



Sleeplessness & Other Anxiety Symptoms: A Content Analysis on TikTok

Misiki Baruah, Angie Calvin, Zoe Stratman
 University of Wisconsin – Madison
 School of Medicine and Public Health, Department of Pediatrics

INTRODUCTION

- Almost 32% of adolescents suffer from an anxiety disorder
- Adolescents who use social media suffer from higher levels of anxiety and worse sleep
- Insomnia is twice as present in individuals with anxiety and/or depression than those who do not have anxiety and/or depression
- Users with anxiety can talk about their stories with others through social media, like Tiktok
- It is unknown how sleeplessness and anxiety are present together on Tiktok

The purpose of this study was to examine how often sleeplessness and other anxiety symptoms are discussed in posts relating to anxiety on Tiktok.

METHODS

Setting:

- We conducted a content analysis on Tiktok through Tiktoks under #anxiety
- The first 75 Tiktoks under #anxiety were included

Measures:

- The amount of likes, shares, and comments were collected along with the date the Tiktok was posted
- Symptoms of anxiety were collected based on the presence of key words

Term	Associated keywords
Sleeplessness	unable to sleep, bad sleep
Excessive worry/difficulty controlling worry	unable to hide symptom
Difficulty concentrating	zoning out, brain fog
Fatigue	tiredness
Restlessness	fidgiting, unable to sit still
Irritability	annoyance

Analysis:

- A chi squared test of independence was used to examine the relationship between symptoms in #anxiety Tiktoks
- A Pearsons Correlation was used to examine the relationship between number of anxiety symptoms mentioned in #anxiety Tiktoks and number of likes, shares, and comments

