ICCAP Poster S002



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.



Results & Discussion understandability and actionability 100% frequency of likes 80% consumer(41) 60% video popularity media(31) 40% 0% 20% 40% 60% 80% 100% professional(28) 20% ■ media ■ Consumer ■ professional 0% **Decreased Public** videos 14 categories awareness

Method

Content of the top 100videos 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)

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.