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ARAŞTIRMA MAKALESİ / RESEARCH ARTICLE

AN INFORMATION SOURCE FOR PREGNANCY METHODS: YOUTUBE ANALYSIS WITH DISCERN

HAMİLELİK YÖNTEMLERİ İÇİN BİR BİLGİ KAYNAĞI: DISCERN İLE YOUTUBE ANALİZİ

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ABSTRACT

YouTube is the most widely used video platform worldwide. The platform is also an easy-to-access resource for women in search of information on methods of getting pregnant. The reliability of the videos on YouTube is an important issue in terms of public health. The study aims to measure the quality, popularity, and reliability of the videos encountered by individuals seeking information about the methods of pregnant on the YouTube. A search is made on YouTube with the keyword "for pregnancy". 44 videos by various filtering methods are included in the study. The quality and reliability of the videos are evaluated with the DISCERN scale. The VPI value is calculated to determine popularity of the videos. As a result of the study, it is determined that most of the video-uploaders (66%) are non-experts. The reliability of the videos uploaded by experts is higher. But the popularity of videos uploaded mostly by non-experts is higher. Consequently, the qualification of people that upload the videos is unimportant for individuals. Access to accurate and reliable information on special issues such as pregnancy is important. It is recommended to examine the expertise of those people who upload videos to these platforms, and to audit videos with low information reliability.

Keywords: DISCERN, Pregnancy Methods, YouTube, VPI.

JEL Classification Codes: I12, J13, L86, L82.

ÖZ

YouTube dünya genelinde en yaygın kullanılan video platformudur. Bu platform, anne olmak isteyen kadınların hamile kalma yöntemleri ile ilgili bilgi arayışında da kolay erişilen bir kaynaktır. Bununla birlikte bu platformda yer alan videolardaki bilgilerin güvenilirliği toplum sağlığı açısından önemli bir konu olarak görülmektedir. Bu çalışmanın amacı YouTube'ta hamile kalma yöntemlerine dair bilgi arayışında olan bireylerin karşılaştıkları videoların kalitesini, popülerliğini ve güvenirliği ölçmektir. Çalışma kapsamında "hamilelik için" anahtar kelimesi ile YouTube'da arama yapılmıştır. Çeşitli filtreleme yöntemleri ile 44 video çalışmaya dâhil edilmiştir. Videoların kalitesi ve güvenilirliği DISCERN ölçeği ile değerlendirilmiştir. Videoların popülerliğinin değerlendirilmesi için ise VPI değeri hesaplanmıştır. Çalışma sonucunda video yükleyicilerinin büyük bir kısmının (%66) uzman olmayan kişiler olduğu belirlenmiştir. Uzmanlar tarafından yüklenen videoların güvenilirliğinin daha yüksek olduğu tespit edilmiştir. Bununla birlikte çoğunlukla uzman olmayan kişilerin yüklediği videoların popülerliğinin daha yüksek olduğu saptanmıştır. Sonuç olarak bireyler için videoları yükleyen kişilerin niteliğinin önemsiz olduğu görülmüştür. Ancak hamilelik gibi özel konularda doğru ve güvenilir bilgiye erişim önemlidir. Bu kapsamda bu platformlara video yükleyenlerin uzmanlıklarının incelenmesi ve bilgi güvenilirliği düşük videoların denetlenmesi önerilmektedir.

Anahtar Kelimeler: DISCERN, Hamilelik Yöntemleri, YouTube, VPI.

JEL Sınıflandırma Kodları: I12, J13, L86, L82.

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GENİŞLETİLMİŞ ÖZET

Amaç ve Kapsam:

İnternetin günlük yaşamın ayrılmaz bir parçası haline gelmesi ile birlikte özellikle sağlık gibi pek çok alanda bilgi arayışında, internet kaynaklarının kullanımı artmıştır. Bir sağlık arayışı olarak da nitelendirilebilecek olan "hamile kalma" sürecine ilişkin bilgilerin internet platformlarında ne şekilde işlendiği ve bireylerin bu bilgilerden ne düzeyde yararlandığı araştırmanın konusunu oluşturmaktadır. Bu kapsamda araştırmanın gerçekleştirilebilmesi için kolay kullanım koşullarına, geniş ve zengin içeriğe sahip, birçok insanın videolar paylaştığı, izlediği ve bilgi alışverişinde bulunduğu, kullanıcılar ve içerik üreticilerinin etkileşim içerisinde olduğu sosyal bir video platformu olan "YouTube" seçilmiştir. Bireylerin YouTube üzerinde hamilelik yöntemlerine (hamile kalma sürecine) ilişkin karşılaştıkları videoların kalitesini, popülerliğini ve güvenirliğini ölçmek çalışmanın amacını oluşturmaktadır. Bu kapsamda YouTube'da hamile kalma süreci ile ilişkin yayınlanmış videoların içeriği, videoları yükleyenlerin uzmanlıkları ve kullanıcıların bu videoları izleme durumları incelenmiştir.