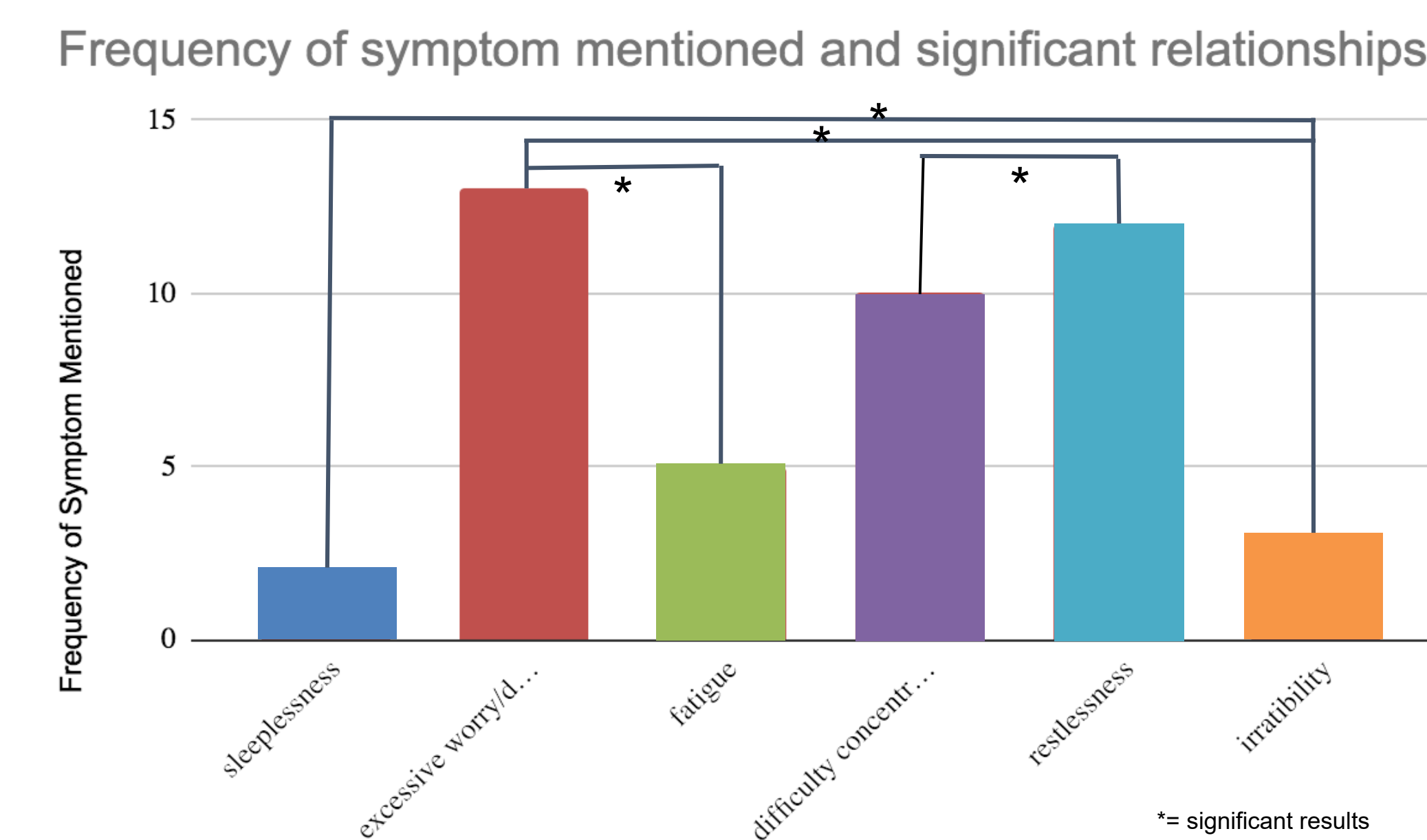
RESULTS

Demographics:

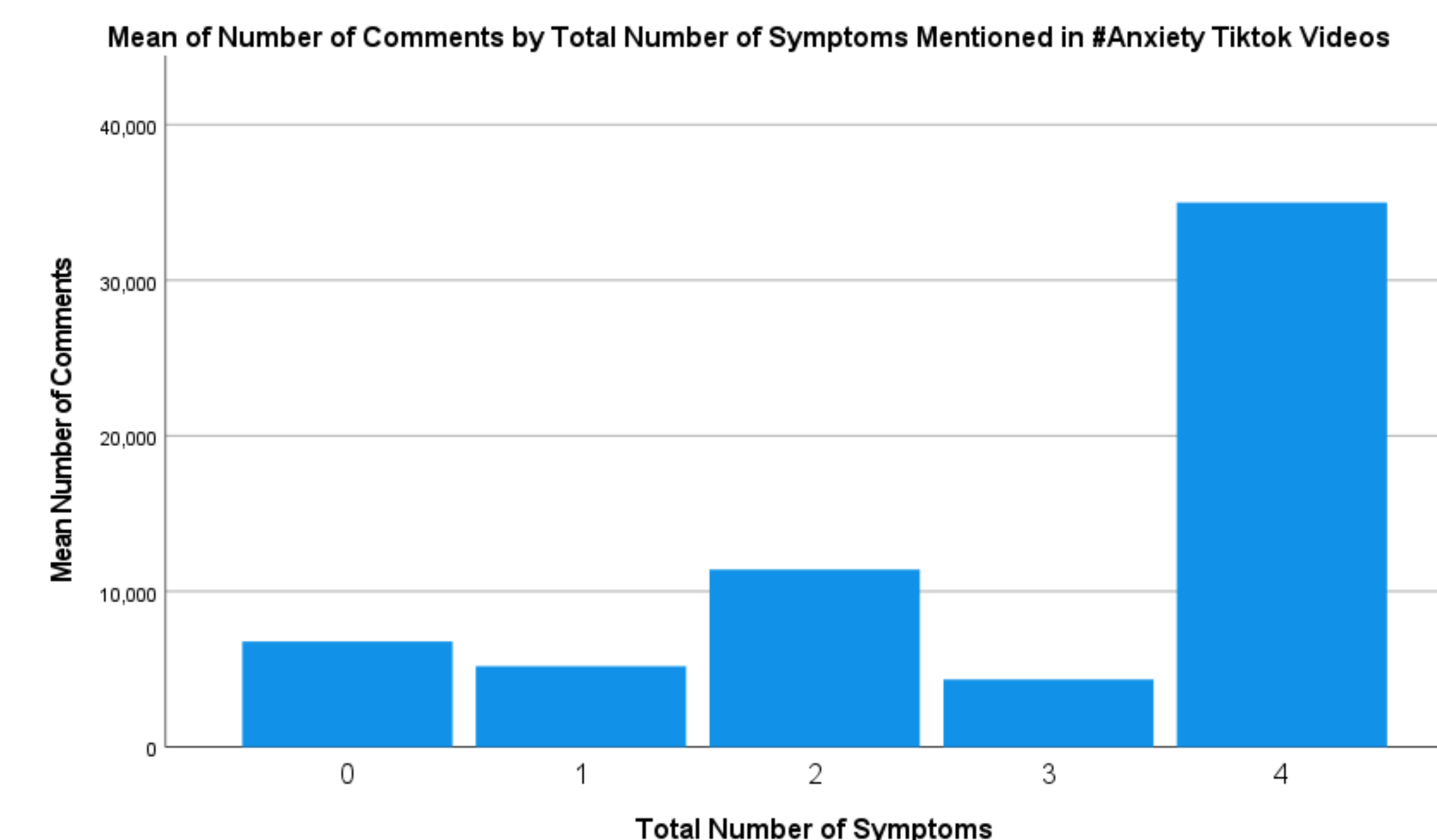
	Mean	Standard Deviation
Number of Likes	813,461.33	1,031,557.02
Number of Shares	15,403.61	32,866.24
Number of Comments	7,503.27	9,364.06
Total Engagement	836,368.21	1,054,596.61
Total Number of Symptoms	0.6	0.93

