



What is the TikTok “That Girl” Healthy Lifestyle?

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INTRODUCTION

- ❖ The CDC infographic 8 Strategies for a Healthy Spring recommends:
 - Move More, Sit Less: Get at least 150 minutes of moderate-intensity physical activity every week. Do muscle-strengthening activities 2 days a week.
 - Eat Healthy Foods: Try healthy food choices like fruits, vegetables, whole grains, lean meats, and low-fat dairy products.
 - Choose Your Drinks Wisely: Substitute water for sugary or alcoholic drinks to reduce calories and stay safe.
- ❖ One place teens might receive information about living a healthy life is social media, given that teens use social media at high rates. TikTok is a popular social media site used by teens. According to Forrester, 63% of Americans between the ages of 12 and 17 used TikTok on a weekly basis in 2021
- ❖ The “that girl” lifestyle is one that prioritizes wellness, selfcare, and romanticizing everyday life with activities such as healthy eating and exercise.
- ❖ With the #thatgirl videos under TikTok having over 5 billion views, the “that girl” lifestyle trend appears to be popular
- ❖ Studying health behaviors being displayed on TikTok is important because teens use TikTok at high rates and might be influenced by the information they see.

The purpose of this study was to identify and examine what health indicators are shown in morning routine TikTok videos that follow the “that girl” lifestyle trend.

METHODS

- Design:
- This study was a content analysis

- Subjects:
- 56 Morning routine videos under #thatgirl on TikTok

- Data Collection:
1. Typed in #thatgirl on TikTok search
 2. Selected the first 56 TikTok videos under the top videos in #thatgirl that mention the video being a morning routine and pasted the video links into a table
 3. Used table to collect demographic information, code for variables, and record specific observations

- Coded yes/no for the presence of health indicators: food, drink, exercise, journaling, and beauty/self-care within videos
- Recorded detailed observations about each of the health indicators, for example, what food was shown and what exercise was shown
- Made additional observations in which I coded yes/no for opening blinds and making bed, and noted wake up/start time.
- Noted other relevant observations not directly related to variables coded for, such as what they started doing after their morning routine

