

Analysis of YouTube Videos on Initiating Postpartum Sexual Life

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Abstract

Objectives: The study aims to provide an evaluation of videos on YouTube regarding the "timing of initiating postpartum sexual intercourse" in terms of their view counts, like ratios, and presenters.

Methods: This is a descriptive research study. The study population consisted of 68 Turkish videos published on YouTube between August 21, 2023, and August 26, 2023, by searching the YouTube page with the keywords "timing of initiating postpartum sexual life." Of these videos, 9 were related to sexual desire/sexual dysfunction, 8 focused on vaginismus/painful sexual intercourse, 4 covered sexual intercourse during pregnancy, 6 discussed sexual intercourse after vaginoplasty, 6 addressed sexual intercourse after hysterectomy/menopause/kidney transplantation, 3 provided methods for revitalizing postpartum sexual life, and 4 contained advertisements, all of which were excluded from the sample. Finally, the sample of the study was determined as 28. Frequency and percentage distribution were used in the analysis of the data.

Results: This is a descriptive research study. The study population consisted of 68 Turkish videos published on YouTube between August 21, 2023, and August 26, 2023, by searching the YouTube page with the keywords "timing of initiating postpartum sexual life." Of these videos, 9 were related to sexual desire/sexual dysfunction, 8 focused on vaginismus/painful sexual intercourse, 4 covered sexual intercourse during pregnancy, 6 discussed sexual intercourse after vaginoplasty, 6 addressed sexual intercourse after hysterectomy/menopause/kidney transplantation, 3 provided methods for revitalizing postpartum sexual life, and 4 contained advertisements, all of which were excluded from the sample. Finally, the sample of the study was determined as 28. Frequency and percentage distribution were used in the analysis of the data.

Conclusion: Despite the relatively low number of YouTube videos on the subject of the study, the majority of them were presented by healthcare professionals, offering concise, well-received, and relevant content. It can be suggested that there is a need to increase online resources for sexual health education during the postpartum period.

Keywords: Postpartum period, resumption of sexual intercourse, online information, YouTube

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INTRODUCTION

Sexuality is a concept that encompasses all aspects of an individual's gender and is influenced by biological, psychological, socio-economic, cultural, ethical, and religious factors (1). Therefore, sexuality can vary at different stages of life, and the postpartum period is one of these stages (2-3). The timing of postpartum sexual intercourse and sexual relations can vary from society to society. The initiation of sexual intercourse during this period is associated with the psychological readiness of the partners and the physical recovery of the woman (1, 5, 6).

According to the 2018 Turkey Demographic and Health Survey (TDHS) data, in Turkey, it is traditionally recommended to abstain from sexual intercourse for 40 days after childbirth, and 77% of women adhere to this rule within the first two months after childbirth. This sexual abstinence period typically lasts for 2.3 months (7). Usually, signs such as the completion of uterine involution, healing of the episiotomy, cessation of lochia (postpartum bleeding), and the woman's return to her previous physiology can indicate the start of sexual intercourse (8).

Supporting this, in another study conducted in Turkey, the traditional postpartum sexual abstinence period was observed to be six weeks, or 40 days, after childbirth (9). Other research studies in the literature have shown variations in the time when women return to sexual life during the postpartum period. Studies have indicated that the majority of women return to postpartum sexual life within 6 to 9 weeks (1, 8, 10, 11).

However, sexuality remains a topic that is not easily discussed and is considered taboo in some societies. This situation is influenced by societal, cultural, social factors, and religious beliefs (12).

The postpartum period, in particular, is a time when women experience significant changes in their sexuality, and during these processes, there can be a lack of information. However, women often avoid sharing their sexual problems with healthcare professionals. On the other hand, healthcare professionals may neglect this issue during postpartum check-ups (13). Therefore, women who have given birth and parents turn to various alternative platforms to address their lack of knowledge.

The increasing prominence of digital media platforms indicates that they are an important source of health information, especially for new-generation parents and are frequently used by pregnant women and new parents (14,15).

The Global Digital Report for 2019 reveals that 57% of the world's population, which totals 7.5 billion people, actively uses the internet, and 45% actively use social media platforms (such as Facebook, Instagram, Twitter, Pinterest, YouTube, Tumblr, Snapchat, LinkedIn). According to the same report, in a country with a population exceeding 80 million, such as Turkey, 72% of the population uses the internet, and 63% of the population, or 52 million people, actively use social media. According to social media usage statistics in Turkey, YouTube is the most widely used social media platform with a 92% share. Instagram ranks second with 84%, while Facebook follows YouTube with an 83% share (16). Current data shows that 95% of internet users worldwide watch YouTube, and as of 2021, there were 2,240.03 million YouTube users (17).

