

Original Article

Evaluation of the Quality of YouTube Videos on the Treatment of Epistaxis

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ABSTRACT

Objective: This study aimed to evaluate the quality of recommendations related to the conservative management of epistaxis (nosebleeds) presented in videos shared on YouTube.

Video-sharing platforms are increasingly utilized to disseminate health education messages. A significant portion of the public now relies on digital platforms like YouTube for health-related information. However, the reliability and educational quality of such content remain uncertain, particularly for first-aid topics like epistaxis.

Materials and Methods: In February 2025, YouTube was searched using the keywords “epistaxis,” “how to stop a nosebleed,” and “first aid for nosebleeds.” Videos were included based on predefined criteria and analyzed for content quality, source of upload, duration, number of views, and visual presentation. Two emergency medicine specialists independently scored the videos on a scale from 0 to 8. Statistical analysis was conducted using SPSS 25.0, with a significance level set at $p < 0.05$.

Results: Out of 320 videos screened, 110 met the inclusion criteria. Among them, 38 (34.5%) were uploaded by healthcare professionals, 19 (17.3%) by public institutions, and 53 (48.2%) by individual users. The mean score was 3.1 ± 1.4 . Only 20 videos (18.2%) received a score of 5 or higher and were considered reliable. A statistically significant correlation was found between the video score and the source of upload ($p < 0.05$).

Conclusion: The findings highlight that the majority of YouTube videos on epistaxis management are suboptimal in educational quality. Videos created by healthcare professionals and official organizations tend to be more accurate and reliable. These results underscore the importance of guiding the public toward trustworthy content and encouraging professionals to contribute high-quality educational material to digital platforms.

Keywords: Epistaxis, patient education, YouTube



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INTRODUCTION

Epistaxis is a widespread condition, affecting approximately 60% of people at least once during their lifetime. It is one of the frequent reasons for emergency department visits. These nosebleeds are mostly anterior in origin and can often be stopped with simple

maneuvers ^[1]. Public knowledge of proper first aid for epistaxis is critically important, as the condition is typically self-limiting, with under 10% of cases necessitating medical treatment when managed promptly and appropriately ^[2].

At present, conservative epistaxis management lacks standardized guidelines. The National

Institute for Health and Care Excellence (NICE) bases its first aid suggestions on expert opinion and literature reviews^[3,4]. YouTube is among the most commonly used platforms for individuals seeking health-related information. However, the scientific accuracy of its content is not regulated. This study is designed to assess the informational quality and accuracy of YouTube content related to the treatment of nosebleeds, which may be viewed by patients and caregivers.

MATERIALS AND METHODS

In February 2025, 320 videos were identified on YouTube using the search terms “epistaxis,” “how to stop a nosebleed,” and “first aid for nosebleeds.”

Exclusion Criteria

- Videos with entertainment, humor, or commercial content
- Non-medical content
- News clips without educational intent
- Duplicate uploads
- Non-english videos

Evaluation Parameters

- Uploader type: healthcare professional, public institution, individual user
- Video duration
- Visual presentation (real person, mannequin, animation)
- Number of views
- Content components: proper positioning, nasal pressure, head position, warnings against incorrect practices, etc.

Videos were independently scored on a scale of 0 to 8 by two emergency medicine specialists. In case of discrepancy, a third expert’s opinion was sought.

Statistical Analysis

Data were analyzed using SPSS 25.0 for Windows (SPSS Inc., Chicago, IL, USA). The normality of quantitative data was tested with the Kolmogorov–Smirnov test. Parametric tests (independent-sample t-test and post hoc Tukey’s test) were used for normally distributed data, and non-parametric tests (Mann–Whitney U test and Kruskal–Wallis test) for non-normally distributed data. Continuous variables are expressed as mean±standard deviation or as medians and ranges, where appropriate. All tests were two-tailed, and p<0.05 was considered statistically significant.

RESULTS

Out of 320 total videos, 110 met the inclusion criteria. The average video duration was 3.6±1.9 minutes, and the mean view count was 12,750±3,400.

- 38 videos (34.5%) were uploaded by healthcare professionals
- 19 videos (17.3%) by public institutions
- 53 videos (48.2%) by individual users

The average video score was 3.1±1.4. Only 20 videos (18.2%) scored 5 or higher above and were deemed reliable. Most of the highest-scoring videos were uploaded by public institutions and healthcare professionals.

There was no statistically significant correlation between the number of views and video score (p=0.436). However, a significant difference in scores was found based on the type of uploader (p<0.05).

The evaluation was based on the following criteria, with 1 point awarded for each correct recommendation (Table 1).

DISCUSSION

YouTube hosts a vast collection of videos on the conservative management of epistaxis that are easily accessible to patients and caregivers. Our study suggests that surrogate markers such as view counts, likes, and comments are not indicators of a video’s informational quality. Additionally, we found no significant correlation between a video’s ranking in search results and its quality, indicating that high-ranking videos may not necessarily provide accurate or relevant information^[5].

It is well known that when searching online for health information, patients tend to focus only on the first few search results^[6].

Table 1. Evaluation Criteria
1. Lean forward
2. Apply pressure to the correct part of the nose
3. Maintain pressure for an appropriate duration (in minutes)
4. Use an ice pack or cold compress
5. Avoid swallowing blood/spit it out
6. Breathe through the mouth
7. Seek medical help if bleeding persists
8. Provide aftercare advice

As such, if YouTube videos are ranked by entertainment value rather than factual accuracy, patients seeking serious and reliable information may be misled by inaccurate yet highly ranked content. This is also concerning for professionals and institutions aiming to publish high-quality educational resources—such videos may remain buried in the rankings and fail to reach their intended audience.

Research on assessing the quality of medical content shared on video-hosting platforms remains limited^[5,6].

Gabarron et al. discussed multiple strategies for judging video quality, which include assessments by experts, measures of popularity, and heuristic criteria^[7].

Devakumar et al., in a 2023 study, suggested that the quality of YouTube videos has improved over time^[8].

There is considerable variation in the quality of YouTube content related to epistaxis management. While a few videos are useful, many lack both educational depth and professional production, and some even share misleading or unsafe recommendations. YouTube should not be relied upon as a trustworthy source for epistaxis treatment.

CONCLUSION

Epistaxis can often be controlled with simple maneuvers. Our study indicates that high-quality videos uploaded by official institutions and healthcare professionals can help disseminate accurate information on managing epistaxis.

DECLARATIONS

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