

# Pediatric Oral Health Content on TikTok



Jordan Reading<sup>1,2</sup> ; Jessica Webb<sup>2,3</sup>

<sup>1</sup>Yakima Valley Farm Workers Clinic – ViewCrest Pediatric Dentistry, Yakima, WA, <sup>2</sup>Advanced Education in Pediatric Dentistry, NYU Langone Health, Brooklyn, NY, <sup>3</sup>Children’s Village, Yakima, WA

NYU Langone Dental Postdoctoral Residency Programs

## INTRODUCTION

- 85% of American adults own a smartphone<sup>1</sup>
- 72% use social media, the majority engaging daily<sup>2</sup>
- TikTok is the fastest growing social media app
- TikTok users share and seek content related to health, including pediatric oral health<sup>3</sup>
- Literature review did not return any results for pediatric oral health paired with social media
- Non-evidence-based health content is a concern on social media, including TikTok<sup>4</sup>
- Credentialed professionals can use TikTok to provide evidence-based content and elevate community oral health literacy

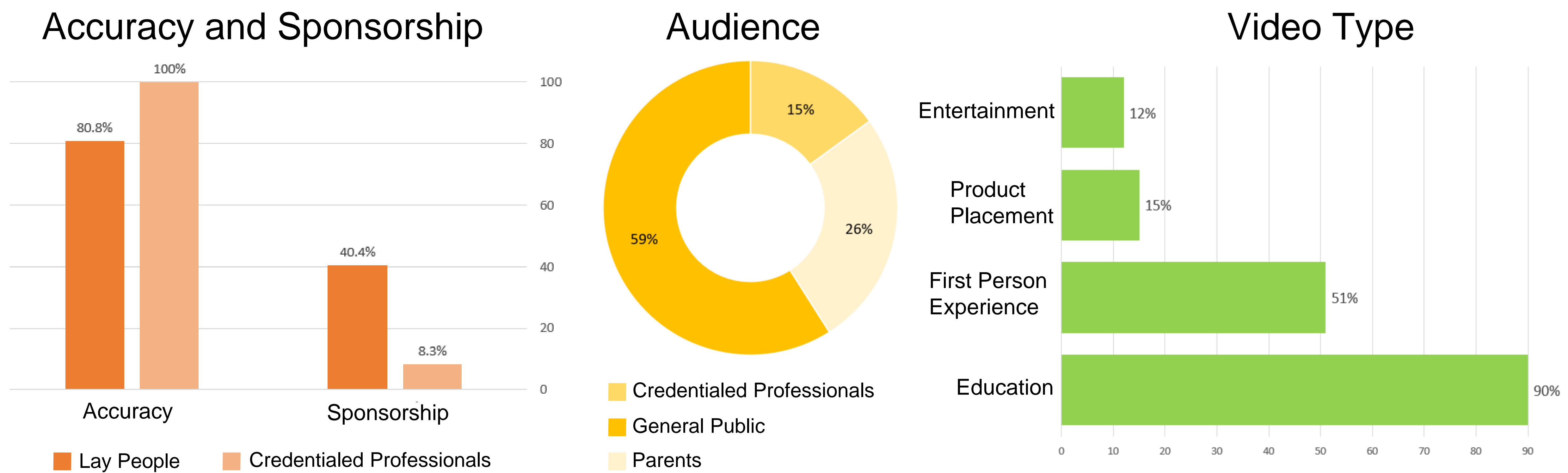
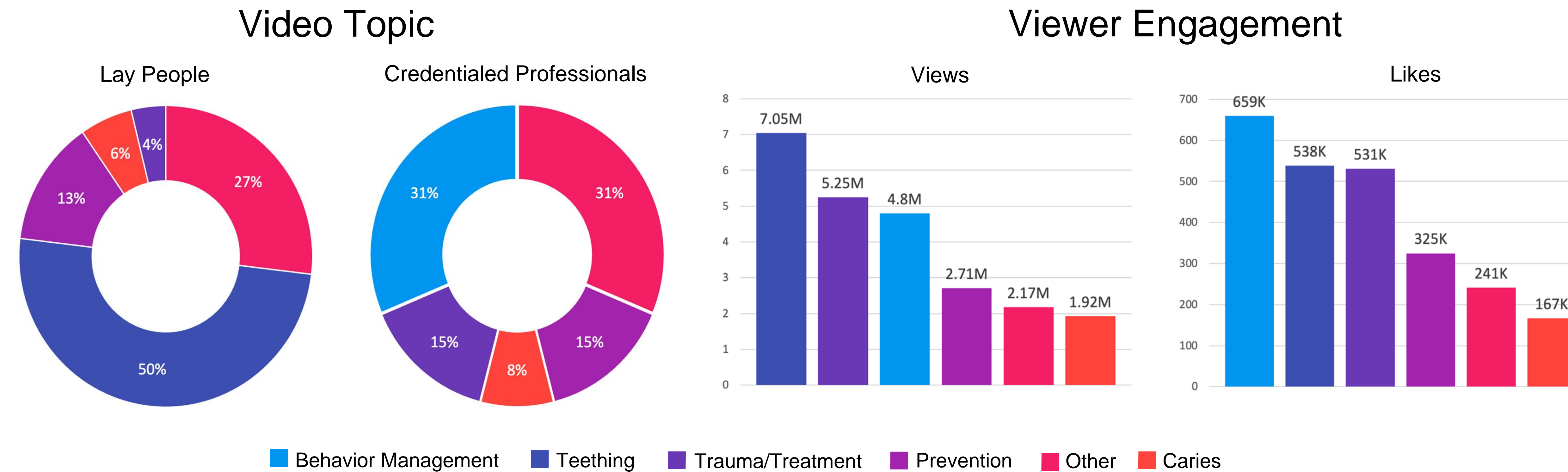
## PURPOSE

