



#WhatIEatInADay Tiktoks: A Content Analysis

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INTRODUCTION

1.5 billion Tiktok users throughout the world

4% of teens around the world suffer from an eating disorder

63% of Tiktok users are 12-17

1,800 calories is the recommended calorie count for teenagers

32,000 videos displaying various diets and weight loss were shown in the span of 3 months

69% of girls (ages 10-18) stated that media displaying models/celebrities have influenced their body image

The gap I explored is how eating videos on Tiktok with calorie counts aligned with the recommended calorie count for teens. I looked at varying characteristics of each one such as likes, comments, and other aspects of the video. *The purpose of this study was to explore and analyze "what I eat in a day" videos on Tiktok*

METHODS

Content Analysis

Inclusion Criteria

Must include all three meals consumed throughout the day

Must include total calorie count for the whole day

Variables

Engagement
How many likes, comments, views, and shares did each video receive?

Calorie Count
What was the total calorie count? Was it above or below 1800 calories?

Body Weight
Did they mention anything about weight loss, or how much they lost?

Body Parts
Did the creator intentionally show off their waist, abs, or muscles?

Lifestyle
Did the creator show any other parts of their life, such as pets, or just being outside?

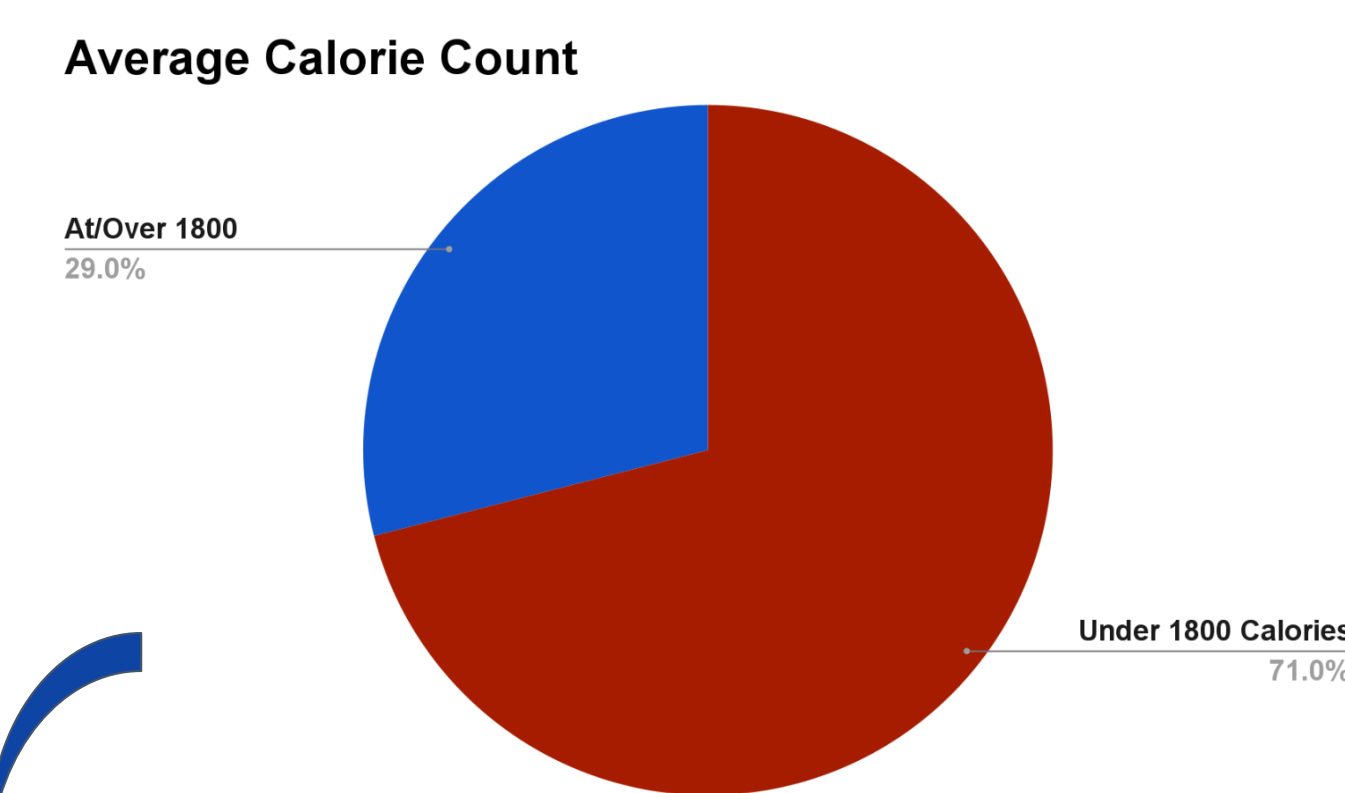
Food
Did the creator eat only fresh foods? Or were there processed foods mixed in?

