

Exploring Emotional and Linguistic Patterns in #AlcoholRecovery TikTok Comments

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Introduction

- 29.5 million people ages 12 and older had **alcohol use disorder** in the past year.
- Only about 7.2% of people with alcohol use disorder receive **treatment** each year.
- Previous research has shown that **negative narratives** regarding substance use disorders are frequently used even in medical literature, perpetuating stigma.
- There is limited research analyzing the discourse on social media, particularly TikTok, which offers a unique format and high user engagement, providing a different context for understanding addiction-related discussions.

The purpose of this study is to analyze the emotional and linguistic characteristics of Tik Tok posts related to alcohol recovery to understand public perceptions and discourse.

Methods

This was a linguistic analysis study of TikTok comments on videos under the hashtag **#alcoholrecovery** using Language Inquiry and Word Count (LIWC)

- Analyzed 100 comments over 10 posts with the hashtag **#alcoholrecovery**
 - 10 most liked comments on each post were selected and recorded for LIWC analysis

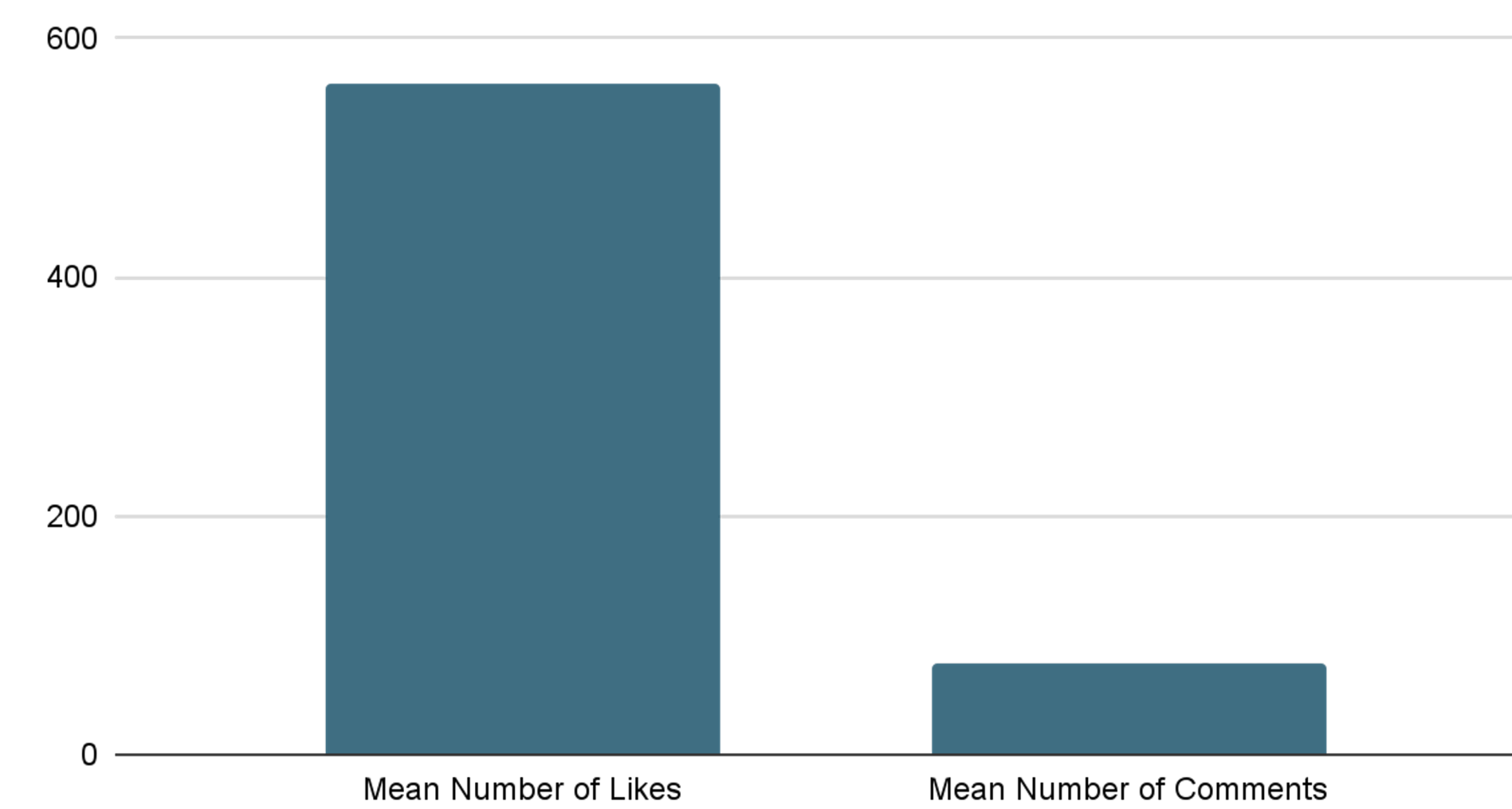
Demographic Data and Analyses:

- Percentage and mean of each emotion and time orientation variable in each comment was calculated.
- Social media demographics (like count and number of comments) were collected and the mean was calculated.

