



#FitnessMotivation: What are TikTok Creators' Takes on Staying Active?

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INTRODUCTION

- U.S **obesity rates** have almost **tripled** in the past decade
- One aspect of staying healthy is to stay active. Yet, regarding physical activity, in 2017 **only 26.1% of adolescents partook in 60 minutes of activity each day.**
- Prior research has measured physical activity by examining daily habits and how they impact motivation. However, the **gap present** is that these past studies do not take into consideration how other factors (such as social media) play a role in influencing motivation to engage in physical activity.
- Around **67% percent of teenagers** have said they use TikTok, and thus might encounter information about physical activity through that social media platform.

Purpose: The purpose of this study is to analyze TikTok videos about fitness motivation, and determine the prevalence of video location, exercises, informative content, gender references, and motivational methods.

Methods

Content Analysis of 100 TikTok Videos

Used the #FitnessMotivation to find videos on Tiktok

Inclusion Criteria

- Videos could not have ads or school affiliated sports
- Videos were created in 2023 and had to include exercise and people

Variables

- Video Location
- Type of Workout
- Informative Content
- Gender References
- Motivational Methods
- Other Themes Referenced

Social Media Demographics

- Number of Likes
- Number of Shares
- Number of Saves
- Number of Comments
- Date Posted

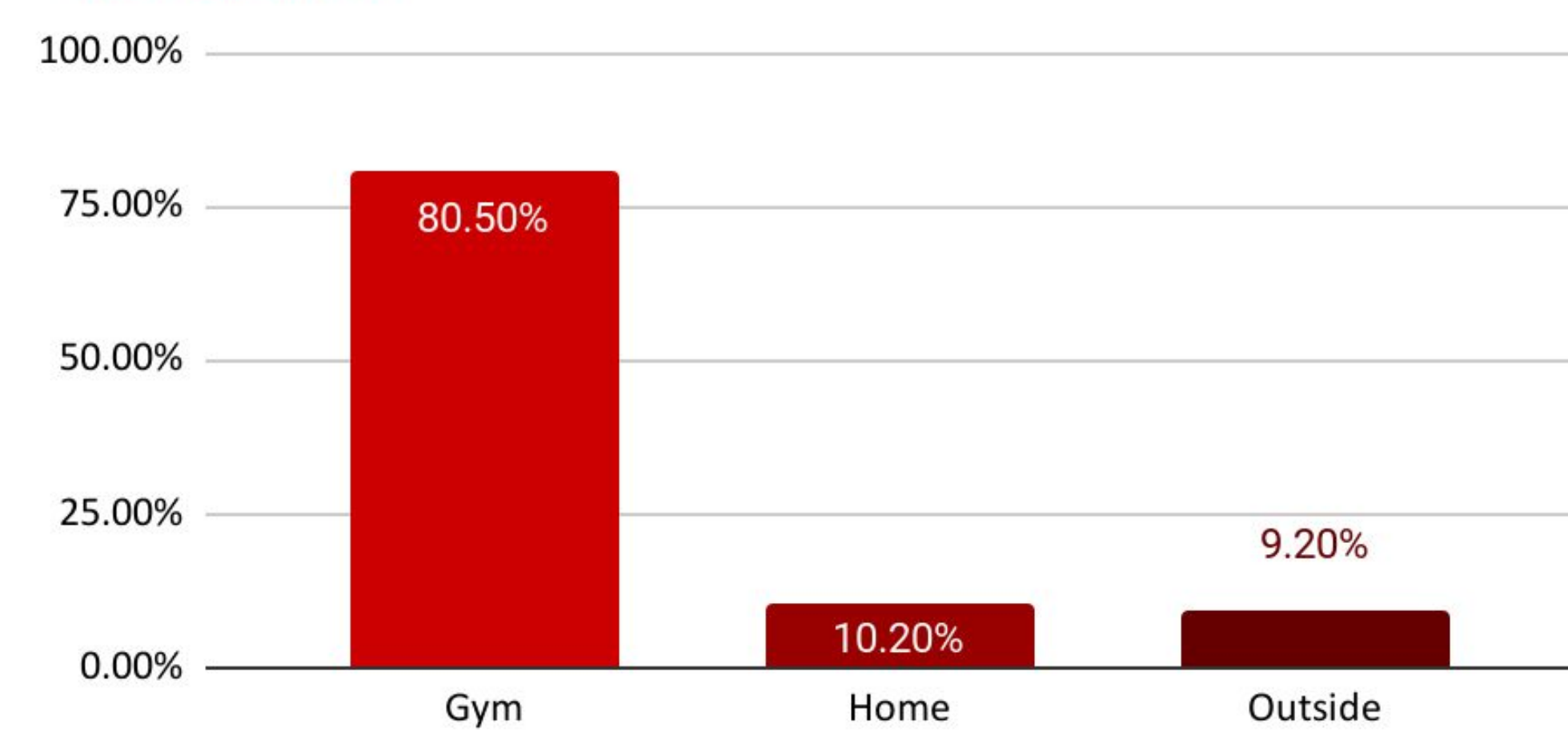
Descriptive statistics including percentages and means were used to analyze data.

