



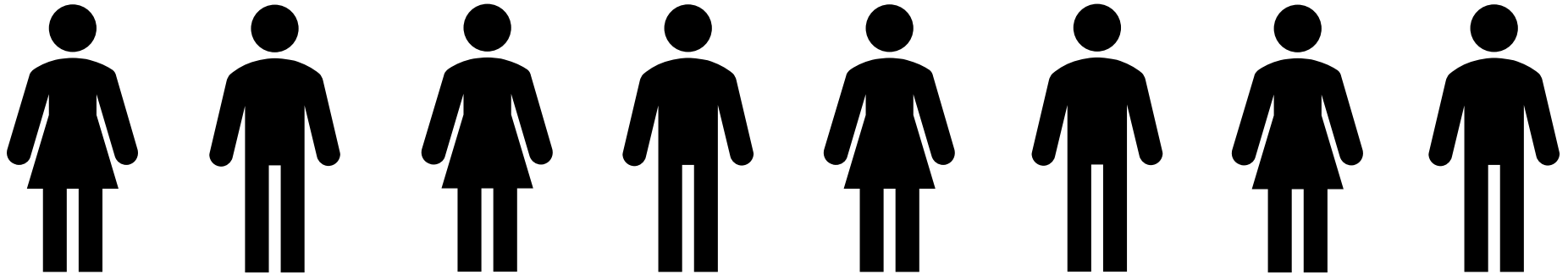
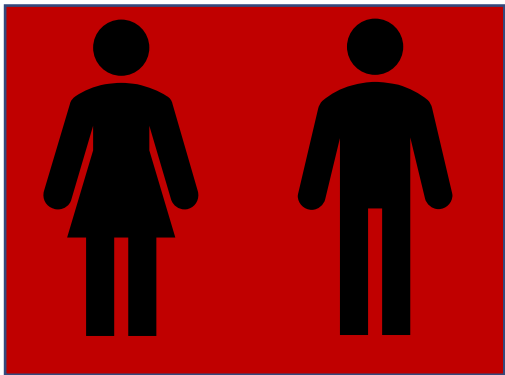
Creation of Video Stimuli Based on Individuals' Hearing Aid Experiences

Kylie Madsen

37.5 Million
people in
the US
(~15%)
have
hearing loss

~30% are
hearing aid
owners

1 in 5
actually use
their HA







Ideal Expectations

Refer to the patient's preferred outcome based off their diagnosis.

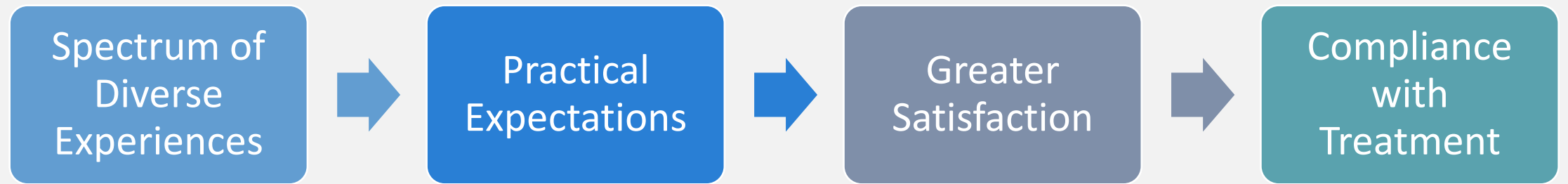
Practical Expectations

Refer to patient's personal experiences or an understanding of other's experiences.



“The primary factor contributing to patient satisfaction are the patient’s personal expectations.”