Among the topics parents most commonly seek information on in digital media are areas that focus on developmental changes, such as postpartum sexual life, newborn care and feeding, postpartum complications, postpartum depression, stress management, personal care and hygiene, nutrition, and pregnancy prevention methods. These areas are among the topics that parents show the most interest on digital platforms and seek to fill their knowledge gaps (18).

This study provides an analysis of Turkish-language videos on YouTube regarding "the timing of postpartum sexual intercourse." It

includes the number of views, like rates, video content, and presenters on this widely used social platform.

METHODS

Research Type

The research is a descriptive study aiming to explore YouTube videos on the topic of "the timing of postpartum sexual intercourse."

Location and Time of the Research

Research data was collected by searching the YouTube page with the keywords 'Doğum sonu cinsel yaşama başlama zamanı' (the timing of postpartum sexual intercourse) between August 21, 2023, and August 26, 2023.

Population and Sample of the Research

The population of the research consisted of 68 Turkish videos published on the topic between 2014-2023, as identified by searching the YouTube page with the specified keywords between August 21, 2023, and August 26, 2023. However, videos that did not address postpartum sexual problems, including 9 videos on sexual desire/loss of sexual desire, 8 videos on vaginismus/painful sexual intercourse, 4 videos on sexual intercourse during pregnancy, 6 videos on sexual intercourse after vaginoplasty, 6 videos on sexual intercourse after hysterectomy/menopause/kidney transplant, 3 videos on ways to revive postpartum sexual life, and 4 videos containing advertisements were excluded from the sample. As a result, the sample of the research was determined as 28.

Data Collection Tools

Research data was collected by the researcher and included information such as publication date, video duration, number of views, number of likes, number of comments, video content, presenter, and teaching method. The research involved a detailed analysis of videos in terms of content and format using the document review method, which is one of the qualitative research methods. The data collection process was carried out using a data collection tool designed by the researcher. This tool (publication date, video duration, number of views, number of likes, number of comments, video content, presenter, and teaching method) was used to capture various characteristics of the videos (19, 20).

Statistical analysis

The videos included in the research were individually watched by the researcher, and data were assessed in line with the data collection tool (publication date, video duration, number of views, number of likes, number of comments, video content, presenter, and teaching method) and transferred to the data collection form. The transferred information was evaluated as frequencies and percentages using the Statistical Package for the Social Sciences (SPSS) program version 29.0, where the statistical analysis of the research was performed.

Ethics of the Study

Since the YouTube videos used in the study are publicly accessible on an open platform, access rights are open to everyone, and therefore, ethical committee approval was not required. Furthermore, as the names of the videos and information about the educators were not provided in the research, there were no privacy and ethical issues (21).

Limitations of the Research

This research is limited to the keywords "Doğum sonu cinsel yaşama başlama zamanı" (the timing of postpartum sexual intercourse) and thus has limitations.

RESULTS

YouTube, as one of the largest video sharing platforms on the internet, holds significant importance in today's world. Users can easily access to all kinds of video content on YouTube, regardless of time and place, making it an unlimited platform for health, education, information sharing, and commerce. Taking this into consideration, between August 21, 2023, and August 26, 2023, Turkish videos on the topic of "the timing of postpartum sexual intercourse" were examined for their view counts, likes, video content, and presenters, and the results are presented in Table 1.

In the research, it was found that 57.1% of the videos were published between August 20, 2020 and August 20, 2023. When the duration of the videos related to "postpartum sexual initiation" was examined, it was observed that 60.7% of them were between 1-10 minutes. In

addition, the highest view count of the videos was 67.9% in the range of 1-10,000, while 21.4% had >50,000 views, 7.1% had 10,001-30,000 views, and 3.6% had 30,001-50,000 views. Regarding likes, 39.3% of the videos received the highest number of likes in the range of 1-10, while 32.1% received >100 likes, 10.8% received 51-100 likes, and 7.1% received 11-50 likes. On the other hand, 10.8% of the videos were viewed but received no likes. Concerning comments, 60.7% of the videos related to "postpartum sexual initiation" received no comments, while 32.1% received comments ranging from 1 to 25. It was observed that 92.9% of the instructors providing education in the videos were doctors, while only 7.1% were Family Planning Consultants. Regarding the methods used in the provided education, it was found that 46.4% included Oral + Subtitle Presentation, 39.3% were solely Oral Presentation, and 14.3% were Oral + Subtitle + Visual Presentation (Table 1).

DISCUSSION

YouTube, with its visual content, is one of the most widely used social platforms in daily life, having millions of members. Since everyone can upload videos without going through a detailed review, despite concerns about the reliability of content, patients, healthcare professionals, and ordinary people benefit from these videos (22). Especially in cultures where sexuality is considered taboo and cannot be openly discussed, the lack of information and the need for it lead individuals to

alternative searches (13). The increasing accessibility, prevalence, personalization, and independence from time, space, and individuals offered by the internet provide a solution to this quest (23-25).

