



EFFECTIVE ROLE OF YOUTUBE IN ENCOURAGING THE PRACTICE OF WELL-BEING TO LIVE A GOOD LIFE

Swati Kaushik

Assistant Professor, Dept. of Journalism

School of Journalism & Liberal Arts, Dev Bhoomi Uttarakhand University, Dehradun, India

**Corresponding Author: Swati Kaushik*

Abstract

This analytical research article unveils the benefits of social media especially the YouTube encourages users of all age groups to practice well-being & healthy lifestyle. The age of digital media has encouraged the netizens to become 'Prosumer'. Thus, the most popular social media platforms are providing enormous opportunities to become overnight star & earn by self branding. This paper aims to dig out the new insight on different roles that YouTube plays in creating the vision of ideal society. Even during COVID-19 when the world was battling from pandemic then YouTube evolved as the new age platform which gave voice to not only small scale Artisans, entrepreneurs and other professionals but also it provided a huge exposure to those people who were into Meditation, Philosophers, life coach, & so on. All these professions were unrecognized before but after the wave of pandemic hit the globe psychological disorders such as depression, anxiety, disharmony in relationships, fear of losing self and loved ones, stress, & other health related issues came into surface. This qualitative research based on case study states that YouTube has huge impact on social media users across the world and is helping them to improve their quality of life.

Keywords: *YouTube, Well-Being, Healthy Lifestyle, Prosumer*

1. Rise of YouTube

According to data there are over 2 billion monthly active YouTube users and among them more than 30 million are paid subscribers. Thus, the buzz online is considered more on YouTube among all other social media platforms (Dean, 2023). The popularity of YouTube as the mostly used social media across the world reflects the reliability and the quality does it provides. To evaluate the growth of YouTube as the fastest expanding social media this requires in-depth analysis with retrospection as well as cross-sectional based study (Mangan, 2020). Many informative, awareness and educating videos are available in infotainment format as one of the research claims that the YouTube videos related to health issues are highly beneficial for the users as a study says that YouTube is source of information for treatment of Keratoconus. This treatment is done with soft contact lenses but people are mislead due to spread of misinformation that surrounds the online platforms but the verified YouTube accounts of Doctors & Medical Institutes posts video related to healthcare treatment & informative videos for the purpose of awareness (Tiskaoğlu, 2023). However, there are remarkable contributions of YouTube in the field of research and emerging education into huge range of different studies across the world. The study states that by comparing the factors that are influencing the universities of developed Tech savvy nations like America and Japan to use YouTube as the primary source of technology which helps in widening the

Published by:

Pather Dabi Educational Trust, (Regn No: IV-1402-00064/2023), Under Govt. of West Bengal, India.

education & learning system with different aspects (Lee, 2015). Founded in 2005 by Jawed Karim, Chad Hurley, and Steve Chen, YouTube has become one of the most important platforms in the digital era. Though it started out as a way for people to share personal films, it has developed into a complex ecosystem that serves a wide range of users and content producers. This article explores YouTube's ascent, following its journey from a small company to a major global force, and analyzes the significant influence it has had on modern media consumption habits.

Even the surgery trainers' uses YouTube videos to educate the students related to surgery procedures. As day by day YouTube is becoming the biggest source of education and as well as huge hub for health communication by providing medical information (Inga S. Besmens, 2021). Power Yoga, Intermediate Yoga, Using Kitchen ingredients to combat negativity, taking healthy & fresh vegan diet, these many concepts emerged to guide people to stay motivated in tough time and to balance mind, body, soul & relationships to live a good life. A research report claims the fact that YouTube has taken over the social media platform by modifying the quality and services that provides not only useful demonstrative videos related to surgery but also motivational information that promotes emotional and mental well-being. In year 2005 YouTube was launched as social media popular for its video sharing feature gradually it has successfully taken over the world of social media to become highly streamed online platform across the globe. A study explains that this famous social media due to its technologically advanced innovative feature has helped to raise issues related to biomedical, social injustice, and matter concern to representation of sex whereas these important issues are affecting mental health and also social conceptual framework. However, earlier these issues were ignored but now in digital age all underlying social injustice has come up on the surface by the help of YouTubers across the world who are creating awareness through their contents and also helping the victims of online bullying to cope with these issues for mental well-being. The videos trained the mind to inculcate and practice self-love & self-care for mental & sexual health benefits. As well as the content creators encourages to adopt the ways of analysis self and accepting the criticism to cope depression. The body positivity is the concern of world today as online trolling, hatred has took the social media as the mostly heated issue so there are many more YouTube channels that are working to promote body positivity (Brooks, 2015). The pursuit of happiness and the desire for a fulfilling existence have gained popularity in society in recent years. People everywhere are looking for ways to improve their physical, mental, and emotional well-being in order to live happier, more satisfying lives. At the same time, digital platforms have changed how people interact with each other, obtain knowledge, and exercise self-improvement. Of these platforms, YouTube is particularly notable for being a widely available content source covering a wide range of themes, such as mental health, personal growth, and well-being. This study examines how YouTube can effectively promote the practice of well-being by examining the ways in which the site inspires, educates, and helps users modify their behavior.