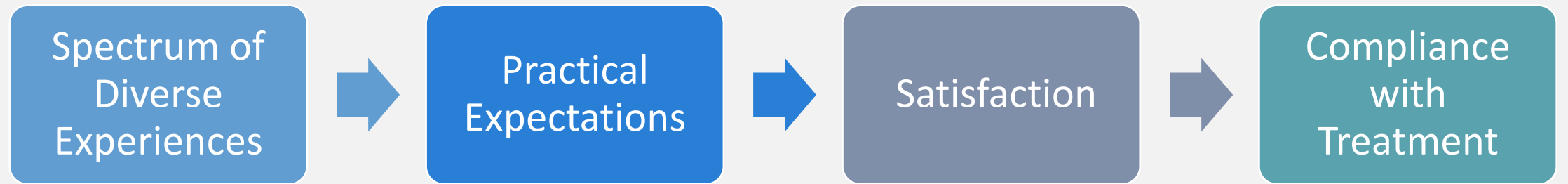
Thompson & Sunol (1995)





How does this relate to
hearing healthcare?





How can we shape
practical expectations
about hearing loss and
hearing aids?





Our Project Aim:

Using narratives collected from HA users and non-users, we created video stimuli with strong content validity to be used in a future experimental study looking at the expectations of new HA candidates.



Phase I: Video Script Development and Filming

Gathering Representative
Statements.

- Narratives collected from:
 - 30 hearing aid users
 - 14 hearing aid non-users

“For some reason, I can’t get used to them. They have a tin sound, and some of the sounds that I hear just drive me up a wall.”

“Even though it’s not a perfect fix, it’s better than going without the fix.”

“If I could find a way to use these things and eliminate some of that background noise, I’d be tickled to death to hear better.”



Negative

Positive

Phase I: Video Script Development and Filming

	Video Script	Video Script
Scene 1	A	B
Scene 2	A	B
Scene 3	A	B
Scene 4	A	B
Scene 5	A	B

Phase II: Video Content Validity

Participants

- 10 persons with HL
- 10 persons with TH

Inclusion Criteria

- 18+ years
- Device with Internet, Audio, and Video
- Communicate in English
- Typical language and cognition

Procedure

- Provide consent
- Demographic Information
- Watch and rate videos

Rating Content Validity

Video Face Validity Survey

Watch video 2 below.

As you watch, consider how well you think the video represents adults' experiences with hearing loss and hearing aids.



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Save & Return Later

Rating Content Validity

Video Face Validity Survey

Now, use the sliding scale below to quickly rate how well you think video 2 represents adults' experiences with hearing loss and hearing aids.

If you need to rewatch the video before rating, feel free.



* must provide value

Not representative

Somewhat representative

Very representative

Change the slider above to set a response

reset

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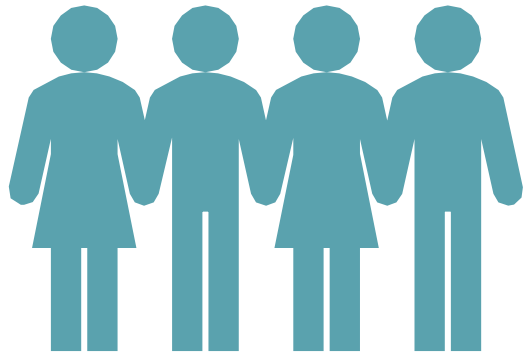
Results

Video Scene	Video Script	People with HL	People with TH
Scene 1) Why did you decide to try hearing aids?	A	83.8*	84.6*
	B	78.0	81.9
Scene 2) What frustrations do you face with hearing aids?	A	73.3*	83.9
	B	72.2	89.2*
Scene 3) What do you think about the cost of hearing aids?	A	54.2	77.9
	B	76.2*	83.9*
Scene 4) How has wearing hearing aids impacted your social life?	A	59.8	78.2
	B	70.6*	83.3*
Scene 5) What advice to you have for people who are considering hearing aids?	A	83.0	85.8*
	B	89.2*	84.2



How were we going to deal with conflicting data?

Expert Participants



Persons with HL



Lay Participants



Persons with TH



We decided to prioritize the scenes rated more representative by persons with HL.

Limitations

discrepancy
between
HL & TH
scores

primarily
White
individuals



Using narratives collected from HA users and non-users, we created video stimuli to be used in a future experimental study looking at the expectations of new HA candidates.

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