

Could Video Intervention Be the Future? Effectiveness of Informational Video on Autism Spectrum Disorder Knowledge

Jennifer Ha

Maryellen McClain Verdoes, PhD

Introduction

- Increased autism knowledge in non-autistic adults is linked to a reduction in explicit biases toward autism (Jones et al., 2021).
- Many people will interact with autistic individuals in a professional context, such as general education teachers and indirect medical or behavioral health providers (e.g., primary care providers, dentists, therapists). Increased autism knowledge may positively impact service provision.

Methods

- Participants were randomly assigned to the **control group** (N=72) or the **intervention group** (N=80)
- Control group participants watched a TEDTalk on coral reefs, while participants in the intervention group watched an animated informational video on ASD created by the author.
- Pre-post test design** using the ASKSG (McClain et al., 2019), which is a validated autism spectrum knowledge scale used for the general public.

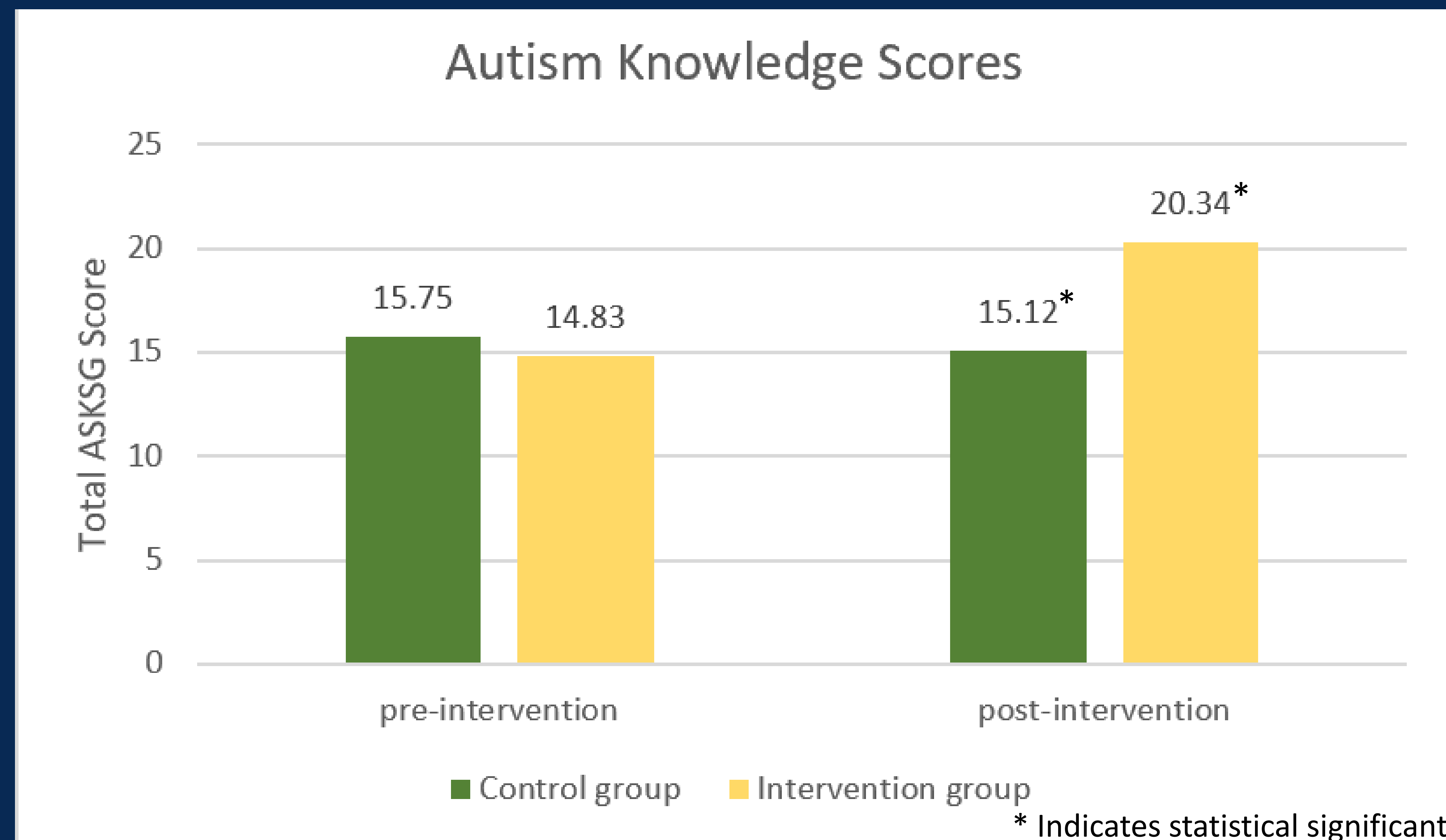
Results

- ANCOVA indicated a significant difference between ASKSG total scores post-intervention between control and intervention groups while controlling for pre-intervention ASKSG total scores, $F(1, 149) = 56.94, p < .001, \eta^2 = .275$. Participants in the intervention group ($M=20.34$) performed significantly better on the ASKSG than participants in the control group ($M=15.12$) post-intervention.

MAIN TAKEAWAY

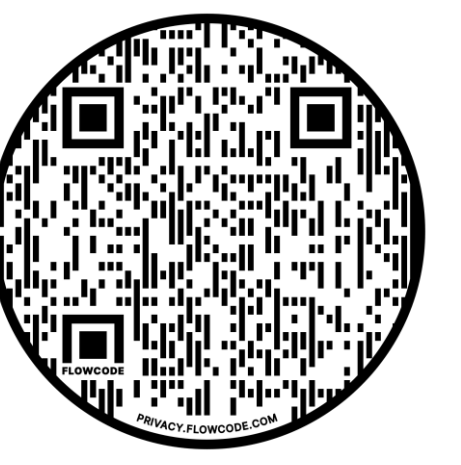
Video interventions can help increase knowledge about autism spectrum disorder.

Graph 1 – Autism Knowledge Scores Pre and Post Intervention



A statistically significant difference ($p < .001$) in ASKSG scores was found between the control ($M=15.12, SD=6.08$) and intervention ($M=20.34, SD=5.58$) groups post-intervention. There was no difference in pre-test scores between the control ($M=15.75, SD=5.39$) and intervention ($M=14.83, SD=5.92$) groups pre-intervention.

Scan this QR code to view the video intervention



Conclusions

- The video intervention was found to be effective in increasing participant knowledge about autism spectrum disorder.
- Video interventions may be a useful tool for educational programs or awareness/acceptance campaigns aimed at increasing knowledge and awareness of autism spectrum disorder.

Participant Demographics	N=152
Average Age	58.59 years
Race/Ethnicity	129 White 14 Black 10 Asian 3 Latinx/e
Gender	82 Female 68 Male 2 Genderqueer
Education	51 bachelor's degree 29 high school diploma 29 some college 22 master's degree 13 associates degree 7 doctorate degree 1 some high school

Study conducted with funding from USU Honors Research Grant, USU Office of Research, and USU Psychology Department

Jennifer Ha
Utah State University
Psychology Department
ha.jennifer@yahoo.com

