



# A Content Analysis of YouTube Videos Related to Stuttering

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## Introduction

Content analysis involves the process of analyzing written, oral, or visual communication messages. Using this, it is easy to group words into fewer content-related groups.



## Method

Content of the top 100 videos on YouTube Related to stuttering was analyzed



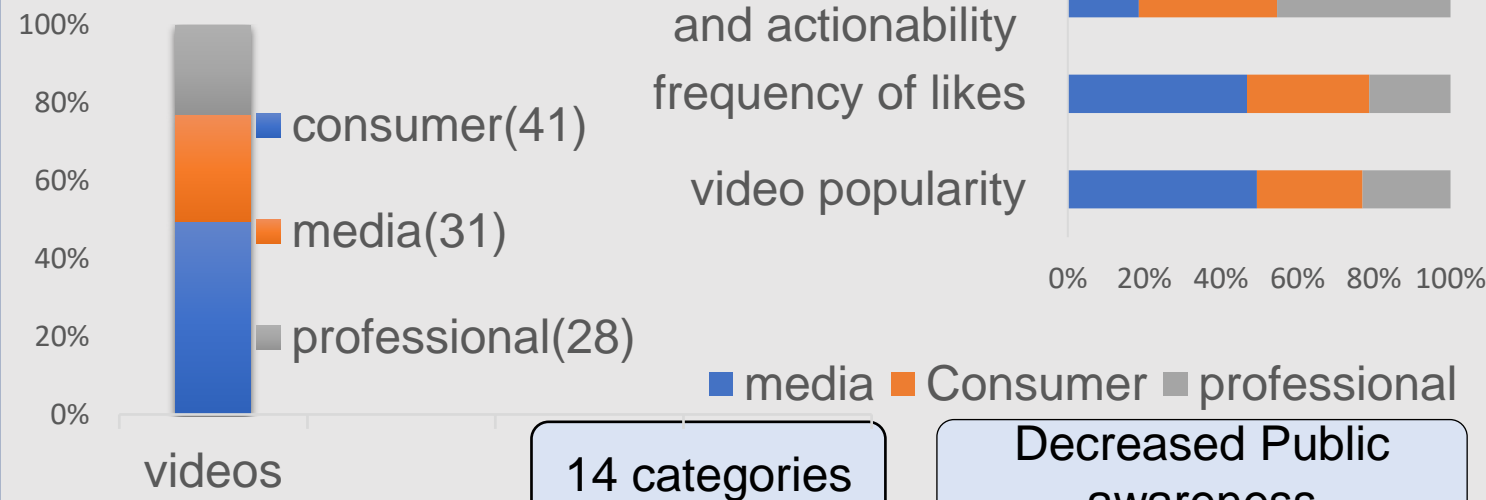
Title

Source

Video metadata (frequency of likes and dislikes, video popularity, video length)

Understandability & actionability  
(PEMAT Audio/Visual Material)

## Results & Discussion



## Conclusion

Different variety of categories and differences were found between source types

Poor scores for actionability and understandability → need for improvement and for more information across all content areas relevant to stuttering.