



Adolescent Response to Nonviolent and Violent Race Related Content on TikTok

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INTRODUCTION

- Since the beginning of the pandemic, political and social issues have started to be viewed differently, because the lack of social interactions have led to a growing amount of information being learned apps like TikTok
- Many people started to bring awareness to race related issues, especially with the rise of Black Lives Matter and other movements.
- However, the intentions of these tiktoks was heavily debated, with many posting for their own personal gain and followers, without actually taking into account the impacted peoples, and showing depictions of violence
- **People face a lot of emotions when seeing videos that have a lot of violence against people that look like them**, and BIPOC youth have had growing mental health issues from anxiety to depression **seeing the violence against BIPOC communities**

The purpose of this study was to determine the adolescent response through Tiktok comment sections to nonviolent and violent racial messaging on tiktok.

METHODS

Setting: The first ten comments on each of 20 posts under the hashtag #BlackLivesMatter

- Two of the posts had comments turned off, leaving 18 posts with ten comments each

Demographic: The likes, comments, and shares of the post

Post Evaluation: Each post in the study was decided to be considered either violent or nonviolent, based on the treatment of the communities the post was about

Comment Evaluation: Evaluates each comment on the matter of six emotions, using keywords, to see the emotions being felt

Comment Definition	Description
Positive Emotion	This describes a comment that shows a general positive emotion, with words like hurt, ugly, or nasty
Negative Emotion	This describes a comment that shows a general negative emotion, with words like love, nice, or sweet
Affective Processes	This describes a comment that shows the processing of emotion, or some sort of emotion being used to react, with words like happy or cried
Sadness	This describes a comment that specifically describes sadness, with words like crying, grief, or sad
Anger	This describes a comment that specifically describes anger, with words like hate, kill, or annoyed
Anxiety	This describes a comment that specifically describes anxiety, with words like worried or fearful

- **Descriptive Statistics** were used to calculate the comments and shares on posts
- **T-tests** were used to measure the likes on posts, the likes on comments, and the emotions in comment sections

