



THE NEW EYETUBE

BY WILLIAM F. WILEY, MD



If, like me, you are a frequent visitor to Eyetube.net, you may have been surprised at what popped up on your most recent visits to the site. For those late to the game, while you were sleeping Eyetube underwent a full facelift. But, as those who dug deeper know, the changes extend beyond the aesthetic.

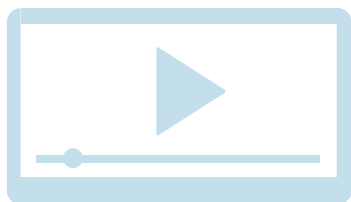
Subject to an extensive rebuild from the ground up, Eyetube now boasts a range of new features to enable a more seamless, interactive, and personalized user experience.

Surgical video viewing has never looked better, and it's never been easier. However, the ability to use Eyetube to its fullest potential requires an understanding of all that it has to offer. This article revisits some original features of the site and details the new and improved features with the hope that users continue to shape Eyetube into a key surgical resource for ophthalmologists all over the world.



WHEREVER YOU GO, THERE EYETUBE IS

As part of the improved user experience, Eyetube now features a responsive design that optimizes it for use on mobile devices. So, for those who like to hone their surgical skills on the go, Eyetube is sizeable based on the screen size of a smartphone or tablet.



VIDEO PLAYER 2.0

Eyetube's updated video player features minimal buffer time and larger videos. It is also now easier to jump forward or backward through videos. In addition, when the video

you are watching ends, a new one automatically loads (binge watchers, beware).

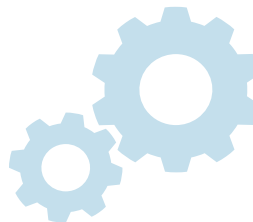


CHANNELS AND KEYWORDS

Eyetube features 10 channels, or categories, into which all of the videos fall. In addition, the site now features keywords that posters and viewers can use to organize and locate content, respectively. Channel content can be filtered by keyword by clicking on the list of trending keywords above the videos. Users can subscribe to specific keywords and follow topics that are specifically of interest to them. Clicking on or searching for a keyword generates an archive of all other videos as well as BMC articles tagged with that term.

NOW IT'S PERSONAL

Eyetube has always been powered by physicians, but the site is now more personalized than ever. Each user has a profile page, which provides access to his or her account and posts on Eyetube. In addition, new features allow users to curate content feeds on their homepage via the keyword subscription function described above.



The videos featured on Eyetube have become more interactive as well. Users can post Eyetube links to Facebook, Twitter, and LinkedIn directly from the video itself, and they can review content with a thumbs-up or thumbs-down or favorite a video. All favorited videos are then stored on the user's profile page.

As young surgeons and trainees know, it is sometimes difficult to ask what you really want to know. Now, Eyetube users can comment anonymously by checking a box next to their posts. So, ask away—Eyetube is designed to function as a forum for ophthalmologists to learn and educate, and the best way for us to do this is by engaging with each other's content.



HAPPY POSTING

Attention all Eyetube A-listers: The video uploading process is now more streamlined than before. Find the *submit video* button in your account profile, add details about your case, and then upload the video file. As an alternative, those who have YouTube channels can simply supply a link to the video. Automated e-mails are sent to posters when someone comments on one of their videos.



IN THE KNOW

For many of us, staying informed on the hottest topics in ophthalmology is a priority. The *popular* section on Eyetube's homepage enables users to see which technologies and techniques are viewed most. Videos can also be sorted by most recent, most commented, most viewed, and highest rated, so users can stay in the know about buzzworthy content. In addition, the section *Happening in Ophthalmology* lists upcoming ophthalmic meetings, with links to registration.

SUMMARY

The best way to capitalize on the new Eyetube is to experience these features for yourself. I encourage all ophthalmologists to head to Eyetube, create a profile, and start curating their own surgical video libraries. Keeping your finger on the pulse just got easier—and much more entertaining. ■

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