YouTube

- Challenges in studying neuroanatomy in sub-Saharan Africa: The case of Cameroon
- Social media strategies used to translate knowledge and disseminate clinical neuroscience information to healthcare users: A systematic review
- YouTube as a source of information for stroke rehabilitation: a cross-sectional analysis of quality and reliability of videos
- Social media in ophthalmology: A comprehensive literature review
- YouTube as a Source of Patient Information for Cervical Spine Fractures: A Content Quality and Audience Engagement Analysis
- Diverticulosis and Diverticulitis on YouTube: Is Popular Information the Most Reliable?
- Social media as a clinical, educational and networking tool for neurosurgeons: A systematic review of literature
- Is YouTube a Reliable and Quality Source on Unilateral Biportal Endoscopic Spine Surgery? A Cross-Sectional Study

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Most viewers feel motivated or inspired by productivity videos on YouTube. Based on the free responses provided by survey participants, productivity videos can be made more effective by showing more relatable routines and demonstrating what viewers should do when goals are not met [1)].

The quality of the information included in YouTube videos regarding pudendal neuralgia treatment was considered generally poor. Healthcare providers must recognize the potential influence of this platform on patients' understanding of pudendal neuralgia treatment. There is a need for additional research and randomized studies regarding YouTube content about this condition [2)]

Patients and their families will generally encounter low-quality educational content on YouTube when searching for information about spina bifida. Since videos on spina bifida are insufficient, they recommend that universities, hospitals, and academic societies publish reliable video education content to support and optimize patient education, in line with approved tools such as DISCERN [3)].

Textbooks and Youtube videos were the main sources of neuroanatomy and neurosurgery knowledge for more than half of the respondents in selected African medical students [4)].

Studies that evaluate YouTube videos on hydrocephalus often exclude non-English-language videos, even though hydrocephalus is more prevalent in low- and middle-income countries where English may not be widely understood. There is a gap between the information needs of Filipino caregivers and the content of YouTube videos on hydrocephalus. Neurosurgeons can serve as creators, resource persons,

or curators of content, ensuring that up-to-date, accurate, and credible health information on hydrocephalus is available to caregivers in their preferred language [5].

YouTube is a useful source of gathering information about treatment choices for patients and their families as the quality of YouTube videos is fair. The audience engagement suggestions in a paper of Szmuda et al. may help content creators improve the appeal of YouTube videos [6].

Brainbook is a multi-platform, social media-based resource that was created specifically to enhance public engagement in neurosurgery.

Results from one of its case discussions was reported in collaboration with the NIHR Global Health Research Group on Neurotrauma and presented over 3 days (23-25 February 2018). YouTube videos were created depicting the management of an acute subdural hematoma using patient interviews, medical illustration, consultant-led discussion and operative footage. Content was shared across all Brainbook social media platforms and analytics were gathered through social media applications.

Over a 72-hour time period, and across multiple social media accounts, 101,418 impressions were achieved (defined as penetrance onto individual media feeds and total views of the content), with active discussion on social media.

Neurosurgical content published across multiple social media outlets represents an encouraging and exciting potential for global engagement across multiple audiences. Social media can be an effective method of not only disseminating neurosurgical knowledge, but activating and engaging the public, allied healthcare professionals, medical students and neurosurgeons [7].

1)
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