

What are the Content and Views of Period Poverty Videos on TikTok?

Mia Bell, B. Reed Henderson High School
Bradley Kerr, University of Wisconsin-Madison

INTRODUCTION

What is Period Poverty?

- Period poverty is the lack of resources for the menstrual cycle for example menstrual products.
- Approximately **500 million** people are struggling with period poverty.

- TikTok is beginning to be used by younger audiences as a tool to get their voices heard on social issues.

- TikTok has been a way for younger audiences to learn about and advocate for topics they are passionate about.

- **About 67%** of adolescents use TikTok currently
- **About 77%** of TikTok users have stated that TikTok has taught them more about activism and issues in the world and inspired them to speak up about this topic
- **About 54%** of people on TikTok have been inspired to continue conversations relating to a topic they heard about through TikTok
- It has already been established that some hashtags gain more views than others but what isn't known is what type of videos gain the most views among period poverty videos.

- **The purpose** of this study was to understand content and viewership of TikTok videos about period poverty.

METHOD

- **Design:**
 - Content Analysis

- **Setting:**
 - TikTok

- **Subjects:**
 - We used 100 TikTok videos
 - Of those videos, 50 were taken from under the hashtag #endperiodpoverty and the other 50 were taken from the hashtag #periodpoverty

- **Variables of Interest**

Entertainment	Videos that offer some form of entertainment
Humorous	Videos that have at least 1-2 jokes
Life stories	Videos that use a personal experience
Informational	Videos that are strictly informational and have none of the other aspects along with 1-2 facts

- **Data Analysis :**

- We assessed the frequency and percentage of videos in each category
- We took the average of the views for each category of video and found what percent out of the 100 each category made up