Descriptive statistics were used to measure engagement and prevalence of the codebook categories. T-tests were used to compare the number of creators that intentionally showed off any body parts, the amount of engagement for the videos, and to compare the average calorie count between videos above and below 1800 calories. Chi-Square Tests were used to compare the prevalence of fresh foods between above and below videos.

RESULTS

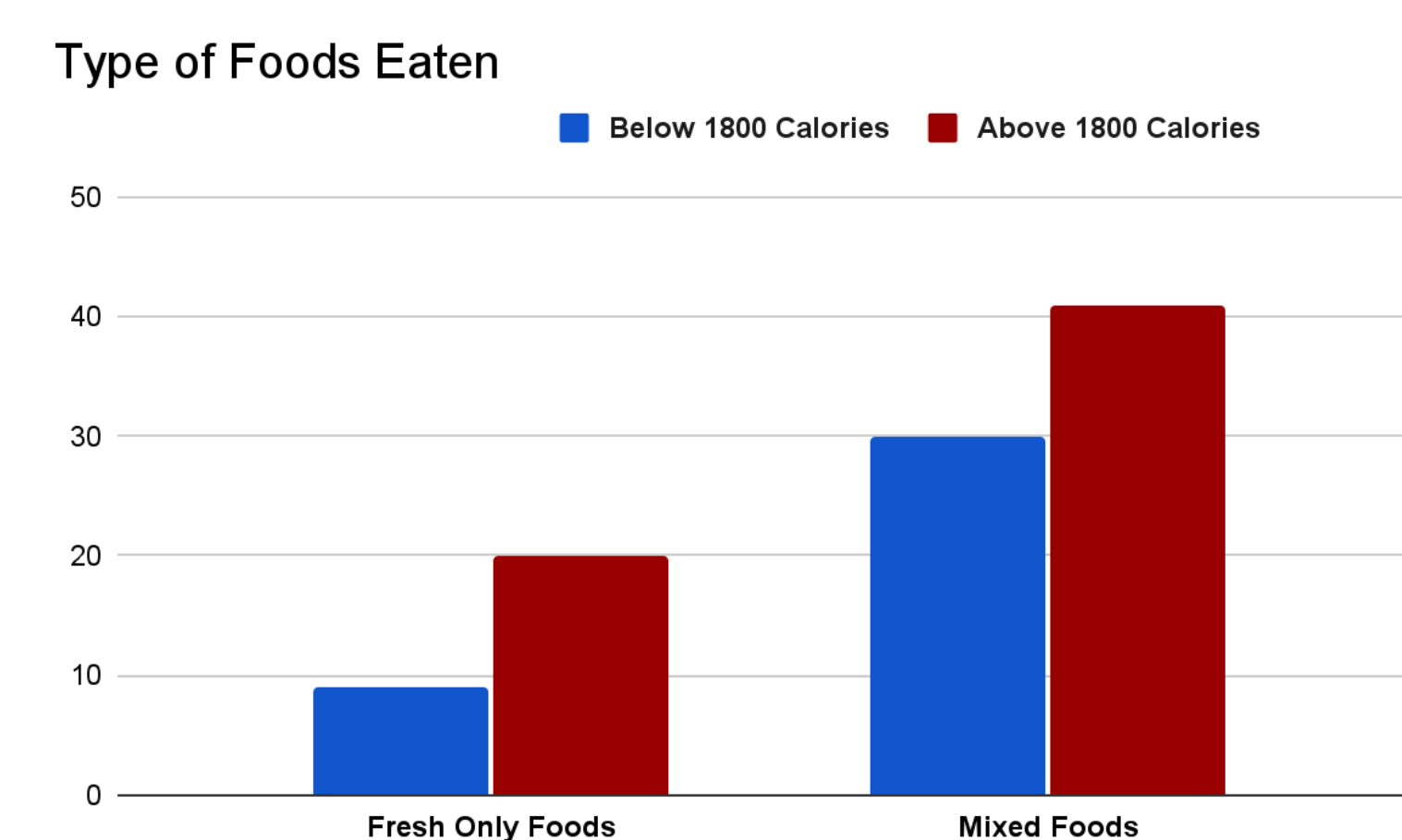
N = 100 Videos

under the hashtag "what I eat in a day calorie count"



T-statistic = -7.904, df = 32.769, p < .001

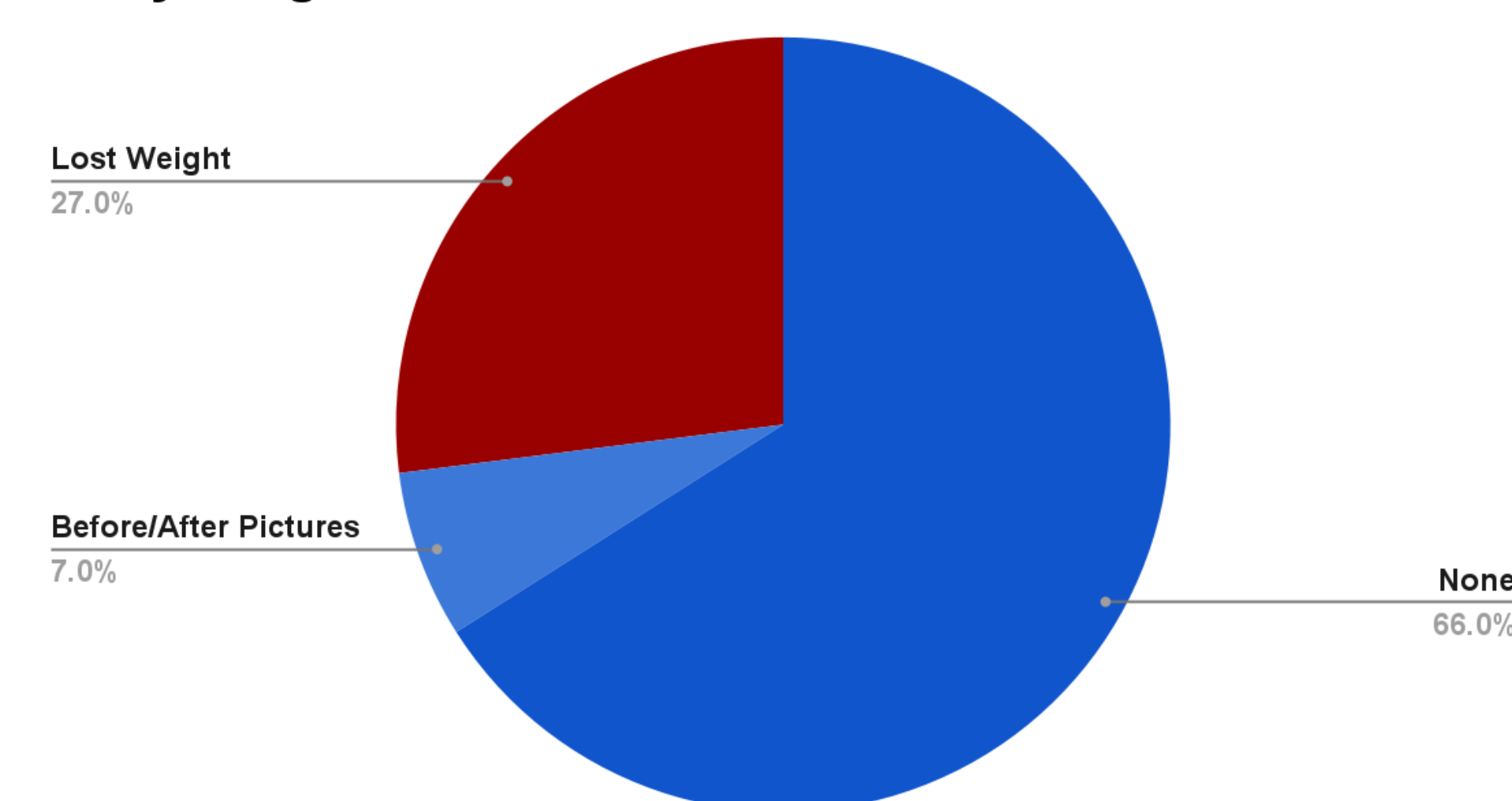
Videos that categorized as displaying less than the recommended amount of calories had an average of 1462.76 calories, which is significantly lower than the videos categorized as displaying more than the recommended amount of calories at 2161.76 calories (p < .001).



