



# Linguistic analysis of Anti-Anorexia and Pro-Anorexia reactions on TikTok

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## INTRODUCTION

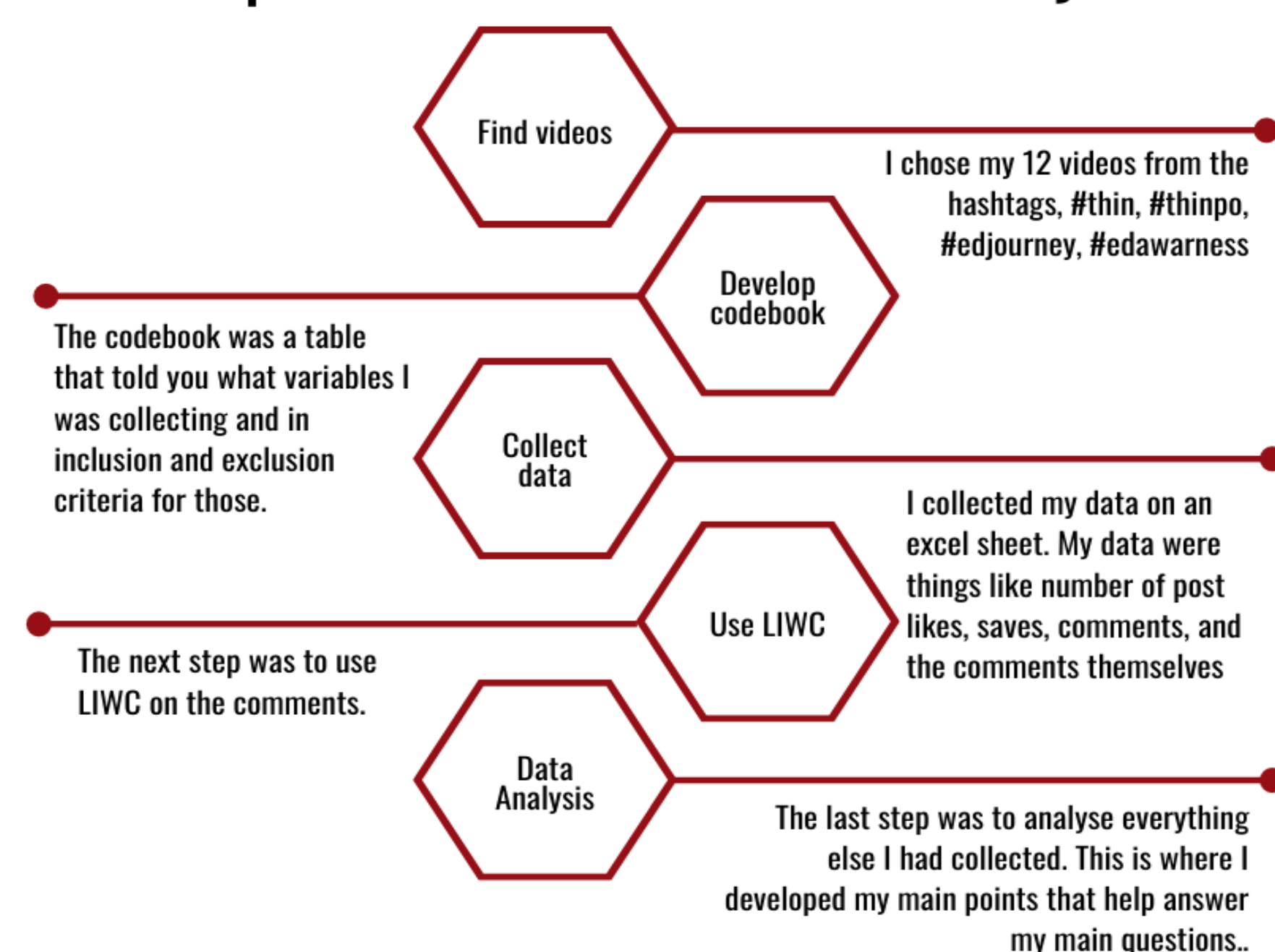
- Anorexia is a very serious problem among adolescents. 10,200 deaths each year are the direct result of an eating disorder—that's one death every 52 minutes. There is evidence that symptoms can start on social media. Since TikTok is so popular, it is very important that we find out more information about the issue to ensure that adolescents have a safe environment on social media.
- On TikTok regarding Anorexia, there are videos that are considered Pro-ana and Anti-ana
- The Pro-anorexia group glorifies eating disorders and have dangerous videos. The Anti-anorexia group has videos about their recovery journey and tips to help others recover.
- Literature on the issue did not cover the reactions that Anti-anorexia content gets.

