Content analysis of cardiovascular issues related video content created by YouTube content creators in Kannada language

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Abstract

This paper provides analysis of cardiovascular issues related content of YouTube channels creating health content in Kannada language. Content analysis methodology was implemented for the analysis. 200 video clips and published on YouTube by Kannada YouTube content creators were identified by using appropriate keyword search method and analyzed using content analysis research method and the message sensation value is measures. The researcher found that the YouTube content related to the cardiovascular issues are low in message sensation value. Findings provide insights for educators and researchers into content creation related to YouTube.

Keywords: Content analysis, Message sensation value, Graphics, Animation, Computer generated imagery, Visual effects.

Introduction

Information and Communication Technology (ICT) systems offers new capabilities for the delivery of information. Content creators always look for better ways of providing flexible content delivery systems that will meet the ever-increasing demands of a complex and diverse audience group. However, the advancement of ICT has eased the burden on the content creators needed for creating and disseminating

information. The employment of computers in mass communication is seen as the ultimate way to create and promote the quality of health information.

YouTube has become the world's most popular video site for both content creators and viewers. YouTube provides an equal opportunity to everybody on the earth to create any content within the limitations of community guidelines and share publically. Apart from providing platform to share content YouTube also offers sponsorship for the potential content creator in an effort to gives content creators a financial strength. The online platform also enables users to freely download and share videos which meets the common interests of the viewers. Having started in 2005, YouTube has developed into a dominant online video-sharing destination. The billions and billions of video clips uploaded on YouTube represent a broad spectrum of user interests including those of educators, scholars and researchers. Academic presence on YouTube is also growing as colleges and universities stepping into the platform with their own channels through which they share lectures and campus events for the benefit of students and public. Hence YouTube has become a topic of discussion and inquiry within the scholarly literature as educators and researchers grapple with questions about the possibilities and problems associated with online video platform.

Content analysis has been a scholarly methodology widely used in the social sciences for analyzing and understanding the underlying thoughts and ideas encapsulated in the content of communication.

Research objectives

Objectives

The present research has an objective to measure the message sensation value of content published on YouTube in Kannada language related to human Cardiovascular issues.

Review of literature

Proposing uses and gratification, Katz, Blumler, and Gurevitch (1974) hypothesized that audience members are conscious when selecting media, are able to identify their reasons for choosing media, and motives for media use are shaped by audiences' particular social and psychological characteristics. Five major motivations for media uses were proposed out of the social and psychological functions of the mass media: cognitive needs, affective needs, personal integrative needs, social integrative needs, and tension release needs (Katz, Gurevitch, & Haas, 1973).

The Internet not only blurred the boundaries between mass media and interpersonal communication, but it also combined characteristics of both media (Morris & Ogan, 1996). The user-generated video site is a medium where users can receive both mass media messages and send interpersonal messages. Therefore, motivations for using video-sharing websites should include motivations of both the traditional mass media and interpersonal communication media.

Prior Internet research has identified both traditional media-related motives, such as for entertainment (Ebersole, 2000; Wolfradt & Doll, 2001), information (Kaye, 1998; Papacharissi & Rubin, 2000), passing time, or distraction from boredom (Ebersole, 2000).

Cheng et al. (2007) looks at YouTube.com and the characteristics of its videos. The authors understand that YouTube has millions of videos and try to point out the problems that it's causing like network traffic cost per bandwidth. This paper also looks at small world properties YouTube creates of its users and videos.

Lerman (2007) studied Digg, a social networking site, to see the role of social networks in filtering and found that users digg stories their friends submit. Also, users do use friends interface to find new interesting stories. Similarly, Lerman (2007) also found that users on Flickr tend to view images produced by good photographers, the views and favorites they receive correlate most strongly with the number of reverse contacts the photographer has. These findings showed that most of people may read similar stories or view images took by certain "good photographers" through social browsing or collaborative filtering. Hence, it may imply that people may share some common interests with others. Our study use slightly different approaches to examine the question. We would like to know when users subscribe to a video if it is more likely to be coincidental or they do share common interests.

Davis (2005) wrote that politics on the Internet "came a long way" in 2004 from its previous participation in campaigns (p. 241). In contrast to McKeown and Plowman, Davis argued the first significant use of the Internet as a political tool occurred in 2000, though it proved disappointing because of the public's lofty expectations (p. 241). He stated that its utility would only increase in 2008, though he was reluctant to predict how much (p. 244). Benoit and Hansen (2004) also agreed that the Internet is becoming an increasingly more important source of political information: "Cable television and the Internet have dramatically changed the information available to voters" (p. 164). They concluded that the emergence of new technologies, e.g., the Internet and cable television, has shifted the source of political information for voters (p. 171).

