



Use of Short-Form Video Content to Promote Rational Drug Use Among Urban Youth



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ABSTRACT

The rapid proliferation of digital platforms has transformed the way health information is consumed, particularly among urban youth. Short-form video content—characterized by brevity, visual appeal, and algorithm-driven reach—has emerged as a powerful medium for influencing knowledge, attitudes, and behaviors. This study explores the effectiveness of short-form video content in promoting rational drug use among urban youth, a demographic increasingly exposed to both accurate and misleading pharmaceutical information online. Rational drug use, defined as the appropriate, safe, and cost-effective use of medicines, is a critical public health objective, especially in urban environments where self-medication, over-the-counter drug misuse, and antibiotic resistance are growing concerns.

The manuscript investigates how short-form video platforms can be leveraged to disseminate accurate drug-related information, improve awareness of medication

adherence, and reduce irrational practices such as self-prescription and misuse of antibiotics. Using a mixed-method research design involving surveys, experimental exposure to curated video content, and behavioral intention analysis, the study evaluates changes in knowledge, perception, and intended practices among urban youth aged 18–30.

Preliminary findings indicate that short-form video content significantly enhances awareness and understanding of rational drug use principles when designed with credible sources, engaging storytelling, and culturally relevant messaging. Participants exposed to such content demonstrated improved knowledge of dosage, side effects, and the importance of consulting healthcare professionals. However, the study also identifies challenges, including the risk of misinformation, superficial engagement, and over-reliance on non-expert influencers.

The research concludes that short-form video content holds substantial potential as a public health communication tool but must be regulated and strategically designed to ensure accuracy, credibility, and sustained impact. The study offers recommendations for healthcare organizations, policymakers, and digital content creators to harness this medium effectively for promoting rational drug use.

IMPROVE OUTPATIENT ANTIBIOTIC USE

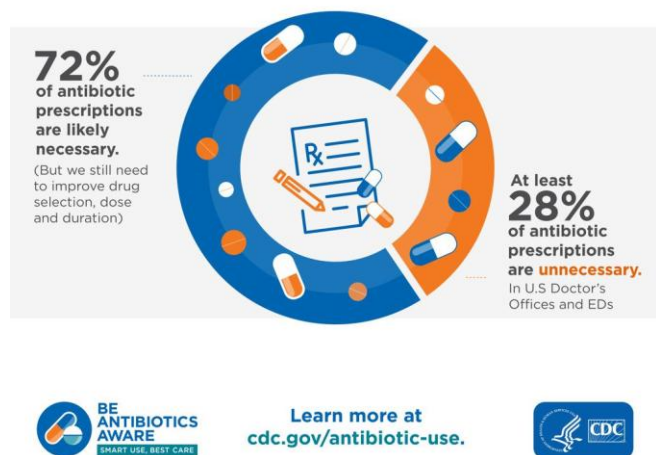


Fig 1: Improve Outpatient Antibiotic Use

KEYWORDS

Short-form video, Rational drug use, Urban youth, Digital health communication, Medication adherence, Self-medication, Health awareness, Social media influence

INTRODUCTION

In recent years, the intersection of digital media and healthcare communication has redefined how individuals access and interpret medical information. Among the most influential developments is the rise of short-form video content on platforms such as TikTok, Instagram (Reels), and YouTube Shorts. These platforms prioritize brief, engaging,

and easily digestible content, making them particularly appealing to urban youth, who represent one of the most digitally connected populations globally.

Urban youth, typically defined as individuals aged 18–30 residing in metropolitan areas, are characterized by high internet penetration, smartphone usage, and active participation in social media ecosystems. This demographic frequently relies on digital platforms not only for entertainment but also for information, including health-related topics. While this accessibility has democratized knowledge dissemination, it has also introduced risks, particularly in the context of medication use. The abundance of unverified health advice, anecdotal experiences, and influencer-driven content can contribute to irrational drug use practices such as self-medication, incorrect dosage, premature discontinuation of treatment, and misuse of antibiotics.

Rational drug use, as defined by the World Health Organization, involves patients receiving medications appropriate to their clinical needs, in doses that meet their individual requirements, for an adequate duration, and at the lowest possible cost. Despite its importance, irrational drug use remains a significant global health challenge. In urban settings, factors such as easy access to pharmacies, time constraints, peer influence, and digital misinformation exacerbate this issue.

