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Improving dementia literacy among Chinese Australians using YouTube

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To the Editor

As the elderly population in Australia increases, the number of Chinese-speaking Australians diagnosed with dementia is likewise projected to grow. Previous research has shown that mental health education via YouTube could be an outreach tool for Chinese-speaking individuals residing in English-speaking countries (Lam et al., 2017). There is, however, little knowledge about the performance of social media in educating Chinese-speaking Australians about dementia. Here, we present results obtained from YouTube Analytics on two YouTube education videos related to dementia and their roles in delivering psychoeducation to Australian individuals fluent in Chinese.

The two 25-minute YouTube videos were conducted entirely in Cantonese. The first video covers general dementia knowledge (https://youtu.be/J8TMjPRWS_c), and the second video focuses on dementia diagnosis and prevention (<https://youtu.be/7gT49EwWx5Q>). The sample of this study included viewers who have watched the videos during the first 3-year period and was limited to only traffic sources from Australia. Parameters such as watch time, average view duration (avd), number of views, age and gender of viewers, traffic sources and device types were recorded. Similar to other studies (Woo, 2017; Zheng and Woo, 2017), we decided to choose individuals entering the age group at risk for neurocognitive disorders that would benefit from dementia prevention strategies, that is, aged 45 years or above, as target age group for delivering dementia knowledge.

During the 3-year period, the two videos were viewed 307 times, resulting in 2736 watched minutes. Among the 307 viewers, 13% (41) were between 45 and 54 years old, 29% (88) were between 55 and 64 years old and 26% (80) were 65 years old or older. There were 123 (40.1%) male and 184 (59.9%) female viewers. Suggested videos by YouTube ($n=153$) accounted for 49.8% of traffic source. A total of 68.1% ($n=209$) and 31.9% ($n=98$) used tablets/mobile phones and computers to view the contents, respectively.

The targeted age group made up 60.9% ($n=56$) and 71.2% ($n=153$) of the total views for the dementia knowledge video and the dementia diagnosis/prevention video, respectively. The avd for both videos was 8.9 minutes. For the dementia diagnosis/prevention video, targeted age group viewers had an avd of 9.3 minutes, which is 4.5% longer than the overall avd.

These findings suggest that YouTube videos were able to reach out to our targeted age group of Chinese-speaking Australians. The majority of viewers accessed the videos through mobile devices. The potential of YouTube in educating Chinese-speaking Australians is indeed promising.

Declaration of Conflicting Interests

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