Yöntem:

YouTube platformunda "Hamilelik İçin" anahtar kelimesine karşılık videolar incelemeye alınmış, böylece hamile kalma yöntemlerine dair internete başvuran hastaların karşılaştıkları enformasyon niteliğindeki içeriklerin kalitesi ve güvenirliği tespit edilmeye çalışılmıştır. Araştırma kapsamında videoların yükleme tarihi ve türü bakımından kısıtlama yapılmamıştır. YouTube arama motoruna girilen anahtar kelimenin verebileceği farklı sonuçları engellemek adına arama 18.11.2022 tarihinde gerçekleştirilmiştir. Filtrelemede 4-20 dakika arasındaki videolar seçilmiş, sıralama ölçütü olarak da "görüntüleme sayısına göre" seçeneği işaretlenmiştir. Arama Türkçe dilinde yapılmış olup, arama sonucunda çıkan 55 video araştırma değerlendirmeye alınmıştır. Yapılan değerlendirme sonucunda 44 video, incelemeye uygun bulunmuştur. İncelemeye alınan 44 YouTube videosunun popülerliğini ve gücünü tespit etmeye yönelik olarak VPI (video güç indeksi) yöntemi kullanılmıştır. Videoların kalite değerlendirme yöntemi olarak ise Oxford Üniversitesi'nde Charnock ve arkadaşlarının geliştirmiş olduğu DISCERN (Quality Criteria for Consumer Health Information) ölçeği kullanılmıştır. Her bir video için DISCERN puanı ve VPI hesaplanmış, elde edilen verilen Statistical Package for the Social Sciences 22 (SPSS) programına girilmiştir. Veriler frekans analizi ve normallik dağılımı testine tabi tutulmuş, normallik katsayısını karşılamama gerekçesiyle nonparametrik testlerden Spearman korelasyon analizi ve Mann-Whitney U testleri kullanılmıştır.

Bulgular:

44 video üzerinde yapılan incelemede, video yükleyicilerin %34'ünün konuya dair uzmanlığının olduğu (kadın doğum uzmanı, diyetisyen, tüp bebek uzmanı), %66'sının ise uzmanlığının olmadığı (sıradan video yükleyicileri, farklı alanda çalışan kişiler) tespit edilmiştir. Videoların %11'i Hamilelik Belirtileri/Testleri, %34'ü (n=15) Hamilelik Süreci, %48'i (n=21) Hamile Kalma (Hamilelik) Yöntemi, %7'si (n=3) ise Hamilelik Mizahı ile ilgili içeriklere sahiptir. VPI ve DISCERN puanlarına bakıldığında uzman/uzman olmayan video yükleyicilerinin VPI değerlerinin en düşük 50, en yüksek ise 99,66 olduğu görülmüştür. DISCERN puanları incelediğinde (minimum 15, maksimum 75 olması beklenir) 44 YouTube videosunun minimum 15 puan aldığı, maksimum ise 57 puan aldığı görülmüştür. Tüm videoların ise ortalaması 24,25 puandır. Videoların bilgi güvenirliği açısından %61'i (n=27) çok zayıf, %21'i zayıf (n=9), %7'si orta (n=3), %11'i (n=5) ise iyi olarak sınıflanmıştır. Uzman ve uzman olmayan kişilerce "Hamilelik İçin" anahtar kelimesi ile yüklenen YouTube videoların aldığı puanlar arasında anlamlı bir fark olup olmadığını test etmek için nonparametrik testlerden olan Mann-Whitney U testi yapılmış, uzman kişilerce yüklenen videoların daha yüksek DISCERN puanı aldığı, bu videoların bilgi güvenirliğinin daha yüksek olduğu görülmüştür. Videoların almış olduğu DISCERN ve VPI ortalamaları arasında bir ilişki olup olmadığına bakılmış, fakat istatistiksel olarak bir ilişki bulunamamıştır.

Sonuç ve Tartışma:

Yapılan incelemeler sonucunda YouTube gibi insanların kolay bilgiye erişim sağlayabildiği ve aktif kullanılan sosyal medya platformunda yer alan videoların ve video içeriklerinin yeterince güvenilir olmayabileceği tespit edilmiştir. Çalışmada kapsama alınan 44 videonun %66'sının uzman olmayan kişilerce yüklenmiş olması ve %61'nin içerik olarak düşük güvenirliğe sahip olması önemli ve dikkat edilmesi gereken bir veridir. Videoların ağırlıklı olarak çok zayıf bilgi güvenirliği içermesi bilgi arayan kullanıcıların doğruluğu, güvenirliği sorgulanacak nitelikte enformasyona maruz kaldığını göstermektedir. Özellikle hamileliğin hassas ve özellikli konulardan biri olduğu düşünüldüğünde, bu noktada enformasyon kaynağı olarak "uzman olmayan kişilerin" rehber niteliği taşıması tartışılması gereken bir konudur. Videoların popülerliğini ölçen VPI'nin ortalamasına bakıldığında ise ortalamanın 91,39 olduğu görülmektedir. Bu sonuca göre ise çoğunluğu uzman olmayan kişilerin yüklediği videoların popülerliğinin yüksek olduğu anlaşılmaktadır. Bu tür içerik arayışlarının ise en çok Şanlıurfa, Diyarbakır ve Gaziantep illerinde gerçekleşmiş olması, bölgesel olarak doğum ve doğuma ilişkin bilgiye erişim davranışında kültürel faktörlerin etkili olabileceğini düşündürmektedir. Sonuç olarak bilgiye hızlı ve kolay erişim, bilgiyi derinleştirme isteği gibi çeşitli faktörler sağlık bilgi arayışında internet platformlarının kullanımı arttırabilmektedir. Fakat toplum tarafından aktif kullanılan internet platformlarındaki bilgilerin güvenilirliğinin düşük olması ciddi bir risk faktörü oluşturmaktadır. Bu durum bireyin ve toplumun sağlığı üzerinde olumsuz etkilerin meydana gelmesine sebep olabilir. Bu nedenle bu platformlardaki bilgilerin uzman kişiler tarafından hazırlanması ve içeriklerin denetlenmesi önemlidir.