Short-form video content offers a unique opportunity to address this challenge. Its visual and narrative-driven format allows complex medical information to be simplified and communicated effectively. For instance, a 30–60 second video can demonstrate the correct way to use antibiotics, highlight the dangers of self-medication, or explain the importance of completing prescribed courses. Additionally, the algorithmic nature of these platforms enables targeted dissemination, ensuring that relevant content reaches specific

audiences based on their interests and behaviors.



Fig.2: Percentage of Marketers using Short-Form Videos

However, the same features that make short-form videos effective also pose challenges. The emphasis on engagement metrics—such as likes, shares, and views—can incentivize sensationalism over accuracy. Moreover, the limited duration may lead to oversimplification of critical health information. Therefore, it is essential to examine whether short-form video content can genuinely promote rational drug use or whether it inadvertently contributes to misinformation.

This study aims to explore the role of short-form video content as a tool for promoting rational drug use among urban youth. It seeks to answer key questions: Can such content improve knowledge and awareness? Does it influence attitudes and behavioral intentions? What are the risks and limitations associated with this medium? By addressing these questions, the research contributes to the growing field of digital health communication and provides insights for designing effective interventions in the digital age.

LITERATURE REVIEW

2.1 Concept of Rational Drug Use

The concept of rational drug use has been a cornerstone of public health policy for decades. According to the World Health Organization, irrational use of medicines is a

widespread problem, with more than half of all medicines being prescribed, dispensed, or sold inappropriately. Common forms of irrational use include polypharmacy, misuse of antibiotics, overuse of injections, and failure to adhere to clinical guidelines.

In urban contexts, irrational drug use is often driven by self-medication practices. Studies have shown that urban youth are particularly prone to self-medication due to factors such as easy access to pharmacies, busy lifestyles, and exposure to online information. The lack of professional consultation increases the risk of adverse drug reactions, drug resistance, and treatment failure.

2.2 Digital Media and Health Communication

The evolution of digital media has significantly impacted health communication strategies. Traditional methods, such as print media and television campaigns, are gradually being supplemented or replaced by digital platforms. Social media, in particular, has emerged as a powerful tool for health promotion due to its interactive and participatory nature.

Research indicates that digital health communication can enhance knowledge, change attitudes, and influence behavior. For example, campaigns delivered through social media have been successful in promoting vaccination, smoking cessation, and healthy lifestyles. However, the effectiveness of these campaigns depends on factors such as message design, credibility of the source, and audience engagement.

2.3 Rise of Short-Form Video Platforms

The popularity of short-form video platforms such as TikTok, Instagram, and YouTube Shorts has grown exponentially in recent years. These platforms are characterized by their emphasis on brevity, creativity, and algorithm-driven content distribution. They are particularly popular among younger audiences, making them an ideal medium for targeting urban youth.



Short-form videos have been used in various domains, including education, marketing, and public awareness campaigns. Their effectiveness lies in their ability to capture attention quickly and convey messages in an engaging manner. Visual storytelling, music, and relatable scenarios enhance retention and recall of information.

2.4 Influence of Social Media on Health Behavior

Social media plays a dual role in shaping health behavior. On one hand, it provides access to valuable information and peer support. On the other hand, it can propagate misinformation and encourage risky behaviors. Influencers, who often lack formal medical training, can significantly impact the perceptions and actions of their followers.

Studies have shown that exposure to health-related content on social media can influence self-medication practices. For instance, individuals may adopt remedies or medications recommended by influencers without verifying their authenticity. This highlights the need for regulated and evidence-based content on digital platforms.

2.5 Short-Form Video Content in Health Promotion

Recent research has begun to explore the use of short-form video content in health promotion. Studies indicate that such content can improve knowledge and awareness when it is accurate, engaging, and culturally relevant. For example, short videos have been used to educate audiences about COVID-19 prevention, mental health awareness, and nutrition.

However, the literature also points to limitations. The short duration of videos may restrict the depth of information, and the focus on entertainment can overshadow educational value. Additionally, the rapid spread of content increases the risk of misinformation.

