

# ARPH Symposium 'Using videos for research in health psychology'

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Drs. Hao Nguyen (ASCoR/University of Amsterdam) and two patients who contributed to her video's for a website aimed at patients with colon cancer

## Why this symposium?

Videos have thus far been developed for different purposes within the field of health psychology. Examples are videos to convey health information to patients, to influence health behaviors or to test the effect of physician-patient communication on patient outcomes. However, numerous methodological choices in the development of these videos may influence the impact or effectiveness of interventions or manipulations. There is presently little evidence about optimal methodological choices in video development. Therefore, the main goal of this symposium was to share knowledge and experience regarding the development of video for research by both the film industry as well as health psychology researchers.

## Symposium opening

Prof. dr. Ellen Smets opened the first symposium on using videos for research in health psychology, subsidized by the ARPH, with a short introduction on the health psychology research area in which all attendees are active. Words, numbers and image based tests are most often used in psychological research, but there is an evolving trend towards using videos for research. She reflected that the film industry has far more expertise with cinematography.

## Developing videos to influence health behavior

The first speaker was Dr. Sumit Mehra, who works at the Hogeschool van Amsterdam. His research aims to improve physical exercise in the elderly population. To that end, he has developed a mobile application in which short videos (up to 30 seconds) are used depicting elderly people performing specific and effective exercises accompanied with voice-over instructions. He has deliberately chosen to use actors and a professional voice-over due to the modeling nature of the study. Subsequently, Auke Hamers, involved as filmmaker in Mehra's research, shed light on the practical aspects of making the videos. Some take away messages included: plan ahead, discuss the goal and approach of the video with the filmmaker early in the process, determine who will take on the production role, cast the actors and pay attention to practical details, such as the choice of clothes. Auke's last important suggestion was to use a release form, which the actors sign to prevent possible future disputes concerning copyright issues.

### **Developing videos to model physician-patient communication**

The second speaker, Ir. Inge van Bruinessen, researcher at the NIVEL, spoke about her research in which she uses videos to assist cancer patients in preparing for medical communication during consultations with their doctor. Her videos deal with barriers often experienced by patients and the possible solutions. The emphasis in these videos is on the familiarity of the situations and realism. This means that the scripts do not require to be adhered to exactly and mispronunciations are acceptable. Inge concluded her talk with the advice to consider making professional photographs during the video recording, which can for example be used in future presentations.

### **Developing videos to provide health information**

Drs. Hao Nguyen, of the University of Amsterdam, spoke about her research, which is aimed at investigating how information about colon cancer can best be communicated to future patients. To prepare these patients for a visit to the 'gastro-intestinal oncology center Amsterdam' (GIOCA) of the Academic Medical Center, she has developed videos with real patients who recount their visit and actually revisit this department again for the purpose of this video. Hao decided to use real patients talking about their 'own' experiences in a narrative form, to optimize viewers' perceived support, identification and involvement with the videos. She invited two patients to the symposium who featured in the videos to share their experience of recording the videos with the audience.

### **Developing videos to test the effects of physician communication**

Last speakers were Drs. Leonie Visser and Wisse Stolk. Visser, a researcher at the Academic Medical Centre, shared her knowledge on the use and development of video vignettes for testing the influence of medical communication on patient outcomes. The great advantage of using video vignettes is the standardization of the content of the videos while being able to vary the elements of communication under investigation. Furthermore, video vignettes offer an ethical alternative for altering communication during doctor-patient consultations. In Leonie's research the immersion and emotional involvement of the viewer (usually a so-called 'analogue patient') is crucial. That is why she has chosen to start the video with a video introduction, and to use a camera perspective in which the (emotional) video patient was shown, and not only the doctor. Wisse Stolk, film director of Leonie's latest video's, talked about the future of videos for research purposes. His opinion is that virtual reality is a promising technique for this domain as it may improve user engagement.

### **More information?**

After the presentations there was plenty room for discussion and the afternoon was concluded with an informal market which offered the opportunity for researchers to present their own work. Researchers who are interested in the content of the different presentations, can request the slides by sending an e-mail to Marij Hillen: [M.A.Hillen@amc.uva.nl](mailto:M.A.Hillen@amc.uva.nl).