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1. INTRODUCTION

Along with the implementation of Web 2.0, internet users have moved out of the get an information-only position. Users have come to a position where they can share, produce and discuss information. This has enabled individuals to be more actively involved in the process. Thus, individuals started to produce, share, and exchange information more. This situation has also led to the emergence of applications and sites where information exchange can be made actively over time (İç, 2007, p. 10). YouTube is one example of these applications and was founded in 2005. YouTube has become one of the most used video-sharing sites today with the change in the way the internet is used. It is easy to use, and its content is extensive and rich. Due to these features, YouTube is a popular site where many people share videos, watch and exchange information. Individuals use YouTube to increase their knowledge, spend their spare time, learn the popular agenda and communicate with other individuals by creating their own content (Arklan & Kartal, 2018, p. 934). Acting with the slogan of "Broadcast Yourself", YouTube allows individuals to prepare and present the content they want. This opportunity enables users to become a part of a large social network that can reach the whole world with their own content (Güllüdağ, 2013; Burgess & Green, 2009, p. 22).

As a matter of fact, the emergence of internet-based video platforms such as YouTube and the widespread use of smart devices have enabled ordinary people to act as television producers in front of millions of viewers (Baran & Davis, 2012, p. 6). YouTube, which is the most widely used platform on a global scale, has reached approximately 361 million active users as of the third quarter of 2021 in parallel with the increase in the number of video uploaders (Statista). According to the Global Digital Report (2022), an active YouTube user spent an average of 23.4 hours per month on the platform between April 1 and June 30, 2022. This time is equivalent to 1.5 days in an individual's waking time. Accordingly, a typical user spends 40% of his waking time online on YouTube (Miller & Pole, 2010, p. 1514). YouTube users can also get information from published videos and comments on any subject or situation they are curious about (Cheng et al., 2013, p. 1184). For this, they can enter keywords about the topics they are interested in, watch the videos they come across, comment, and click the like and dislike buttons.

Similarly, users can prepare content in many fields such as education, technology, music, design, and health, and present it to users and reach many parts of the world with their content. Many people can learn about topics that they want or are interested in by watching these videos (Cheng et al., 2013, p. 1184). In the post-Web 2.0 period, the number of users creating their own content on YouTube has increased. This has led to an increase in health-related content on this platform (Miller & Pole, 2010, p. 1514). As a matter of fact, health is an area where individuals are more reluctant to seek expert opinions in order to access the information they need in some cases. For this reason, YouTube appears as a frequently used platform for health-related issues. Patients or healthy individuals can access content prepared on topics they are curious about health free and easily by searching with related keywords. They can watch the videos they come across (Cheng et al., 2013, p. 1184). According to the results of the "Health Information National Trends Survey" published in 2018, it was determined that 35% of the patients participating in the study showed the behaviour of accessing information on YouTube (Longford & Loeb, 2019). It is seen that international health organizations such as the World Health Organization (WHO) also produce content on YouTube with the aim of informing society on health-related issues (WHO, 2023). YouTube is a featured social platform where individual, national, and international health information search is intense.

As it is known, video platforms play an unmediated role in terms of individuals' access to various information. Platforms can enable individuals to exhibit healthier behaviours, develop an attitude toward avoiding risky situations, and raise awareness (Bilişli, 2019, p. 208). In this context, it can be said that video platforms such as YouTube, where content producers and users can interact, are a useful environment for accessing health information. However, this benefit is directly related to the qualification of content producers, and the quality and reliability of the content they produce. Ignoring these can lead to risky situations. There is no mechanism to question the competence of the individual who produces content on YouTube. YouTube gives users the flexibility to produce the content they want without being limited by their qualifications. Content producers do not have to be experts in that field to prepare informative videos. Individuals from all walks of life can upload videos to YouTube and can produce content on this platform, regardless of their educational level. The fact that these contents reach millions of people brings with them some ethical problems and objectionable situations. This, combined with the filtering problems users face when searching for information on YouTube, can lead to significant difficulties. The health of individuals may be adversely affected due to the sharing of people who are not experts in a subject, the fact that these shares contain false information, and lead users to make wrong practices.

Especially the content created on medical subjects may cause risky situations in terms of health. It should be known that these contents and ideas created by the video uploaders are only a medical discourse.