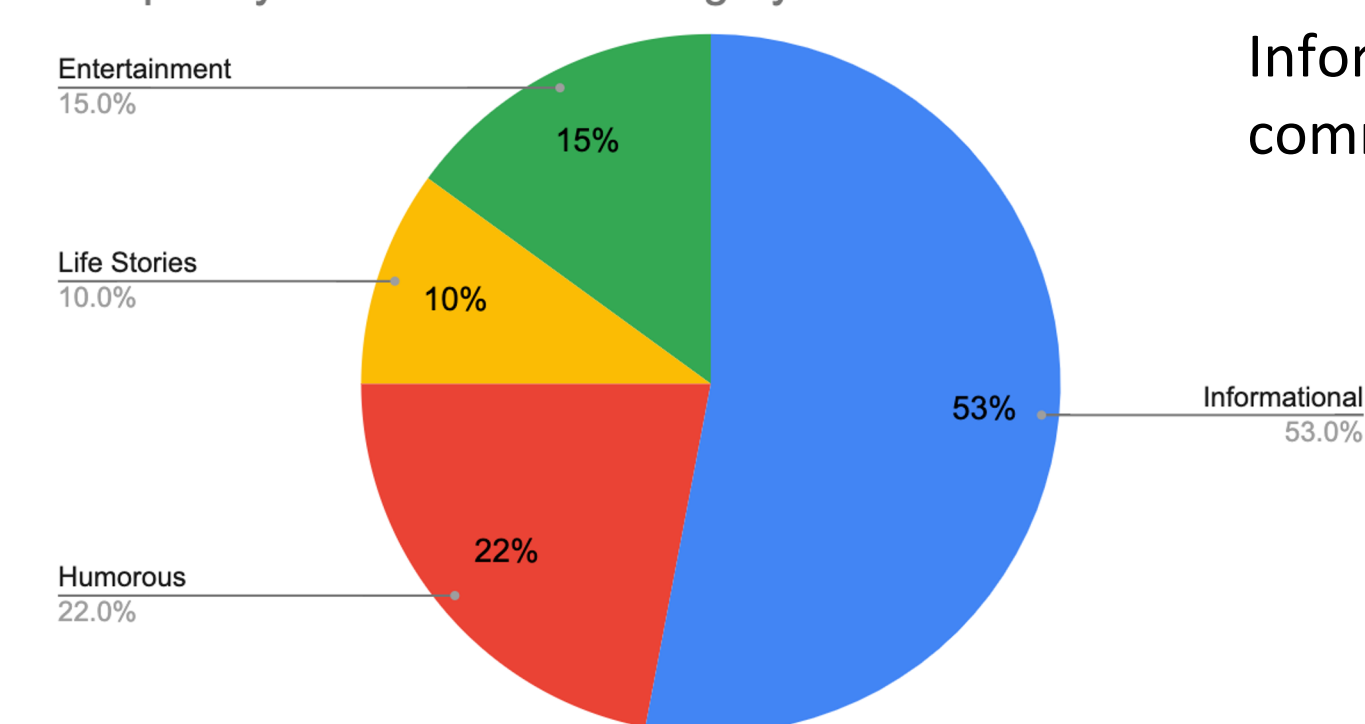


RESULTS

Percent of Videos in Each Category

- **Total Sample Size**
 - 100 TikTok videos
 - 50 under #endperiodpoverty
 - 50 under #periodpoverty

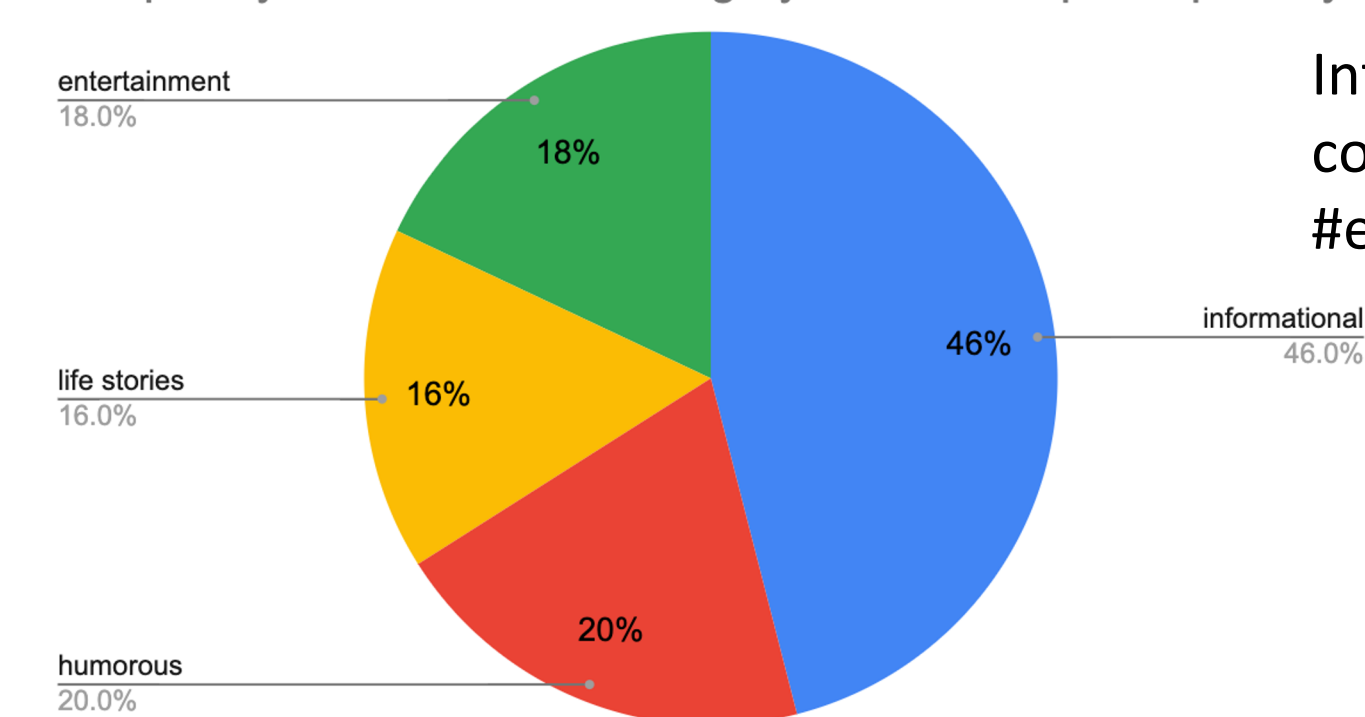
Frequency of Each TikTok Category Occurrence



Informational videos were the most common category across all videos.