Chi-square value = 1.089, df = 1, p = .297

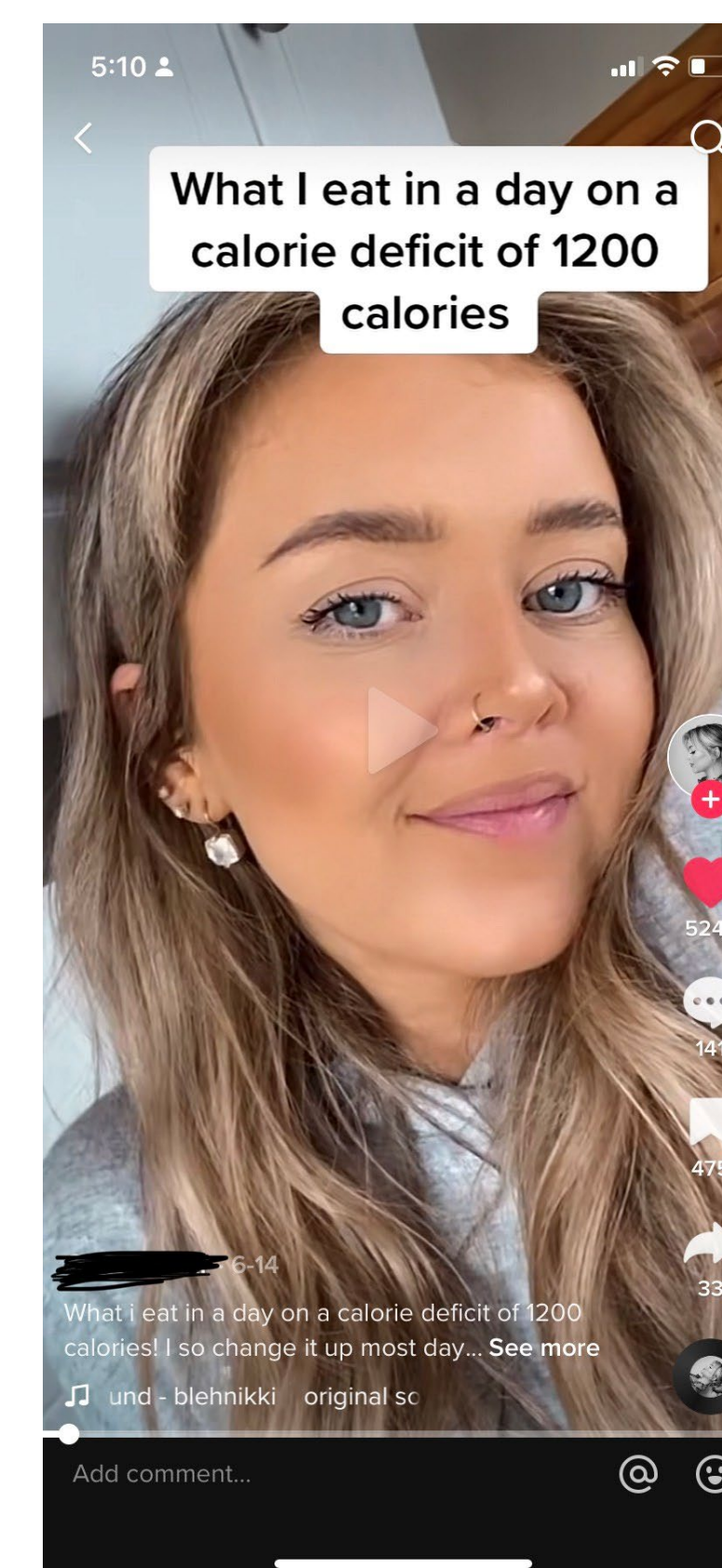
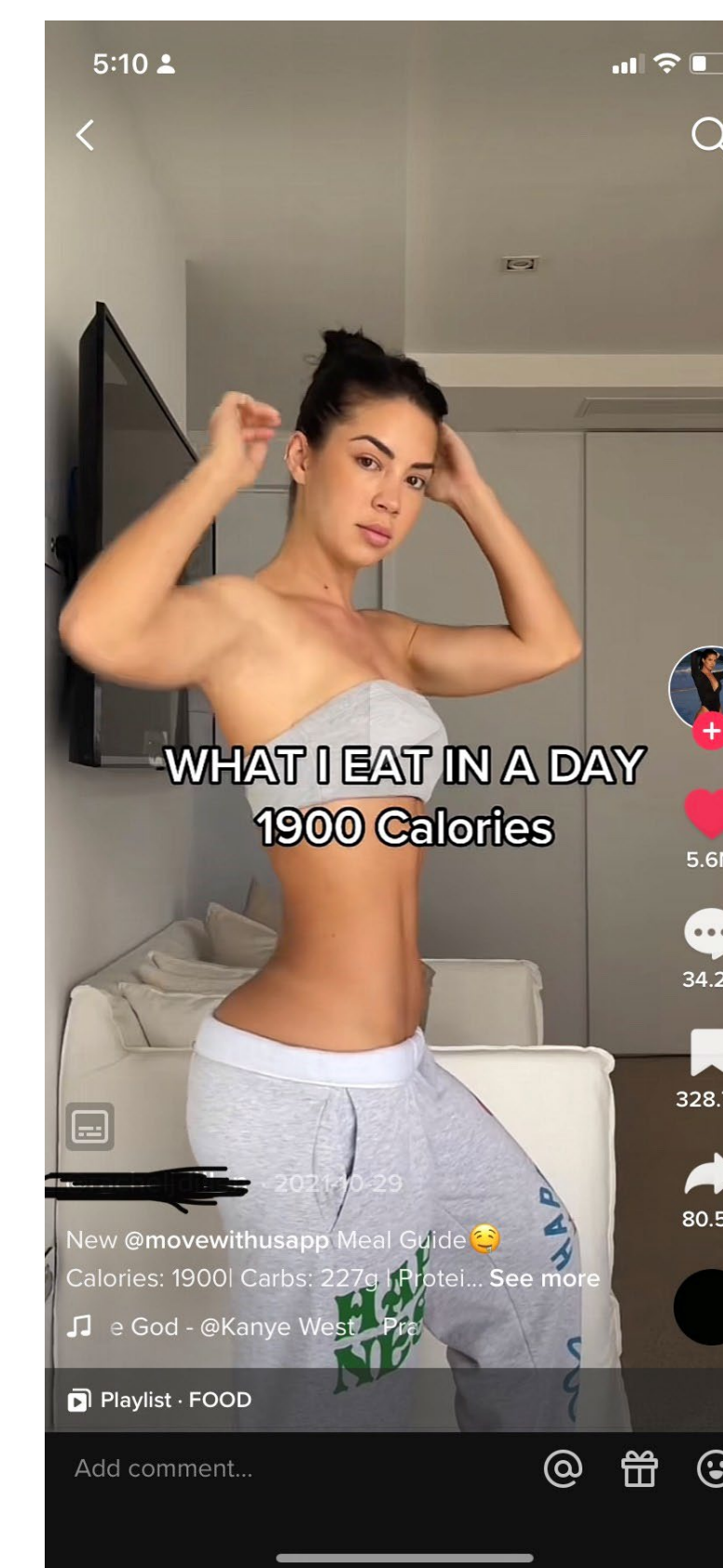
There is no difference in proportion of videos that show fresh-only vs mixed foods across the above and below recommended calorie count videos.