RESULTS

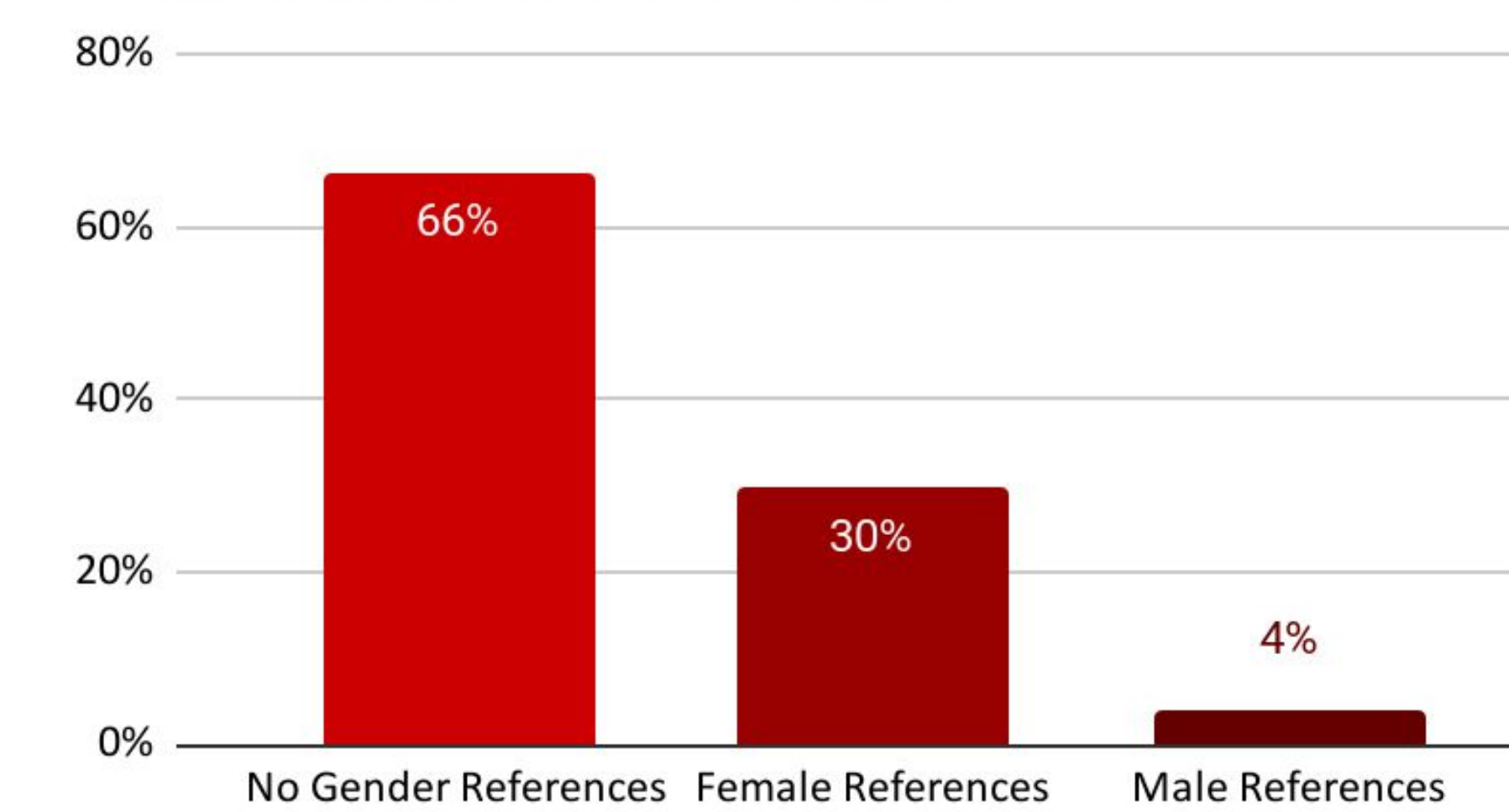
Social Media Demographics

Demographics	Mean or range	Standard Deviation
Number of Likes	306,054.92	384,357.26
Number of Shares	7,204.35	13,135.92
Number of Saves	29,504.92	52,670.82
Number of Comments	987.24	1,402.94
Date Posted (range)	1.6.23 - 7.8.23	NA