Discourse creates the object of the "known" in any subject. How the known is handled is shaped by discourses and causes discourses to turn into behaviours (Timurturkan, 2013, p. 238). Discourses on medical and health-related topics are attractive and spread fast. For this reason, the number of health-related content and health-related videos on video platforms have increased day by day. In particular, the videos containing the medical discourses of non-experts take up more space on these platforms. Users who watch these videos, which are not based on expert knowledge and whose evidence and reliability are uncertain, run the risk of applying the contents of the videos. These practices may have negative and irreversible effects on the health of individuals. Whether the video uploaders are experts or not directly affects the scientific basis, quality, and reliability of the content of the videos. For this reason, the reliability of the content in these videos is an important issue in terms of public and individual health. It is necessary to examine the video content published on these platforms, by whom these videos are watched, and to conduct research in this area.

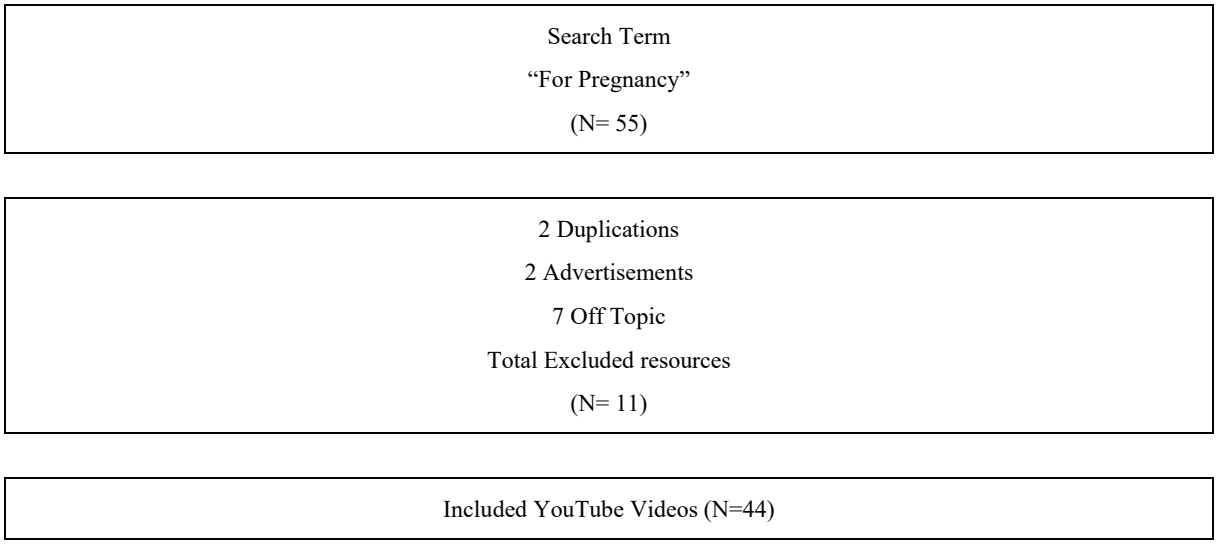
As known, the Internet is an easily accessible and fast source of information for individuals. In the study conducted by Demirel et al. (2008), it was determined that 30.4% of individuals use internet resources when making decisions about their health. In addition, as a result of the research, it was determined that individuals discussed the information they obtained from the internet with their physicians (as cited in Olkun & Demirkaya, 2018, p. 50). Studies have shown that the use of the internet and social media platforms plays an important role in searching for health information (Öztürk et al., 2020, p. 211).

A group of users who seek health information on video platforms such as YouTube are mothers and expectant mothers. Expectant mothers who want to obtain information before pregnancy search through various websites, blogs, social media, and video platforms. YouTube is widely used by expectant mothers to learn about methods of getting pregnant. With the widespread use of YouTube, the search for information by expectant mothers about nutrition during pregnancy (Huberty et al., 2013; Szwajcer, 2005) and drug use during pregnancy (Kim et al., 2014; Navaro et al., 2018) has also increased. This platform has become a fast-accessed reference source for women who want to become mothers in search of information about the methods of getting pregnant and the formation of pregnancy (Hadımlı et al., 2018, p. 37). However, there is a reliability problem with the content of the videos on this platform. This study has tried to measure the quality, popularity, and reliability of the content of the videos created for individuals who want to learn about the methods of getting pregnant on YouTube. In the study, the quality and reliability of video content were evaluated with the DISCERN scale. VPI (video power index) method was used to determine the popularity and power of the videos.

2. METHOD

The videos accessed when searching the YouTube platform with the keyword "for pregnancy" were examined. As a result of the examination, the quality and reliability of the contents, which aims to inform users about the methods of getting pregnant, have been tried to be evaluated. In this context, firstly the keyword "For Pregnancy" was entered into the YouTube search engine. There was no restriction in terms of video upload date and type in the search. The search was carried out on 18.11.2022 in order to prevent the searches made with the keyword entered in the YouTube search engine from giving different results on different dates. In the filtering, videos between 4-20 minutes were selected. As a sorting criterion, the number of views was determined. The search was made in the Turkish language. In studies conducted with the Discern method, it is reported that 95% of users examine the first three pages they come across when they search (Desai et al., 2013, p. 2). However, there was no page restriction for the analysis in this study. As a result of the search, 55 videos were found, and all videos were included in the research. A total of 11 videos, including 2 duplications, 7 off-topic, and 2 commercials, were excluded. 44 videos were included in the review (Figure 1). Within the scope of the review, the number of views of the videos, whether the uploader is an expert or not, and the number of dislikes for the video were recorded.