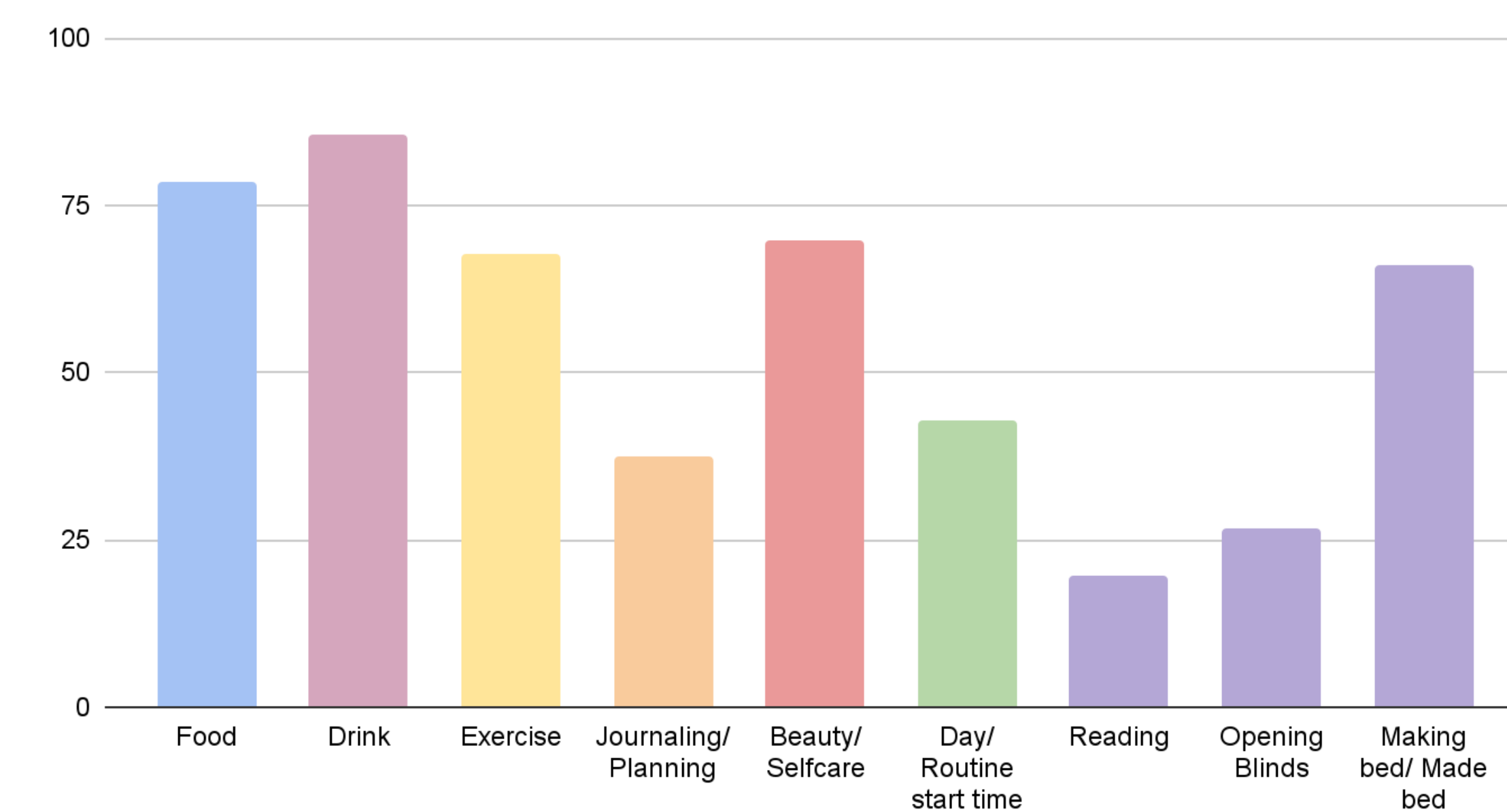
Variable Name:	Coded Presence:	Wrote observations:
Food	Y	Y
Drink	Y	Y
Exercise	Y	Y
Journaling/ Planning	Y	Y
Beauty/ Selfcare	Y	Y
Reading	Y	N
Wake up/ Start time	Y	Y
Opening blinds	Y	N
Making bed	Y	N

- Analysis:
- Calculated prevalences for the presence of each variable
 - Grouped each variable into categories and then took prevalences of each of those categories



