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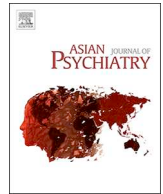
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Short communication

Utilizing YouTube as platform for psychiatric emergency patient outreach in Chinese Americans

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ABSTRACT

Objective: Chinese Americans significantly underutilize mental health resources, which leads to delayed diagnosis, suboptimal management, and can be contributing to the large number of psychiatric emergencies seen in the ED. The goal of this study is to understand the role of using YouTube as a platform for psychiatric emergency outreach among Chinese Americans.

Methods: We posted three videos about psychiatric emergencies in Cantonese on YouTube. We collected viewing data during a five-year period. The recorded parameters include watch time, number of views, average view duration, traffic source, search terms, and watch device type.

Results: The videos generated 40,608 min of watch time and 5976 views, with an average view duration of 6.80 min. The top three traffic sources are YouTube suggested videos, direct YouTube search, and browse features. The three most used viewing devices are mobile phones (25,068 min of watch time, 3491 views, and 7.18 min of average view duration), computer/TV (9222 min of watch time, 1717 views, and 5.37 min of average view duration), and tablets (6318 min of watch time, 768 views, and 8.23 min of average view duration).

Conclusion: Majority of the viewers used mobile phones, and mobile phones and tablets had significantly longer average view durations as compared to computer/TV. YouTube and wireless devices may have potential as internet based psychiatric emergency outreach platform. This study calls for further research to explore the effectiveness of using social media and wireless devices for psychiatric emergency education prior to ED arrival, particularly in minority populations with cultural barriers to health care.

1. Introduction

Approximately 4.3 million psychiatric-related emergency department (ED) visits occurred in the US in 2000, and these visits accounted for 5.4 % of all ED visits, and substance abuse, neuroses, and psychoses were the most common conditions. (Hazlett et al., 2004) Studies show that decline in mental health resources have burdened EDs with increasing numbers of patients with mental health issues. (Sharfstein and Dickerson, 2009) Management of acutely agitated patients in the ED remains a critical issue. (Lukens et al., 2006) In particular, Chinese Americans significantly underutilize mental health resources, which leads to delayed diagnosis, suboptimal management, (Woo, 2013) and can be contributing to the number of psychiatric emergencies seen in the ED.

One major barrier that is preventing the early diagnosis of mental illness among Chinese Americans is the lack of mental health knowledge. (Diamond and Woo, 2013) Mental health conditions have severely negative stigma in the Chinese communities. In fact, studies have shown that Chinese families tend to perceive schizophrenic patients as threats for their safety and would feel ashamed if they have family members with schizophrenia (Furnham and Chan, 2004). Internet based psychiatric emergency outreach can potentially be a transformative tool that can deliver psychiatric emergency education to the Chinese speaking community in the US.

It is estimated that 61 % of adults in the US searched online for health-related information in 2010, and 39 % of them did so via social media. (Craig and Strivens, 2016) Among social media platforms, YouTube is one of the most popular, attracting over one billion unique

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users with over 6 billion hours of viewing time every month (Kwok et al., 2017). YouTube can be utilized to provide valuable information to ethnic communities that have been harder to reach via traditional methods (Moorhead et al., 2013). Through this study, we explored utilizing YouTube for psychiatric emergency outreach among Chinese Americans.

2. Methods

A board-certified psychiatrist posted three approximately 45-minute videos about psychiatric emergencies in Cantonese on YouTube in 2014. The sample of this study includes viewing data from these three videos during a five-year period, between 4/1/2014 and 3/31/2019. The recorded parameters include total watch time, number of views, average view duration, traffic source, search terms, watch device type, and watch device operating system. Institutional Review Board approval was not required for this study.

3. Results

The three videos generated a total watch time of 40,608 min and 5976 views, with an average view duration of 6.80 min. The three top traffic sources are YouTube suggested videos, direct YouTube search, and browse features. Suggested videos generated a total watch time of 23700 min and 3103 views, with an average view duration of 7.64 min. YouTube search generated a total watch time of 3386 min and 1277 views, with an average watch duration of 2.65 min. Views from browse features generated a total watch time of 6750 min and 821 views, with an average view duration of 8.22 min. When viewers directly searched through YouTube, the three most commonly searched terms (translated from Chinese) are “psychiatry,” “emergency,” and “psychiatric ward,” with 135, 75, and 23 searches respectively. The three most commonly used viewing device types are mobile phones, computer/TV, and tablets. On mobile phone, there is 25,068 min of watch time, 3491 views, and an average view duration of 7.18 min. On computers/TV, there is a watch time of 9222 min, 1717 views, and an average view duration of 5.37 min. On tablets, there is a total watch time of 6318 min, 768 views, and an average view duration of 8.23 min. The three most commonly used operating system are Android, iOS, and Windows. Android had a total watch time of 22,080 min, 3083 views, and an average view duration of 7.16 min. iOS had a watch time of 9300 min, 1163 views, and an average view duration of 8.00 min. Windows generated a total watch time of 8226 min, 1566 views, and an average view duration of 5.25 min (Table 1).

Table 1
Watch time, views, and average view duration of three YouTube videos from 4/1/2014 to 3/31/2019.

	Watch Time (minutes)	Views	Average View Duration
Traffic Source			
Suggested Videos	23,700	3103	7.64
YouTube Search	3384	1277	2.65
Browse Features	6750	821	8.22
Device Type			
Mobile phones	25,068	3491	7.18
Computer/TV	9222	1717	5.37
Tablets	6318	768	8.23
Operating System			
Android	22,080	3083	7.16
iOS	9300	1163	8.00
Windows	8226	1566	5.25
Overall	40,608	5976	6.80

4. Discussion

Our data showed that the majority of the views came through YouTube suggested videos, which YouTube generates based on the viewers' previous search contents. This implies that the viewers are actively seeking medical information online through social media. Additionally, majority of our viewers used mobile phones, and mobile phones and tablets had significantly longer average view durations as compared to computer/TV. This shows that coupling YouTube and wireless devices may have huge potential as internet based psychiatric emergency outreach platform.

Our study assumes that the viewers are Chinese speaking individuals residing in the US based on the fact that they were viewing from within the United States, and most viewers must be fluent in Chinese to hold an average view duration of 6.80 min. The study was limited by the fact that we did not record the participants knowledge on psychiatric emergencies before and after the videos.

Nonetheless, this study calls for further research to explore the effectiveness of using social media and wireless devices for psychiatric emergency education prior to ED arrival, particularly in minority populations with cultural barriers to health care. This platform can be designed to teach the causes and early symptoms of psychiatric emergencies, thus encouraging viewers to seek timely care. This may help to reduce the amount of time psychiatric conditions remain untreated, reduce the ED burden, decrease the number of emergency related negative outcomes, as well as help to reduce the stigma of mental illness in ethnic minority communities. YouTube and other social media are readily accessible and cost effective, and digital data is growing exponentially in the current era of technology. They have huge potential in helping healthcare providers delivering quality health information to patients. Therefore, understanding their roles in psychiatric emergency patient outreach is necessary.

Declaration of Competing Interest

The authors declare that there are no conflicts of interest.

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JG contributed to analysis and interpretation of the data and drafted the manuscript. KC contributed to study design and revision of the manuscript. BW contributed to study concept and design and acquisition of the data.

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