Body Weight



Almost 1/3 of the videos displayed some sort of indication of how the creator lost weight due to following some sort of diet/weight loss plan

About 1/2 of the videos shown displayed the creator doing some form of activity outside

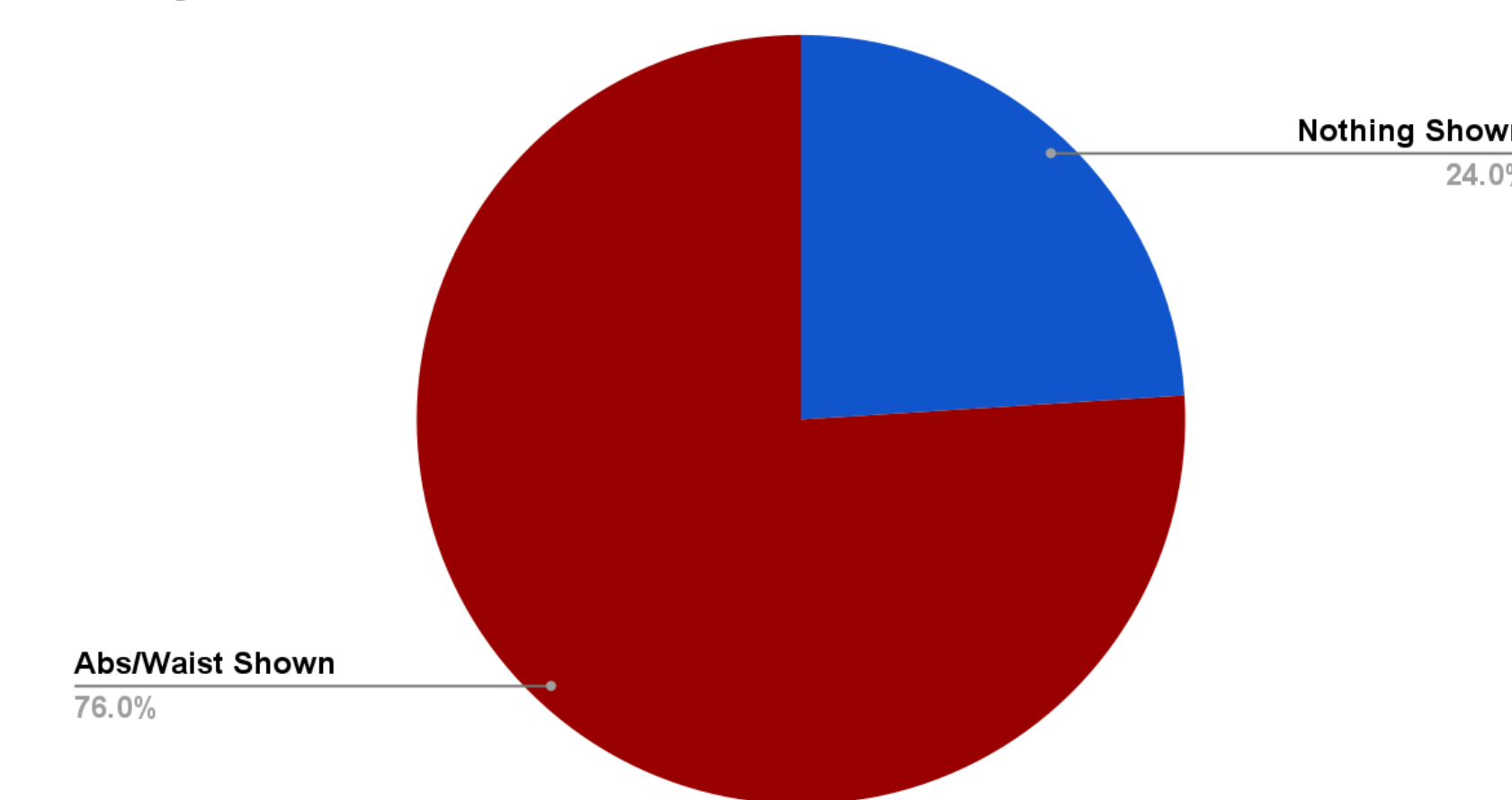


Engagement	Above 1800 Calories	Below 1800 Calories
Likes	28,843.66 (SD = 35190.031)	121,936.17 (SD = 663663.860)
Views	394,062.79 (SD = 411108.542)	1,134,851.11 (SD = 5252458.001)
Comments	150.69 (SD = 157.01)	703.41 (SD = 4043.831)
Shares	217.83 (SD = 353.241)	5,232.61 (SD = 38872.354)

T-statistic = .753, df = 98, p = .453

There was no difference in the average number of likes across the above and below videos.