Figure 1. Search Flow Chart for YouTube Videos



VPI (video power index) method was used to determine the popularity and power of 44 YouTube videos examined within the scope of the research.

It is calculated as "VPI = (number of likes/number of likes + number of dislikes) × 100". With the result obtained, it has been determined how popular the videos are on YouTube.

The DISCERN (Quality Criteria for Consumer Health Information) scale developed by Charnock et al. at Oxford University, was used as the quality evaluation method for the videos. The DISCERN scale (see Table 1.) consists of three parts and 16 questions. The scale includes questions about reliability and validity. The first part consists of 8 questions and includes questions about whether the material is a reliable source of information. The second part consists of 7 questions that measure the quality of the information in the content. The last part consists of a question that includes a general assessment. 5-point Likert-type questions are graded between 1 and 5 points. "5" means meeting all quality criteria and indicating the best quality. "1" denotes the lowest quality. In other words, 1 means that the quality criteria are not met at all. The first 15 questions of the DISCERN scale have a score of 1-5. The 16th question is the general quality evaluation question that does not include points. In the DISCERN scale, which consists of a total of 16 questions, the highest 75 full points, and the lowest 15 points can be taken out of the first 15 questions. According to the DISCERN score, 63-75 points are classified as "very good", 62-51 points as "good", 50-39 points as "medium", 38-28 points as "poor", and below 27 points as "very poor" (Charnock et al., 1999; Weil, 2014, p. e35).

Table 1. DISCERN Questions

Reliability	1	Are the goals clear?
	2	Does it reach its goals?
	3	Is it relevant?
	4	Is it clear what sources of information were used to compile the publication (other than the author or producer)?
	5	Is it clear when the information used or reported in the publication was produced?
	6	Is it balanced and unbiased?
	7	Does it provide details of additional support and information resources?
	8	Does it refer to areas of uncertainty?

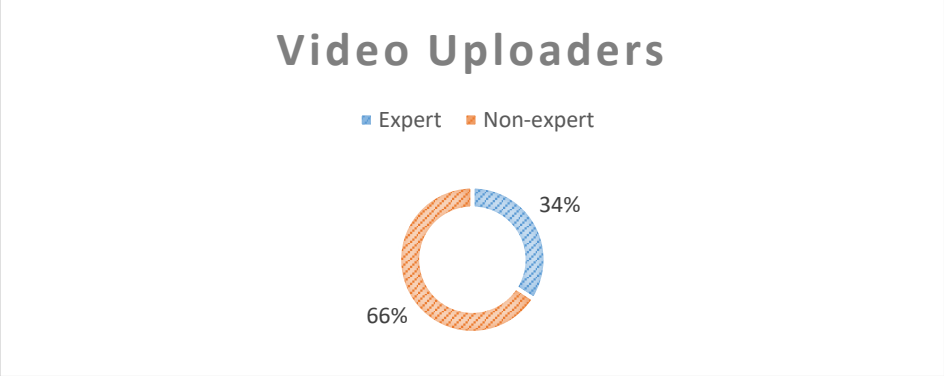
	9	Does it explain how each treatment works?
	10	Does it explain the benefits of each treatment?
	11	Does it explain the risks of each treatment?
Quality of Information	12	Does it explain what will happen if no treatment is used?
	13	Does it explain how treatment options affect the overall quality of life?
	14	Is it clear that there may be more than one possible treatment option?
	15	Does it provide support for joint decision-making?

According to the specified criteria, 44 videos included in the research and recorded in the YouTube library were examined. DISCERN score and VPI were calculated for each video. The obtained data were entered into the Statistical Package for the Social Sciences 22 (SPSS) program. The analysis was performed. The data were subjected to frequency analysis and normality distribution test. It was determined that the data did not meet the normality coefficient. In this context, Spearman correlation analysis and Mann-Whitney U tests, which are nonparametric tests, were used in the analysis.

3. FINDINGS

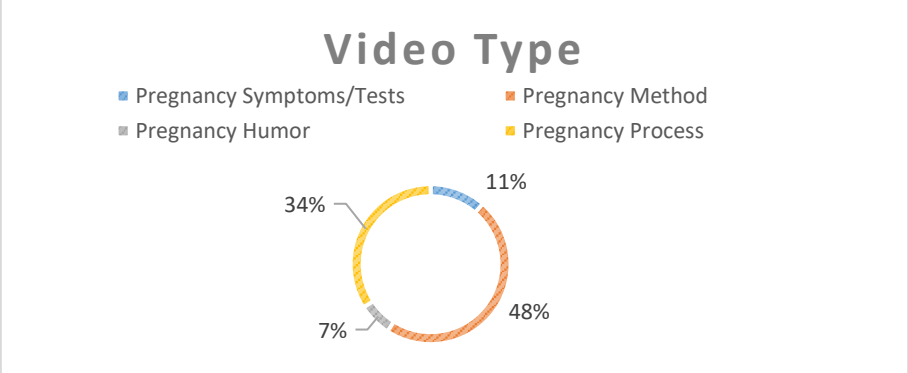
As a result of the exclusion criteria, 44 videos were evaluated in terms of the expertise of the uploader. The results were presented in Figure 2.

