

The visibility and coverage of Primary Health Care videos posted by the nucleus of telehealth and telemedicine, Federal University of Rio Grande do Sul on Youtube between 2012 and 2014

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INTRODUCTION: The changes occurred on the Internet, in mid 2000s, brought a new generation of sites and services online. This new generation, called Web 2.0, amplified the access of data online by users, making a greater interaction possible, as well as sharing and exchanging of contents. Different from traditional media, the Internet, inside the context of Web 2.0, allows the user to select the desired content and participate actively in the network. The participation happens, for example, through the creation of online profiles on relationships sites, blogs, flogs and vlogs, in which the user selects, shares and inserts content of interest.

Public institutions were also benefited from Web 2.0. Today, they can create their own profiles and pages on social media sites like Youtube®. The access to the target audience became easier and less expensive, as these profiles don't demand high investments. Therefore, the competition for audience from the public became greater. In Brazil, health institutions have been standing out in the use of online media to promote institutional actions and information. The use of Youtube® has also expanded into the distance education field as well as the promotion of health care campaigns, as in the case of *TelessaúdeRS*.

METHODS: The work is a quantitative research using a webometric approach, which is the science that studies the quantitative aspects on the World Wide Web based on infometric and bibliometric approaches. Historically, it focuses on hypertext links, number of pages online or registered on search mechanisms, the search of specific terms and the patterns of Web use. The research was carried out on the Youtube® site, a tool based on streaming technology that allows the visualization of videos via web, with the virtual address of www.youtube.com.br.

The extraction of data, done on the *TelessaúdeRS* ("TelehealthRS") channel on Youtube®, which aims for health education of Primary Health Care, took into account: most accessed topics, topics by professional categories and average length of each video. Firstly, all videos by *TelessaúdeRS* ("TelehealthRS") posted on Youtube® from January 2012 to December 2014 were listed on an Excel® table. Afterwards, only the videos that obeyed the following criteria were selected: a) over 300 views; b) themes related to Primary Health Care and c) length equal or superior to 4 minutes.

The research was done on 14/05/2015. To identify the target audience, the Brazilian Classification of Occupations (CBO) was used as reference, available on the link <http://www.mtecbo.gov.br/cbosite/pages/home.jsf>. For the selection of the themes of these videos, Descriptors in Health Sciences (DeCS) were used, from the Regional Medicine Library (BIREME), available on <http://decs.bvs.br/>.

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RESULTS: The search on the Youtube® channel totaled 137 videos. After the application of the criteria for selection, 45 videos remained, registering 90.278 views from 2012 to December 2014. Among these 45 videos, ten of them concentrate 56.837 views (59%). The total of views from the 35 videos remaining, correspond to 41%. The total time of exhibition of the 45 videos selected was of 244 minutes in length. The ten that reached most views summarized 64 minutes (26.22%) and the rest (73.78%). The result seems to indicate that the videos with shorter length have larger number of views.

The analysis of the number of views of the 45 videos, as well as the target audience shows that: the professionals that mostly access this material, according to CBO professions were: physicians (26.66%), nurses (20%), nursing technicians and assistants (10%), dental surgeons (10%) and community health workers (5%). Other professionals of Primary Health Care, nutritionists, physiotherapists and dental health workers, totaled 28.34% of views.

The topics with greatest number of views were: Unified Health System (SUS) (13%), Penetrating Injuries (13%), Pre-natal Care (7.3%), Primary Health Care (5.6%), Community Health Workers (4.2%) and Tuberculosis (4.1%), remaining topics reached 52.8%.

The coverage of these videos were throughout most part of Brazil (98%), but there where views from others countries, such as: Portugal (0.5%), Bolivia (0.1%), USA (0.1%), Mexico (0.1%), Peru (0.1%) and Angola (0.1%), others totalized 1%.

CONCLUSIONS: The results of the research showed that Youtube®, the tool chosen by *TelessaúdeRS* (“TelehealthRS”) to promote distance education, continuous education and also to propagate health campaigns, is a good channel of communication for health care. As in target audience, it was observed a good acceptance of the videos, especially by nurses and physicians. The results of this research, which can be used for the improvement of actions of the communication and tele-education teams from *TelessaúdeRS* (“TelehealthRS”), indicate that the actions of the streaming technology can be monitored by the institutions who publish them. ■