

UNIVERSITI TEKNOLOGI MARA

**DEVELOPMENT OF VIDEO PODCASTS ON LIFESTYLE
MANAGEMENT FOR NON-COMMUNICABLE DISEASES**

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ABSTRACT

This study delves into the development of video podcasts on lifestyle management for non-communicable diseases, aimed at bridging the gap in video podcast production and knowledge regarding behaviour modification towards non-communicable diseases within society. The design and developmental research (DDR) methodology was harnessed for this investigation. The process comes with three phases: (I) content analysis, (II) design and development and (III) evaluation. The educational videos' understandability and actionability were scrutinised through the Patient Education Materials Assessment Tool for Audiovisual (PEMAT-AV). The scores for understandability and actionability met the acceptable content validity threshold, with all three educational videos scoring over 70%. Each educational video's average percentages of understandability scored 97.52%, 96.32% and 97.84% respectively. Meanwhile, in actionability percentages, each educational video scored 98.75%, 99.0% and 98.5% respectively. In conclusion, the development of video podcasts on lifestyle management for CVD, hypertension, and obesity raised awareness in society by improving health literacy through content production regarding nutrition and health-related topics.

Keywords: actionability, cardiovascular disorder, hypertension, non-communicable diseases, obesity, understandability, video podcast

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

In recent years, there has been a surge in the popularity of using podcasts as an education and professional development tool. Given the constantly changing healthcare environment and the necessity for ongoing education, healthcare practitioners should come forward to expand and enhance the use of video podcasts as a practical and adaptable method of keeping the public informed and knowledgeable about healthcare (Kiernan et al., 2023). According to Tobin and Guadagno (2022), social involvement, edutainment, and narrative gratification were all important predictors of podcast consumption. A qualitative study of podcast listeners discovered that consumers frequently listen to podcasts while doing monotonous tasks like commuting or domestic chores, improving their experience and leaving participants feeling accomplished and learning something new. Researchers have proposed that cognitive curiosity is important for understanding different sorts of involvement in online communities, arguing that interest-based curiosity should predict more passive interaction, or lurking, due to the higher pleasure of new knowledge. Comparably, social networking positively correlates with curiosity about others (Tobin & Guadagno, 2022).

The study on the Development of Video Podcasts on Lifestyle Management for Non-communicable Diseases was conducted to investigate the usage of video podcasts that emphasise the management of non-communicable diseases through lifestyle changes. In this context, the video podcast has focused on obesity, hypertension, and cardiovascular diseases (CVDs). There is convincing proof that non-communicable diseases (NCDs) have a significant long-term macroeconomic influence on a country's workforce, productivity, and economic expansion. Non-communicable diseases may diminish workforce involvement through sickness and early retirement, reducing both the number and quality of the labour force as well as its profitability (Ministry of Health Malaysia, 2020). Since NCDs have become a