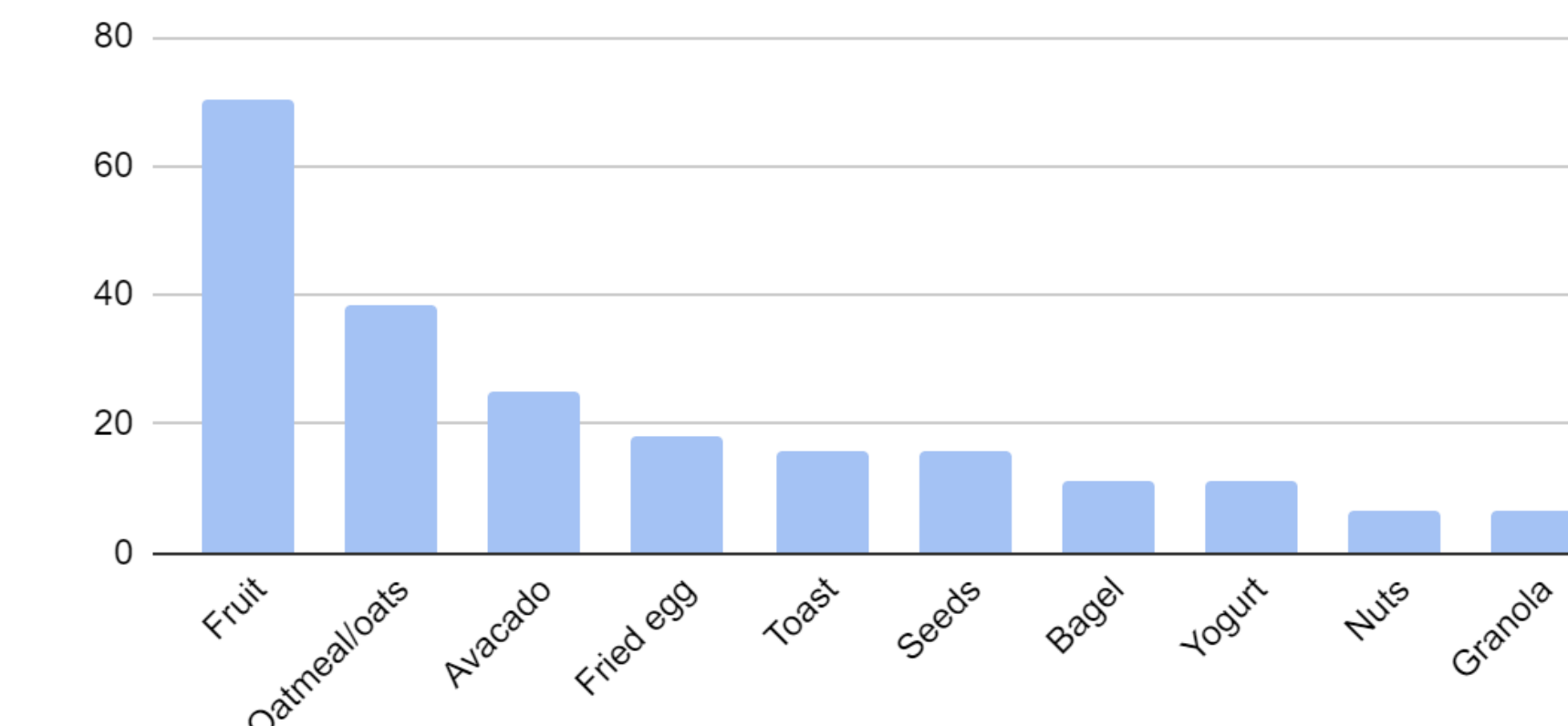
RESULTS

Percent of Videos Showing Variables