Figure 2. Distribution of Video Uploaders



It was determined that 34% (n=15) of the videos searched with the keyword "for pregnancy" on YouTube were uploaded by experts (gynaecologists, dietitians, and IVF specialists). It was determined that 66% (n=29) of the videos were uploaded to YouTube by non-experts (ordinary video uploaders, people working in different fields) (see Figure 2).

Figure 3. Video Type



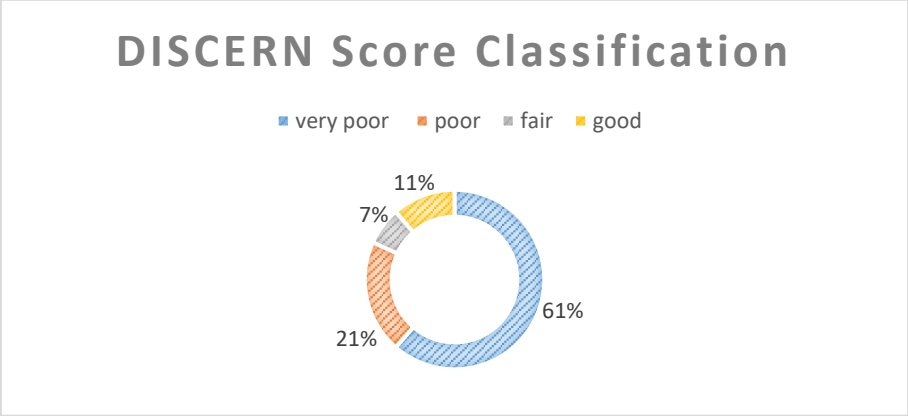
In the search made with the keyword "for pregnancy", the contents of the videos that users encounter were examined. Videos were categorized according to their content and classified into four groups (see Figure 3). It has been determined that 11% (n=5) of the videos have content related to pregnancy symptoms/tests, 34% (n=15) to the pregnancy process, 48% (n=21) to the method of getting pregnant, and 7% (n=3) to pregnancy humour.

Table 2: VPI and DISCERN Scores of Videos

		VPI	DISCERN
N	Valid	44	44
	Missing	0	0
Mean		91,39	24,25
Minimum		50,00	15
Maximum		99,66	57

Frequency analysis was performed to calculate the mean, minimum and maximum values of the VPI and DISCERN scores of the examined videos (see Table 1). When Table 1 is examined, it is seen that the VPI values of the videos uploaded by experts and non-experts are the lowest at 50 and the highest at 99,66. It is also seen that the average VPI value, which measures the popularity of the videos is 91.39. On the other hand, the DISCERN scores of 44 YouTube videos (can be a minimum of 15, a maximum of 75) were examined. It was determined that the videos received a minimum of 15 points and a maximum of 57 points. It is seen that the average score of all videos is 24,25.

Figure 4. Score Classification of Videos According to the DISCERN Scale



As mentioned before, according to the DISCERN score, 63-75 points are classified as “very good”, 62-51 points as “good”, 50-39 points as “medium”, 38-28 points as “poor”, and below 27 points as “very poor”. As a result of the analysis, 61% (n=27) of the videos were very weak, 21% (n=9) weak, 7% (n=3) moderate and 11% (n=5) good in terms of information reliability classified as.

Table 3. Test of Normality

		VPI	DISCERN
N	Valid	44	44
	Missing	0	0
Skewness		-2,365	1,134
Kurtosis		5,538	0,064

In the analysis, it was determined that the data were not normally distributed because the Skewness and Kurtosis values (-1,5 and +1,5) did not comply with the (Tabachnick & Fidell, 2013) normality values (see Table 2).

The Mann-Whitney U test, which is one of the nonparametric tests, was used to test whether there was a significant difference between the scores of the videos uploaded by experts and non-experts with the keyword "for pregnancy"

on YouTube. The results are shown in Table 3. According to Table 3, it is seen that the videos uploaded by the experts have higher DISCERN scores. In this context, it was determined that the information reliability of these videos was higher (p=0.00). The DISCERN average of videos uploaded by experts is 36.60. The DISCERN average of videos uploaded by non-experts is 15.21. However, it was determined that the VPI value of the examined videos did not show a significant difference according to the expertise variable. In other words, it was determined that the popularity of the videos did not change according to the expertise of the uploader (p=0.504).

Table 4. Qualification of Video Uploader' by DISCERN Scale

	Expertise	**N**	**Mean**
DISCERN	Expert	15	36,60
	Non-expert	29	15,21
	Total	44	

Spearman's rho correlation test was used to determine whether there is a relationship between the DISCERN and VPI averages of the videos. However, no statistical correlation was found between the means (p=0.296).

