申請者(ふりがな)	XU Yinghan ( じょ おうかん )
所属・資格 (※学生は課程・	
学年を記載。卒業生・修了生は	人間科学研究科 修士2年
卒業・修了年月も記載)	
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発表者 (※学会発表の場	Yinghan XU, Masahiko SAKAGUCHI, Kayoko KATAYAMA, Atsushi OGIHARA
合のみ記載、共同発表者	
の氏名も記載すること)	
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[Introduction & Aim] The Internet has become a primary method for obtaining health-related knowledge. As one of the most popular websites on the Internet, YouTube is one of the most popular social media and provides various health-related content. Previous research analyzed HPV-vaccine-related videos in English. However, there has been little study done concerning such videos in Japanese. This study aims to obtain a complete picture of the content people can access on YouTube and make online-based health education more effective. [Method] Python was used to run the YouTube data API and search for videos using the keywords "HPV vaccine," and "cervical cancer vaccine" on November 11, 2021. After identifying the relevant videos, their attitude toward the HPV vaccine, their explanation of side-reaction compensation, the appellation of the HPV vaccine, and the uploaders' classification, were all documented. After data collection, the descriptive information was analyzed, together with the change trends of videos' tone over time and the category of video uploaders.

[Result] A total of 334 videos uploaded by 226 channels were included in the data analysis. It was found that 44.0% of the videos took a positive view of the HPV vaccine, 11.4% were neutral, and 44.6% had a negative tone. Positive videos increased in 2018 and became mainstream from 2019, which differed from 2012 to 2018. Only four videos explained the side-reaction compensation. Negative videos prefer to use "cervical cancer vaccine," rather than "HPV vaccine." Lastly, it was found that personal accounts posted the most videos (38.0%), while medical workers posted no negative videos.

[Discussion] Though the number of positive videos with a scientific basis is rising, they are hardly enough. Videos about compensation and videos made by a trustworthy authority are urgently needed.

<sup>※</sup>無断転載禁止