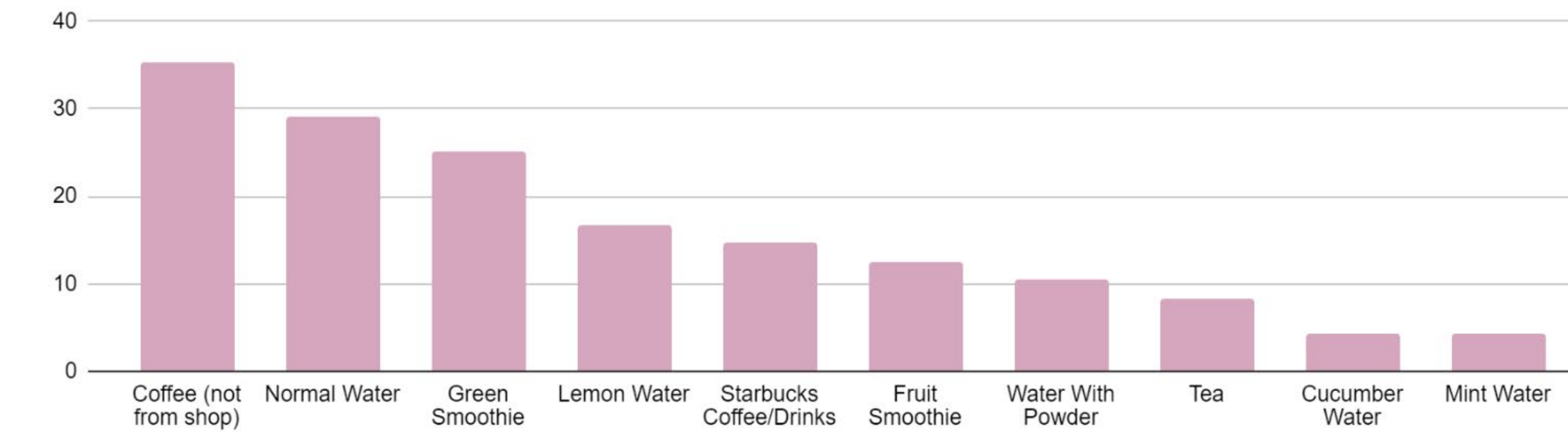


Coded as:
Food: Fruit, Oatmeal/Oats, Granola

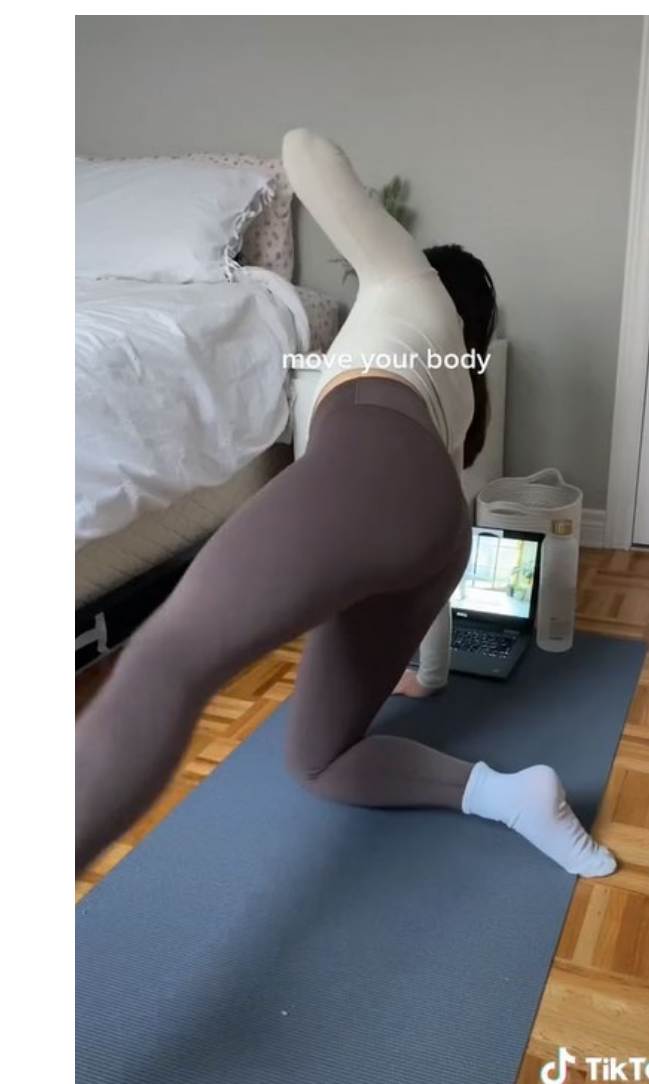