- **#endperiodpoverty Sample Size**
 - 50 TikTok videos
 - #endperiodpoverty

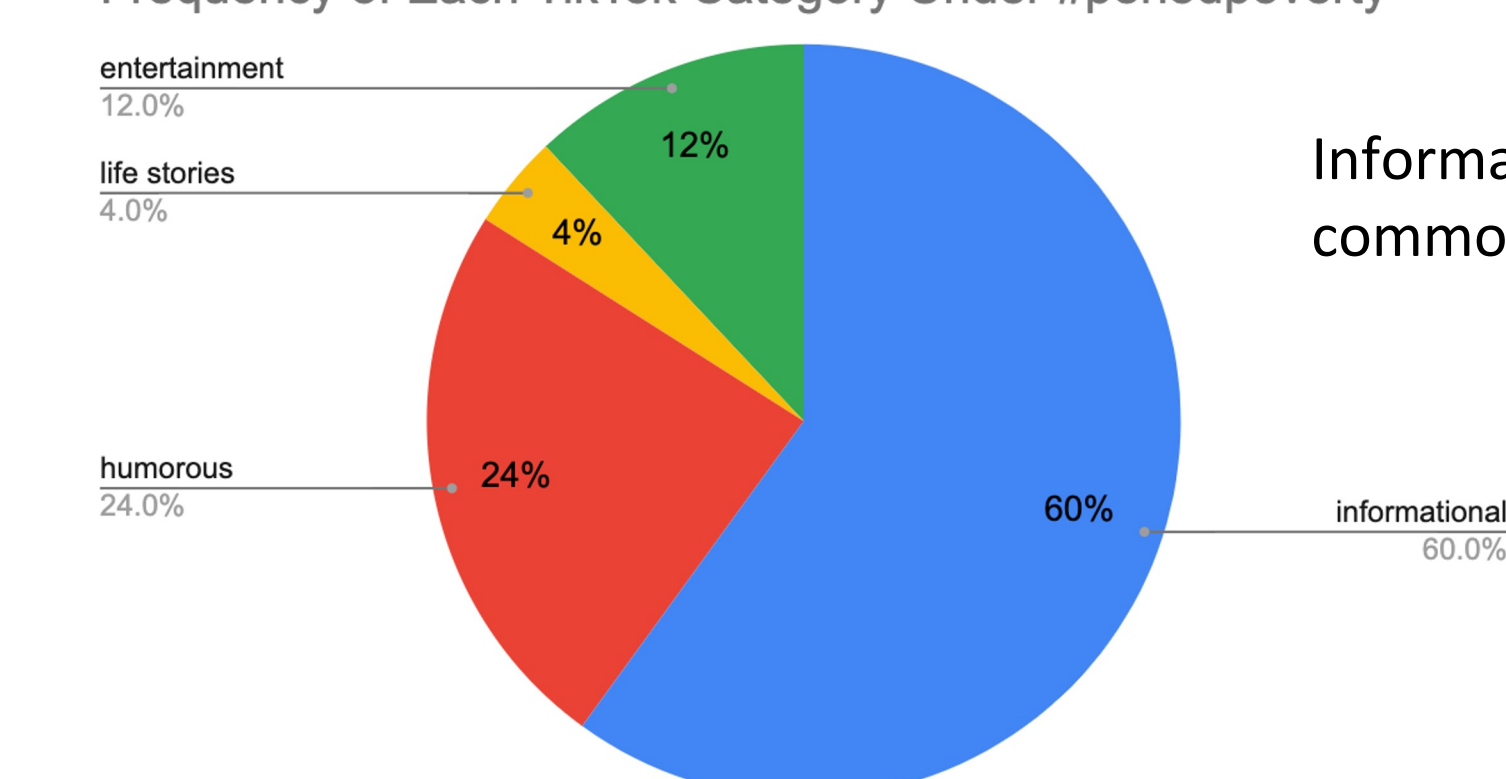
Frequency of Each TikTok Category Under #endperiodpoverty



Informational videos were the most common category for #endperiodpoverty.