The beginning of YouTube was a significant turning point in the development of internet video-sharing websites. Its creators wanted to provide a platform that would let anyone to share their experiences and creativity with a worldwide audience, democratizing the process of producing and distributing videos. The platform's accessibility and user-friendly interface made it extremely popular right away, drawing millions of users in just its first year of use. The success of YouTube can be attributed in part to its continual innovation and adaptation to emerging technologies. Over the years, the platform has introduced numerous features and tools to enhance user experience, including high-definition video playback, live streaming capabilities, and personalized recommendations. These technological advancements have not only improved the quality of content available on YouTube but have also facilitated greater user engagement and interaction. YouTube is a great place for psychologists, therapists, and mental health activists to share knowledge and encouragement, making it an invaluable tool for raising awareness and promoting mental health. According to (Moreno et al. , 2016), mental health-related information is widely available on YouTube and has the ability to reach people who might not otherwise seek out traditional forms of support. Furthermore, research has demonstrated that watching YouTube videos about mental health issues can have a favorable impact on views about getting treatment (Naslund et al., 2020). By producing instructional films on subjects like anxiety management and

depression coping, content makers like Kati Morton and Therapy in a Nutshell have built sizable fan bases and are instrumental in the de-stigmatization of mental health conditions.

YouTube has transcended its role as a mere entertainment platform to become a cultural phenomenon with far-reaching implications. It has provided a platform for marginalized voices to be heard, facilitated the dissemination of information and ideas, and fostered communities around shared interests and identities. Moreover, YouTube has played a central role in shaping popular culture, influencing trends in music, fashion, and entertainment. The emergence of YouTube has caused a stir in the conventional media landscape, opening up new avenues for both advertising and content producers. The distinction between amateur and professional content creation has become more hazy as a result of the platform's monetization options, which include sponsored content agreements and advertising revenue sharing. Furthermore, brands looking to reach highly engaged audiences find YouTube to be an attractive platform due to its large user base and ability to display tailored advertising. YouTube has many issues, such as copyright violations, algorithmic bias, and content moderation, despite its enormous popularity. Calls for more regulation and responsibility have been sparked by the platform's role in disseminating false information and encouraging negative behavior. With programs like YouTube for Good and the YouTube Creators for Change program designed to harness the platform's power for the greater good, YouTube also offers a lot of potential for innovation and constructive social change.

During COVID-19 outrage large number of people and survivors actively participated in motivating people online by creating their own YouTube video-logs (vlogs). The one of content analysis based study states that the recovered COVID-19 patients were in crucial need to cope up with fear, anxiety and other mental health issues. However, research claims that these many YouTube videos were helpful and quite motivating even the subscribers followed the advices to make a change for living a good lifestyle (Ma. Ann Veronica & G. Gamboa, 2023). When world was fighting with novel Coronavirus, yet huge information gaps and misinformation were surfaced on internet but YouTube came up and continued to retain the trust of millions of subscribers and thus, has played the important role to cope up with crisis. Enormous YouTube channels have grabbed the eye balls by uploading varieties of contents related to healthcare in order to fill the information gap & also these accurate information helped to decreased unnecessary panic. However, a study suggests that 69.9% videos on YouTube were useful and authentically genuine whereas, rest of the videos was misleading (Ryan S. D'Souza & et.al, 2020). A study based on ASMR (Autonomous Sensory Meridian Response) videos explains that the attitudes, experiences and feelings of YouTube subscribers gets impacted mindfulness and enhance their psychological well-being (Wa, 2020). Another study suggests that the impact encouraging and publicly sharing videos to promote mental well-being. Through vlogging the user's shares personal videos related to mental health illness & chronic isolation issue experiences which has created a lot of awareness among the survivor and their well wishers. YouTube as the user generated video sharing website has let each and every individual to easily access and publish the live experiences about their severe mental illness (SMI) issues and also gives master class to cope with this issue for health management (Irina_Sangeorzan & et.al., 2019). According to a study which suggests that the mental disorders are increasing more in adolescent thus social media like YouTube is popularizing the positive mental health as the important issue to be included in education and healthcare system on priority basis (Michelle O'Reilly & et.al, 2019).

