



## ANALYSIS OF VIDEOS ON HIV / AIDS AND ADOLESCENCE

### ANÁLISE DE VÍDEOS SOBRE HIV/AIDS E ADOLESCÊNCIA

### ANÁLISIS DE VÍDEOS SOBRE VIH / SIDA Y ADOLESCENCIA

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#### ABSTRACT

**Objective:** to analyze videos posted about HIV/AIDS and adolescence in the YouTube channel and its implications on the practice of care. **Method:** this is a quantitative, exploratory study using a sample of 137 videos using the descriptors "adolescent, infection, HIV, Aids, videos" using the Boolean operator and. The content was categorized for the discussion of the data and the analysis of the final sample. **Results:** the power of influence that the media can generate and the aspects that directly influence the actions in health when approached the subject can be perceived. **Conclusion:** it is concluded that the influence that the virtual media incites in adolescents, as a web-spectator, should be discussed, analyzed and supervised, since the information contained therein reaches a considerable number of people, including those who are seeking to form opinions and who may use the information contained in these videos for this purpose. **Descriptors:** Adolescent; Infection; HIV; Acquired Immunodeficiency Syndrome; Audiovisual Resources; Sexually Transmitted Diseases; Sex Education.

#### RESUMO

**Objetivo:** analisar vídeos postados sobre a temática HIV/AIDS e adolescência no canal do YouTube® e suas implicações para a prática do cuidado. **Método:** trata-se de estudo quantitativo, exploratório utilizando-se uma amostra de 137 vídeos com o uso dos descritores "adolescente, infecção, HIV, Aids, vídeos" mediante a aplicação do operador *booleano and*. Realizou-se a categorização do conteúdo para a discussão dos dados e a análise da amostra final. **Resultados:** percebeu-se o poder de influência que as mídias podem gerar e os aspectos que influenciam diretamente as ações em saúde quando abordada a temática. **Conclusão:** conclui-se que a influência que a mídia virtual incita no adolescente, enquanto *webespectator*, deve ser discutida, analisada e fiscalizada, uma vez que as informações ali contidas atingem um número considerável de pessoas, incluindo as que estão buscando formar opiniões e que podem utilizar as informações contidas nesses vídeos para esse fim. **Descritores:** Adolescente; Infecção; HIV; Síndrome de Imunodeficiência Adquirida; Recursos Audiovisuais; Doenças Sexualmente Transmissíveis; Educação Sexual.

#### RESUMEN

**Objetivo:** analizar vídeos publicados sobre la temática VIH / SIDA y adolescencia en el canal de YouTube® y sus implicaciones para la práctica del cuidado. **Método:** se trata de un estudio cuantitativo, exploratorio utilizando una muestra de 137 videos con el uso de los descriptores "adolescente, infección, VIH, sida, videos" mediante la aplicación del operador booleano and. Se realizó la categorización del contenido para la discusión de los datos y el análisis de la muestra final. **Resultados:** se percibió el poder de influencia que los medios pueden generar y los aspectos que influyen directamente las acciones en salud cuando abordada la temática. **Conclusión:** se concluye que la influencia que los medios virtuales incita al adolescente, como *webespectator*, debe ser discutida, analizada y fiscalizada, una vez que las informaciones allí contenidas alcanza a un número considerable de personas, incluyendo las que están buscando formar opiniones y que pueden utilizar la información contenida en estos vídeos a tal fin. **Descriptor:** Adolescente; Infección; VIH; Síndrome de Inmunodeficiencia Adquirida; Recursos Audiovisuales; Enfermedades de Transmisión Sexual; Educación Sexual.

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## INTRODUCTION

Sexual intercourse accompanied by the variability of partners without the consistent use of the condom associated with sexual freedom has been prematurely initiated in adolescence.<sup>1</sup> This precocity may lead to increased vulnerability to sexually transmitted infections and pregnancy.

It is known that, although the higher prevalence of seropositivity of the disease is understood among young adults, adolescents represent a higher precocity group of horizontal transmission.<sup>3</sup> This is reinforced by the attention that must be paid to this age group, since these young adults may have been exposed to the virus even in adolescence.

It has now become the media with technological advances, a present reality that can have a direct or indirect influence on the development of young adolescent behavior in the environment in which they live.<sup>4</sup> For this reason, it is necessary to analysis of this information in order to verify if they are appropriate.

It is reported that several digital communication tools have been created in recent years that facilitate not only the communication of their users, but also the sharing of ideas, information and / or opinions, or simply provide entertainment. In this context, the YouTube®<sup>5</sup> platform is underway, reaching an increasing number of accesses and making it possible to use it as a tool for the dissemination of health information.<sup>6</sup> The concern about the content made available to the public in question, according to the vulnerability of the same as individuals seeking to form opinions.

