

The US Agricultural Safety and Health Centers' YouTube Channel: Examining viewership of agricultural health and safety videos

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INTRODUCTION

- YouTube is a popular platform often used to access health education and workforce training resources
- 11 NIOSH AFF Centers collaborate on a shared YouTube channel to disseminate safety and health information

OBJECTIVE

- To understand the channel's viewership growth over time, while accounting for newly added videos
- To determine if type or number of videos influences viewership growth
- To describe how views vary across years and seasons

METHODS

- Downloaded YouTube Analytics data from Oct. 2013 - Dec. 2020
- Categorized 152 videos by topic
- Conducted time series analyses of:
 - Views
 - Watch hours
 - Average watch time duration
 - Number of subscribers

RESULTS

- Identified 3 main video categories:
 - Health (43), Safety (53), Livestock (56)
- 341,929 views
 - Health (16%)
 - Safety (56%)
 - Livestock (28%)
- Videos mainly viewed by non-subscribers

Safety videos were the most frequently watched, but **health** and **livestock** videos were the only significant predictors of viewership growth.

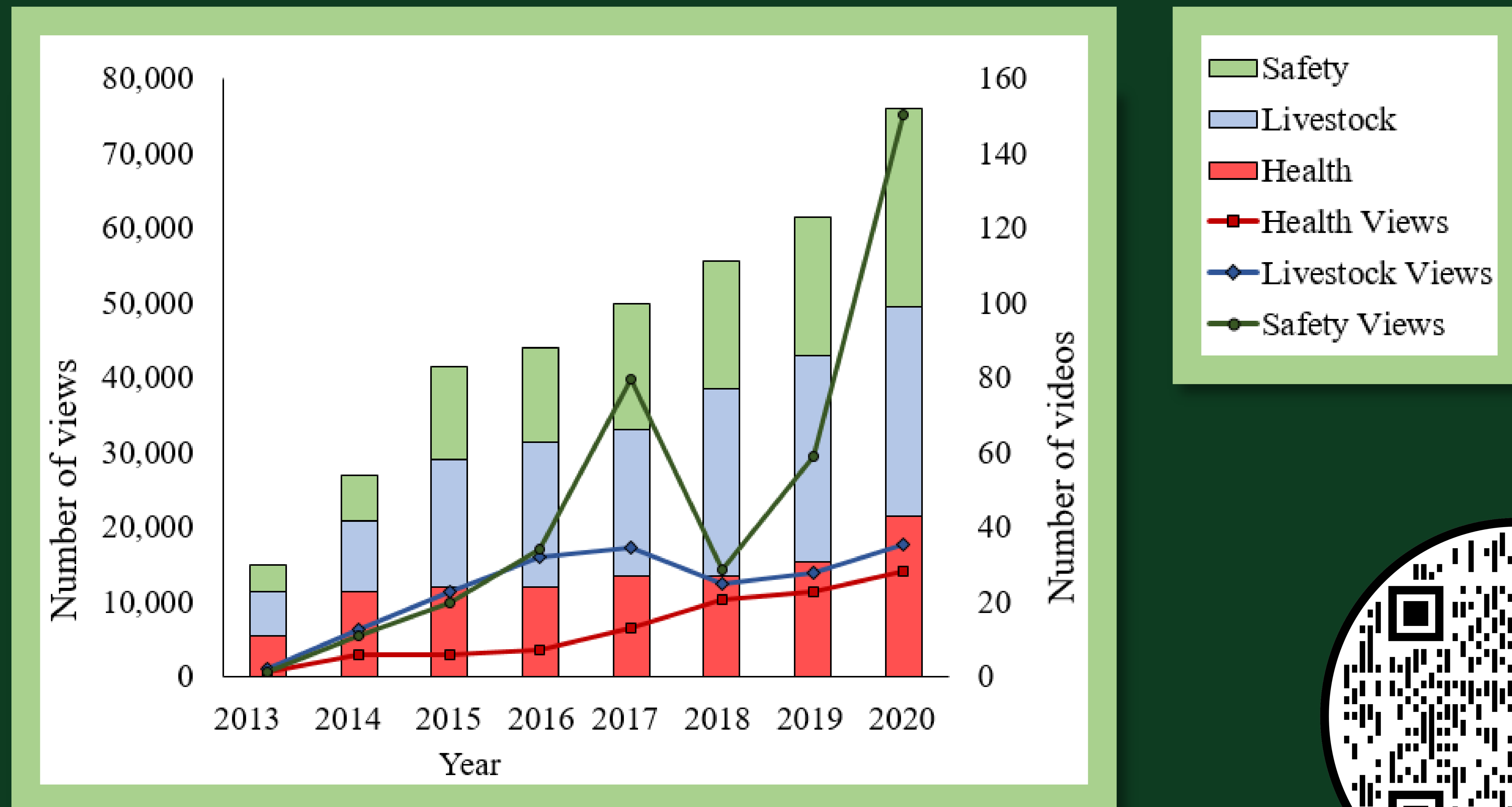


Fig. 1. Number of views by type each year (lines) and total number of videos by type for each year (columns)