2. Health Communication in Subscription World

This research study is based on "Uses & Gratification" theory that states that how and why people different forms of media especially social media for their benefits and fulfill purposes such as entertainment, to gather information, for social interaction, emotional connections, for self promotion and so on. This media communication theory or approach is often credited to Blumler and Elihu Katz' work in 1974 but was first introduced by Harold Lasswell in 1940, according to these scholars they have explained the various reasons why people uses media and what they get from it is gratification or satisfaction they get by watching media contents . Thus, it discusses the needs and uses of media in

people's life and how it is helping to transform their everyday lives. However, this theory has criticized the Hyperdermic needle theory which has stated that media is powerful and can manipulate the opinion making of audience. Whereas, Uses & Gratification theory states that media has no control over the audiences instead the audiences are highly active and uses media for different purposes and ultimately media contents helps to satisfy their needs. Later Lasswell in his theory mentioned that all the different needs of audience are categorized into four which includes Surveillance (to inform it works as watchdog), Diversion (media is highly used for entertainment purpose), Personal identity (media is used for creating self-brand image) and personal relations (media helps in social networking) (Dyring, 2018).

The developing communication technologies and emerged new media sources are creating the whole new possibilities to serve the audience in newly various ways. The social media in this term is playing crucial role to satisfy the needs of net users or "netizens". This is broadening the field of communication and social media has given different purposes to the emerging field of health communication. While few years ago social media was introduced as a platform for social movement now it is more often used as platform for health communication effectively during COVID-19 hit the world and while maintaining social distancing the social media has kept the world united, aware and more informed as well as health conscious. The model MASA (Media uses as Social Action) explains that the people use media for self-wants and self-needs. Thus, the users use media for getting information, cooperating, networking, and expressing their views (Tas, 2018). The social media helps a lot as a health communication channel and source for public uses & general awareness and also it is helpful for healthcare practitioners and professionals to create self branding and image building. Social media subscribers get instant health related information especially during COVID-19 YouTube channels were mostly scrolled to get updates, the public health surveillance is possible due to social media, has also influenced the health policy. This platform has brought a new dimension in the field of health communication to tackle the health related issues (S Anne Moorhead et. al, 2013).

However, the health communication in subscription world has been transformed by the concept of "Prosumers". The social media specifically YouTube has become the most popular platform to impart various uses by providing great users experiences and it is the platform that helps in generating earnings as well as self employment by not only selling content online but also by joining subscribers to become content producers as well. Either the YouTube channel is related to health care, mental well-being, spiritual practices, meditation, Yoga, related to food, sports, news or any comedy channel all promotes the guide to live a good life and adopting healthy lifestyle. Now, by adding the "Join" feature the YouTube promotes the concept of Prosumers that means the consumer or subscribers of channel can become the content producer as well. The YouTube is a social media platform that has transformed the entire world economically, socially and culturally through "Prosumer" approach. The term "Prosumer" was first coined by Alvin Toffler in year 1980 which explains that in the post-industrial age where everything is digitally transforming lives the people can be both content consumer & producer at the same time. In early age of 2000s when internet was new to the world the smart content producers were budding through use of newly developed social media but now the pattern of communication flow has changed and completely based on two-way communication which has given rise to digital marketing and several opportunities to practice entrepreneurship. While when we observe the old communication models the audience or consumers were considered as normally passive not productive and powerless but in digital age by practicing prosumer concept the audience has become creatively and as well as economically empowered. The trend of becoming social media influencer on YouTube especially has boosted the economy of world and also it gave the identity & social status to the influencers by earning through popularity (Tzankova, 2021). Hence, the concept Prosumer (Producer + Consumer) has not only encouraged entrepreneurship or has given rise to the career of content creators but has also multiplied the authenticity as well as has bridged the information gap by boosting effective communication process.