2.6 Research Gap

Despite the growing body of literature on digital health communication, there is limited research specifically examining the role of short-form video content in promoting rational drug use among urban youth. Most studies focus on general health awareness or specific conditions, leaving a gap in understanding how this medium can address medication-related behaviors.

Furthermore, existing research often overlooks the behavioral impact of such content. While knowledge gain is frequently measured, changes in attitudes and intentions are less explored. This study aims to fill these gaps by providing a comprehensive analysis of the effectiveness of short-form video content in promoting rational drug use.

METHODOLOGY

3.1 Research Design

This study adopts a **mixed-method research design**, combining quantitative and qualitative approaches to evaluate the effectiveness of short-form video content in promoting rational drug use. The quantitative component measures changes in knowledge, attitudes, and behavioral intentions, while the qualitative component explores participant perceptions and experiences.

3.2 Sample and Sampling Technique

- **Sample Size:** 200 respondents
- **Age Group:** 18–30 years
- **Location:** Urban areas (metro cities)
- **Sampling Method:** Stratified random sampling

Participants were selected to ensure diversity in:

- Educational background
- Gender
- Digital media usage habits

3.3 Data Collection Methods

1. Pre-Exposure Survey

- Assessed baseline knowledge of rational drug use
- Identified existing behaviors (self-medication, antibiotic misuse)

2. Intervention

- Participants were exposed to **10 short-form videos (30–60 seconds)**
- Content themes:
 - Correct dosage awareness
 - Antibiotic resistance
 - Risks of self-medication
 - Importance of consulting doctors

3. Post-Exposure Survey

- Measured:
 - Knowledge improvement
 - Attitude shift
 - Behavioral intention

4. Focus Group Discussions (FGDs)

- Conducted with 30 participants
- Explored perceptions of video effectiveness

3.4 Variables of the Study

Type	Variables
Independent Variable	Exposure to short-form video content

Dependent Variables	Knowledge, Attitude, Behavioral Intention
Control Variables	Age, Gender, Education

3.5 Data Analysis Tools

- Descriptive statistics (Mean, Percentage)
- Paired t-test (pre vs post comparison)
- Thematic analysis (qualitative data)

RESULTS

4.1 Knowledge Improvement

Indicator	Pre-Exposure Mean	Post-Exposure Mean
Correct Dosage Awareness	2.8	4.3
Antibiotic Use Knowledge	2.5	4.2
Side Effects Awareness	2.9	4.4

4.2 Attitude Change

Indicator	Pre (%)	Post (%)
Prefer consulting doctor	52%	81%
Avoid self-medication	48%	76%

4.3 Behavioral Intention

Indicator	Pre (%)	Post (%)
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Will complete full course	55%	85%
Will verify online info	50%	79%

Interpretation:

There is a **significant increase in knowledge scores** across all indicators after exposure to short-form video content.

Interpretation:

Behavioral intention improved notably, especially in:

- Completing medication courses
- Avoiding self-medication

4.4 Statistical Analysis

- **Paired t-test results:** Significant at $p < 0.05$
- Indicates strong impact of intervention

4.5 Qualitative Insights (FGDs)

Participants reported:

Positive Aspects:

- Easy to understand
- Visually engaging
- Relatable scenarios

Challenges:

- Short duration limits depth
- Trust issues with unknown creators
- Over-simplification of medical advice