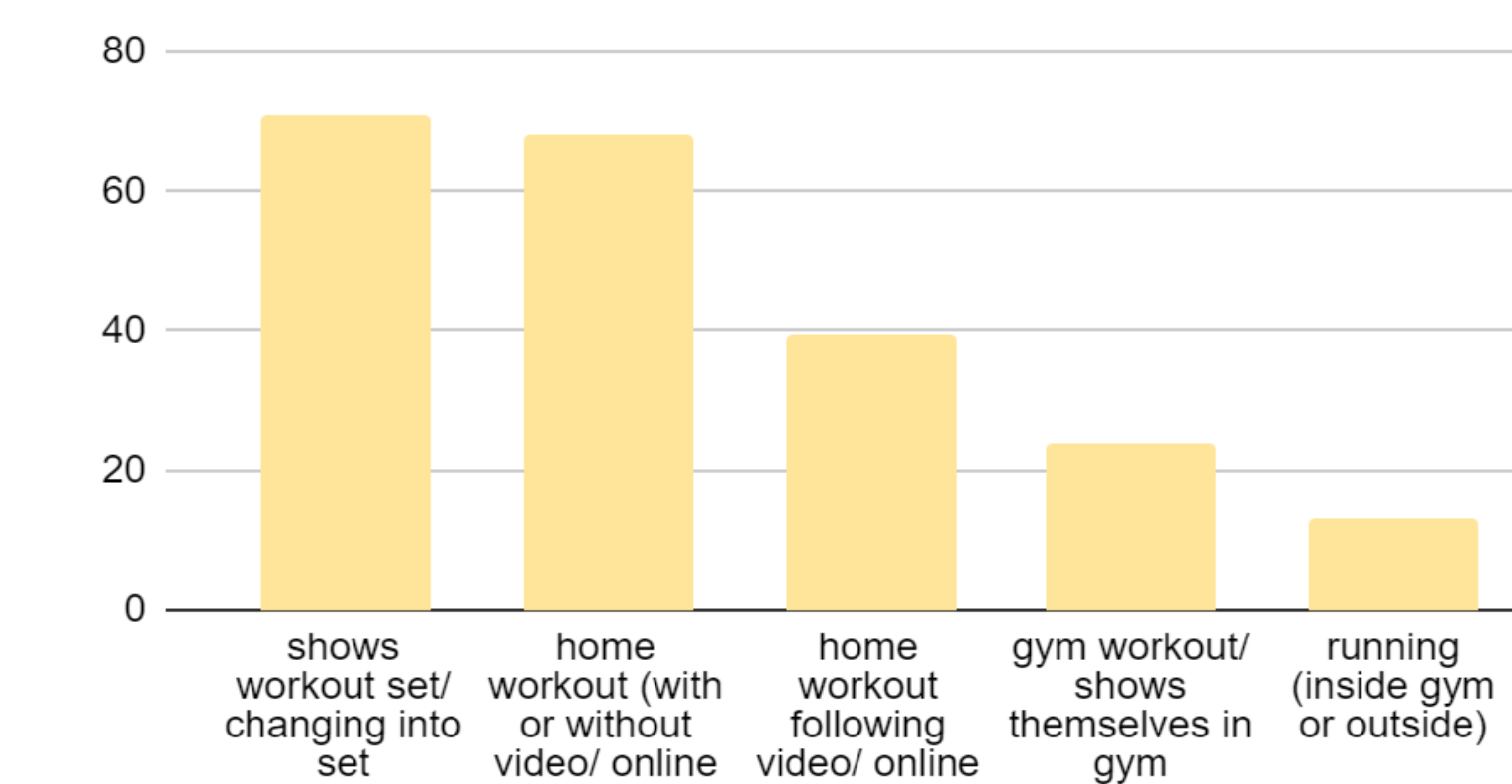
Percent of Types of Food Shown (Out of 44 videos)



