

## **Comparing the Acceptance of Two Types of Videos (Recorded Vs Animated) on Breast Cancer Education among Sri Lankans**

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Good health education videos are necessary for motivation of viewers to change their behaviour. Aim of the present study is to compare the acceptance of animated video vs recorded video on breast cancer education using two methods. In the first method, pre-test were given for 44 female non-academic members of the university in a computer lab. Participants were randomly divided into two groups and they were allowed to see either animated or recorded video followed by a post-test. The videos were swapped among the two groups. Perceived usefulness, perceived ease of use, perceived intention to use and perceived satisfaction about two types of videos were investigated using Google forms. In the second method, both videos were published via social media for 14 days. Video performances and viewers' responses were analysed using Facebook and YouTube analytics. First method showed a significant difference between pre-test and post-test marks: (Animated= 56.86 ±19.84; 96.08 ±5.63; p < 0.001, Recorded= 61.37 ±18.85; 96.81 ±5.25; p <0.001 ). No difference was noted in the knowledge gain between two groups. When the acceptance for two videos were compared using Mann-Whitney test statistically significant differences (p< 0.001) were noticed: animated video vs recorded video; perceived usefulness: 7.57 ±1.96 vs 8.61 ±1.57, perceived ease of use: 8.12 ±1.78 vs 9.08 ±1.21, perceived intention to use: 7.19 ±2.21 vs 8.14 ±2.1, perceived satisfaction of the layout and presentation: 7.11 ± 2.12 vs 7.99 ±2.01). The social media analytics indicated that the most highly watched (73.32%) and favourite video was the recorded video. Facebook was the most viewed social media (12968 viewers). Significantly higher favourable responses were received to the recorded video than animated video. These results indicate that participants preferred recorded video compared to animated video and this should be considered during development of health education videos.

**Key words:** Animated video, Recorded video, Breast Cancer, Social media, Facebook