

# For prostate cancer info videos, patients prefer hearing from a physician

July 24 2023, by Lori Solomon

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Prostate cancer information delivered by video is considered more

trustworthy when delivered by a physician versus a patient, according to a study published online July 19 in *JAMA Network Open*.

Stacy Loeb, M.D., from New York University Langone Health in New York City, and colleagues evaluated the association between racial representation in online content about prostate cancer and [trust](#) in the content. A total of 2,904 participants were surveyed after being randomly assigned to watch the same video script about [prostate](#) cancer screening or [clinical trials](#) presented by one of four speakers: a Black physician, a Black patient, a White physician, or a White patient.

The researchers found that among Black participants, a greater proportion had high trust in videos with Black speakers versus White speakers (72.7 versus 64.3 percent; adjusted odds ratio [aOR], 1.62; 95 percent confidence interval [CI], 1.28 to 2.05; P physician (72.0 versus 78.6 percent; aOR, 0.71; 95 percent CI, 0.54 to 0.95; P = 0.02) and clinical trials versus screening (71.4 versus 79.1 percent; aOR, 0.57; 95 percent CI, 0.42 to 0.76; P

"In contexts such as Black men's disproportionate mortality from [prostate cancer](#), racial representation may be an important tool to improve trust in populations who need the information most," the authors write.

**More information:** Stacy Loeb et al, The Effect of Racial Concordance on Patient Trust in Online Videos About Prostate Cancer, *JAMA Network Open* (2023). [DOI: 10.1001/jamanetworkopen.2023.24395](#)

Yaw A. Nyame et al, Exploring the Association Between Online Health Information and Racial Disparities in Prostate Cancer, *JAMA Network Open* (2023). [DOI: 10.1001/jamanetworkopen.2023.24359](#)

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