- **#periodpoverty Sample Size**
 - 50 TikTok videos
 - #periodpoverty

Frequency of Each TikTok Category Under #periodpoverty



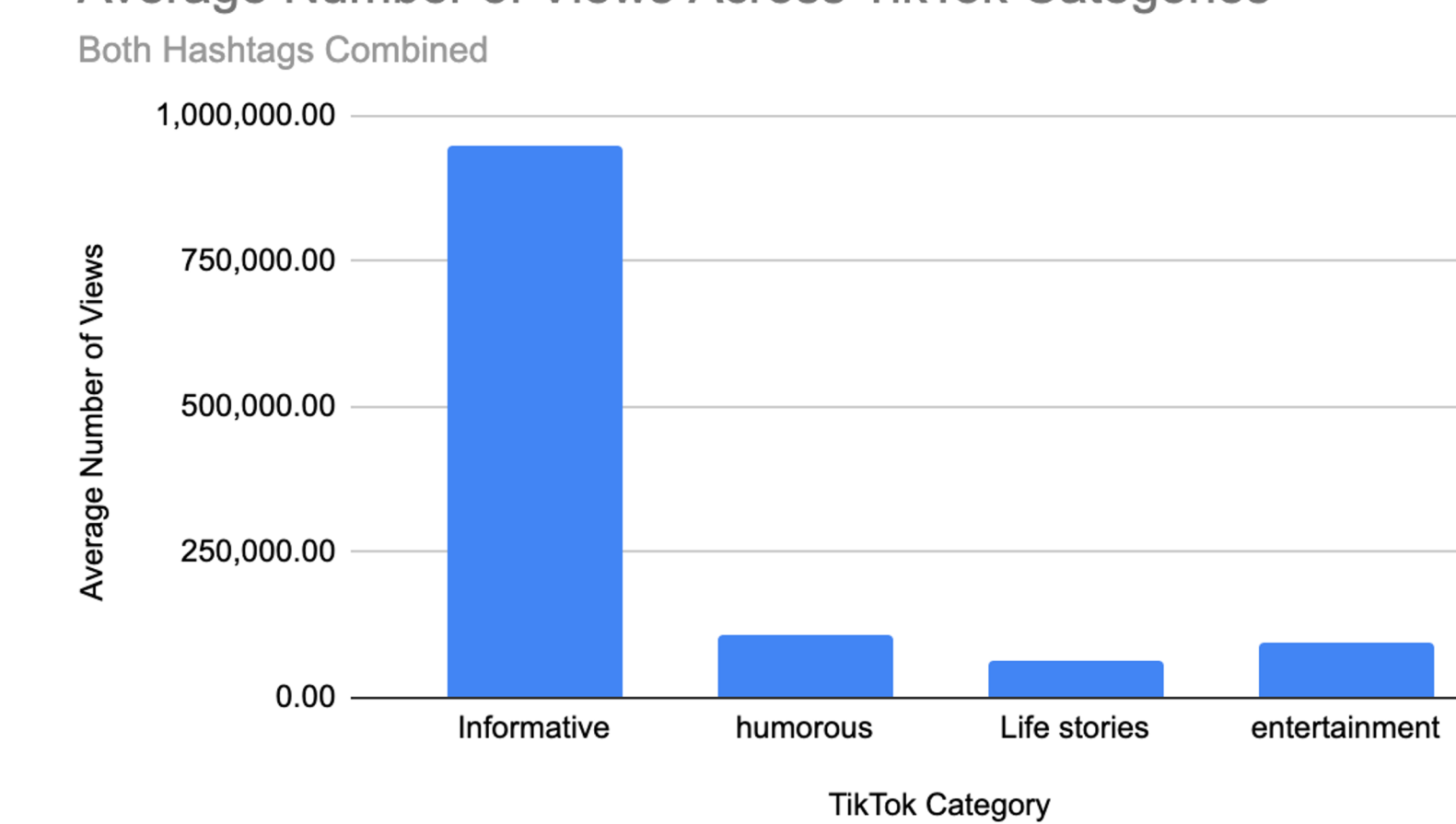
Informational videos were the most common videos under #periodpoverty.

RESULTS

Average Number of Views

Informational videos received the most views on average.

