INTRODUCTION AND BACKGROUND

- Delivery of health information regarding mental, physical, and emotional health to adolescents has had to adapt to the increasing social media use of their generations
- Studies have shown members of gen z would rather look up symptoms than book a doctor’s appointment
- TikTok has become increasingly popular among adolescents as the majority of users are ages 16-24
- Media reports suggest health advisors are going to the app to begin sharing health information

One

- Studies have shown how health professionals have shared information in the past on different platforms
- There is a lack of coverage among the sharing of information on newer apps such as TikTok and the younger generations’ reaction to shared information

Methods

- Study Purpose
  - The purpose of the study was to understand reactions to educational and health information
- Gap
  - There is a lack of coverage among the sharing of information on newer apps such as TikTok and the younger generations’ reaction to shared information
- Data Collection
  - TikTok was the social media platform used for data collection
  - The top 15 comments on the video were collected and used to collect 52 videos that met 2 inclusion criteria
- Inclusion Criteria
  - Videos created by a professional in the medical field
  - The video had to include some educational message related to the medical field
- Measures
  - A code book was used to evaluate the type of reaction to the content posted. Seven variables were included in the code book focused on an emotional standpoint and feedback
- Measures
  - Seven variables used in the code book included emotional responses such as reassurance, discouragement, comfort, and shock. Asking for further information, giving feedback to the creator, and posting personal information.
- Analyses
  - Descriptive statistics such as range, mean, and frequency were used to analyze the posted content.

RESULTS

Video information
- 2.7M likes - 1,949 likes (range)
- Average of 363.4k likes
- 27.9k comments - 31 comments (range)
- Average of 3604 comments
- 780 comments recorded
- 52 videos were coded
- 3 hashtags were used to find the videos
- 20 videos under each hashtag were coded

Emotional response
- 27 commenters indicated reassurance in the information shared (3.5%)
  - Ex. Yes, that’s what I do! I’ve been right all this time
- 62 showed feelings of discouragement by the information (7.9%)
  - Ex. You already know that is not that easy at all...it takes more than just energy to change negative to positive thinking.
- 24 showed discomfort with the info shared (3.1%)
  - Ex. OMG I would be so embarrassed
- 17 showed shock with the info shared (2.2%)
  - Ex. ....I am mind blown right now...

Feedback responses in comments
- 175 comments asking for more info (22.4%)
  - Ex. Do you have any advice for new nurses wanting to be in the OR?
- 362 comments giving feedback to the creator (46.4%)
  - Ex. thank you, so many people think they are the same, when some of my nursing colleagues, that’s exactly how I explain it to them too.
- 262 shared personal information related to the info shared (33.6%)
  - Ex. I wish more psychiatrists took it seriously. I had one that diagnosed me and my current one refuses to even acknowledge it. Loads of useful ones b/w

Frequency of Feedback-Type Response in comments

Feedback

Overlapping
- 240 comments had an overlap of emotional response or feedback (30.8%)
- 33 comments had an emotional response only (4.2%)
- 128 comments didn’t fit into a variable definition (16.4%)
- 619 comments were feedback related only (86.8%)

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