

## BACKGROUND

- As a result of increasing coverage of the #MeToo movement, public conversation concerning sexual coercion has also increased.<sup>1</sup>
- Nonetheless, variability in the conceptualization of the terms involving sexual coercion (e.g., sexual assault, sexual harassment, sexual abuse, and sexual consent) may lead to difficulty in recognizing such coercion.
- For example, research has found that ways in which people both indicate and recognize sexual consent varies by gender.<sup>2,3</sup>
- YouTube is an extremely popular social media and social networking site that is becoming an increasingly important way for individuals to share personal thoughts, feelings and experiences.<sup>4</sup>
- Previous research has explored the content and role of YouTube on the dissemination of information, and education and prevention of various public health issues.<sup>5</sup>
- As a result of both unclear understanding of terms related to sexual coercion, and the increase in attention toward these issues, the public may turn to social media sites in order to inform themselves.

## STUDY AIMS

- Aim #1:** Describe the author categories (and descriptive characteristics) of YouTube videos addressing sexual coercion.
- Aim #2:** Describe the timing between the number of video uploads and the #MeToo movement.
- Aim #3:** Describe the association(s) between and among view count and video length (in seconds) across authors categories.

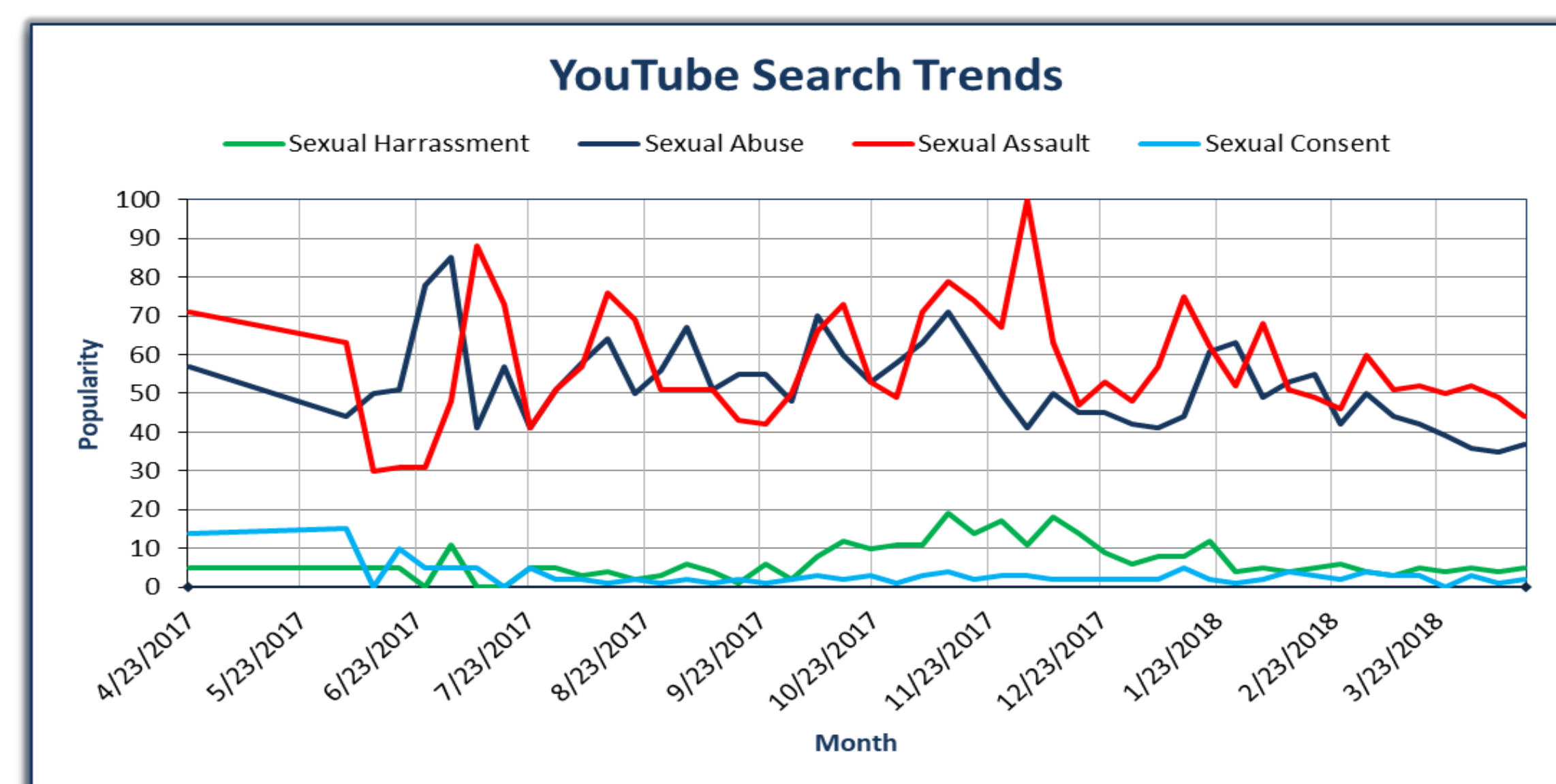


Figure 1. Numbers represent search interest relative to the highest point on the chart for the given search term and date.