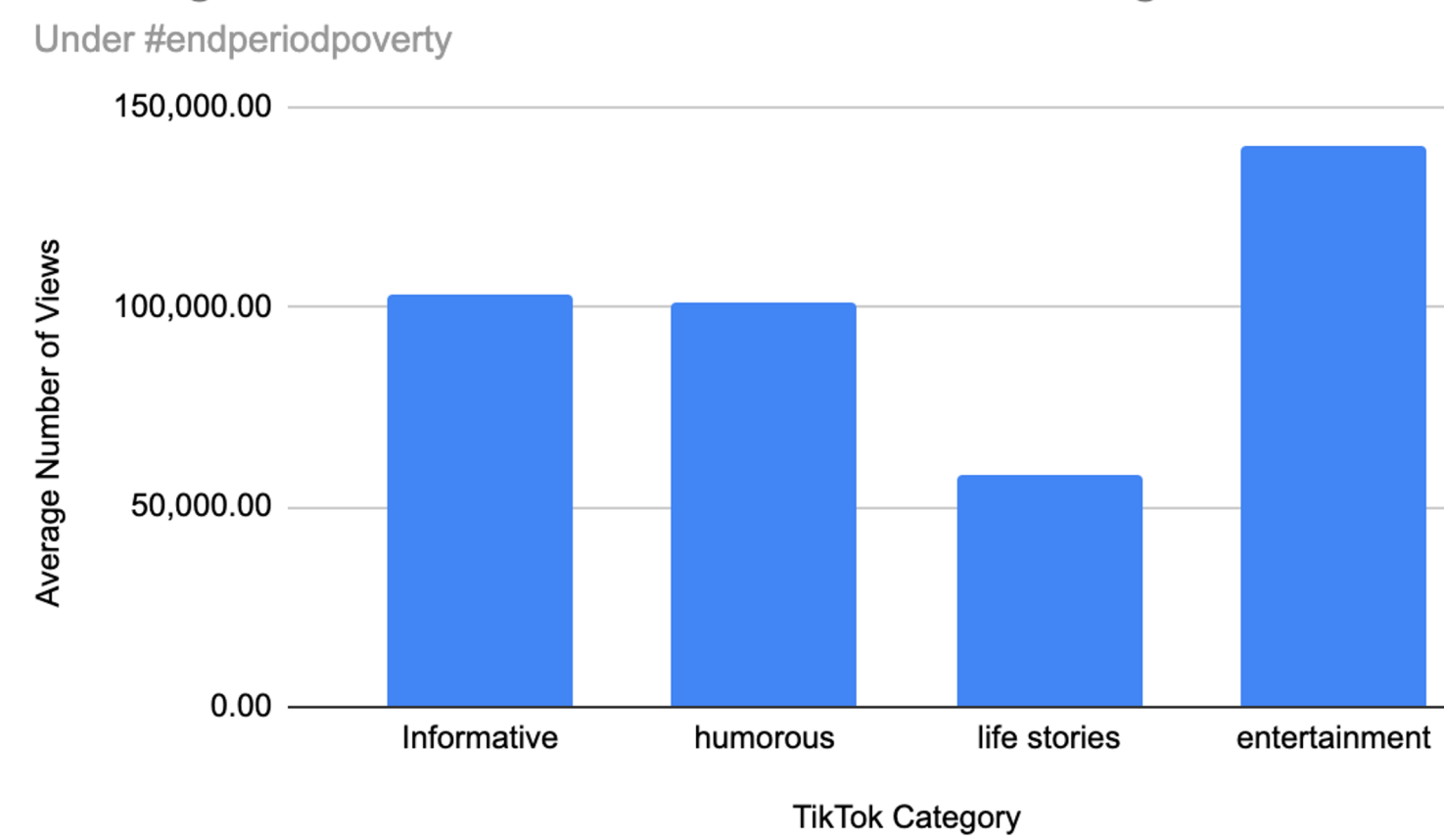
Average Number of Views Across TikTok Categories



- **Total Sample Size**
 - 50 TikTok videos
 - #endperiodpoverty

Entertainment videos received the most views on average under the #endperiodpoverty.