Video Location

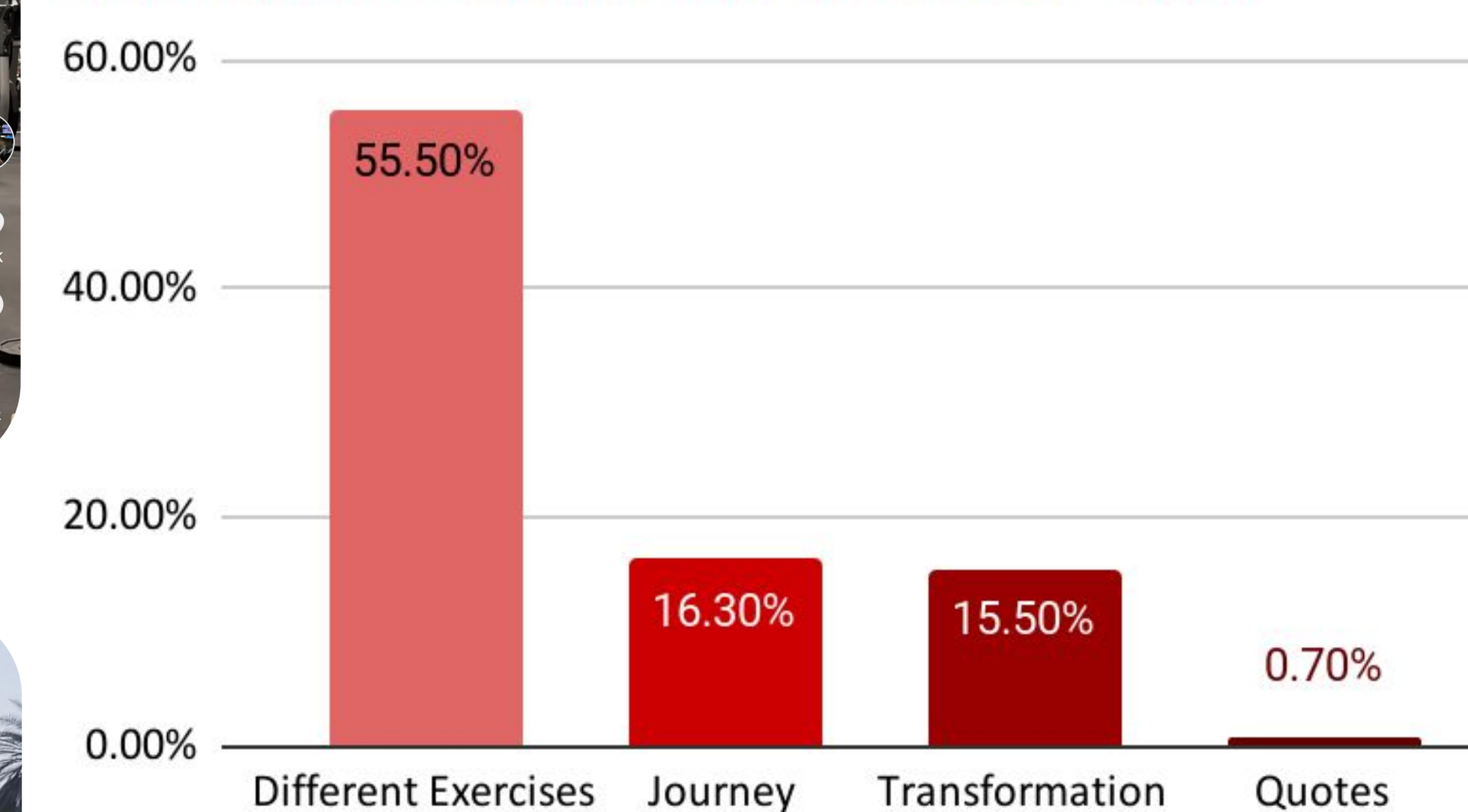