Findings:

Frequencies of each symptom and significant correlations:

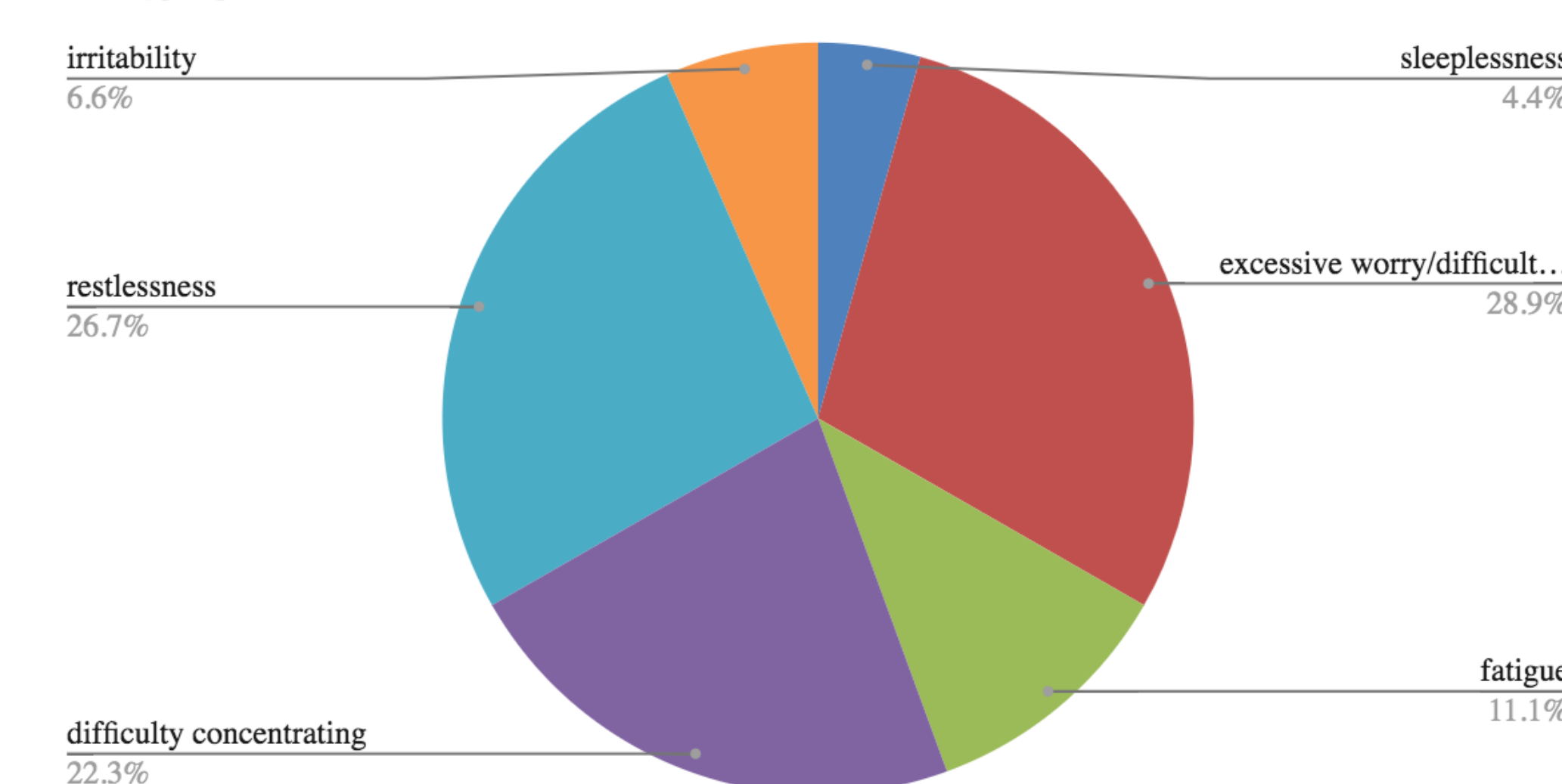


Engagement on multiple symptom videos over other videos:

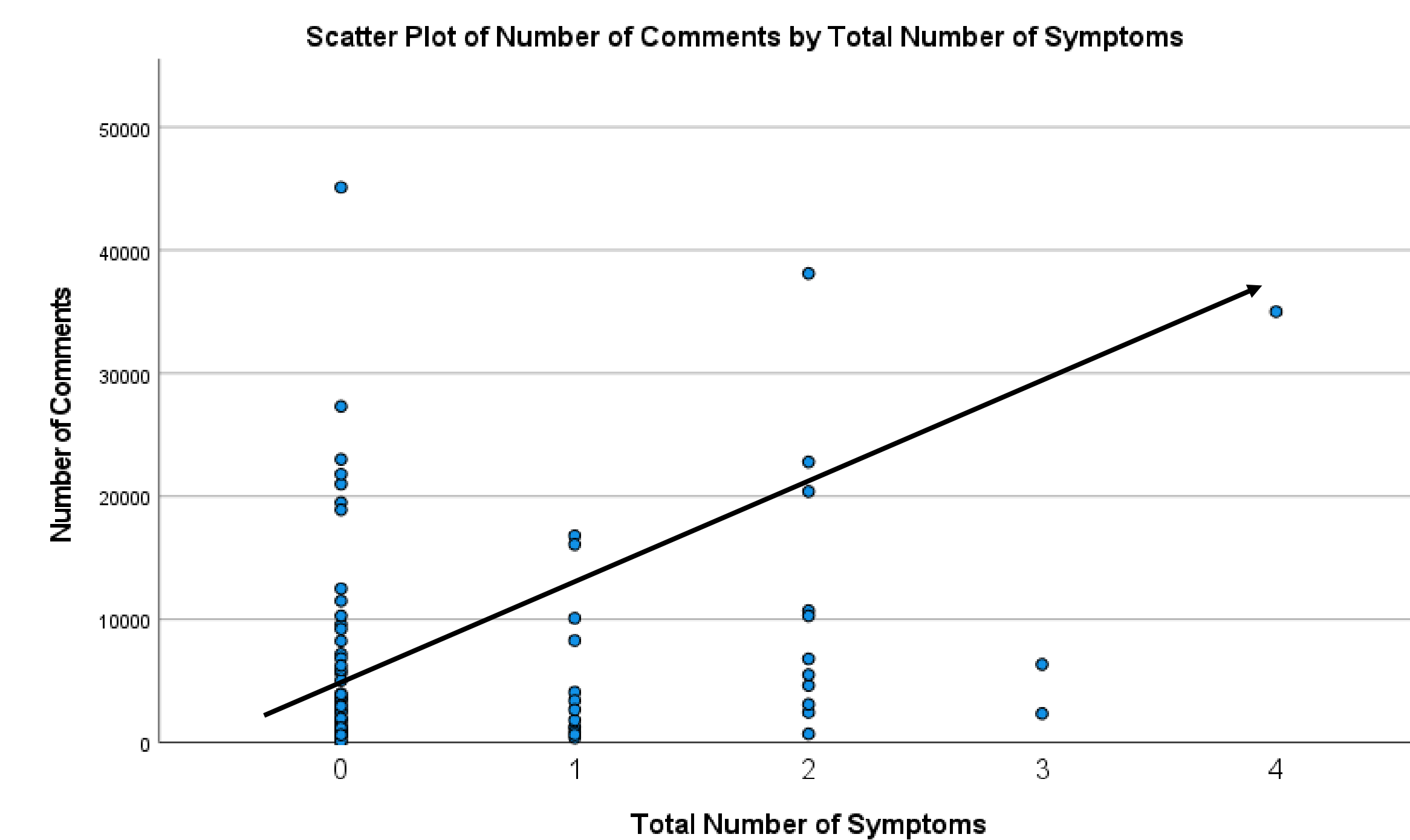


There was a significant association between total number of symptoms mentioned in #anxiety Tiktoks and comments ($r = .228$). No significant correlations were found between the total number of symptoms mentioned in #anxiety Tiktoks and the other engagement variables (number of likes and shares) or total engagement (sum of the engagement variables)."

Percentage of each symptom mentioned under #anxiety Tiktoks



- Videos that mentioned sleeplessness were more likely to also mention irritability, $X^2 (1, N = 75) = 1.53, p < 0.001$
- Videos that mentioned excessive worry/difficulty controlling worry were more likely to also mention fatigue, $X^2 (1, N = 75) = 6.806, p = 0.009$
- Videos that mentioned excessive worry/difficulty controlling worry were more likely to also mention irritability, $X^2 (1, N = 75) = 5.308, p = 0.021$
- Videos that mentioned difficulty concentrating were more likely to also mention restlessness, $X^2 (1, N = 75) = 25.034, p < 0.001$



CONCLUSIONS

Main Findings:

Main Finding #1: Sleeplessness is the least discussed symptom of anxiety

- This may suggest that users suffer from this symptom less often than other symptoms or that they feel the need to discuss other symptoms over sleeplessness

Main Finding #2: Videos that mentioned sleeplessness were more likely to mention irritability

- This may suggest that lack of sleep commonly causes annoyance, and therefore the two symptoms are mentioned more often together

Main Finding #3: There is a significant association between number of symptoms and number of comments

- This may suggest that when more symptoms are mentioned, users want to discuss it more through the comments

Future studies could explore the reason for each symptom's popularity on Tiktok and why some symptoms are discussed more often than others.

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CONTACT INFORMATION

Misiki Baruah
 misiki.b@gmail.com

Megan A. Moreno, MD, MSEd,
 MPH
 moreno@wisc.edu

<http://smahrtresearch.com/>

@SMAHRTeam

@SMAHRTeam

<https://business.facebook.com/SMAHRTeam/>