Percent of Types of Drink shown (Out of 48 videos)



Percent of types of exercise shown (Out of 38 videos)

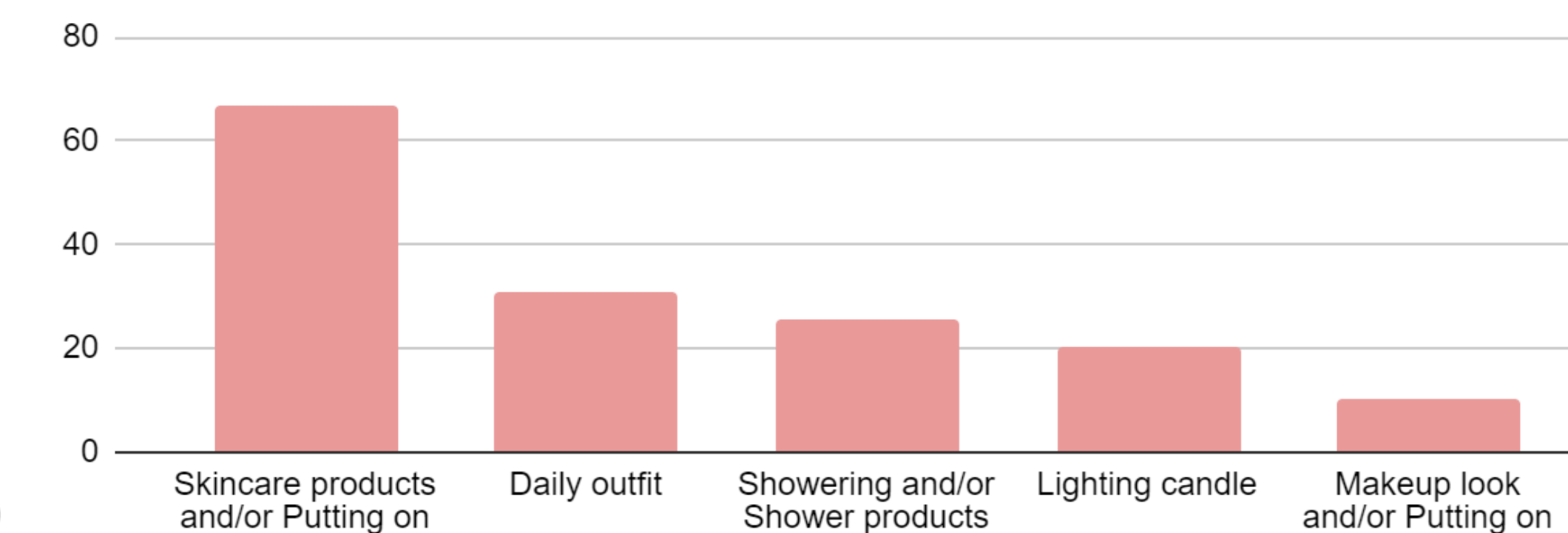


Coded as:
Exercise: Home workout following video/ online class, home workout (with or without video/ online class shown)

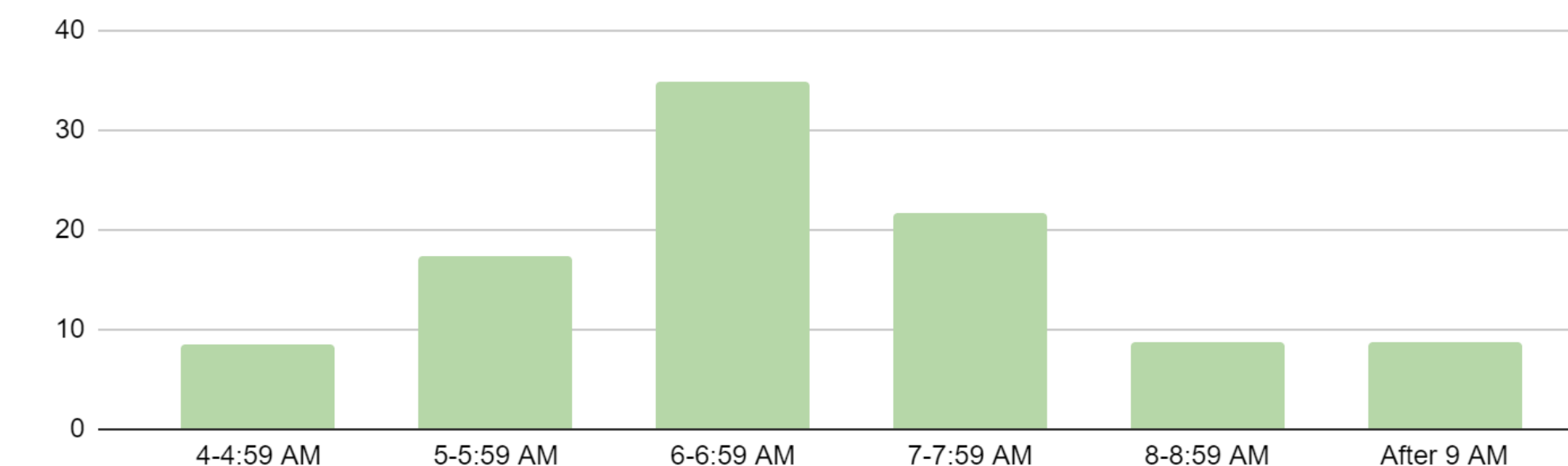
Coded as:
Beauty/ Selfcare: Lighting candle, Skincare products and/or Putting on skincare



Percent of Beauty/ Selfcare Activities Shown (Out of 39 videos)