The purpose of this study was to observe the reactions Pro-anorexia and Anti-anorexia content gets on TikTok.

## METHODS

- This study used content analysis.
- Subjects
  - Hashtags for Pro-Ana, #thin, #thinpo, and hashtags for Anti-Ana, #edjourney, #edawareness.
  - Chosen by choosing top 6 videos under each hashtag group.
  - Posts had to have at least 20 comments to be included and had to talk about anorexia in the content.
- Variables & Analysis
  - Engagement variables include likes, saves, and views and were evaluated with descriptive analysis
  - The promotion of dangerous anorexic activities was assessed using Chi-Square test
  - LIWC variables that were used were Positive emotion, Negative emotion,

### Steps for data collection and analysis

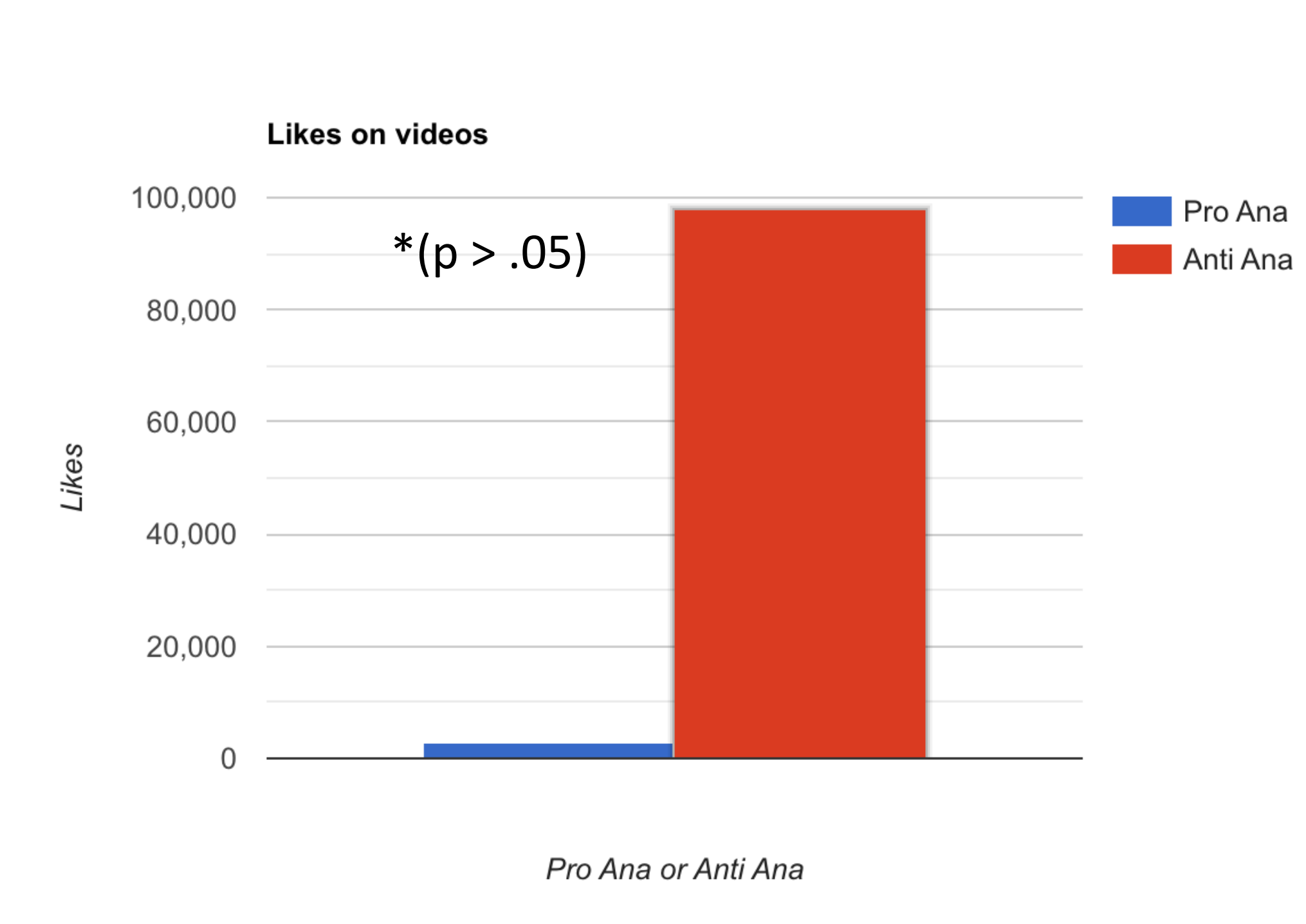


## RESULTS

### Video Demographics:

	Pro-Anorexia	Anti-Anorexia
Comments	115.67 (SD = 76.461)	426.67 (SD = 619.036)
Views	412.50 (SD = 406.906)	2199.50 (SD = 3378.86)
Saves	44730.33 (SD= 35265.294)	564616.67 (SD = 1050497.036)

