



Evaluation of Comments on Tik Tok Informational Videos by Healthcare Providers

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INTRODUCTION AND BACKGROUND

- Delivery of health information regarding mental, physical, and emotional health to adolescents has had to adapt to the increasing social media use of their generations
 - Studies have shown members of gen z would rather look up symptoms than book a doctor's appointment
 - Tik Tok has become increasingly popular among adolescents as the majority of users are ages 16-24
 - Media reports suggest health advisors are going to the app to begin sharing health information
- Gap
- Studies have shown how health professionals have shared information in the past on different platforms
 - There is a lack of coverage among the sharing of information on newer apps such as tik tok and the younger generations' reaction to shared information
- Study Purpose
- The purpose of the study is to see if the providers' approaches on the app tik tok were success in receiving feedback or a reaction from their target audience(s) in the comment sections of their videos

RESEARCH QUESTIONS AND METHODS

Methods

- Design
 - Content analysis was used for a series of videos
- Setting
 - Tik tok was the social media platform used for data collection
- Subject Identification
 - The hashtags #doctorsoftiktok, #healthfacts, and #doctor were used to collect 52 videos that met 2 inclusion criteria, the top 15 comments on the video were collected and analyzed
 - Inclusion Criteria
 - The creator has to identify as a professional in the medical field
 - The video has to include some educational message related to the medical field
- Data Collection
 - A code book was used to analyze the type of reaction to the content posted. Seven variables were included in the code book focused on an emotional standpoint and feedback
- Measures
 - The seven variables used in the code book included emotional responses such as reassurance, discouragement, discomfort, and shock. Asking for further information, giving feedback to the creator, and posting personal information.
- Analyses
 - Descriptive statistics such as range, mean, and frequency were used to analyze the posted content.

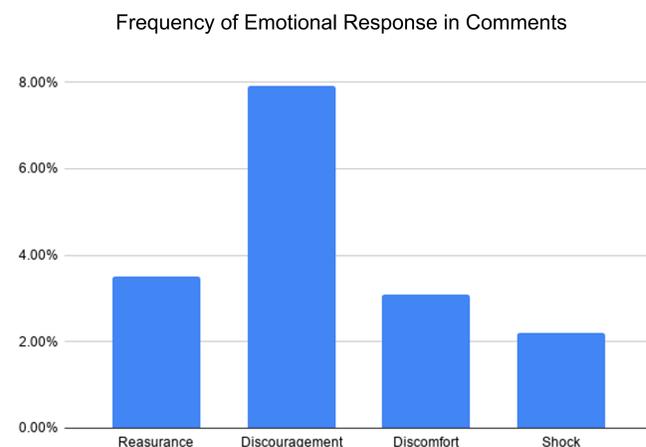
RESULTS

Video information

- 2.7M likes - 1,949 likes (range)
- Average of 363.4k likes
- 27.9k comments - 31 comments (range)
- Average of 3604 comments
- 780 comments recorded
- 52 videos were coded
- 3 hashtags were used to find the videos
- ~ 20 videos under each hashtag were coded

Emotional response

- 27 commenters found reassurance in the information shared (3.5%)
 - Ex. *Yessss that's what I do! I've been right all this time*
- 62 were discouraged by the information (7.9%)
 - Ex. *You already know that is not that easy at all...it takes more than just energy to change negative to positive thinking.*
- 24 showed discomfort with the info shared (3.1%)
 - Ex. *OMG I would be so embarrassed*
- 17 showed shock with the info shared (2.2%)
 - Ex. *.....I am mind blown right now...*



RESULTS

Feedback responses in comments

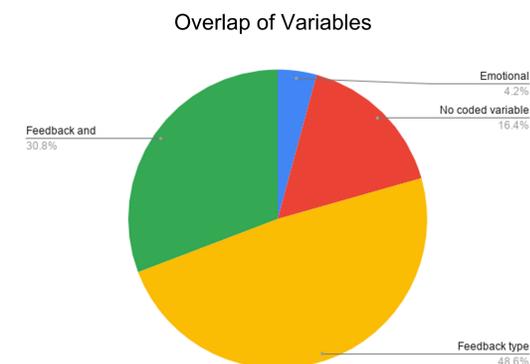
- 175 comments asking for more info (22.4%)
 - Ex. *Do you have any advice for new nurses wanting to be in the OR?*
- 362 comments giving feedback to the creator (46.4%)
 - Ex. *thank you, so many people think they are the same, when some of my nursing colleagues, that's exactly how I explain it to them too.*
- 262 shared personal information related to the info shared (33.6%)
 - Ex. *I wish more psychiatrists took it seriously. I had one that diagnosed me and my current one refuses to even acknowledge it. Loads of awful ones b/w*

Frequency of Feedback-Type Response in comments



Overlapping

- 240 comments had an overlap of emotional response or feedback (30.8%)
- 33 comments had an emotional response only (4.2%)
- 128 comments didn't fit into a variable definition (16.4%)
- 619 comments were feedback related only (48.6%)



CONCLUSIONS

Main Points

- Among the emotional variables reassurance and discouragement are shown the most frequently
- Feedback and personal information was shown the most for the non-emotional variables

Limitations

- Tik tok is a fairly new app with not a ton of content relating to the subject to record
- small sample size
- not many emotional variables were used in the codebook

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