Gender References in Each Video



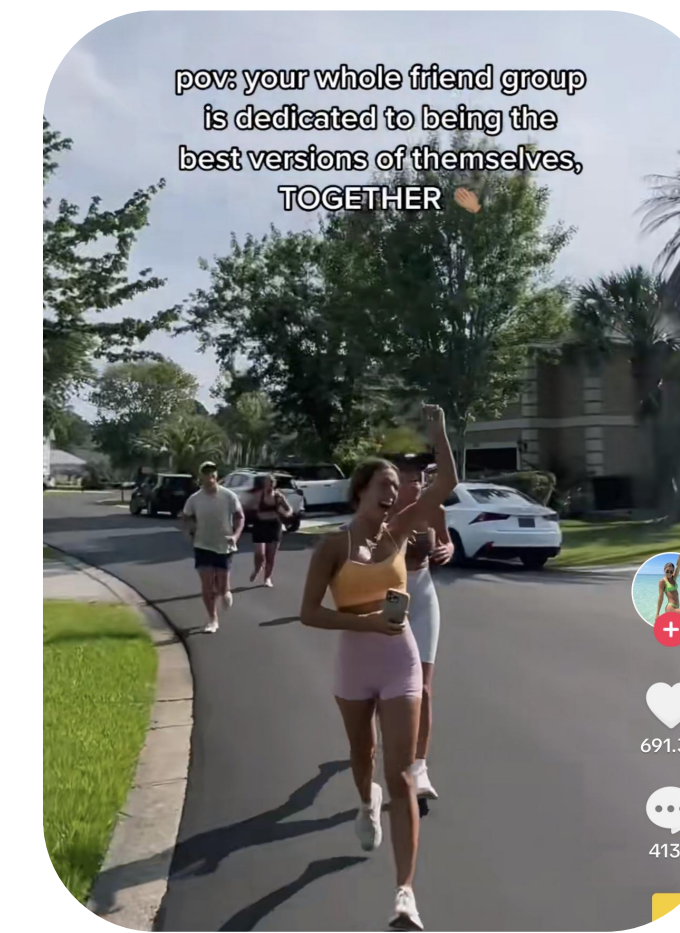