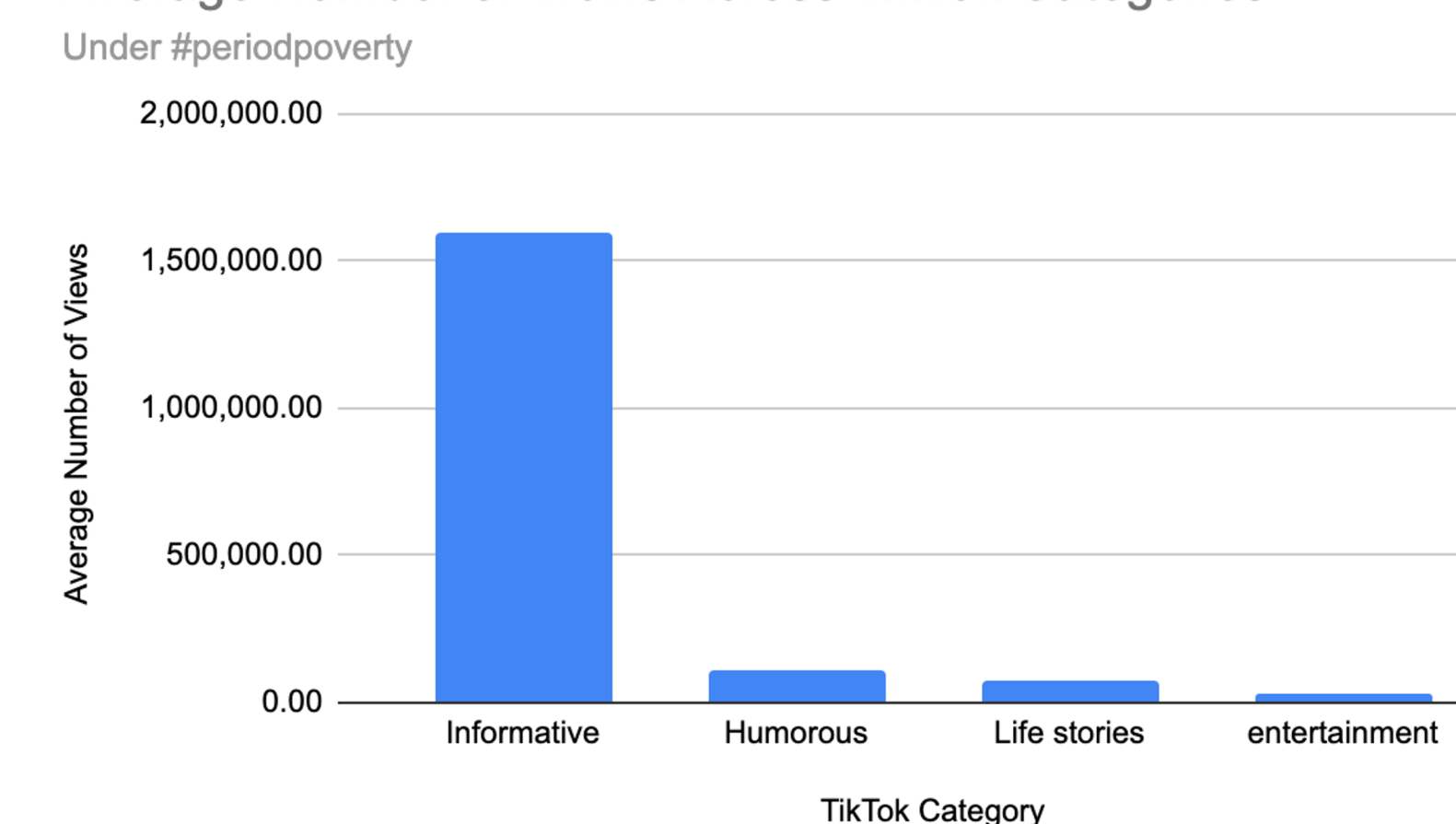
Average Number of Views Across TikTok Categories



- **Total Sample Size**
 - 50 TikTok videos
 - #periodpoverty

Informational videos received the most views on average under the #periodpoverty.

Average Number of Views Across TikTok Categories



CONCLUSION

Interpretation:

- Video types that received the most views (informational or entertainment) differed between the two hashtags.
- Differences in the results could be caused by a variety of factors including popular trends, how popular the hashtag is at the time, other hashtags used on each video and more.

Limitations:

- When looking at the data it is challenging to make a generalization as the sample size is small compared to the thousands of videos posted. The results gathered could fluctuate drastically if the sample size were to be increased. There is room for further testing with a larger sample size to fully understand what category gains the most views.

Implications:

- Now that we have a basic understanding of what category gains the most views, we are able to experiment with larger sample sizes. This could shift our results based on how large the sample size is.
- The results have shown that each hashtag could have different implications about content and viewership.
 - It is clear entertainment gains more views under #endperiodpoverty but this changes depending on hashtag as this isn't the case for #periodpoverty
 - Looking into why there is a difference in content viewership under each hashtag could be another area of research
- If you would like to use tiktok to spread information about period poverty, you should try sharing different types of content to understand what gains the most viewership.

ACKNOWLEDGEMENT

My fellow Scholars



CONTACT

Poster Author
Posterauthor@wisc.edu

<http://smahrtresearch.com/>

@SMAHRTeam

@SMAHRTeam

Https://business.facebook.com/SMAHRTeam/

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

SMAHRT
SOCIAL MEDIA & ADOLESCENT HEALTH RESEARCH TEAM