4. DISCUSSION

In this study, a search was made on the YouTube platform with the keyword "for pregnancy", which is predicted to be preferred by individuals seeking information about pregnancy. As a result of the search, 55 videos were found. 44 videos were analysed under the inclusion criteria. In the analysis, video uploaders were divided into two groups "expert" and "non-expert". It was observed that the video uploaders were mostly (66%) non-experts. In the videos that individuals came across as a result of their search for health information, they mostly found information from ordinary video uploaders. As a matter of fact, during the search, it was determined that a video uploader introduced himself as a doctor. However, it has been understood that the person is not a medical doctor, but a person who has a doctorate in communication. The fact that people who do not have expertise in the field of health, rather than physicians, are sources of information carries various risks. According to Campbell et al. (2016), there is a risk that patients and healthy individuals whose search for information on social media cannot evaluate the reliability of the information they obtain through this platform. These risks are that the abilities to distinguish between patients and healthy individuals are different, language barrier, difficulties brought by old age, and differences in education levels. Despite the existing risks, the fact that searching for information on the internet and social media platforms is easy and fast motivates individuals to seek information on these platforms. According to alternative information sources, internet platforms are free and easy to access. On the other hand, the perspective of books and magazines is narrow and limited. These resources are often not up to date. This makes internet information valuable. In short, the internet is seen as the "common font" of all information (Legan et al., 2011, p. 340). Such situations motivate women to use the internet in search of information about pregnancy, too. However, pregnancy is among the sensitive and specific issues. At this point, the guidance of non-experts as a source of information on pregnancy is an issue that needs to be discussed. According to Turner (2011, p. 165), physicians must maintain medical dominance and protect against information asymmetry. For the autonomy, professionalism, and continuity of the health service of the physicians, it is important for the physician to be the informant in the patient-physician relationship.

The videos encountered by individuals looking for information on pregnancy methods (getting pregnant) on YouTube were divided into types according to their content. The videos have been found to have content on pregnancy symptoms/tests, the pregnancy process, the pregnancy methods, and pregnancy humour. It has been determined that the videos mostly have content related to pregnancy methods (48%). In the literature, it has been seen that there are various studies in which the videos accessed as a result of pregnancy-related searches on YouTube are categorized (Delli, 2016, p. 198; Zincir et al., 2019, p. e481; Hegarty et al., 2017, p. 2). It has been determined that these videos are mostly uploaded by non-experts. Studies have shown that searches are done using pregnancy-related keywords. However, it was observed that inappropriate video content was also found in the search results. Since the uploaders of the videos are not professionals and experts in their field, their content is considered inappropriate.

In this study, the VPI value, which measures the popularity of the videos, was calculated as 91.39. It has been observed that the popularity of videos uploaded by non-experts is high. However, it has been determined that

whether the video uploader is an expert or not does not affect the popularity of the videos. The result of this study is similar to the result of the study by Ferhatoğlu et al. (2019). In the study of Ferhatoğlu et al. (2019), it was seen that the VPI value of the videos uploaded by academician physicians was lower than the videos uploaded by patients. In short, it was determined that the videos of non-experts are watched more.

In this study, the information reliability of the videos included in the study was evaluated, too. It was determined that more than half of the videos (61%) had very weak information reliability. Therefore, it has been predicted that users seeking information about pregnancy are exposed to information whose reliability is questionable. In the study, it was determined that the overall average DISCERN score calculated for all videos was low. However, it has been determined that the videos uploaded by experts have higher DISCERN scores. It has been determined that the videos uploaded by non-experts have lower DISCERN scores. In short, the information reliability of the videos uploaded by experts is higher than the videos uploaded by non-experts. The average DISCERN score was calculated low due to the high number of videos uploaded by non-experts. The results of this study are similar to the results of the study conducted by Gokcen and Gumussuyu (2015, p. 802). In the study of Gokcen and Gumussuyu, the DISCERN score (measuring the reliability and quality of information for treatment) of the videos uploaded to YouTube by physicians was found to be higher than the scores of other uploaders. In the study of Üstgörül (2022, p. 76), the fact that the video uploaders were predominantly obstetricians was effective in the good general DISCERN score of the videos. A similar result was obtained in the study of Pamukcu and Duran (2021). The average DISCERN scores of videos uploaded by physicians about gout to YouTube were higher than the DISCERN scores of videos uploaded by other healthcare professionals and patients. Again, in the study conducted by Tosun and Tosun (2021), the DISCERN scores of the videos uploaded by physicians on how to measure blood pressure were found to be higher than the DISCERN scores of other uploaders. These results reveal that the videos uploaded by experts are more reliable sources.

As a result of the research, it has been determined that whether the individual is an expert or not does not affect the popularity of the video. In other words, while individuals were seeking information on methods of getting pregnant, they did not question who prepared the information content. Videos uploaded to YouTube by both experts and non-experts have been found to be quite popular. In the study, the DISCERN score, which evaluated the videos in terms of information reliability, was calculated as 24.25 on average. It has been determined that the reliability of the videos uploaded by non-experts is very weak. The videos uploaded by non-experts have a great effect on the low information reliability of all videos. Because the videos uploaded by non-experts are more in number. The average DISCERN score of videos uploaded by experts is 36.60. In this context, it has been determined that the videos uploaded by experts are in a good class in terms of information reliability. According to Pamukcu and Duran (2021: 9), it is necessary to pay attention to the video uploader so that patients can access videos containing high-quality medical information.