RESULTS

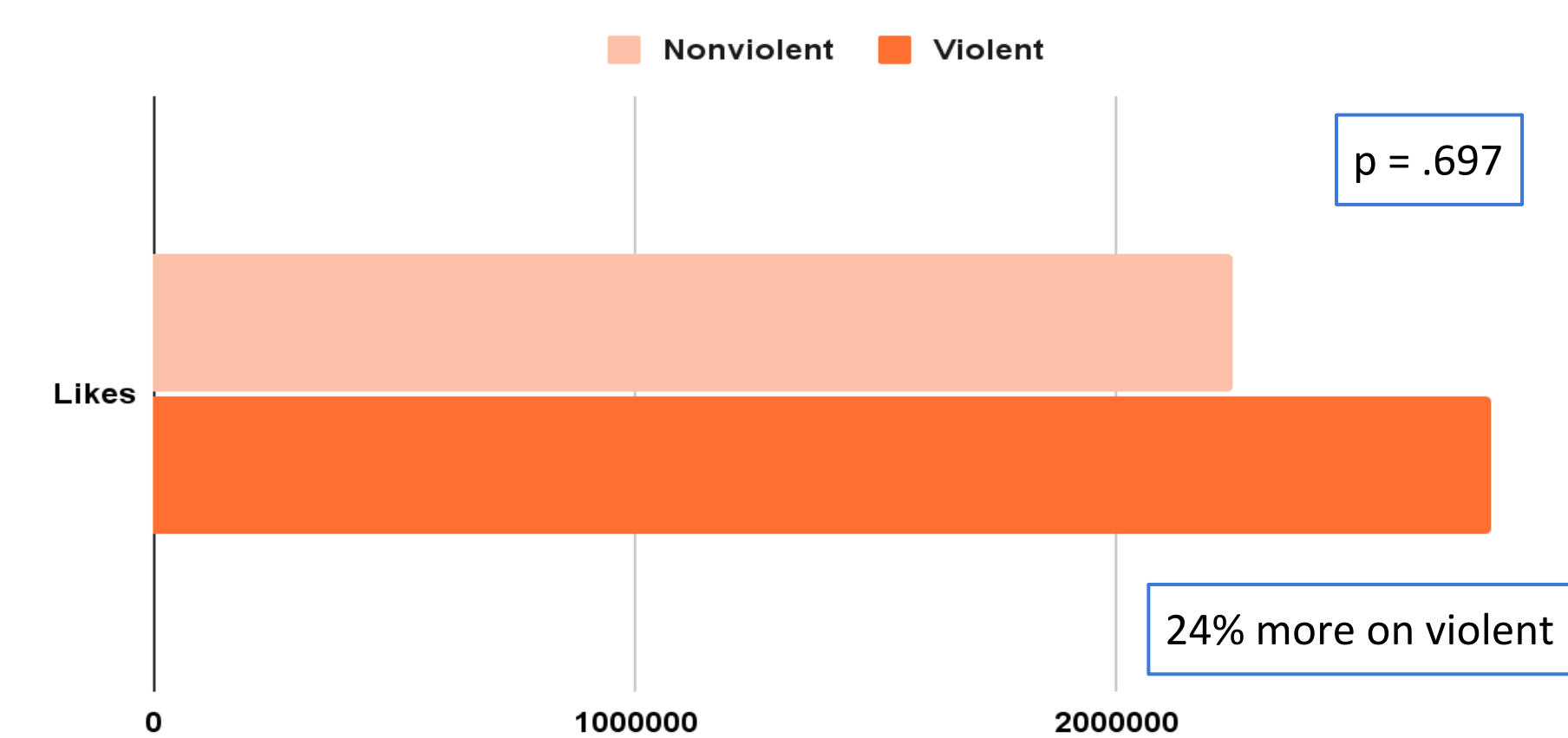
20 TIKTOKS → 10 NONVIOLENT
10 VIOLENT

200 COMMENTS → 100 ON NONVIOLENT POSTS
80 ON VIOLENT POSTS

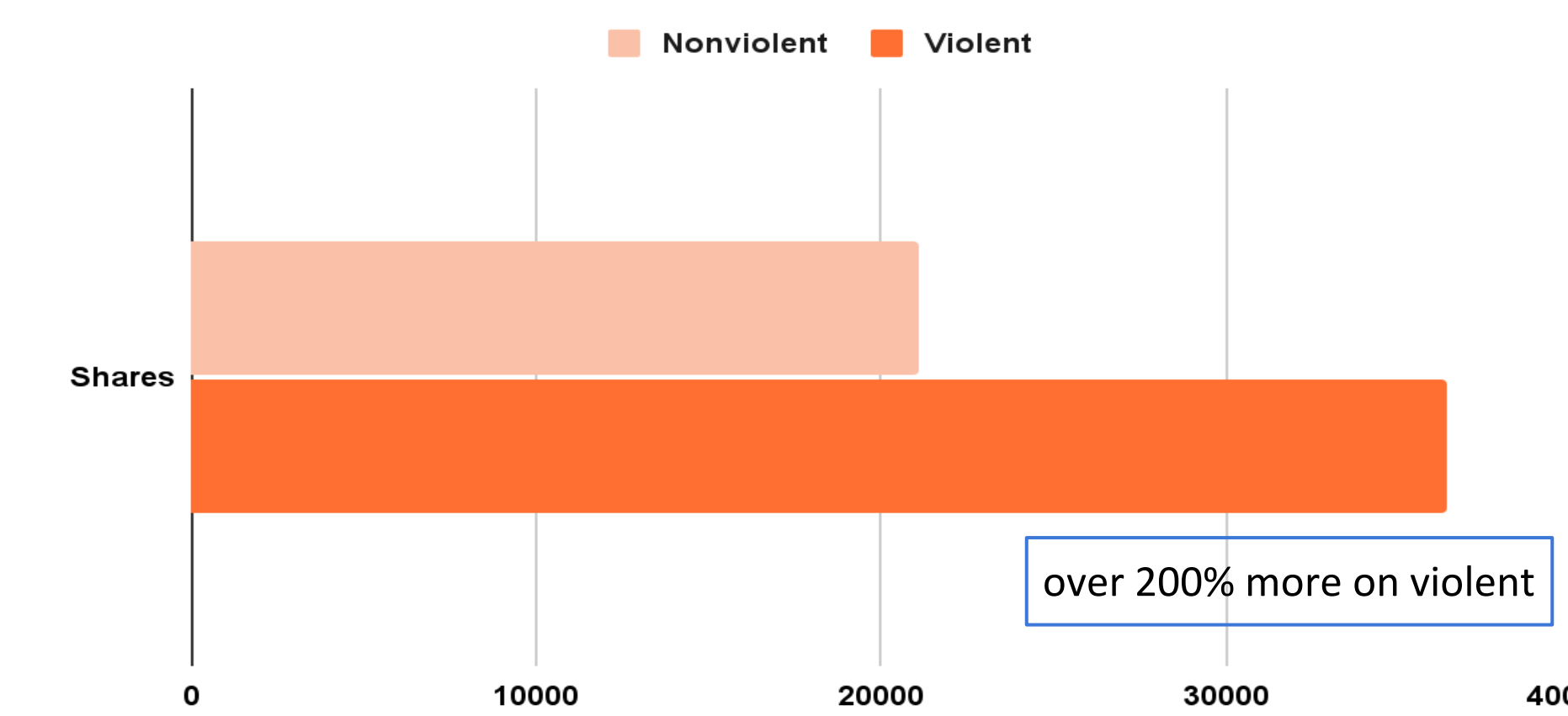
two violent TikToks turned off their comments