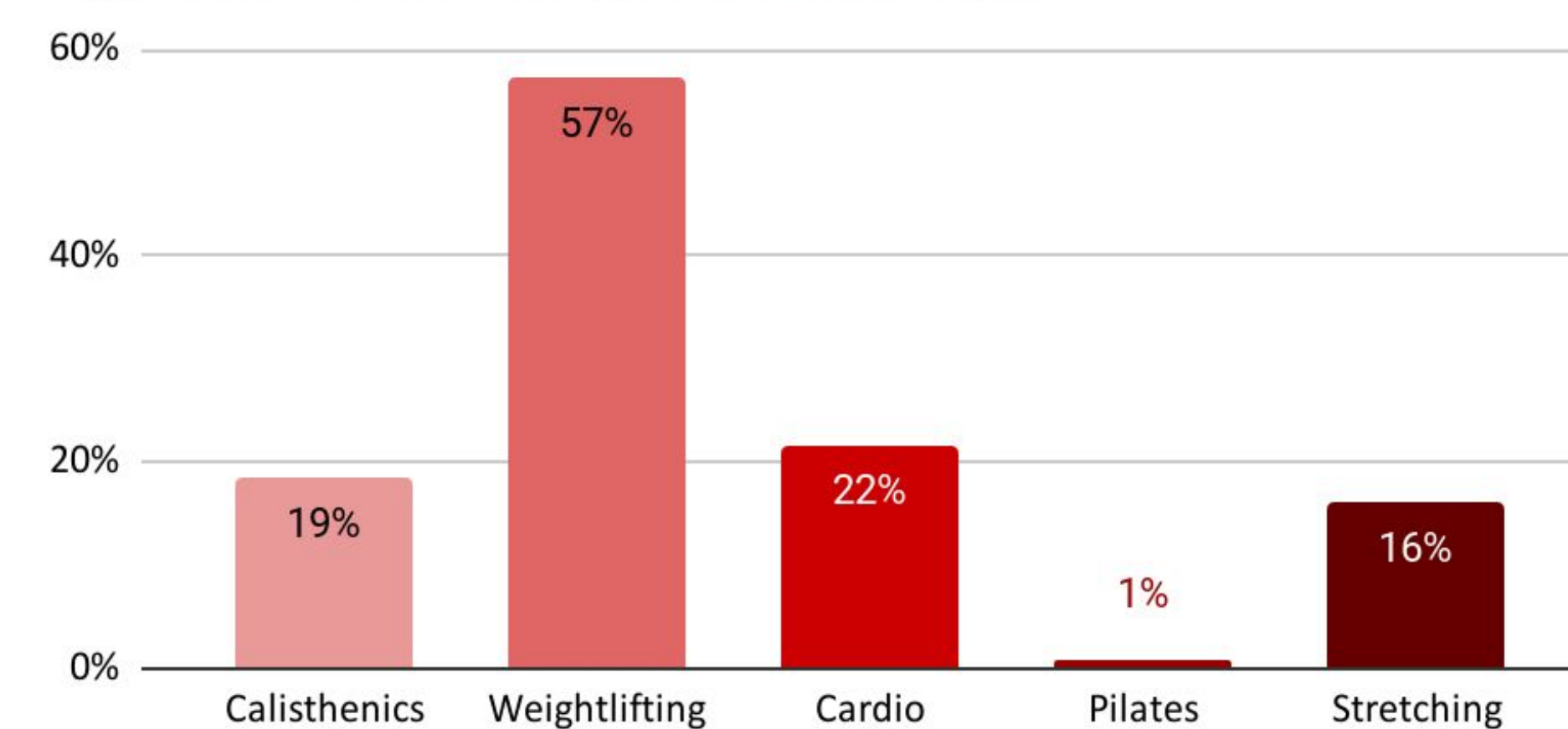
*EX: #GymGirl in caption

