



Investigating Nutritional Health Narratives In YouTube Shorts

TruthTube

Team Introduction



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Comment
sentiment analysis
& website



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Transcript
sentiment
Analysis



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Transcript topic
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Clickbait topic
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Problem Context

01

YouTube Shorts

Short form media on Youtube (via “Youtube shorts”) aims to disseminate video content within a 15-60 second window.

02

Health Disinformation

Paired with Youtubes relaxed policies on health content, non-medical professional content creators are able to post health content with limited scientific credibility in large volumes with relative ease (as compared to long form videos).



Problem Statement

How does the content of a **nutritional health video** on **YouTube Shorts** impact its popularity and uptake of content by viewers when it is informative versus misinformative?



Misinformative and Informative Channel Criteria

Credentials & Expertise

- ✗ Absence of appropriate training or experience in medicine or nutrition.
- ✗ Creators with doubtful or unverifiable credentials.

Analysis of Posted Content

- ✗ Frequent spread of erroneous, deceptive, or incorrect information.
- ✗ Research or credible sources are not cited to support some claims.

Product Promotions:

- ✗ Commercial endorsements for a service or product that is deceptive, ambiguous, or immoral.
- ✗ Violating laws and regulations regarding advertisement disclosure.

Compliance With Guidelines:

- ✗ Frequent breach of YouTube community guidelines and societal norms.
- ✗ Ignores recommendations from reliable sources about nutrition and health from [Open Oregon Educational Resources](#).



Credentials & Expertise

- ✓ Nutritionists or certified dieticians with a registration.
- ✓ Relevant training, credentials, licenses, or experience in the medical or nutritional fields.

Analysis of Posted Content

- ✓ Accurate, relevant, and objective data contributing to RQ.
- ✓ Accurate facts supported by reliable sources.
- ✓ Devoid of misinformation or deceptive details.

Product Promotions:

- ✓ Transparent and moral product recommendations.
- ✓ Adherence to relevant laws and advertising disclaimers.

Compliance With Guidelines:

- ✓ Following YouTube Community Guidelines, legal requirements, and societal norms.
- ✓ Conformity to guidelines derived from reliable dietary health sources from [Open Oregon Educational Resources](#).

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Research Insights: Topic

Misinformative Videos

Prevalent discussions surrounding health misinformation, dietary trends, and questionable health advice.

show their authority through terms like “doctor” and “study”. They use these sorts of terms to claim authority on dietary and other health content.

are often concerned with pushing natural approaches to nutrition, However, these misinformative transcripts often laser-focus on these approaches without considering other alternative approaches

Informative Videos

A focus on evidence-based nutrition, healthy eating habits, and culinary skills.

Reflects a commitment to providing accurate and informative content to viewers.
Promoting healthy habits.

shows authority through terms like “dietitian” and “science”. They use these sorts of terms to claim authority over nutritional health content.

is more diverse when it comes to the approaches and food groups than misinformative content.

Research Insights: Comments

Misinformative Videos

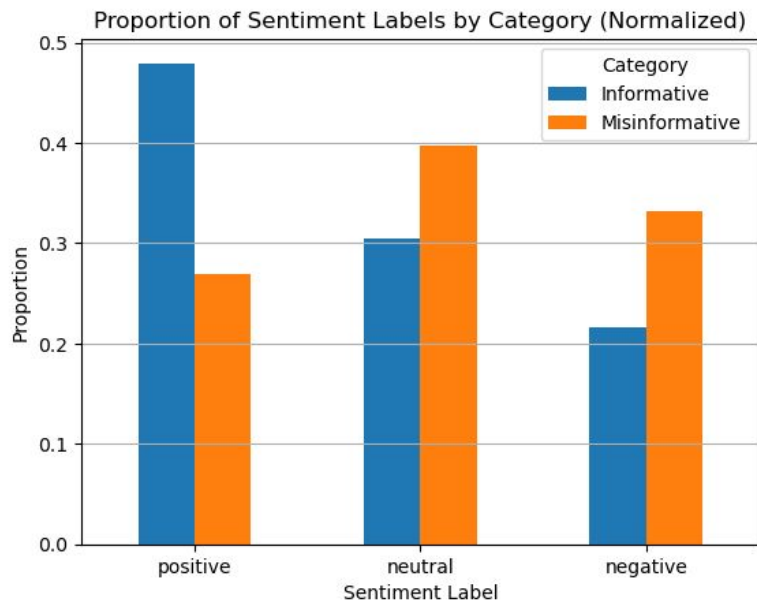
videos express negative sentiment, associate certain food groups and specific types of food with negativity

