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Youtube as a Source of Information on Composite Veneer

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Objectives The aim of present study was to evaluate the accuracy and quality of YouTube videos related to composite veneers.

Methods In the current study, the initial 100 videos were obtained by searching for the keyword 'composite veneers' on YouTube. Videos were evaluated in terms of video demographic properties such as number of views, number of likes and dislikes, days since upload, number of comments and video length. Moreover, video power index and interaction index were calculated according to video demographic properties. Video contents were evaluated in 2 different categories such as educational purposes and learning techniques, and video sources were investigated in 4 different categories that are dental company, specialist, YouTube channel and dental clinic. While, Journal of American Medical Association Benchmark Criteria (JAMA) was employed to determine the accuracy of the videos, the Global Quality Score (GQS) with a 5-point scale was used to assess the quality of the videos. The analysis was conducted using the Kruskal-Wallis and Tamhane-T2 tests, while the Spearman correlation test was used for correlation analysis.

Results When evaluated in terms of source, there was a significant difference between the GQS value ($p=0.039$). In terms of content, there was a significant difference between the number of likes, dislikes, and comments (respectively, $p=0.038$; $p=0.023$; $p=0.038$). When evaluating due to the GQS values, a significant difference was found between JAMA ($p=0.003$), while the interpreting JAMA values, a significant difference was found between GQS ($p=0.001$). There was a strong positive correlation between JAMA and GQS scores.

Conclusions The overall accuracy of the videos is high level and the quality of the majority of the videos is high content. The role of professionals is critical in providing accurate and high-quality information about composite veneers to patients and dental students.