Park and Choi (2002) wrote that the Internet is an "effective political campaign tool" because it allows for the candidates to target specific audiences (pp. 36-37). Focus groups may prove to be a valuable way to test the influence of the Internet on the political views of individuals; Park and Choi did so, testing the Media Richness Theory with focus groups. Ultimately, the factors most common in the results were interactivity and personalization (pp. 39-40). Interestingly, the findings confirmed some of those of Lazersfeld, et al., from 60 years before; the web sites for the candidates seemed to reinforce preconceived notions of those candidates rather than change them (p. 41).

Methodology

Content analysis research methodology is adopted to analyze the content. Video content related to cardiovascular issues published on YouTube in Kannada language were identified using appropriate keyword search technique. Various visual elements incorporated in the content were identified and tabulated. The tabulated data is processed using SPSS computer software.

Definitions of technical terms:

Graphics

Graphics are visual images or designs on some surface, such as a wall, canvas, screen, paper, or stone, to inform, illustrate, or entertain. In contemporary usage, it includes a pictorial representation of data, as in design and manufacture, in typesetting and the graphic arts, and in educational and recreational software. Images that are generated by a computer are called computer graphics.

Animation

Animation is a method in which images are manipulated to appear as moving to create an illusion of motion. In traditional animation, images are drawn or painted by hand on transparent celluloid sheets to be photographed and exhibited on film. Today, most animations are made with computer-generated imagery (CGI). Computer animation can be very detailed 3D animation, while 2D computer animation (which may have the look of traditional animation) can be used for stylistic reasons, low bandwidth, or faster real-time renderings.

Computer-generated imagery

Computer-generated imagery most popularly called as CGI is a term that describes digitally-created images to represent real or imaginary object of scene. CGI is a subcategory of visual effects (VFX), imagery filmmakers create or manipulate that does not exist in the physical environment being captured on film or video. CGI is instrumental in the making of movies and television shows and serves as the primary method for creating 3D-computer graphics for video games.

VFX

Visual effects sometimes abbreviated VFX is the process by which imagery is created or manipulated outside the context of a live-action shot in filmmaking and video production. The integration of live action footage and other live action footage or CGI elements to create realistic imagery is called VFX. VFX involves the integration of live-action footage (which may include in-camera special effects) and generated-imagery (digital or optics, animals or creatures) which look realistic, but would be dangerous, expensive, impractical, time-consuming or impossible to capture on film. Visual effects using computer-generated imagery (CGI) have more recently become accessible to the independent filmmaker with the introduction of affordable and relatively easy-to-use animation and compositing software.

Presentation of data:

Table-1 Duration of the video content

Duration (in minutes)	Frequency	percentage
1-5	152	76
6-10	26	13
More than 10 min	22	11
Total	200	100

The information regarding the average duration of the video content related to human Cardiovascular issues published on YouTube in Kannada language in presented in the table-1. It can be observed that majority of the video content related to human Cardiovascular issues published on YouTube in Kannada language are of the duration 1 to 5 minutes.

Table-2 Content Elements

Number of elements	Graphics		Animation	Computer generated imagery	Visual effects
Less than 9	F	162	63	0	0
	%	81	31.5	0	0
10-19	F	21	5	0	0
	%	10.5	2.5	0	0
20-29	F	13	3	0	0
	%	6.5	1.5	0	0
30-39	F	4	0	0	0
	%	2	0	0	0
40 and above	F	0	0	0	0
	%	0	0	0	0
nil	F	0	129	200	200
	%	0	64.5	100	100
total	F	200	200	200	200
	%	100	100	100	100

The information regarding the various visual elements incorporated in the video content related to human Cardiovascular issues published on YouTube in Kannada language in presented in the table-2. It can be observed that majority of the video content related to human Cardiovascular issues published on YouTube in Kannada language consists less than 9 graphic elements . 81 % of video contents contain less than 9 graphics elements. The same can be observed in the case of animation elements also. Majority of the video content (31.5%) contain less than 9 animation elements. The percent of video content which has more than 10 animations and graphic content are negligible. No video content has computer generated imagery and Visual effects element. The data indicates that the YouTube content related to human cardiovascular issues published in Kannada language are low in Message sensation value.

Conclusion

The present study analyzed 200 video content published on YouTube in Kannada language related to cardiovascular issues to measure the message sensation value of the visual content. The researcher found that the message sensation value of the visual content is low. Message sensation value being a determinant factor in the successful delivery of intended message is neglected by Kannada language YouTube content creators.

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