It is inferred that with the development of technology and ease of access to such digital platforms, such as YouTube®, any individual can have access to them. There are, therefore, questions about the information provided, especially regarding health education (for example, information on HIV / AIDS), since misleading and grotesque information contained in a certain content may be contradictory to the centric references.<sup>6</sup>

Keeping alert to changes that are already visible and that are already being expected in the near future is necessary. It is believed that in Brazil, this technology has been little explored by Nursing, even though it is known that the provision of health information to the patient or to the lay population has in general become a new competence of this class.<sup>7</sup> In

addition, of the above, questions about how the information contained in the YouTube® online platform can influence and interfere in the decision making of adolescents who make use of this tool.

## OBJECTIVE

- Analyze videos posted about HIV/AIDS and adolescence in the YouTube channel and its implications on the practice of care.

## METHOD

This is a quantitative, exploratory study based on previously published research<sup>8</sup> regarding the use of videos available on the YouTube® virtual platform of a health theme.

The YouTube® virtual platform site was accessed in a free way and one of the previously established election criteria<sup>8</sup> included the following temporal delimitation: videos posted in 2017, through September, with a time limit of four minutes and characterized by High definition.

The keywords (adolescent, infection, HIV, videos and AIDS) confirmed on the Health Science Descriptors (DeCS) site were used and then used to aid in the search conducted in the database of the chosen online platform. It was possible to apply the boolean operator "and", in addition to the search filters, allowing only the exposure of videos related to the theme.

The videos were then watched in a cautious way, respecting the parameters of information to be considered, seeking to frame them according to their content<sup>8</sup>, deducing what influence the information could generate on the viewers, if they reported on the existence of the propagation of the subject in question: prevention; streaming; viral biology; medication; adverse effects and clinical manifestations; on the disease; adherence to treatment and opportunistic infections; psychosocial aspects, family, serodiscordant relationship and partner; care, nursing care, retirement and loss of libido. Therefore, inclusion criteria were adopted<sup>8</sup>: videos related to the subject of study, in the Portuguese language and published in the year 2017; and as exclusion criteria videos lasting more than four minutes and repeated.

CNS Resolution 466/2012 was respected and there was no need to evaluate the CEP / CONEP System, since there was no analysis of critiques and comments of the participants, only the quantification of the accesses occurred without the identification of the individuals who made the postings, besides that platform (or site) have free access.

RESULTS

Descriptors were selected for use in this study in a grouped fashion (two, three, four and five descriptors were associated with refining the search using the Boolean operator "and", using all filters and exclusion and inclusion criteria for video selection) resulting in the final selection of 144 videos.

It is added that, initially, for this critical analysis to occur, a classification was used that differentiated the videos according to their categories. The videos were separated by content using the rating already made by YouTube®. This classification is described in table 1.

Table 1. Classification of YouTube® videos by category. Rio de Janeiro (RJ), Brazil, 2017.

Classifying videos according to YouTube®	Absolute value	Relative value (%)
Entertainment	22	14.7
People & Blogs	30	20.6
science and technology	19	13.2
Educational	17	11.8
Informative	4	2.9
News & Politics	36	25.0
Comedy	4	2.9
Non-profit / Activism	6	4.4
Campaign	6	4.4

It is worth mentioning that, of the 144 videos considered suitable for the analysis, 137 addressed the theme of the study, while seven presented content with no relevance to the research, since they fled the proposed theme. The data expressed in table 2, where the classifications of the frequency of the

videos according to the categories addressed, were contained. It is emphasized that the construction of Table 2 occurred in the perspective that a video could describe at the same time two or more aspects of infection and adolescence (eg a video could describe both prevention and transmission).

Table 2. Content classification of videos. Rio de Janeiro (RJ), Brazil, 2017.

Content Analysis	Absolute value	Relative value (%)
Prevention	37	18.68
Streaming	24	12.12
Viral Biology	22	11.11
Medication	16	8.08
Treatment adherence	16	8.08
Clinical manifestations	15	7.57
Disease	13	6.56
Psychosocial Factors	13	6.56
Partner	10	5.05
Opportunistic Infections	9	4.54
Adverse effects	6	3.03
Assistance	7	3.53
Family	6	3.03
Sorodiscordant Relationship	3	1.51
Nursing Care	1	0.50

In the analysis, about 19.19% of the videos were focused on medication, adverse effects and adherence to treatment; 18.68% presented the forms of prevention in the same way that 18.67% were focused on the disease, clinical manifestations and opportunistic infections, among others.