In recent years, there has been a notable increase in the popularity of positive psychology content on YouTube, with creators concentrating on subjects like resilience, gratitude, and mindfulness. Studies indicate that positive content exposure can improve well-being through the development of adaptive

coping techniques and positive emotions (Riva et al., 2019). For example, TEDx and The School of Life have amassed millions of views with their enlightening presentations and animations about topics connected to personal fulfillment and progress. These producers successfully convey difficult psychological concepts and encourage viewers to develop positive life habits by utilizing storytelling and captivating graphics. YouTube's unique selling point is its capacity to create online communities based on common interests and experiences. Mental health, self-care, and personal development-focused YouTube groups are a great place for people looking for help or validation. Engaging with online communities on YouTube may help reduce feelings of loneliness and foster a sense of belonging, according to research by Molyneaux et al. (2018). Additionally, by interacting with content creators and other viewers through comment sections and live chats, viewers can strengthen their sense of social connection and emotional support. YouTube's information-sharing function is one of the main ways it supports the development of wellbeing. A plethora of channels covering subjects like mindfulness, meditation, physical fitness, nutrition, and mental health offer viewers insightful information and doable suggestions for improving their general well-being (Smith, 2018). For example, a large audience can access this material through channels like TED Talks, The School of Life, and Headspace, which provide expert-led talks and tutorials on a variety of well-being activities. In addition to being a storehouse of educational material, YouTube encourages user participation and a sense of community among its users. Viewers can interact with content creators and other viewers through comment sections, live chats, and social network integration. They can exchange stories, offer support, and ask for assistance (Sundar, 2020). This sense of community can be especially helpful for those who are having mental health problems or are looking for advice on how to start good living habits because it gives them a safe space to interact with others who are going through similar struggles. Furthermore, it has been demonstrated that YouTube influences behavior change by encouraging users to take up new healthy habits. According to research, watching YouTube videos about health issues can have a positive effect on people's attitudes, beliefs, and plans to modify their behavior (Hamm, 2019). Watching films that feature people who have successfully lost weight or read testimonies from people who have overcome mental health issues, for instance, may inspire viewers to take proactive measures to enhance their own wellbeing.

3. Impact of YouTube on Well-Being: An Analysis

This research paper analyzes the Impact of YouTube as the catalyst for health communication that aims to encourage well-being and the contents surfaced on this popular social media platform guide subscribers to live a healthy lifestyle. Thus, this qualitative analysis is conducted on the basis of Case study of famous YouTube channels that serves contents related to health care practices, promotes mental well-being, related to Yoga & meditation, mindfulness and so on.

Method

1. Case Study: The YouTube channel named *The Yoga Institute*, is run by oldest organized Yoga center in the world that was founded by Shri Yogendraji in year 1918. This institute has created legacy in over 102 years and have trained over lakh of yoga teachers across the world. This institute's YouTube channel is revolutionizing the lives of millions by making subscribers follow and learn simple & powerful yoga techniques online. However, this institute has various centers not only in India but worldwide and with 3.83M subscribers the Ministry of AYUSH has received Prime Minister's Award in 2018 for its remarkable contribution in field of Yoga. By conducting enormous kinds of programs such as campaigns, workshops & motivational lectures related to psychology, yoga therapy, philosophy and public speaking has encouraged its millions of subscribers to adopt healthy lifestyle. Hence, This channel is successfully making the health communication more effective by reaching out to the millions of lives through online contents such as "Powerful Space for Self- Transformation", "Effective Yoga Sequence for Core", during COVID-19 when world was busy in searching informative content online that can help to boost immunity to fight & prevent COVID the Yoga Institute channel has received 1 million plus views on its YouTube video "One Magical Pranayam to Fight COVID".

2. Case Study: *Better Health Channel* with 7.75K subscribers this YouTube channel is promoting health & well-being. This channel aims to help people understand and manage their health and medical condition before it gets worse. This YouTube channel has so far does not suggest replacing the advice provided by any medical practitioners and other qualified health professionals. Even this channel is funded by the Victorian government to promote public health and has no commercial advertising or corporate sponsorship for self-benefit also has co-better health channel partner, Dementia Australia, Ambulance Victoria, Heart Foundations, Diabetes Victoria. The healthcare videos related to “Diabetes Management”, “The Victorian Health System”, “About Child, and Family and relationship services”. A YouTube video content “Immunization” promotes immunity booster vaccination drive that runs across in Victoria, Australia that explains in the country to maintain immunized healthy body the vaccines are given in childhood, adolescence, adulthood, and in old age while these vaccines are for free. In a very informative and creative animated video content the importance of vaccination is promoted to popularize and encourage the citizens’ participation in National Immunization Program schedule and also this video informs as well as educates the aware citizens about the whole procedure to get immunized in the vaccination drive. Thus, the YouTube channels like “Better Health Channel” are efficiently channelizing the significance of health communication for mankind.

