

YouTube Video Critique

Student Name: Paula Tactay

Component: Strength and Endurance Training

Case #: Case of Stephanie (Number 7)

Diagnosis: Neck and Upper Back Pain

Data for Video

Title of the Video	Physio Med - Neck and Upper Back Stretching Exercises: Occupational Physiotherapy
Duration of the Video	8 minutes and 27 seconds
Number of Days on YouTube	Over 2 years and 3 months (published on November 28, 2013)
Total Number of Views	31, 773 views 238 likes 4 dislikes
Any Links to the Video	https://www.youtube.com/watch?v=5EvVD-b_b_o
Comments of the Viewers	11 comments in total. Overall very positive comments from the viewers, for example: "These are amazing stretches!" – Nellie Vaughn, 4 months ago

Criterion for utility in the site

Technical Aspects	
Images are clear	The quality images are very clear, with the option of playing the video in high definition at a maximum of 1080p. The individual demonstrating the exercises is focused and centered.
Sounds are clear and background is free from noise	Sound is clear and the narrator articulates clearly at a good pace. However, there is music playing in the background that can be distracting so the viewer may miss what the narrator

	is saying and thus the video may need to be repeated to clearly understand the exercises.
Time to download is reasonable (about 10-15 minutes at the maximum)	Time to download video is very fast of about 10 seconds on Western wireless internet; size of the video is 71.17 MB.
Author/creator	
The creator and/or organization providing the video are mentioned	Yes, the organization providing the video is Physio Med (national supplier of occupational physiotherapy in the UK), which is mentioned in the title of the video, in the video description, and on the video itself there is the organization's name and logo. Additionally the video mentions who designed the neck and upper back exercises that are being demonstrated, a team of senior Chartered Physiotherapists
The information about the creator is up-to date	The information about Physio Med is not quite up-to date on YouTube. The account was created in November 14, 2013 and the latest video uploaded was a year ago in March 4, 2015 regarding the details of their organization. However, the account does provide links to their official website, Twitter, and LinkedIn page, which are up-to-date.
<p>Provide further support for the use of this YouTube video on your case site.</p> <p>This YouTube video shows a variety of stretching exercises for the neck and upper back area designed by a team of Chartered Physiotherapists. Therefore this video is a good resource for Stephanie because these exercises specifically designed for neck and upper back pain is demonstrated in a clear, easy to follow way, and the video specifies how many times you repeat the exercises per day. The narrator articulates clearly when explaining how to perform the different exercises while at the same time an individual is visually demonstrating the following exercise. The video takes it a step further by explaining the potential causes of neck and upper back pain, which muscles of your body you are stretching, why you need to stretch that particular muscle, and how each of the</p>	

stretches will help relieve or reduce neck and upper back pain.