

Examining the relationships and patterns in patient-initiated vlogs and their effect on vloggers' wellbeing

Cystic Fibrosis

Cystic Fibrosis (CF) is a genetic disease that causes over production of thick and sticky mucus in the lungs.

Need to stay **6 feet apart**

CF affects the lungs, digestive system and potentially other organs.



Vlogs

Vlogs are the combination of text in blogging and expression in videos, creating videoblogs which are vlogs for short (Gao, Tian, Huang and Yang, 2010).

Social Support

Social support is when a person is cared for, finds assistance from other people around and is part of a social network (Vaux, 1988).

Direct-effect Hypothesis



Without Stress



Improved Health

Buffering-effect Hypothesis



Increasing Stress



Improved Health

Research Question: Using the *buffering-effect hypothesis*, What is the effect of patient-initiated vlogs on Cystic Fibrosis patient's wellbeing?

How can the impact be evaluated? The more **positive comments** the patients receive, the higher the social support transmitted. (Ko, Wang and, Xu, 2013)

How can the data be collected? **Scrapping list of videos using** Data Miner, **Sentiment Analysis using** SentiStrength Tool, **Comment Collection using** YouTube Data API, **Transcript Collection using** Sonix.ai Tool

Hypotheses & Result

Duration

H1: The longer the duration of the vlog, the more positive the comments.

Duration of the vlog does not influence the positivity of the comments.

Motivation

H3: Different vloggers' motivations lead to different vlogging frequencies

H4: Vloggers adopting the documenting style should have the highest frequency of vlogging

Documenting motivation yields the highest frequency.

Frequency

H2: The more frequent the vlogger is (days online), the more positive the comments.

Frequency of the vlog influences the positivity of the comments.

Wellbeing

H5: Positive emotions levels increases from the start of the vlogging journey until the end.

H6: Negative emotions levels decreases from the start of the vlogging journey until the end.

H7: The subjective well-being increases from the start of the vlogging journey until the end.

The positivity of the vlogger changes significantly over time, while the **negativity** does not.

Limitation & Future Work

Limitation: Control over other variables, **Future Work:** Experiment with vloggers control groups

Limitation: Explored the vloggers' wellbeing through sentiment analysis, **Future Work:** Use emotion recognition