3. Case Study: Kati Morton is a licensed therapist; author and a public speaker who runs her official YouTube channel and the video content she shares are focused on mental health issues & promote well-being. Remarkably with 1.31M subscribers Kati has been liked for sharing informative talk on depression, eating disorder, anxiety, family dynamics, trauma and other mental health issues. Even she has become a leading voice in the mental health community and by talking about the importance of stress management she is helping survivors to transform their lives and adopt positive lifestyle for well-being. Already she has been making videos on topics such as “Why do I crave touch but hate asking for it”, “Why do I always feel like a bad person” and so on. In her video “Never Give Up” in conversation with a comedian & actor Jiaoying Summer she has talked about China’s one child policy, importance of being ambitious, feeling ugly and beauty conscious, feeling isolated, Jiaoying’s addiction to alcohol and many mental traumas Jiaoying has gone through. Thus, through various informative videos and by sharing real life experiences Kati through her channel promotes mental well-being also through 30 minutes live streaming session she interacts with her subscribers for answering their questions related to mental issues & traumatic situations they are dealing with and hence by this way her YouTube channel is setting an incredible example in the field of health communication.

4. Finding & Analysis

The above case studies reveal that new media appropriately proves “Uses & Gratification” theory of mass communication. The social media such as YouTube has created a virtual space in the lives of people across the world for those who are totally dependable on its uses and helps to satisfy the users’ various purposes. Thus, communication channels seem to grow effectively and massively by bridging the information gap that helps in development of various sectors such as health, education, entertainment, economy by boosting entrepreneurship and in other fields. This has led to redefine the arena of health communication as YouTube has set the leading example by becoming the most popular platform to empower the highly persuasive & vital role of communication in the health sector across the globe. Neither less but quite well YouTube has been flourishing day by day to bring mental health issues and well-being as the global concern by raising awareness and by running information end to end that aims to promote positive psychology to adopt healthy lifestyle.

Through above reviews of three most popular YouTube channels that promote body fitness to immunization to encouraging mental well-being this is analyzed that YouTube for its captivating & user-friendly features is recognized as the most popular social media worldwide. Thus, has huge impact on health communication as well even during COVID-19 pandemic more than entertainment-related videos the health-related videos were searched on YouTube. According to a study (73% of videos were watched related to breathing issue/shortness of breathing, 56% videos related to joint & muscles pain and 69%

videos related to cognitive disorders/ depression/ anxiety/ difficulty thinking). So, the long-haul case of COVID-19 has demonstrated that YouTube and other social media were used for identifying & recognizing public health concern across the globe (Erin T. Jacques, 2022). Hence, YouTube has been remarkably recognized as a potential medium in the world of media & communication to easily persuade and change the belief of patients regarding concerning conventional issues such as vaccinations so, this popular social media is considered as very powerful medium to more authentically spreading awareness and also the people use it as the authoritative information source to make healthcare decisions (Kapil Chalil Madathil, 2014).

While there are many advantages to using YouTube as a platform to promote wellbeing, there are some drawbacks and things to keep in mind. One benefit is that consumers can access material on a variety of devices at any time and from any location. Furthermore, YouTube's democratized nature allows people of many backgrounds to offer their knowledge and experiences, which enhances the conversation about wellbeing (Hwang & Jung, 2020). But because there is so much content on YouTube, it can be challenging for consumers to separate fact from fiction or sensationalized material (Choi & Shim, 2019). Furthermore, the potential drawbacks of excessive screen time and passively consuming YouTube content related to wellbeing have been brought to light, underscoring the significance of encouraging deliberate and attentive use of the platform (Ferguson, 2020). According to research, watching YouTube videos about wellbeing can have a significant impact on users' attitudes, actions, and general well-being. According to research, for example, watching movies about mindfulness and stress reduction can boost mood and lower self-reported stress levels (Brown & Ryan, 2019). In a similar vein, self-efficacy and goal-setting behaviors have been connected to exposure to motivational YouTube video (Park & Lee, 2021). Additionally, YouTube's interactive features let users communicate with other users and content creators by leaving comments, liking, and sharing material, which promotes a sense of community and social support (Wang & Moon, 2018). There are a ton of channels on YouTube that cover anything from mindfulness and meditation to fitness and nutrition in relation to well-being. The platform's reach and accessibility are utilized by content creators to create educational, inspirational, and motivating videos that encourage people to put their health first. To accommodate a wide range of audience tastes and learning styles, these makers frequently use a variety of forms, such as tutorials, vlogs, and motivational speeches (Smith, 2018). Additionally, Zimmermann et al. (2020) assert that YouTube's recommendation algorithm is crucial in introducing users to pertinent content related to well-being, which in turn promotes accidental discovery and ongoing interaction.

