

# The Promotion of Sunscreen and Tanning Oil on TikTok

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## Introduction

- According to the Skin Cancer Foundation, 1 in every 5 Americans will develop skin cancer by the time they turn 70
- On social media, people tend to express opinions that suggest they experience some form of body image concerns
- Previous research found that after using Facebook, women are subject to being in a worse mood and having a greater desire to change their appearance
- There are studies that have been conducted to observe how social media creates a negative body image, and how misinformation about sunscreen is spread through social media. However, few people have conducted a content analysis in order to compare how safe versus unsafe tanning practices are promoted on social media and how viewers react to these suggests as well as how people use and react to certain tanning filters

The purpose of this study was to understand TikTok is being used to promote types of tanning practices and how people react to these opinions, either with agreement and positivity or disagreement and negativity. I also aim to learn how TikTok filters are used to change skin tones and how people in the comments react to the filters being used.

## Methods

### Design

- This was a content analysis of TikTok and I used LIWC to analyze the comments

### Subjects

- I analyzed 35 videos and 3 comments per video

### Data Collection

- Videos under the hashtags: #tan, #tanningroutine
- Video Inclusion criteria: has one of the hashtags, in english, has to talk about tanning. Exclusion criteria: not in english, ranking products
- Comments Inclusion criteria: connects to my topic, in english, 5 words or more. Exclusion criteria: doesn't connect to tanning, not in english, less than 5 words

## Measures

### Content Analysis

Variable	Example
SPF Sunscreen	sunscreen, SPF, sunsafe, UV
Filter	Adding to your content, changing facial features, makes you look pale, tan, blindness, little box on video that says if a filter is being used
Tanning oil	Tanning oil, faster tan, sun exposure, oil for tanning
Tan/tanning/pale	Change in skin tone, sun exposure, skin tone
Sun exposure	UV, sun exposure, tanning routine, number of hours in the sun, in a certain outdoor location
Safe tanning practices	Sunscreen, low UV, self-tanning lotion, shade, using recommended SPF (above 35), sunscreen all over body

### LIWC

Variable	Example
Positive emotion	Happy, joyful, agreeing
Negative emotions	Arguing, upset, angry
Negations	No, do not
Risk	Danger, fear

## Analysis

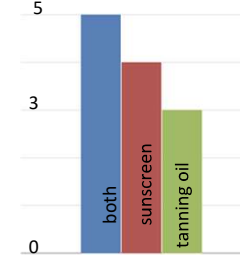
- Looked at the likes, comments, and saves each video had
- Looked at the percentage of people who promote either sunscreen or tanning oil on their TikTok page and what percentage is promoting one product versus the other
- Counted the percentage of videos promoting both sunscreen and tanning oil
- Compared the number of people who have a positive reaction to the filter versus the number of people who have a negative reaction to the filter
- Looked at the percentage of comments that talk about either risks or negations versus those that are showing positivity towards the content of the video
- Looked at the number of people who are using a filter

## Results

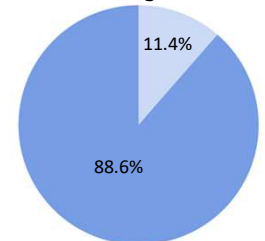
### Subject Information

- 35 videos with 103 total comments
- Likes: Average = 191,350
- Comments: Average = 8,003
- Saves: Average = 2,377

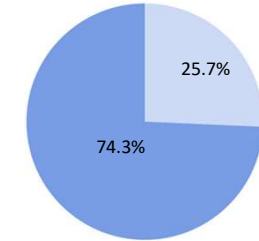
### Video Recommendations



### Percentage of Videos with Safe Tanning Practices

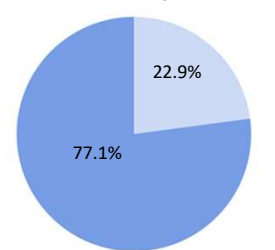


### Percentage of Videos with Sunscreen



Light Blue = Yes

### Percentage of Videos with Tanning Oil



Dark Blue = No

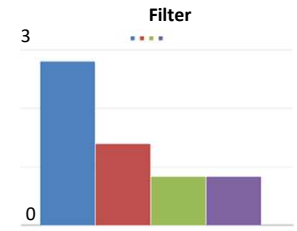
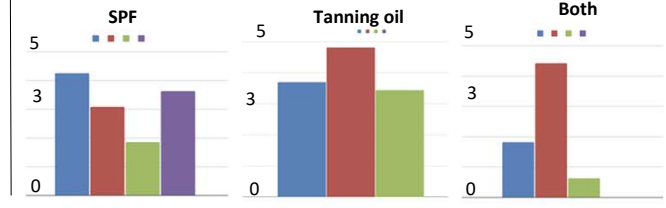
There's no difference when i use the pale filter im not kidding

Blue = negate  
Green = negative  
Red = positive  
Purple = risk

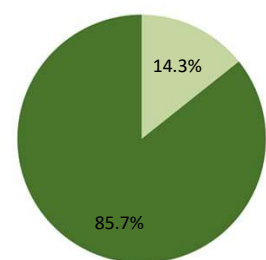
### TikTok Comment Examples

I know some people think tan lines are cute, but just so you know — tan lines actually mean your skin has been damaged by the sun. Even if you don't burn, tanning is still a form of skin damage and can lead to early aging or even skin cancer. Just be careful and protect your skin

### Percentage of Certain Concepts in LIWC



### Percentage of Videos Using a Filter



light green = using a filter  
dark green = not using a filter

## Conclusions

### Key findings

- Most people recommended either sunscreen or sunscreen and tanning oil than the amount who recommended just tanning oil
- The overwhelming majority of videos did not recommend safe tanning practices - the sunscreen had an unsafe SPF (below 35), this suggests that the user did not want to get burnt but still prioritized tanning over sun safety
- The comments contained more positivity around tanning oil and both than just sunscreen - people showed more emotion when tanning oil was mentioned
- Sunscreen had the highest negation and also the most amount of risk - suggests a possible priority in tanning oil or a worry that the SPF was not safe enough for protection

### Limitations

- Some videos didn't have enough comments that met the requirements causing me to only use 2 comments for that video instead of 3
- Because I didn't specify a hashtag on filters, I didn't find many videos that included them
- LIWC might not have been able to detect sarcasm within the comments

### Implications

- There can be future research further devoted to just studying tanning filters and the reactions in the comments
- More people need to be educated on sunscreen and tanning safely - I think this because a majority of people didn't recommend safe tanning practices suggesting that they don't know its importance- social media could change this by helping to spread awareness and educate a larger audience on the importance of skin protect

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### Contact us