### Likes on Pro-Anorexia and Anti-Anorexia Videos:



### Comment Demographics and Examples:

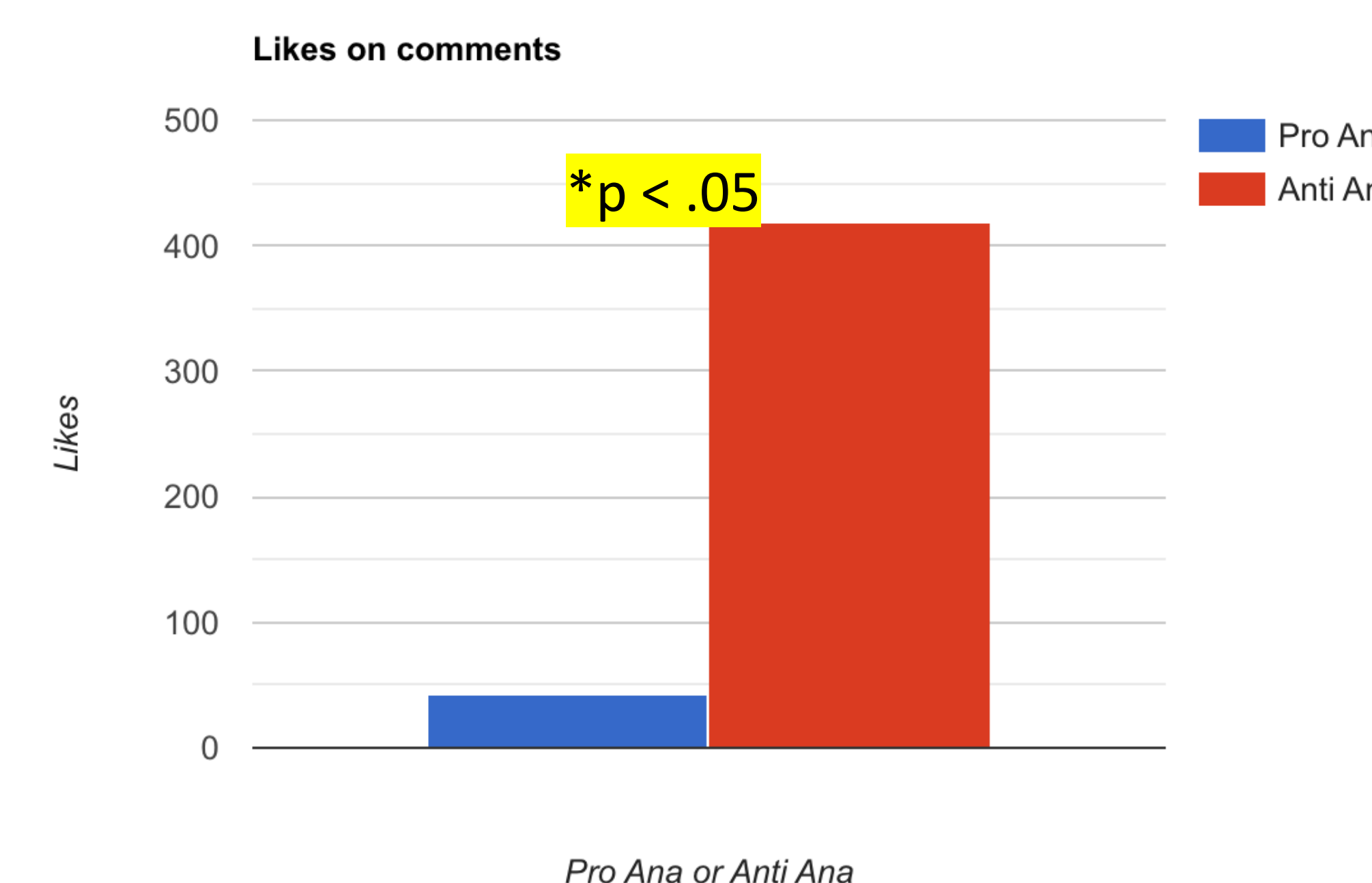
#### Pro-anorexia

- N = 72 comments
- All comments that promoted dangerous anorexia actions were seen on this hashtag group.
- "Can you give me good excuses to skip dinner? Eating "later" and being "sick" doesn't really work..."