INTERACTION ON VIOLENT AND NONVIOLENT POSTS	violent	nonviolent
mean # of likes	2775130	2241880
mean # of shares	110184.7	36641.4
mean # of comments	36376.6	21127.9

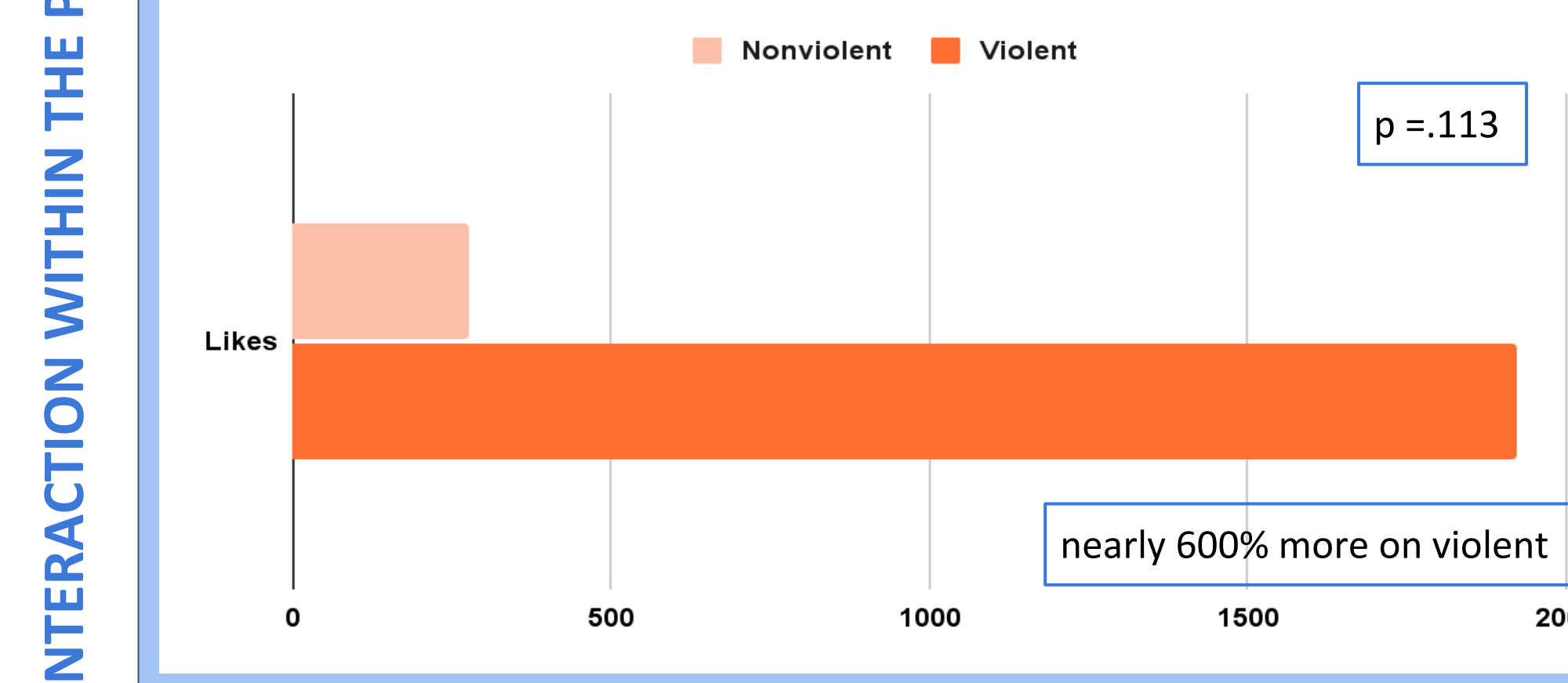
OF LIKES ON VIOLENT VS NONVIOLENT TIKTOKS



