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A qualitative study into the educational benefit of short, topic-based videos to promote ophthalmology teaching

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Aim: Numerous different teaching methods are used across medical institutes globally; however there is increasing evidence highlighting the benefits of informal teaching over the traditional techniques. These range from the more established problem-based learning, to various uses of multimedia, all of which aim to elicit the best teaching potential from any given topic. This project assesses the response of viewers to informal-style videos, whether it is thought to have any educational benefit and warrant further exposure to this teaching format.

Methodology: London-based ophthalmology consultants were filmed in 7 concise question-and-answer teaching videos on common eye conditions. Each topic was systematically covered, from diagnosis and investigation, to management. The video series was published online without viewing restriction, and also advertised to 4th and 5th year medical students at St. George's, University of London. A feedback survey was provided with each video, targeting an audience of medical students, junior doctors and general practice trainees.

Findings: The 7-video series generated a total of 3262 online views, and 184 feedback surveys were completed. The majority of responses (71%) were by medical students. 87% of responses listed this method as an 'entertaining way to learn', with 69% strongly agreeing this 'improved their understanding' of the watched topic. 63% of reviewers agreed this information was of an appropriate level and 82% strongly agreed that they would like other medical topics to be covered in this style.

Conclusion: The potential of this method while utilizing the internet is emphasized by the large return in viewership. Further feedback information is needed from an expanded project of this type in order to ascertain how significantly this teaching approach can impact on medical education. However, the response to this series indicates there is a positive role for video-recorded ophthalmic teaching amongst today's undergraduate and postgraduate trainees.

Biography

Magnus Theodorsson is a Foundation Year 2 Doctor working in Hillingdon Hospital, London, UK.

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