



A social media analysis of constipation-related videos on TikTok

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Introduction

- The transmission of healthcare information on social media platforms has become increasingly prevalent. The guidance provided in videos can greatly influence patients' understanding and decision-making.
- TikTok is one of the fastest growing social media platforms in the world, with over 1 billion active monthly users. The aim of this study is to analyze constipation related videos on TikTok and characterize the sources posting them.

Methods

- The TikTok hashtag related to constipation with the greatest number of views was identified and the top videos were gathered on June 19th, 2022.
- Data was collected to reach a target of 100 videos.
- Exclusion criteria were non-English videos, repeated videos, or no connection to the medical condition of constipation.
- The source for each video was categorized based on involvement in healthcare, gender, and race. Healthcare provider was defined as an individual with a professional medical degree (MD, PA, RN, other).
- The videos were dichotomously categorized into educational or non-educational. The specific content topics, such as diet, medication, and hydration, present in the video were noted. (Fig.1).

References

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- [2] Comp, G., Dyer, S., & Gottlieb, M. (2021). Is TikTok the next social media frontier for medicine?. *AEM Education and Training*, 5(3).

Results

- #constipation was the most popular relevant TikTok hashtag with 729.2 million total views. The top 100 included videos had a combined total of 349,303,900 plays, 31,895,000 likes, 1,554,409 shares, and 339,261 comments.
- The video sources for 23 videos were healthcare based, while the remaining 77 were laypersons. Healthcare professionals consisted of 9 physical therapy, 6 surgery, 3 alternative medicine, 2 other, 1 gastroenterology, 1 obstetrics/gynecology, and 1 general medical center.
- The racial designations of the subjects in videos consisted of 53% White, 35% Asian, 3% Black, and 12% unknown/non-applicable (no human subject); the gender designations present in the video were 75% female, 18% male, 2% male and female, and 5% unknown/non-applicable (no human subject).
- Out of the 100, 60% of videos were educational, while 40% were non-educational.
- The most common topics presented in the videos were diet (26%) medical treatment (18%), and increased movement (14%); proper hydration was only highlighted in 4% of videos.

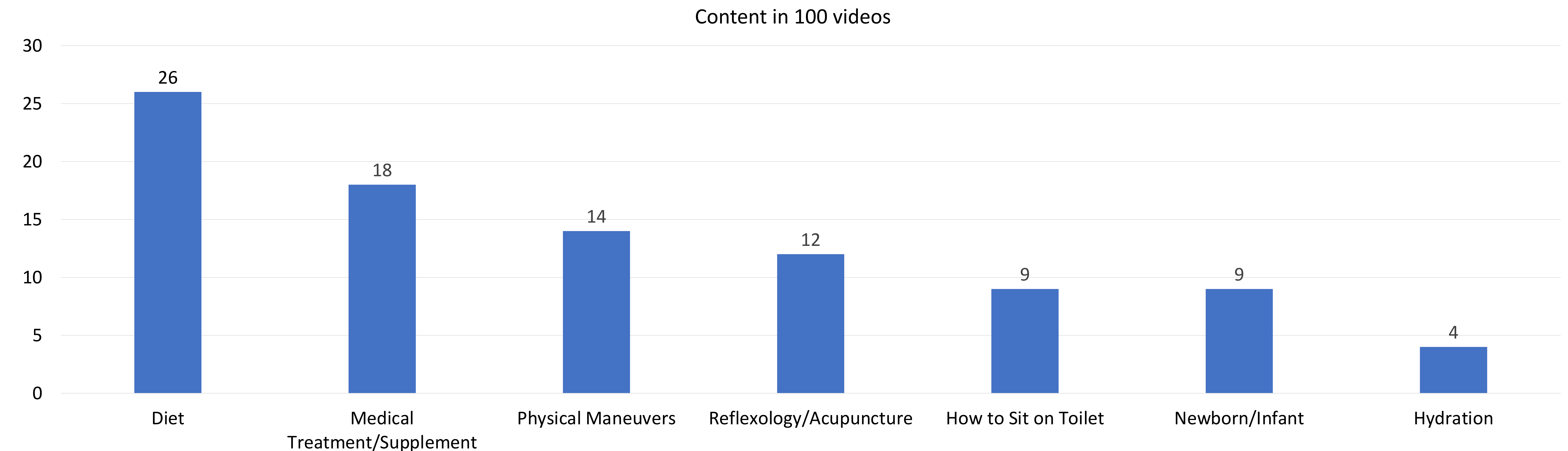


Fig. 1: Specific Components of TikTok Videos Analyzed (n=100)

Conclusion

- **Most of the constipation based TikTok videos were not posted by qualified healthcare professionals, with only one gastroenterologist presented video in the top 100.**