The results of this study highlight how crucial it is to take advantage of YouTube's potential as a tool for fostering wellbeing and making the pursuit of a good life easier. YouTube's reach and influence can be utilized by content creators, healthcare professionals, and legislators to encourage positive behavior change, help people seeking guidance on well-being practices, and communicate evidence-based information. But it's important to be aware of the drawbacks and difficulties that come with using online platforms, such the spread of false information and the possibility that unfavorable content could negatively affect viewers' mental health. According to the investigation, YouTube has a big impact on promoting wellbeing practices that make living a healthy life easier. YouTube is a useful tool for fostering positive mental health and improving overall quality of life because of its ability to spread information, create community support, and promote behavior change. A large audience may be reached and engaged with the platform thanks to its interactive features and variety of material that addresses various elements of well-being.

5. Conclusion

This research paper on the basis of few case studies and by reviewing already present secondary data sources such as book, journals, review papers, YouTube Videos and news articles from which the data are collected for conducting case study method to analyze the immense impact of YouTube to make the health communication effective. Due to enriched video, vivid range of contents and the smart user experience features the YouTube has transformed the module of media & communication in the digital

age or in era of emerging advanced media technology. Now the healthcare is more approachable to the people through the fast communication connectivity and effectively information gets shared in each & every node of world. Thus, this qualitative study has well explained the significance of YouTube for effectively playing its role to encourage the world for practicing & adopting healthy lifestyle for well-being as a guide for living a good life.

For its users, YouTube contributes significantly to promoting a good life and the practice of well-being. Through the provision of varied materials, the creation of virtual communities, and the facilitation of social support, the platform enables people to give precedence to their mental and emotional well-being. Stakeholders must address issues with ethical standards, digital literacy, and content quality in order to maximize the positive effects of this initiative. In order to fully realize YouTube's potential as a catalyst for personal development and wellbeing, cooperation between video creators, mental health specialists, and legislators is vital. An examination of YouTube videos shows a varied array of content covering several aspects of wellbeing, such as mental and physical health as well as interpersonal relationships. Whether it's exercise routines, inspirational lectures, or guided meditation sessions, content creators use the platform's audiovisual features to produce interesting and educational material that appeals to a wide range of audience tastes. Although YouTube has a lot of potential to be a medium for wellbeing promotion, there are some drawbacks as well, like the spread of false information, offensive content, and algorithmic biases. Content producers frequently use sensationalism or clickbait techniques to increase views, but they struggle to strike a balance between authenticity and audience engagement. Furthermore, watching YouTube videos passively may unintentionally promote screen addiction and sedentary habits, which compromise overall wellbeing.

YouTube is an effective tool for encouraging wellbeing and making it easier to practice leading a healthy life. With its wide range of interactive features, recommendation algorithms, and diversified content ecosystem, YouTube enables people to connect with others who share their interests, obtain information, and start their journey toward holistic well-being. However, in order to fully realize YouTube's potential for promoting wellbeing, issues like information overload must be resolved, and accurate, fact-based content must be distributed. Through the strategic utilization of YouTube's advantages and the reduction of its drawbacks, interested parties can establish an online environment that promotes both personal and societal welfare. Through the provision of knowledge, encouragement of community support, and behavior modification, YouTube enables its users to prioritize their mental and physical well-being, so improving their general quality of life. In order to fully realize YouTube's potential as a tool for promoting wellbeing, future efforts should concentrate on assuring the quality and veracity of material, creating a welcoming online community, and utilizing creative methods to captivate and inspire users.

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