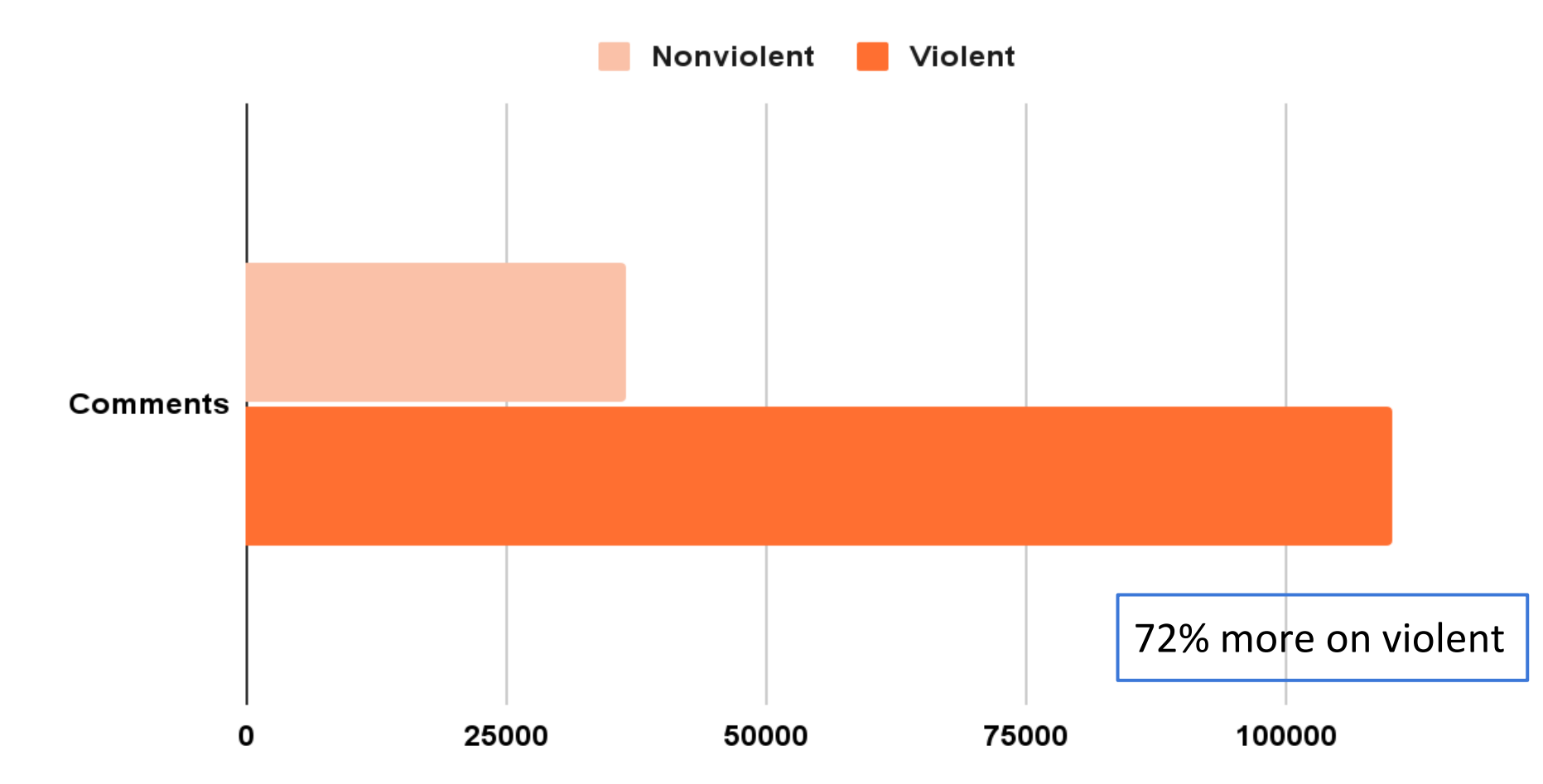
OF SHARES ON VIOLENT VS NONVIOLENT TIKTOKS