Motivational Methods Shown In Each Video



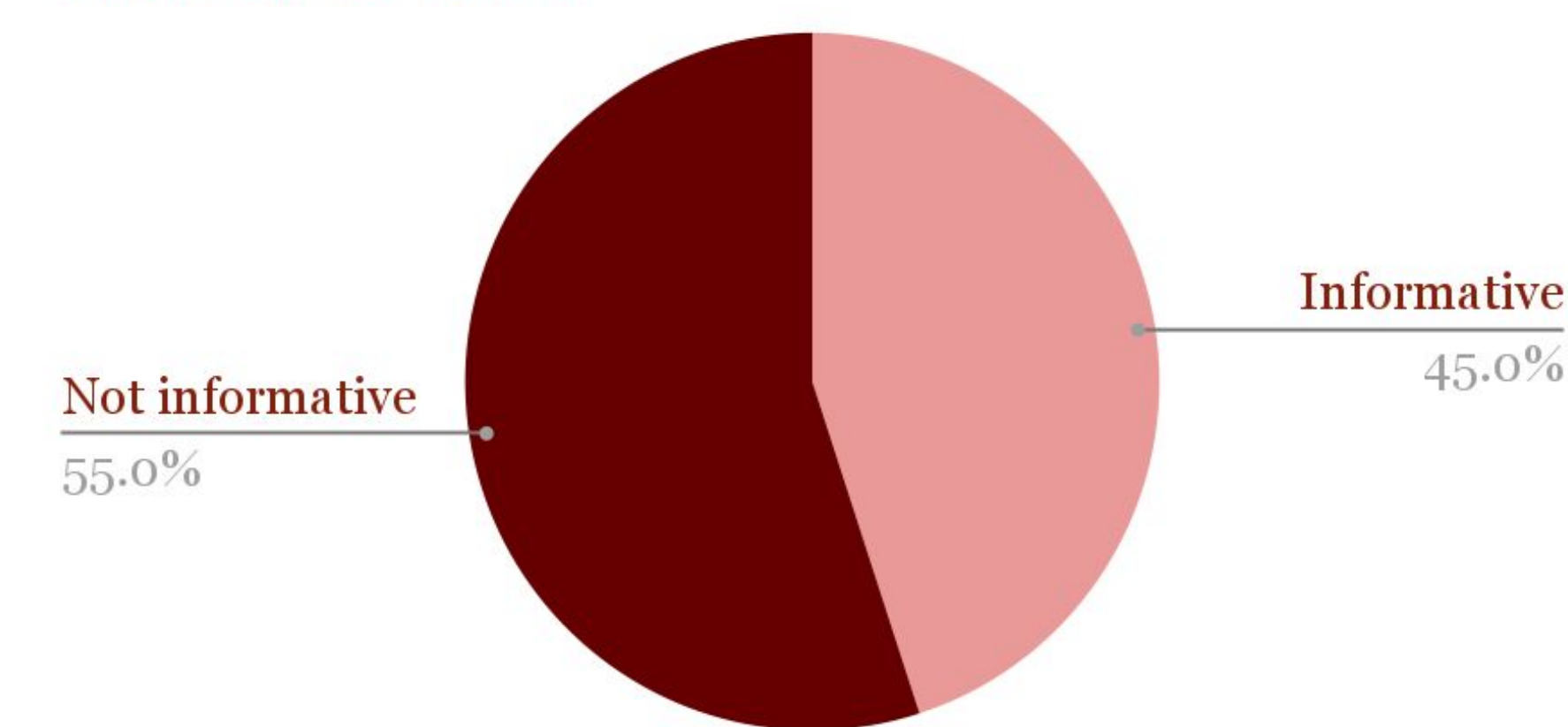
*EX: Different Exercises: different types of weightlifting exercises: lat pulldowns, bent over row, etc.