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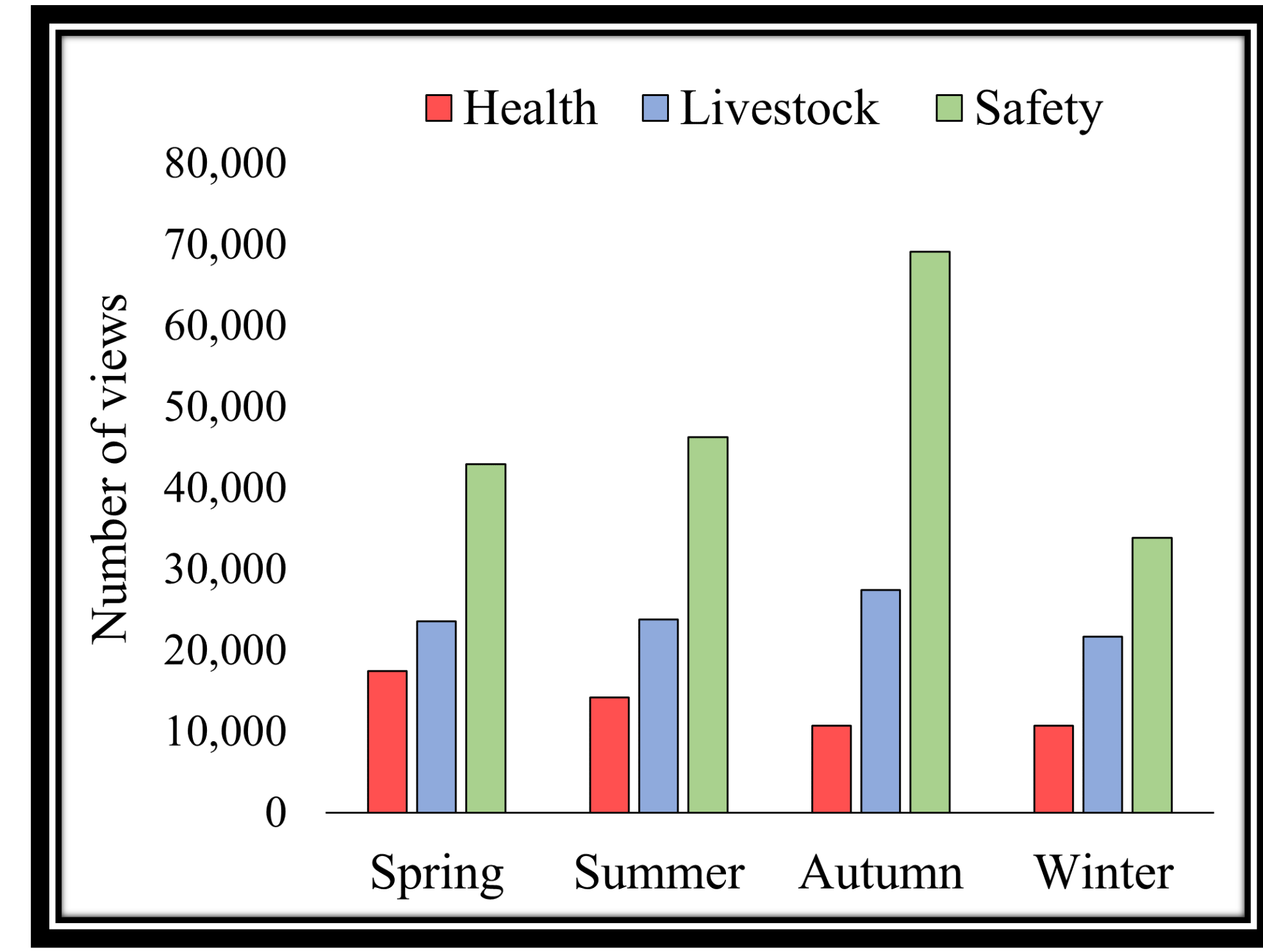


Fig. 2. Video views by season and video type

RESULTS

- Most common traffic source was different for each video type
 - Health: External website
 - Livestock: YouTube search
 - Safety: Suggested video
- Total views, average duration of views, and # of subscribers are impacted by "shocks". Watch time is not.

DISCUSSION

- Despite less views for health and livestock videos, consistent growth and specific searches are likely reason for significance
- Outreach and media content may produce viewership spikes
- Wide range of content may make increasing subscribers difficult
- To grow channel, strategize how and when content is released and promoted

LIMITATIONS

- Limited details from YouTube Analytics
- Cannot gauge viewers participating in group trainings

For more information, see manuscript in *Journal of Agromedicine* (accepted 10/21)



Scan the QR code to see the YouTube channel