OF LIKES ON TOP COMMENTS ON VIOLENT VS NONVIOLENT TIKTOKS



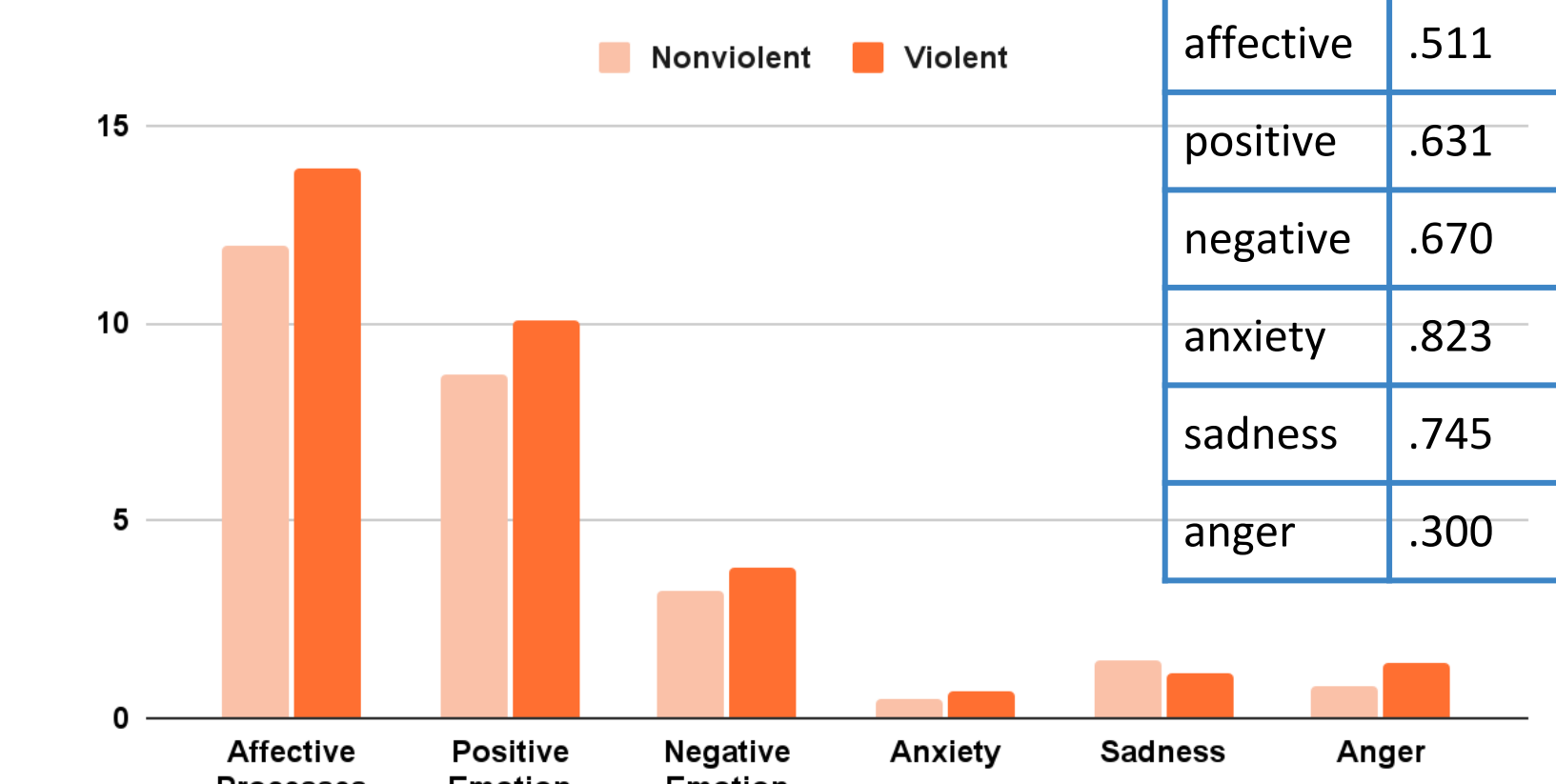
OF COMMENTS ON VIOLENT VS NONVIOLENT TIKTOKS



emotions presented in the top ten comments on the TikToks:

AVERAGE LIWC SCORE	Nonviolent	Violent
Affective Processes	11.9489	13.894875
Positive Emotion	8.7154	10.075625
Negative Emotion	3.2333	3.819375
Anxiety	0.5158	0.6696
Sadness	1.4325	1.1579
Anger	0.7955	1.395625

EMOTIONAL REACTION



CONCLUSIONS

- TikToks that depict violence receive more engagement, with the violent TikToks receiving about **more likes, more shares, and more comments**
- When comparing the frequency of emotions in the comments sections of both nonviolent and violent posts, there was more **affective processes, positive and negative emotion, anxiety, and anger** in the comments sections of posts that depicted violence, but more **sadness** in the nonviolent posts.
- When we compared the likes on violent and nonviolent posts, and the likes on the comments, there was an association, but it was not statistically significant, with the p value > .05. Similarly, when we compared violent with nonviolent posts using the emotions in the comments, there was an association, but it was not statistically significant, with the p value > .05.
- The study was limited due to comments being turned off on two of the violent TikToks--however, TikTok comments are usually only turned off after they've turned incredibly negative, implying that both of those violent posts would also have negative emotions shared in the comments

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