LIWC Variable	Definition
Positive Emotion	good, well, new, love
Negative Emotion	bad, hate, hurt, tired
Sadness Reference	:(, sad, disappoint*, cry
Anxiety Reference	worry, fear, afraid, nervous
Anger Reference	hate, mad, angry, frustr*
Past Focus	was, had, were, been
Present Focus	is, are, I'm, can
Future Focus	will, going to, have to, may

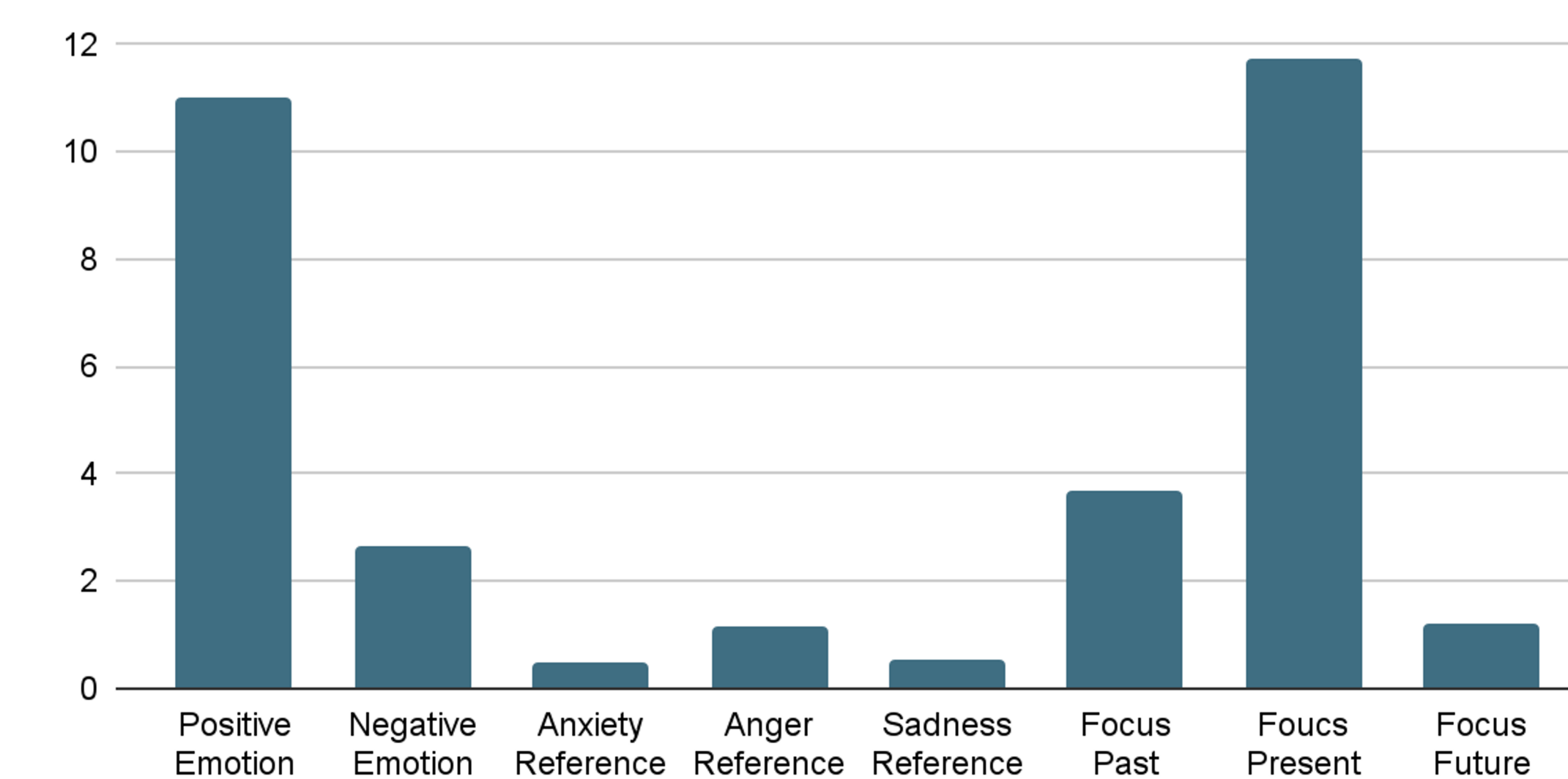
Results

Demographic Information on #alcoholrecovery Videos

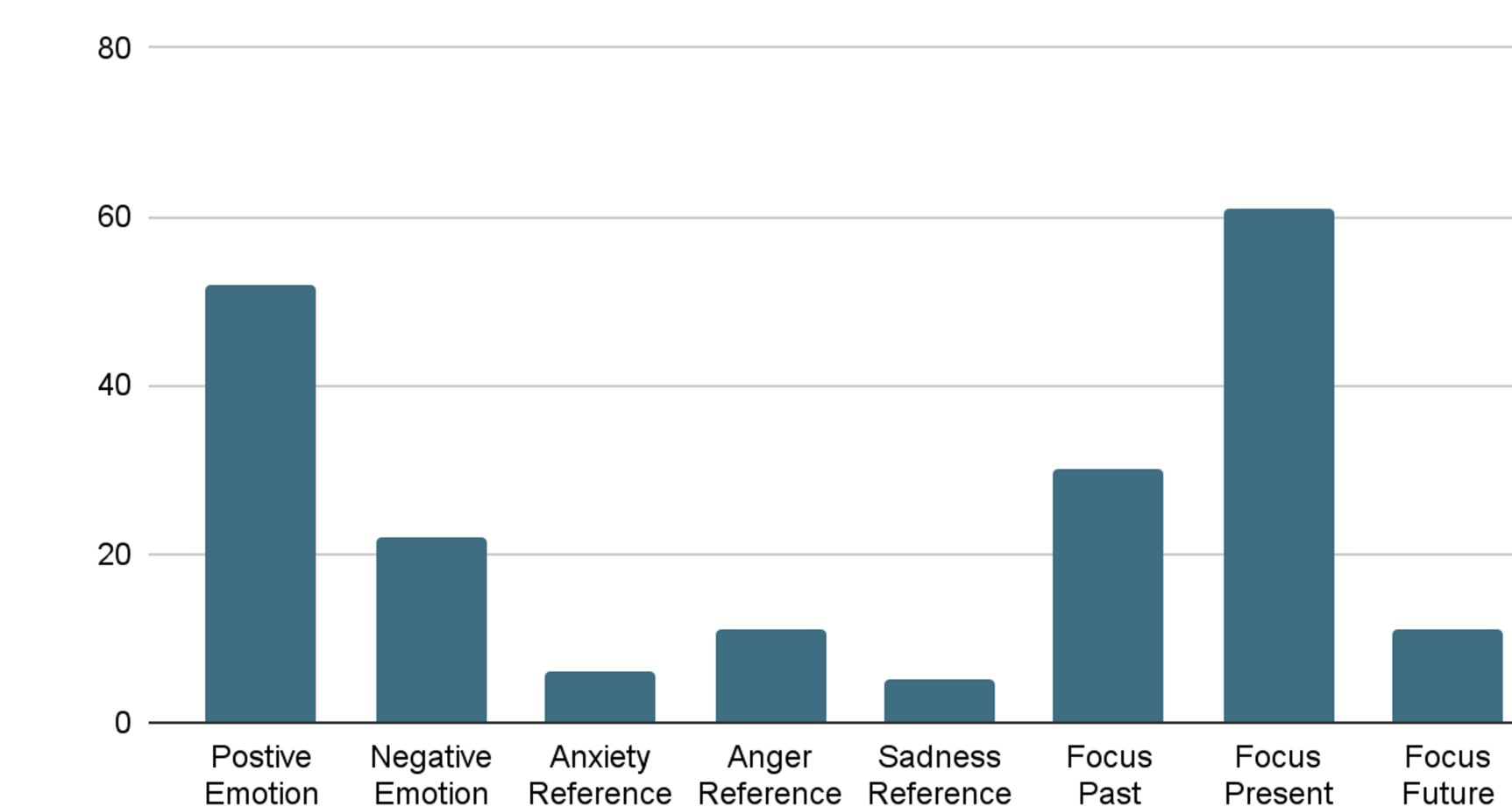


Comment Dates: 5/27/2020-7/28/2024

Mean Emotion and Time Orientation Variable Percentages in Comments



Percentage of Comments With Each Variable



Example Comments

Absolutely terrifying every time I become uncomfortable. I just give in. (anxiety - 18.18%)

My great grandmother hated my grandmother, she hated my mother and my mother hated me, but I stopped it, my girls and I are tight! (anger - 6.25%)

just stop drinking the poison and life gets better, it's a choice just like drinking is a choice (negative emotion - 5.56%)

my mum said the same thing to me. God it hurt (sadness - 9.09%)

Congrats on making positive choices for your future! (focus future - 12.50%)

Don't be afraid to have people help you through your detox process. (focus present - 25.00%)

The hallucinations omg were so awful entire conversations with demon spirits 😭 (focus past - 9.09%)

great job I am proud of you (positive emotion - 28.57%)

Conclusions

Main Points

- The most common emotion variable was positive emotion.
- The most common time orientation variable was focus present.

Interpretation:

- The prevalence of positive emotional language in #alcoholrecovery TikTok comments suggests that users often share supportive and motivational messages. This may indicate that TikTok is a platform where individuals seek and provide encouragement in their recovery journey, fostering a positive community atmosphere.
- The lower frequency of negative emotional language in comments implies that users might be more inclined to share positive aspects of their recovery or seek positivity in their interactions.
- The dominant focus on present-oriented language indicates that users are discussing their current experiences and challenges in recovery. This suggests that real-time sharing and engagement are crucial elements of the support system provided by TikTok, allowing users to receive immediate feedback and support.

Areas for Further Research:

- Future research could compare how addiction and recovery are discussed on other social media platforms to identify similarities and differences in patterns.

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