

Chapter 4

THE ROLE OF YOUTUBE™ IN CLINICAL DENTISTRY

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An Overview of YouTube™

YouTube™ is an online video-sharing website founded in 2005. YouTube™ is visited by more than 2 billion users who have logged into their accounts every month. Also, over one billion hours of video are watched every day, and videos are viewed billions of times. In other words, the number of users of YouTube™ is almost one-third that of the Internet. At this rate, 82% of internet users will be on YouTube™ in 2022. Mobile devices account for more than 70% of YouTube™ viewing time. YouTube™ has offered local versions of the product in more than 100 countries. YouTube™ can be used in a total of 80 different languages. YouTube™ is used as social media when videos are shared, and comments and other forms of interaction occur on the site. As such, YouTube™ can be used for teachings, such as a video with both audio and visual elements, and social media [1]. These figures have led YouTube™ to become a gold mine for all video industries, especially digital marketers. With the rapid growth of YouTube's audience and followers, a new section devoted to "education" has opened, which has ensured that "YouTube™" is a highly practical teaching tool, with over half the YouTube™ views coming from mobile devices that are not limited to location or time, as opposed to books, lectures, and tutorials. YouTube™ has been applied to pre-school teaching up to the graduate level and beyond. Data on YouTube™

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academic institutes, and health professionals, misleading and less useful videos are regularly uploaded by individual users. Because YouTubers are more attracted to people, they upload videos with poor information quality rather than educational videos. YouTube™ videos about dentistry are not ranked by the quality of the information they contain, and handy videos are ranked late on the view list. Therefore, patients who search for YouTube™ for information about dentistry may have difficulties finding useful videos and determining which videos are reliable and worth watching. Healthcare professionals, academic institutions, and professional organizations should be responsible for improving YouTube's dentistry-related content by uploading useful and preferably peer-reviewed videos and directing patients to reliable sources of information.

Patients in need of dental treatment will inevitably increase the frequency of using YouTube™ as a source of information. Dentists must adapt to the rapidly changing technology and consider strategies for dealing with the variable quality of information posted on YouTube™.

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