## METHODS

### Construction of the Sample

- Using Google Trends to identify the most searched phrases on YouTube involving sexual coercion, the terms “sexual harassment,” “sexual abuse,” “sexual assault,” and “sexual consent” were identified. These terms were selected due to their relation to the general themes of the #MeToo movement and their overall search popularity.
- Between March 16, 2018 – March 24, 2018 each term was searched on YouTube and, using view count to sort the results, the 100 most viewed videos (25 videos for each term) that fit the inclusion criteria were selected. Inclusion criteria for the initial sample were: 1) Videos in English (or English translation); and 2) Videos focusing on sexual coercion as a topic.
- Variables such as video length and author categories were extracted and analyzed by computing frequencies, measures of central tendency (*M* and *Mdn*) and dispersion (*SD*).

### Coding of the Sample

- MaxQDA Analytics Pro (2018) was used for initial and final coding.
- Two raters randomly sampled and independently coded 10 videos from the initial sample of 100. Codes were collapsed resulting in a final codebook of 30, and applied to all 100 videos.
- Interrater reliability (Cohen’s Kappa)<sup>6</sup> for the final sample (*n*=97) was found to be acceptable ( $\kappa=.72$ ); three videos were excluded because Kappa could not be calculated.

### Data Analysis

- MaxQDA Analytics Pro (2018) was used to calculate measures of central tendency and measures of dispersion.
- SPSS was used to conduct statistical analyses such as cross tabulation, normality, and ANOVA (Kruskal-Wallis Test).