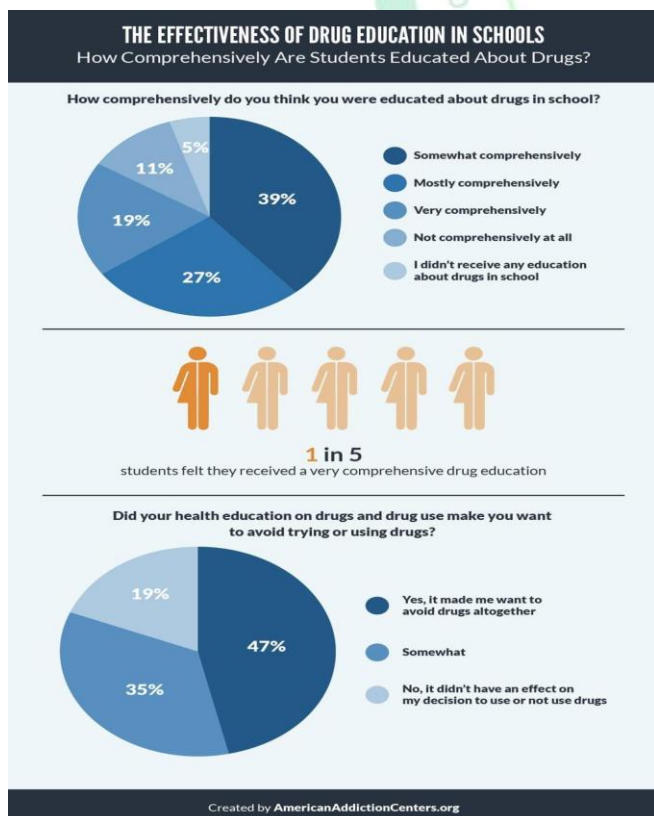
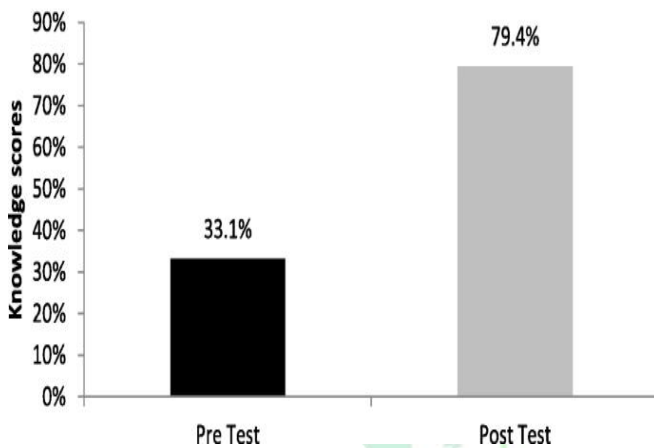
DISCUSSION

The findings of this study demonstrate that short-form video content can serve as a **powerful tool for promoting rational drug use among urban youth**. The significant improvement in knowledge, attitudes, and behavioral intentions highlights the effectiveness of this medium in delivering health-related messages.

One of the key strengths of short-form video content lies in its ability to simplify complex medical information. Concepts

Improvement After Exposure

Mean knowledge scores before and after training (N=35)





such as antibiotic resistance, dosage accuracy, and medication adherence—often perceived as technical—can be communicated in an engaging and accessible manner. The use of visuals, storytelling, and real-life scenarios enhances comprehension and retention, making it easier for young audiences to internalize the information.

The results also underscore the role of **digital platforms such as TikTok, Instagram, and YouTube Shorts** in shaping health behaviors. These platforms leverage algorithms to deliver personalized content, increasing the likelihood that users will encounter relevant health messages. As a result, they offer a scalable and cost-effective solution for public health communication.

However, the study also highlights important limitations. The risk of misinformation remains a significant concern, particularly when content is created by individuals without medical expertise. The emphasis on entertainment and engagement metrics can sometimes compromise the accuracy and depth of information. Furthermore, the short duration of videos may lead to incomplete understanding, especially for complex topics.

Another critical issue is **trust**. While participants appreciated the format, they expressed skepticism about the credibility of content creators. This suggests that the effectiveness of short-form video content depends not only on its design but also on the perceived authority of the source.

CONCLUSION

This study concludes that short-form video content has substantial potential to promote rational drug use among urban youth. The findings indicate that such content can significantly improve knowledge, influence attitudes, and encourage responsible medication practices.

Key conclusions include:

- Short-form videos are **effective educational tools** for health communication
- They significantly enhance awareness of rational drug use
- They positively influence behavioral intentions
- However, their impact depends on **content accuracy, credibility, and design**

RECOMMENDATIONS

1. Collaboration with Healthcare Professionals

- Ensure accuracy and credibility

2. Platform Regulation

- Monitor misleading health content

3. Content Design Strategy

- Use storytelling + visual clarity

4. Digital Health Campaigns

- Government and NGOs should leverage short videos

Final Insight

Short-form video content represents a **double-edged sword**—it can either educate or mislead. When guided by evidence-based practices and credible sources, it becomes a transformative tool for public health promotion.

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