Body Parts

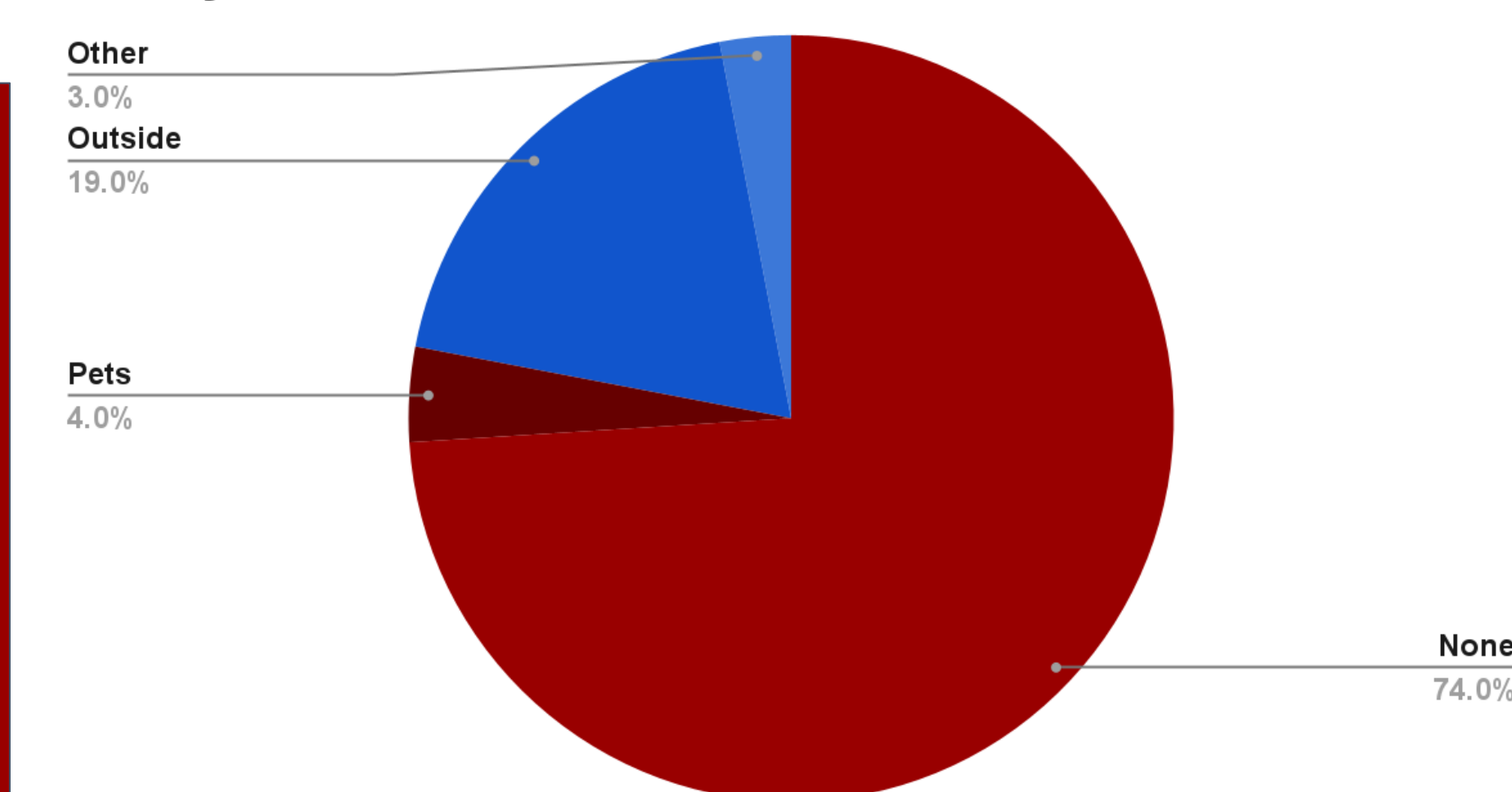


Amount of Engagement	Average Number of Likes + Comments
Abs/Waist Shown	279,680.923 (SD = 1097833.2926)
Nothing Shown	30,764.081 (SD = 36761.27462)

T-statistic = 1.156, df = 25.02, p = .259 (p > .05)

There was no significant difference between the average engagement score on videos that showed abs and waist compared to videos that did not.

Lifestyle



CONCLUSIONS

Key Findings

- A majority of the videos displayed calorie counts less than the recommended amount of calories for adolescents.
- Videos that categorized as displaying less than the recommended amount of calories had an average significantly lower than the videos categorized as displaying more than the recommended amount of calories.
- There was no significant difference found through all the other tests conducted

Limitations

- My sample size was too small, and as a result, many of my tests yielded no significant results
- I had a difficult time categorizing food into fresh vs. processed simply because there are a lot of foods that may not perfectly fit into one of the two categories

Implications

- A lot of the "What I Eat In A Day" Tiktoks displayed calorie counts that were under the recommended amount, which could lead to adolescents developing unhealthy eating habits
- Almost 1/3 of the videos referenced weight loss due to a special weight loss/diet plan, which can lead to adolescents trying harmful diets.

ACKNOWLEDGEMENTS

- I would like to thank my sister for helping me design the poster
- I want to thank my level 2 SMAHRT mentors
- I would like to thank my general mentors for sticking with me throughout this program
- Finally, I would like to thank the SMAHRT program for giving me this opportunity

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