	Length of 100 Popular Sexual Coercion Videos Posted on YouTube					Number of Views of 100 Popular Sexual Coercion Videos Posted on YouTube				
	Mean	Median	Standard Deviation	Range	95% CI	Mean	Median	Standard Deviation	Range	95% CI
Videos (N=100)	6.5 min.	4.58 min.	7.27 min.	29 sec. - 57.63 min.	5.05 min. - 7.94 min.	2,095,331.93 Views	806,524 Views	3,263,179.057 Views	19,783 Views - 21,979,442 Views	1,447,846.41 Views - 2,742,817.45 Views
Consumer (n=41)	8.43 min.	5.92 min.	9.69 min.	35 sec. - 57.63 min.	5.37 min. - 11.49 min.	2,091,039.78 Views	808,244 Views	2,893,180.32 Views	19,783 Views - 12,579,023 Views	1,177,839.39 Views - 3,004,240.17 Views
Professional (n=24)	3.80 min.	3.88 min.	2.29 min.	29 sec. - 10.02 min.	2.84 min. - 4.77 min.	2,467,534.08 Views	1,029,800 Views	4,600,936.922 Views	48,495 Views - 21,979,442 Views	524,728.81 Views - 4,410,339.36 Views
Network (n=11)	5.95 min.	4.67 min.	4.52 min.	1 min. - 18.03 min.	2.91 min. - 8.99 min.	2,189,121 Views	858,544 Views	2,912,903.488 Views	41,469 Views - 10,279,052 Views	-78,229.76 Views - 4,296,471.76 Views
Television Based (n=4)	3.92 min.	3.08 min.	2.51 min.	1 min. 17 sec. - 7.6 min.	0.08 sec. - 7.93 min.	3,209,173.25 Views	2,501,654 Views	3,771,105.996 Views	46,049 Views - 7,787,336 Views	-894,745.58 Views - 3,460,700.92 Views
Internet Based News (n=12)	5.61 min.	5.47 min.	4.53 min.	1 min. - 17.75 min.	2.73 min. - 8.49 min.	1,751,575.42 Views	586,717.50 Views	2,689,970.170 Views	25,651 Views - 9,332,615 Views	1,641,740.05 Views - 7,219,639.18 Views
Government (n=6)	4.55 min.	4.21 min.	2.5 min.	1 min. - 8.33 min.	1.94 min. - 7.19 min.	969,333.50 Views	1,004,475 Views	640,731.579 Views	130,430 Views - 1,811,429 Views	296,926.95 Views - 1,641,740.05 Views
Print or Radio (n=2)	18.56 min.	18.56 min.	13.94 min.	8.7 min. - 28.42 min.	0.7 min. - 143.82 min.	413,907 Views	413,907 Views	510,973.745 Views	52,594 Views - 775,220 Views	-4,177,009.95 Views - 5,004,823.95 Views

Table 1. Nonparametric analysis of view count and video length across across author categories.

## REFERENCES

- Graf N. Sexual harassment at work in the era of #MeToo. *Pew Research Center*. [Accessed 4/18/2018]
- Jozkowski NK, Peterson, ZD, Sander, SA, Dennis B, Reece M. Gender differences in heterosexual college students’ conceptualizations and indicators of sexual consent: Implications for contemporary sexual assault prevention education. *Journal of Sex Research*. 2014; 51(8): 904-91.
- Smith, A, Duggan M. Crossing the line: What counts as online harassment? *Pew Research Center*. [Accessed 4/18/2018]
- Mitchell A, Weisel R. Political Polarization and Media Habits. *Pew Res Cent*. 2014;(October). doi:202.419.4372.
- Basch CH, Basch CE, Ruggles KV, Hammond R. Coverage of the Ebola virus disease epidemic on youtube. *Disaster Medicine and Public Health Preparedness*. 2015; 9(5): 531-535
- McHugh, Mary L. “Interrater Reliability: The Kappa Statistic.” *Biochemia Medica* 22.3 (2012): 276–282. Print.

## CONCLUSION/DISCUSSION

- The limitations of this study include the cross-sectional design, the inclusion of only videos in English, and the absence of further information on the viewers
- Future analyses will include the difference(s) and association(s) between and among coded categories and other characteristics (e.g. intended audience, video length across source types, etc.).

## RESULTS/FINDINGS

### Aim #1

- Length:** The results revealed that the Of the 100 videos found, the mean length of videos were less than 5 minutes, with only 56% of the videos selected exceeding 15 minutes.
- Author Categories:** Seven author categories were established. The three most common video author categories were consumer videos (42%), followed by professional videos (24%), and internet-based news videos (12%).
- View count:** The total amount of views for all videos were 419,052,806.

### Aim #2

- 23% (*n*=23) of the videos included in the sample were posted on YouTube since the rise of the #MeToo movement (between January 1, 2017- March, 24, 2018). See Figure 1.

### Aim #3

- A Kruskal-Wallis Test revealed no statistically significant difference in video length (seconds) and view count across authors categories. See Table 1.