5. CONCLUSION

It is a known situation that pregnant women, women who want to become pregnant, and even their spouses search for information about pregnancy methods. It is known that in societies where it is important to have children, information-seeking behaviours about pregnancy are higher. According to Elmacı (1999, p. 57), in provinces such as Diyarbakır in eastern Turkey, the position of women in the family is determined by the number of children they give birth to. In addition, their husbands and their close relatives also have a say in women having more children. Today, the role of women and men in the family and society has changed with the effect of egalitarian approaches. With the entry of women into business life, the use of contraceptive methods has increased. However, in some regions, it still remains an important issue for women to have children. As a matter of fact, it has been determined that the term "for pregnancy" is a very popular term on the platform called "Google Trends". Google Trends is a platform that provides statistical information about which keywords, how often, in which regions, and in which cities the searches are searched. According to the data of the last 5 years in Google Trends (scanned date 27.01.2023), the top three cities making searches on the internet with the keyword "for pregnancy" are Sanliurfa, Diyarbakir, and Gaziantep, respectively. Today, with easy access to the internet, the use of the internet by women has increased even more. This increase is not only in the eastern regions of the country. Internet use by women has also increased in western regions. According to Bert et al. (2013, p. 15), an average of 95% of women are using search engines. It is known that women search for health information on the internet in addition to and complementary to their physician visits. It has been determined that the things that motivate women to use the internet are the speed of access to information and the desire to deepen knowledge. As it is known, today, with the

widespread use of the internet, access to information has become easier. Thanks to the internet, the desired content can be accessed at any time. As a requirement of the rapid development of technology, the internet has become an integral part of daily life.

As seen in the results of this study, videos about getting pregnant were mostly uploaded by non-experts to YouTube. This result reveals that people can easily share information even without expert knowledge. This situation refers to today's "post-truth" concept, as expressed by Aydın (2020, p. 78). Post-truth reflects an era in which truth and lie are intertwined. Similarly, post-truth refers to a period in which individual interests are at the forefront, it is easy to mislead people and is manipulated. With the widespread use of social media and taking up more and more space in our lives, it has become easier to do such manipulations. During this period, the number of "so-called experts" in every subject has increased. Individuals have thought that they reached “information” by accessing the content produced by these people. The moral and ethical dimension of this situation becomes more important in sensitive issues such as health. The fact that the internet has become an important source of information in today's world should not be ignored. In particular, physicians should accept that their patients refer to internet platforms as a source of information. As it is known, the patient is a follower in the physician-patient interaction within the scope of asymmetric information (Ten Have, 1991, p. 138). However, the useful or unhelpful aspect of social media platforms undermines this interaction. Physicians should take into account that patients can be "followers" of people who do not even have specialist knowledge on these platforms. Physicians should take into account that women seek information about pregnancy whether they are sick or not and that internet searches affect their decision-making processes. In this context, physicians should take responsibility to ensure that patients are not exposed to unsafe information on the Internet. It should guide patients to access secure information sources (Greene et al., 2005, p. 829; Legan et al., 2011, p. 344).

After Web 2.0, it has become easier for individuals around the world to share their content with others. As known people are free to choose the video content to upload on YouTube. There is no control mechanism for this. This situation causes some people to act as “experts” in a field that they do not have in-depth knowledge of. Sometimes, people who upload videos are placed in the position of "experts" by their followers, too. However, most of the followers might not be in a position to discern the accuracy of the information. In the research, it was determined that more than half of the videos uploaded to YouTube do not have content about methods of getting pregnant. Although these videos are mostly about pregnancy, they do not contain information about "getting pregnant". The videos are unrelated to topics of interest to individuals seeking information on methods of conception. One of the reasons for this situation is that the content in the videos is prepared by non-experts. Similarly, it is thought that these videos are uploaded by non-experts to increase the number of views, likes, and followers. Or it may be that the video content uploaded by the experts on these methods is very short and does not provide enough information. According to Yaşar et al. (2021, p. 651) social media tools should be used appropriately for the video uploader to be an expert in his field and for the video content to provide accurate information.

As it is known, YouTube is the most widely used video platform in the world. The fact that the videos on this platform, which individuals apply to obtain information, are very weak in terms of information reliability, has been considered to be an important risk and deficiency. In this context, it is necessary to increase the number of videos of experts such as physicians on this platform (especially on sensitive issues such as health). This is an important issue for individuals to access highly reliable information sources. Today, with the widespread use of social media platforms, access to health information resources has become easier. However, it is thought that the high number of videos with low information reliability on these platforms will hurt the health of individuals and society.

Care should be taken to ensure that the content produced on online platforms is in compliance with the prohibition of advertising in health and the restrictions on this subject. These platforms' content on health-related issues should not include product and service promotion. The content, information, and recommendations produced regarding pregnancy and methods of conception should not affect the health care preferences of individuals or direct them to a specific treatment centre. Therefore, the content on such online platforms should be handled within the scope of the prohibition of advertising and promotion in health, and their content should be monitored and audited. In this context, it is recommended that necessary regulations be made by health politicians and relevant institutions regarding who can produce content on health-related issues on these platforms. In addition, appropriate content preparation guides can be created for online platforms as a result of the consensus of authorized institutions and relevant units. It is thought that these guides will guide YouTube content producers, too.

DECLARATION OF THE AUTHORS

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