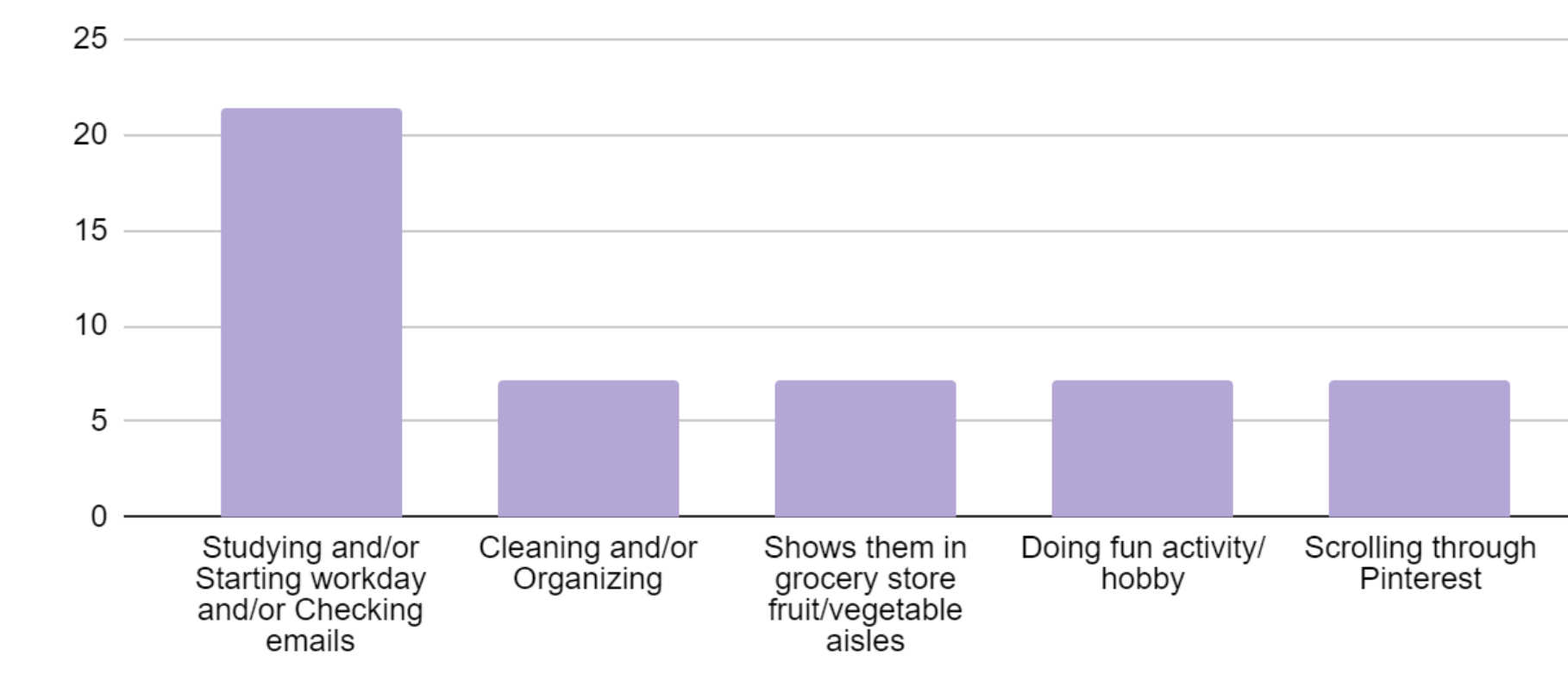
Wake up time/ "That Girl" routine start time shown (Percent out of 23 videos)



Coded as:
Wake up/ Start time: 6-6:59 AM



Percent of other observations/ activities shown (Out of 56 videos)



Coded as:
Other Observations: Doing fun activity/ hobby

CONCLUSIONS

- Main Findings:**
- 78.6% of videos showed food
 - 85.7% of videos showed drink
 - 68% of videos showed exercise

- CDC recommends getting at least 150 minutes of moderate-intensity physical activity every week. Many videos showed moderate exercise such as running and following online workout classes at home.
- CDC recommends eating healthy foods such as fruits. 70.5% of videos showing food showed fruit. The majority of videos showed eating fruits for breakfast.
- CDC suggests to drink water as part of a healthy lifestyle, and many videos mentioned drinking plain or flavored (lemon, cucumber, mint) water.

The videos appear to be showing health indicators that line up with the CDC’s recommendations for living a healthy life.

- Implications:**
- ❖ Teens who use TikTok and watch “that girl” lifestyle trend morning routine videos are possibly receiving information that follows CDC’s guidelines. Teens who follow recommendations described in the morning routine videos will potentially be learning healthy habits such as eating healthy foods like fruit, moving their body through exercise, and drinking water.
 - ❖ Researchers could explore this research question on other social media sites used heavily by teens, such as Instagram.
 - ❖ Future researchers could conduct a survey asking teens about their viewing of these videos and what health habits they implement in their daily lives, to examine the relationship between watching TikTok videos and implementing health indicators seen in the videos.

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