



#BodyPositivity: Mental health related comments on positive and negative tone Tik Tok posts

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INTRODUCTION

- Body positivity is a social movement focused on abolishing beauty standard and social constructs to be more accepting of all body types.
- Research shows that the body positivity movement has improved self care behaviors including healthy diets, exercise and the decreased risk of depression.
- Body positivity has also helped decrease bullying and judgment in younger children. Although Body positivity has a plethora of good intentions and ideas there could be underlying negative results on adolescent.
- My focus is on how does the way Tik Tok portray body image affect adolescent mental health negatively?
- The purpose of my study is to increase awareness of harmful body positivity posts and how they relate to mental health because many people struggle with mental health related issues related to body image.

METHODS

Design:

Content analysis of posts and comments on TikTok.

Subjects:

Observing comments and posts on the social media platform tiktok. I chose the top 5 comments to code using my variables.

N=20 posts and N=100 comments

Data collection: I choose two hashtags which were #bodypositivity and #bodyimage.

- Looked at videos under that search result
- Chose 10 posts to code the using my variables
- Chose top five comments on those posts and coded them as well

Variables:

The variables I used were depression, anxiety, insecurity, appetite. I choose these because these are the most common emotions shown by people when the topic of body positivity or body image arises.

Data Analysis:

Descriptive statistics and chi-square tests of independence were performed.

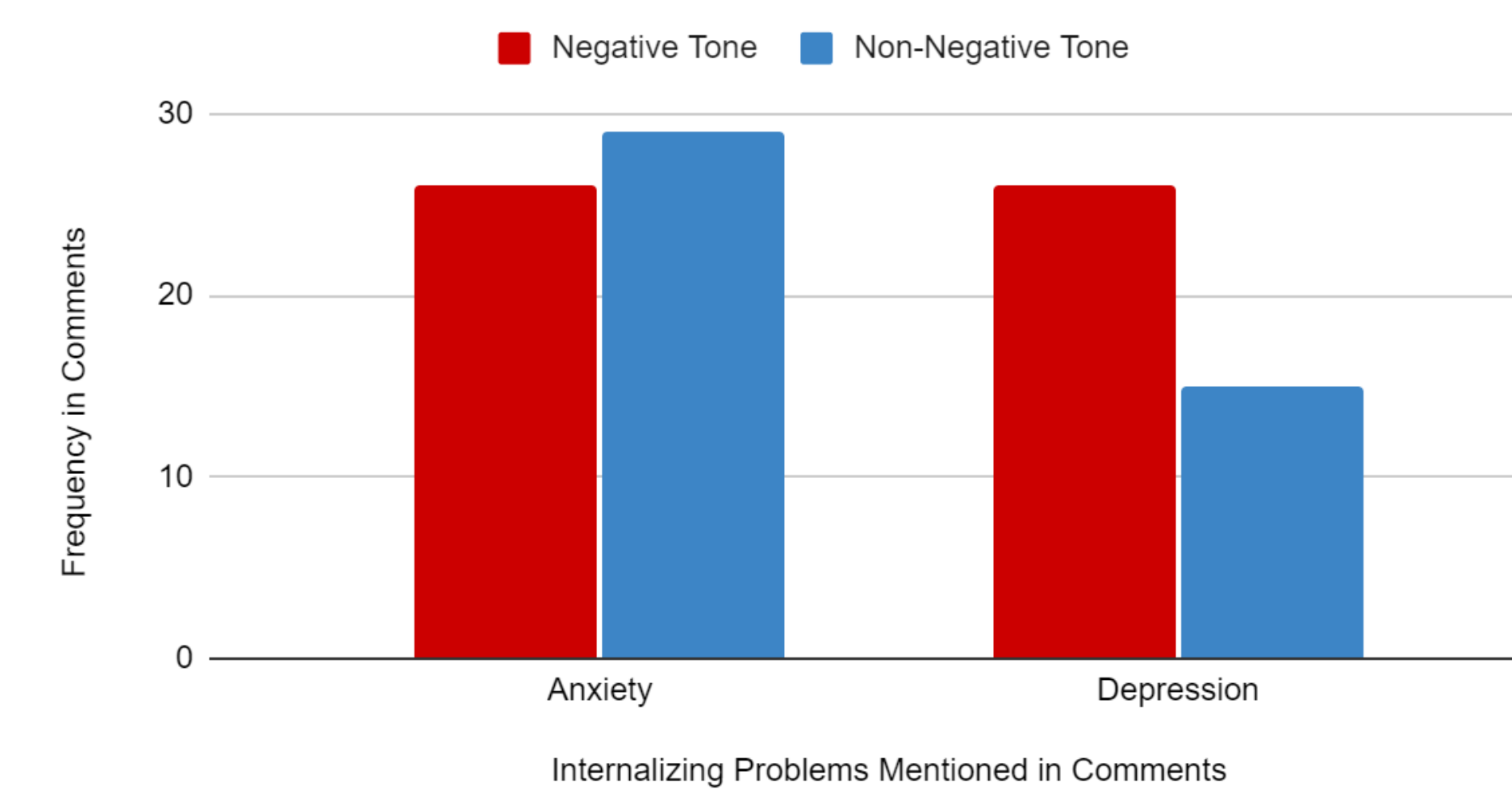
RESULTS

1. Posts with a negative tone are more likely to show signs of depression in the comments

Anxiety: Chi-Square = $\chi^2 = 2.97, p = .085$

Depression: Chi-Square = $\chi^2 = 16.36, p < .001$

Mentions of Depression & Anxiety in Comments of Body Image Tiktok Videos with & without Negative Tone