Types of Workouts Shown In Each Video

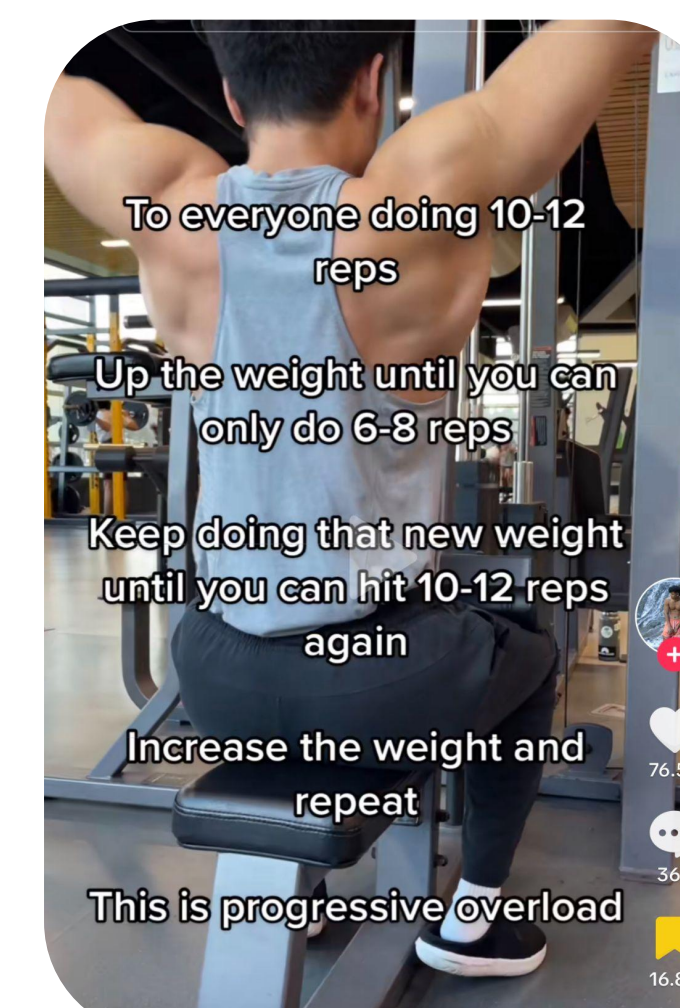


*EX: Weightlifting in the gym and running outside to the right - Image 1 and 2

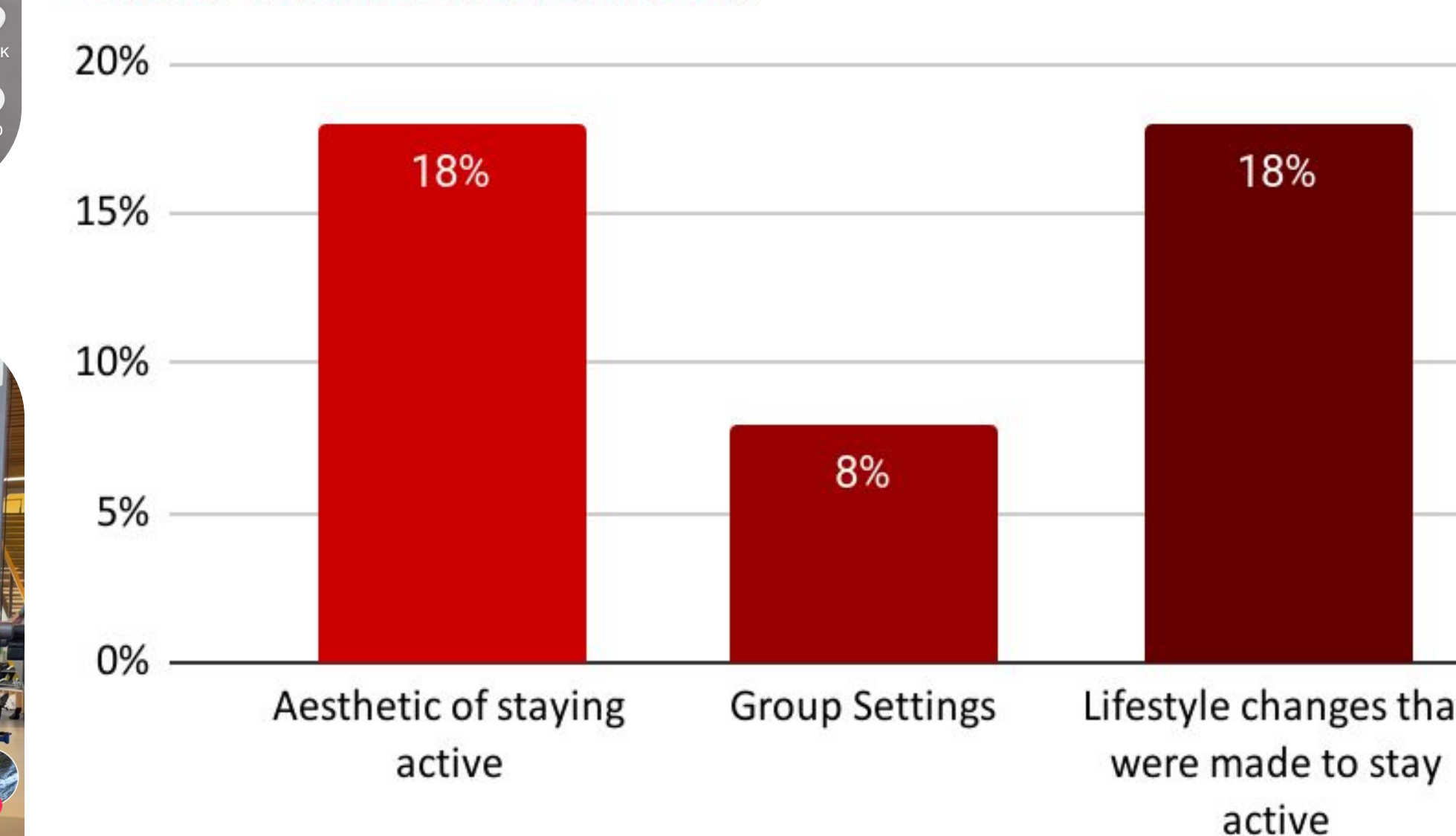
Informative Content



*EX: Informative content to the right - Image 3



Other Themes Referenced



*EX: Aesthetic of staying active: "Looking like this at the gym, to look like this outside of it" Group Settings: Workout with friends Lifestyle Changes: "Moving for the Sake of my Children"

CONCLUSIONS

- **Key Findings**
 - The **majority of videos** showed people **exercising in a gym**
 - **Most videos** showed **weightlifting exercises**, followed by cardio and calisthenics
 - The percentage of videos that **did not have gender references was 66%**, which was **higher than videos that had gender references, at 34%**
 - Other themes in videos were that creators **suggested staying active in groups, talked about lifestyle aesthetics, and lifestyle changes for staying active**
- **Implications**
 - Going to the gym and weightlifting had the highest percentage in their respective categories. This could **implicate that creators under this hashtag value the gym's resources** (specifically weights) to motivate themselves to stay fit and by seeing different types of exercises on social media, viewers can be motivated to try them and add them to their workout.
 - The data shows that **majority of the videos did not have any gender references**. This could mean that TikTok creators do not specifically target their videos toward one group and instead create them to motivate anybody.
 - In the exploratory section, **lifestyle changes and aesthetics were the top variables**. In regards to motivation, achieving the aesthetic or even "looks" of staying fit could be a motivator to make permanent lifestyle changes and stay active.
 - **One limitation to this study** is that many of the videos under this hashtag contained motivational methods that showcased a transformation but didn't show any exercises. Since one of my inclusion criteria was the videos need to show activity, this excluded videos that could help gain fitness motivation.
- **Next Steps**
 - This data could inform other research that focuses on increasing activity using motivational tactics.
 - **In the future** we could be more specific and look at how these motivational methods affect the viewers and if it **actually increases motivation**.

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