DISCUSSION

It is believed that the media, especially those applied to online broadcasting vehicles, have taken on a large scale in terms of influence on the habits, opinions and

behaviors of the human being, especially with regard to the public that has more contact with this vehicle: teenagers.<sup>5</sup>

It is recalled that the analysis of the platform that provides online videos for the evaluation of the available information has already been done by researchers in certain aspects, however, there is a common result among the researches that revolve around the influence that users may suffer in the face of content. In that sense, in an earlier study, breastfeeding content in videos posted on YouTube® was identified in order to identify

the relationship between this information and this practice.<sup>8</sup>

According to the results presented in table 1, the videos were classified according to the YouTube® database, based on the idea described in a previous study<sup>8</sup>. It was possible to notice, through the critical analysis of the content of the videos, that the category of prevention was the one that represented the highest percentage when compared to the other criteria of analysis, with 18.68%. In the literature, a document was published with the dissemination of a series of prevention practices for coping with HIV infection<sup>9</sup>; however, infection reaches young adults at a higher level.<sup>3</sup> It is assumed that, to a certain extent, for this reason and because the videos are close to the online media and with the content on display, knowledge can become something that will lead young people to take security attitudes towards HIV.<sup>10</sup> It has been contributed by the expansion of preventive strategies, with the arrival of PEP (Prophylaxis after exposure) and PrEP (Pre-exposure Prophylaxis), which have effectively contributed to the reduction of viral transmission.<sup>11</sup> It occupies, on the other hand, health education increasingly space in the discussions and reflections by health professionals, particularly those who work in the area of public health, such as nurses. It has been demonstrated by a study that, in primary care, the Nursing team action involves preventive and promotional health actions such as: lectures, discussion wheels and case discussion, among other strategies in the approach of the group in question.<sup>12,21</sup>

It was observed that transmission, on the other hand, was a very widespread category in the videos analyzed, about 12.12%, suggesting a greater concern about the possibility of acquiring the infection. It is observed, on the subject of transmission, that the information on the incidence of the disease was quoted shortly after reaffirming the idea that, in describing the subject, a series of questions could emerge, for example: lack of information or information inconsistent and the lack of clarification. It is noticed that the male population, between 15 and 19 years, suffered an increase in the detection rate, between the years 2006 and 2016, when compared to the women.<sup>3</sup>

It should be noted that the viral biology category presents 11.11% of the analyzed videos below the prevention and transmission. It is described, however, that the knowledge about the structure of the virus has a protective character, once, when knowing the viral biology, it becomes possible to

understand questions related to the infection as its detection, for example. These aspects and others are clarified through the Technical Manual for the diagnosis of HIV infection and the clinical protocol and therapeutic guidelines for the management of HIV infection in children and adolescents.<sup>13,14</sup>

Psychosocial aspects are configured as an expressive implication with regard to HIV / AIDS both for the patient and for those who surround them, since this infection can bring with it the prejudice that, in turn, can affect the emotional dimension of the individual.<sup>15</sup> It was identified that 6.56% of the videos spoke about this parameter and it should be remembered that these aspects are also related to vulnerability, since they were verified in an integrative review as: knowledge, behavior and its conditioning factors, as well perceptions of the vulnerability of adolescents with HIV / AIDS that, according to the current literature, may also cover other contexts.<sup>16</sup>

In relation to the family relationship, it was found that the videos watched represented 3.03% of the total and reported, in their content, the difficulty that individuals had when talking to their relatives, since they were afraid of the judgment and of discrimination. It is noticed, however, that some said that the family stayed close by offering the necessary support. In this sense, we investigated the family as a support network for individuals with HIV, observing, also, that there are few studies that cover this subject and that there is still much to be investigated in this relationship of family members as care agents.<sup>17,20</sup>

It can become a sensitive issue to approach the relationship with a partner in the context of HIV. For this reason, it is pointed out that the disclosure of their condition to a potential partner can become an arduous task and full of negative expectations because of the stigma attached to the illness. 5.05% were added to the videos that dealt with the relationship with the partner. In this context, it was sought to find what was expressed through the peculiarities of a relationship where there is an individual with HIV and this point is strictly linked to the psychosocial aspects.

The existence of an important parameter, which is the serodiscordance, is also focused on the relationship with the partner. Thus, the probability of sexual transmission of HIV and taking into account the viral load should be recognized, discussing and clarifying the subject well in a relationship where one or both parties have the virus. On the other



hand, anxiety and guilt are generated if someone can transmit the virus to the partner who does not have it, and these feelings, added to other emotional aspects, influence the sexual experience of the couple.<sup>18</sup> It is analyzed that the percentage of videos that spoke about this relationship was 1.51% and these made explicit the concept of serum-discordance and strategies of sexual protection.

It is noted that in the care of the HIV-infected individual, one factor that may influence the continuity of their treatment has been adherence, which has been widely discussed in the literature.<sup>20</sup> In this study, a very low number of videos which focused on this theme: only 3.53%.

## CONCLUSION

It is concluded that the fact that the videos deal more with the subject of prevention indicates the concern of the media in propagating the subject, since this is a way to restrain the transmission. It is referred to the idea that the individual who feeds the platform with the contents can be sufficiently sensitized on this issue or that this prevention process may be under construction, arousing the interest, even for new strategies to be created and used with this purpose, such as the use of this platform.

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