



Frequency of Comments Relating to Physical Appearance on Tiktok Videos

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INTRODUCTION

- Social comparison theory: suggests that people are inclined to compare themselves to others as a means of self-evaluation
- A study found that there was no evidence of a difference between men and women for social media use and eating concerns
- It is unknown how the frequency of comments relating to a creator's physical appearance in a workout video differs on Tiktok videos with male and female presenting counterparts

The purpose of this study was to compare comments on Tiktok videos with female/male subjects on references to physical appearance and their linguistic elements.

METHOD

DESIGN: Content Analysis

SUBJECTS:

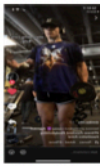
comments on 10 female and 10 male Tiktok workout videos

DATA COLLECTION:

copy top 20 comments on each video (N=400) → # of likes and comments → reference to physical appearance → positive or negative

VARIABLE	INCLUDE	EXCLUDE
Comments that mention the physical appearance	Mention body, muscles, weight, and size	Mentions or relates to hairstyle, clothes, makeup, relationship status
Comments that mention physical appearance with a positive attitude	Complimentary to the creator (E.g. looking good, so pretty, so strong)	Complimentary of the workout routine (E.g. love this, this is a good one, get it)
Comments that mention physical appearance with a negative attitude	Critical to the creator (E.g. too skinny, too fat, overweight, do you eat)	Critical of femininity (E.g. your back should be flat)

LIWC VARIABLES: tone, positive emotion, negative emotion, body, health, ingestion



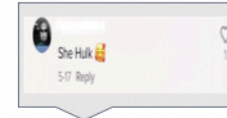
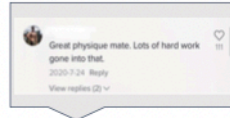
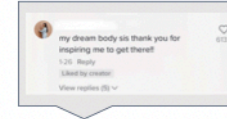
ANALYSIS: Descriptive and complex statistics (mean, chi-squared test, LIWC)

RESULTS

SUBJECTS: comments on female/male Tiktok videos

N: 400 comments on workout Tiktok videos
n: 200 comments on female workout videos
- copied top 20 comments from 10 Tiktoks
n: 200 comments on male workout videos
- copied top 20 comments from 10 Tiktoks

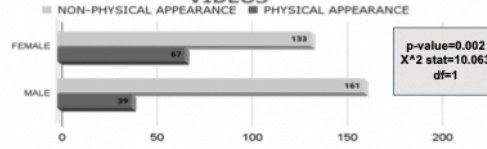
VIDEO GENDER PROPORTION



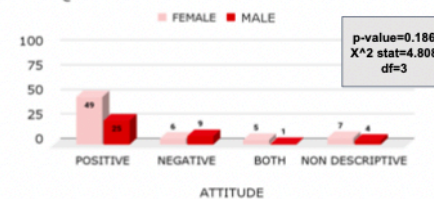
VIDEO DEMOGRAPHICS		
GENDER PRESENTED IN VIDEO	DEMOGRAPHICS	
	AVG # LIKES	AVG # COMMENTS
FEMALE	214880.00	2144.70
MALE	31151.70	278.70

INDIVIDUAL COMMENT DEMOGRAPHICS		
GENDER PRESENTED IN VIDEO	DEMOGRAPHICS	
	AVG # LIKES	AVG # REPLIES
FEMALE	1067.55	4.14
MALE	97.66	1.86

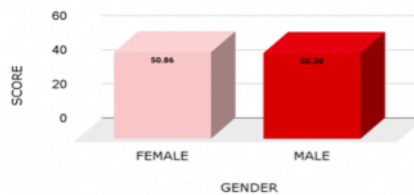
OF NON-PHYSICAL APPEARANCE COMMENTS/PHYSICAL APPEARANCE COMMENTS ON FEMALE VIDEOS VS. MALE VIDEOS



FREQUENCY OF ATTITUDE OF COMMENTS



LIWC TONE VARIABLE FEMALE VS MALE



LIWC VARIABLES FEMALE VS MALE VIDEOS



CONCLUSIONS

Major Findings:

- There are more comments relating to the physical appearance of the video creator on videos of females
- There wasn't a significant difference between comments about the physical appearance with a positive or negative attitude on female and male videos
- Male videos had language references to ingestion more than female videos
- There was no significant difference between female and male videos in tone or language referencing positive emotions, negative emotions, body, and health

Limitations: Negative comments could have been deleted by the creator or commentor skewing the results

- Future studies could be more accurate if researchers selected tiktokers to make a video, so that they could monitor what the creators were allowed to delete

Implications: The results of this study pave the way for future studies about how comments on physical appearance directly affect mental and physical health. These studies could be done using surveys.

ACKNOWLEDGEMENTS

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