Comments display lower sentiment compared to informative comments

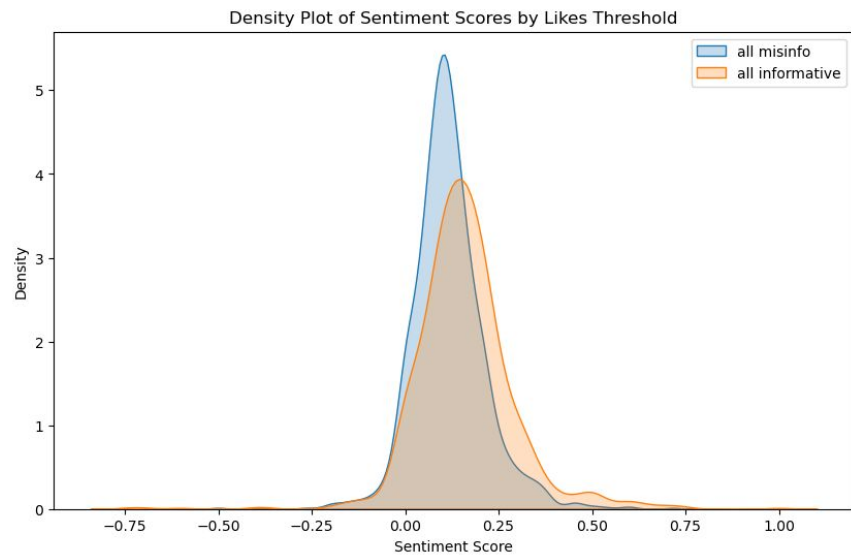
Informative Videos

videos express positive sentiment, associate food with positive emotions

Informative shorts comments with higher engagement (10+ likes) consistently exhibit significantly higher sentiment scores compared to misinformative shorts comments with similar engagement levels.



Videos



Comments

Ethical Considerations



User Well-being & Accountability

Considering the potential impact on viewer well-being while adhering to ethical standards, accountability, and platform guidelines.



Content Integrity & Transparency

Maintaining the accuracy of dietary health information while being open about the research methods and limitations.



Data Privacy & Security

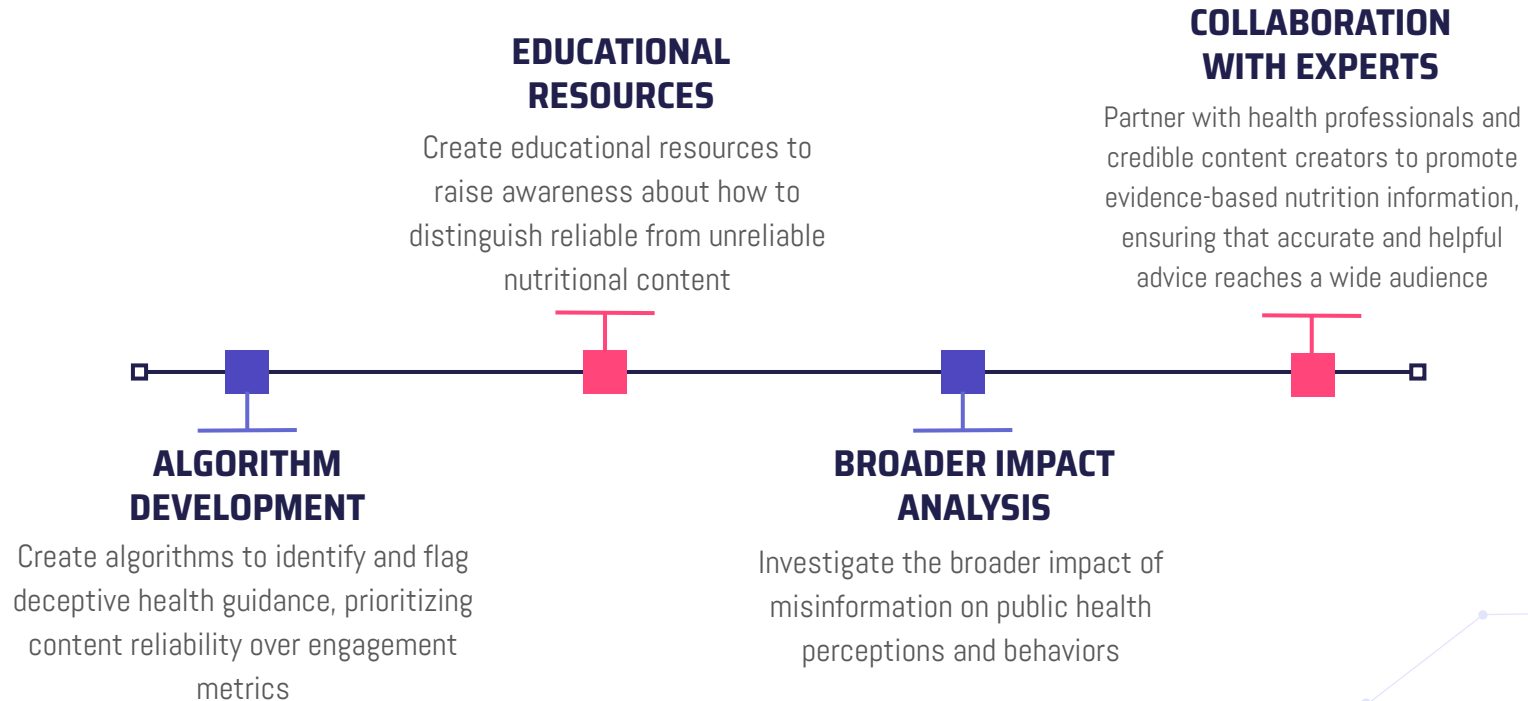
Ensuring user and creator data security through anonymization of appropriate sources and adherence to platform and institutional policies.



Continuous Evaluation & Collaboration

Regularly reviewing and employing new methods while working to understand the actors affected by our research to maximize positive impact.

Next Steps



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Thanks!

Do you have any questions?

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