- Describe the most popular pediatric oral health related content on TikTok

## METHOD

- The top 10 most viewed pediatric oral health related hashtags were selected
- The top 10 most viewed videos from each hashtag were reviewed
- Data collected included- creator credentials, engagement, information accuracy, target audience, content type and topic
- Videos not related to pediatric oral health were excluded

## RESULTS



## RESULTS

- 191 videos were screened in total, 91 (48%) were excluded based on exclusion criteria
- Of the sample, 48 videos were created by credentialed professionals, 52 by lay people
- *Engagement* (average per video): Views: 4.69M, Likes: 513.38K, Comments: 2.5K
- 90% of sample videos were accurate
- 59% of sample videos were intended for the general public
- *Video Topic*: Teething 26%, Behavior Management 15%, Prevention 14%
- *Video Type*: Education: 90%, First-person Experience: 51%, Entertainment: 12%, Product Placement: 15%

## CONCLUSIONS

- Nearly half of all videos screened fit exclusion criteria
- Credentialed professionals and lay people posted popular content nearly equally
- Compared to lay people, videos created by credentialed professionals were more accurate
- Future efforts should focus on the value of entertainment in education and information retention by viewers

## REFERENCES

1. Demographics of Mobile Device Ownership and Adoption in the United States. Pew Research Center <https://www.pewresearch.org/internet/fact-sheet/mobile/>
2. Demographics of Social Media Users in the United States. Pew Research Center <https://www.pewresearch.org/internet/fact-sheet/social-media/>
3. Villa-Ruiz C, Kassamali B, Mazori DR, et al. Overview of TikTok's most viewed dermatologic content and assessment of its reliability. J Am Acad Dermatol. 2021 Jul; 85(1):273-274
4. Zheng DX, Ning AY, Levoska MA, et al. Acne and social media: A cross-sectional study of content quality on TikTok. Pediatric Dermatology. 2021; 38(1):336-338.