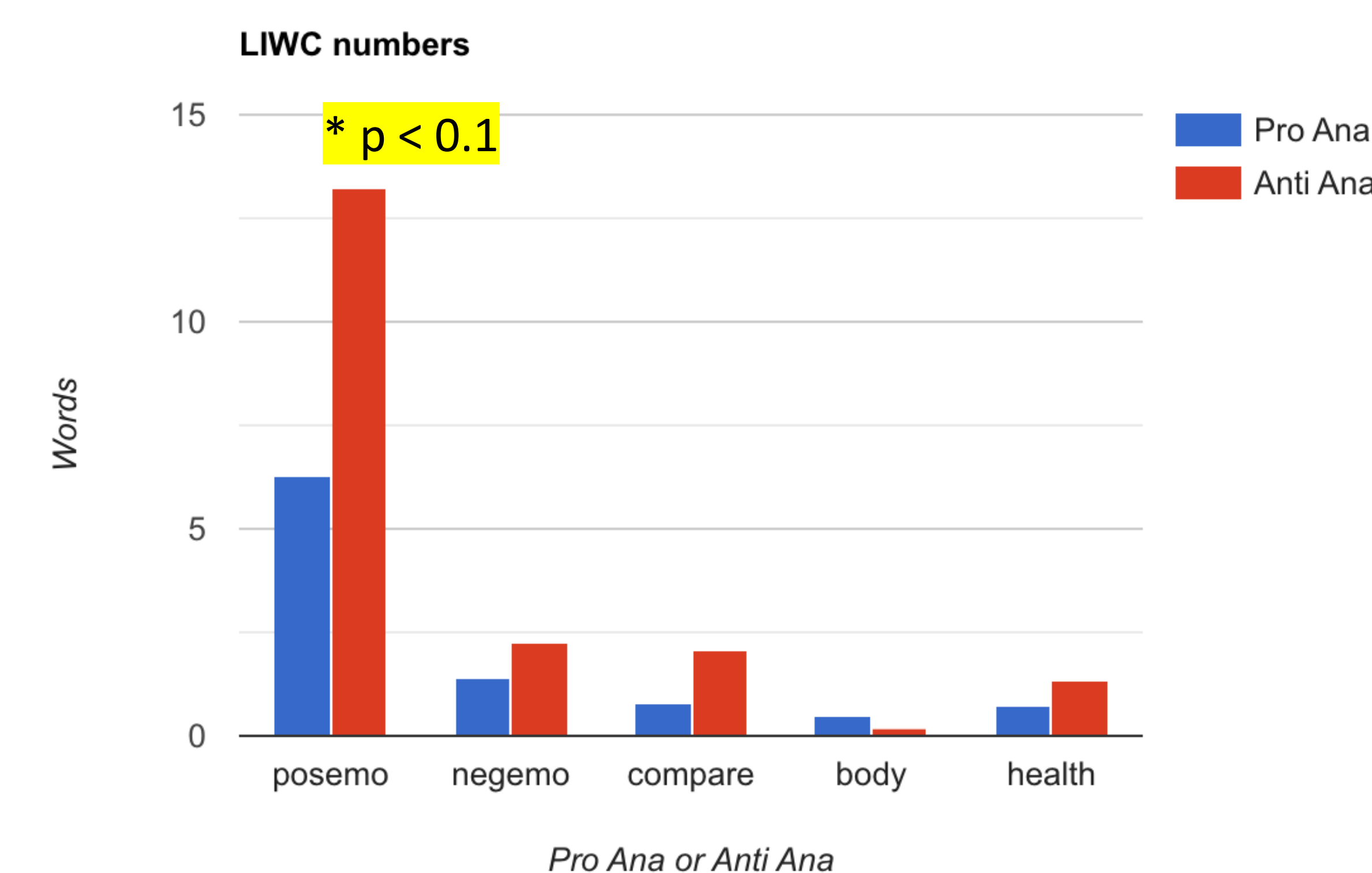
#### Anti-anorexia

- N = 72 comments
- No comments promoted dangerous anorexia actions
- "You're doing amazing!! I'm so proud of you, it's so worth it"

### Likes of comments on Pro-Ana and Anti-Ana



### Comparison of LIWC variables across Pro-Anorexia and Anti-Anorexia comments:



### Prevalence of promotions of anorexia behavior across Pro-Ana and Anti-Ana Comments:

	Pro-Ana	Anti-Ana
Promotes dangerous activities	20	0
Does not promote dangerous activities	52	72

\*p < .001

## CONCLUSIONS

### Findings:

- There was a higher proportion of content promoting dangerous anorexia behavior on the comments on pro-anorexia videos compared to anti-anorexia videos.
- The comments on Anti-anorexia videos received more likes than the comments on Pro-anorexia videos.
- There was a higher proportion of positive emotion-related words on comments on anti-anorexia videos than in comments on pro-anorexia videos.

### Limitations:

- A limitation of this study could be sample size. If I had a larger sample size, my data could have been more significant.
- Another notable limitation is Pro-Anorexia content being banned or taken down as dangerous.

### Implications:

- In this study some key takeaways can be that there are more promotions of dangerous anorexia activities on the Pro-anorexia group and that Anti-anorexia comments get more likes.
- These results were seen because the profiles on the Pro-anorexia group are actively seeing negative videos so they engage in motivating people to do dangerous things themselves and Anti-anorexia content is a lot more positive and a lot more popular with the algorithm.
- The findings of this study could help further understand how to regulate Pro-anorexia content to make TikTok a safer, more inclusive space for adolescents.
- A future study that could be done is to monitor the content that people who were or are diagnosed with Anorexia see.

## ACKNOWLEDGEMENTS

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## CONTACT INFORMATION

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