The postpartum period is a sensitive time period when life is reshaped for both parents and women in every respect, requiring special adaptations and seeking answers to questions (6,26,27). In our study, it was seen that especially in the last 3 years, with the increase in accessibility to social media platforms like YouTube, as much as % 57.1% of videos were uploaded on topics related to "postpartum sexual initiation." This indicates uncertainty about postpartum counseling education in the healthcare system, the presence of question marks in people's minds, and insufficient information. It is thought that this number will increase over time.

When the durations of the videos included in the study were examined, it was observed that 60.7% of them had a duration of 1-10 minutes. Looking at the data for Turkey, where the duration of internet use is 7 hours and 9 minutes, 2 hours and 48 minutes of which is spent on social media, it can be concluded that the durations of the videos in the study were reasonable and watchable (28). In a video-supported study conducted by Demir and Taşpınar (2022), it was observed that postpartum education provided through videos increased women's self-efficacy in sexuality,

breastfeeding, and adaptation to the postpartum period, created behavior change, and had a positive effect (29). Similarly, in different studies, it has been seen that the use of social

media has a positive contribution to managing the process for women during the postpartum period (30,31).

Table 1. The General Characteristics of Videos and the Teaching Methods Used by Instructors in the Videos

Variables	n	%
Publication date		
20.08.2014 -20.08.2017	2	7.2
20.08.2017 -20.08.2020	10	35.7
20.08.2020 -20.08.2023	16	57.1
Video duration		
<1 dk	6	21.4
1-10 dk	17	60.7
11-20 dk	3	10.8
>20 dk	2	7.1
Number of views		
1-10,000	19	67.9
10,001-30,000	2	7.1
30,001-50,000	1	3.6
>50,000	6	21.4
Number of likes		
0	3	10.7
1-10	11	39.3
11-50	2	7.1
51-100	3	10.8
>100	9	32.1
Number of comments		
0	17	60.7
1-25	9	32.1
26-50	1	3.6
51-100	0	0.0
>100	1	3.6
Title of the instructor		
Doctor	26	92.9
Midwife/Family Planning Consultant	2	7.1
Educational tools		
Verbal speech	11	39.3
Verbal speech and Subtitle	13	46.4
Verbal speech, Subtitle and Image	4	14.3

Furthermore, in addition to the duration, it was observed that the videos received a high level of views (67.9%), likes (39.3%), and comments (32.1%). Users, while passively watching these videos, tend to establish communication by commenting on the shared

videos and interacting with the users who posted them (32). However, due to the limited research on video-based education on postpartum sexual life in the literature, more research in this field is needed.

In our study, it was found that the instructors providing education in the videos were healthcare professionals, with 92.9% being doctors and only 7.1% being Family Planning Consultants. This is of great importance in terms of societal dynamics. Mahmud et al. (2017) emphasize that education provided by healthcare professionals is a critical factor supporting high-quality access to health and is also essential for the reliability of information (33). Another study found that receiving personalized developmental care and informative social support from healthcare professionals was effective in increasing self-efficacy, creating positive parenting experiences, and reducing stress levels in families (34).

When the methods used in the provided education were examined in our study, it was observed that 46.4% included both oral presentation and subtitles. 39.3% of the education was solely delivered through oral presentation, and 14.3% included a combination of oral presentation, subtitles, and visual materials. Using educational tools that target multiple sensory organs is an effective way to encourage learners and enhance the understanding of the provided information.

For example, while people can remember only 20% of what they hear, they can recall 50% of information presented both visually and aurally (29). Another study showed that the level of impact on learning was increased when

information reached both the eye and the ear instantly through a multimedia application consisting of video, animation, and sound (35). These findings support our research results.

CONCLUSION

In a medium like YouTube, where unlimited information rapidly flows, Turkish data regarding the 'postpartum sexual initiation time' question is quite limited. YouTube can be a significant source of information on women's health and sexual health. However, unfortunately, women's health and sexuality are still considered taboo in many societies, facing issues such as censorship or content restrictions on these topics. Therefore, platforms like YouTube should encourage videos containing informative, supportive, and educational content on sexual health and sexuality, helping to break down these taboos.

Ethical Approval: Since the YouTube videos used in the study are publicly accessible on an open platform, access rights are open to everyone, and therefore, ethical committee approval was not required.

Peer-review: Externally peer-reviewed.

Author Contributions: Concept: RE, Design: RE, Data Collection and Processing: RE, Analysis and/or Interpretation: RE, YKA, Writing: RE

Conflict of Interest: The authors declare that they have no conflict of interest.

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