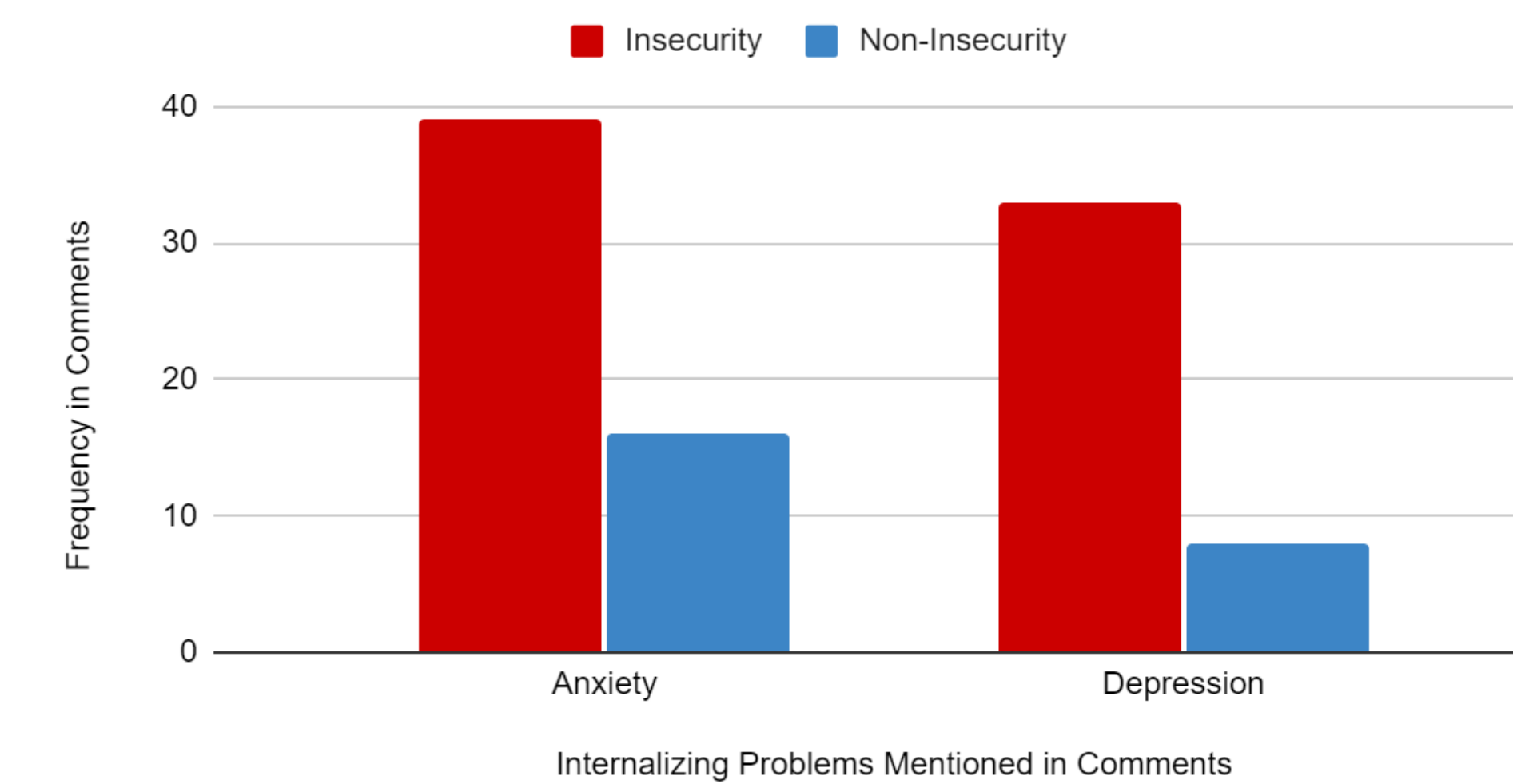


2. Posts with insecurity are likely to also have signs of depression and/or anxiety in comments

Anxiety: Chi-Square = $\chi^2 = 5.58, p = .018$

Depression: Chi-Square = $\chi^2 = 11.648, p < .001$

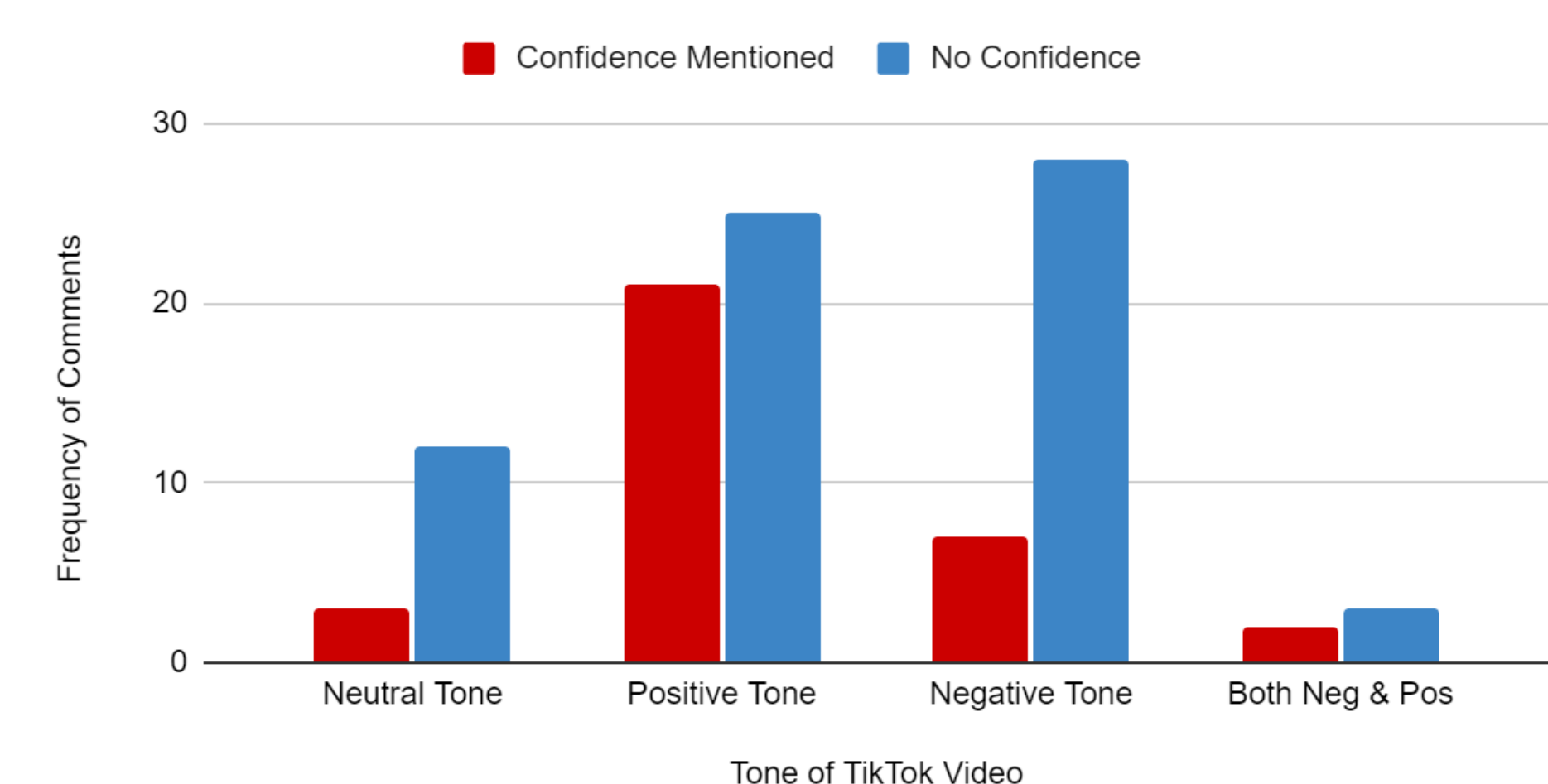
Mentions of Depression & Anxiety in Comments of Body Image Tiktok Videos with & without Insecurity



3. Posts with a positive tone are more likely to have comments that mention confidence than negative tone posts

The relation between these variables was significant, $\chi^2 (3, N = 20) = 17.31, p < .001$. Posts with a positive tone were more likely to have comments mentioning confidence.

Confidence Mentioned in TikTok Comments of Body image TikToks



Examples of positive comments

you're gorgeous<33

Noo look at yourself your so pretty and you should not compare yourself on internet! Ur pretty the way u are<3

THANK YOU! Thank you for showing many Girls that they are perfect no matter what

Examples of negative comments

Why cant I look like that naturally

I did not need to see this pheww did y'all hear that that was my last ounce of confidence dropping 80 miles

The fact that my body is a nightmare for others. For me too. I'm tired...just tired.

CONCLUSIONS

- Posts that showed insecurity showed signs of depression and anxiety in the comments and posts that were negative toned showed signs of depression in the comments. Posts that did have a positive tone mentioned confidence in the comments.
- With these findings, there is a possibility body positivity on Tik Tok may be more harmful than it seems.
- This also raises the question as to what we can do to help? Are other social media platforms similar in portraying body positivity?
 - Future research should explore body positivity trends on other social media platforms as well as look at potential interventions for social media users who may be struggling with body image.

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