were physician based, 8 were patient based (40%), and 2 (10%) were television programs. No videos from professional organizations were identified or found to be available. 10 videos (50%) were longer than 10 minutes and 8 (40%) had greater than 100,000 views. The majority of videos (85%) aimed to provide didactic information on the rhinoplasty operation or intended to provide a perspective on the operation from an actual patient. Mann Whitney U-tests and Kruskal Wallis tests were used compare physician based websites against those with other authorship with threshold of significance < 0.05 . No significant difference was found between the groups based on length of video, objective or number of views.

Conclusion: Videos submitted by practicing physicians were inherently different than those submitted by patients. While videos submitted by physicians concentrated primarily on the actual operation, videos submitted by patients were focused mainly on what they experienced during their procedure. The lack of safeguards on the quality or accuracy of videos posted on the popular website Youtube may lead to a possibility for misinformation to the consumer. This is even more concerning when we consider the lack of statistical difference between physician based versus other websites and the lack of peer reviewed videos from professional organizations. It would likely be prudent for specialty bodies and organizations to submit high quality videos in order to provide the best and most up-to-date information possible.