



#otolaryngologists on TikTok – analyzing trends over the years

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Introduction

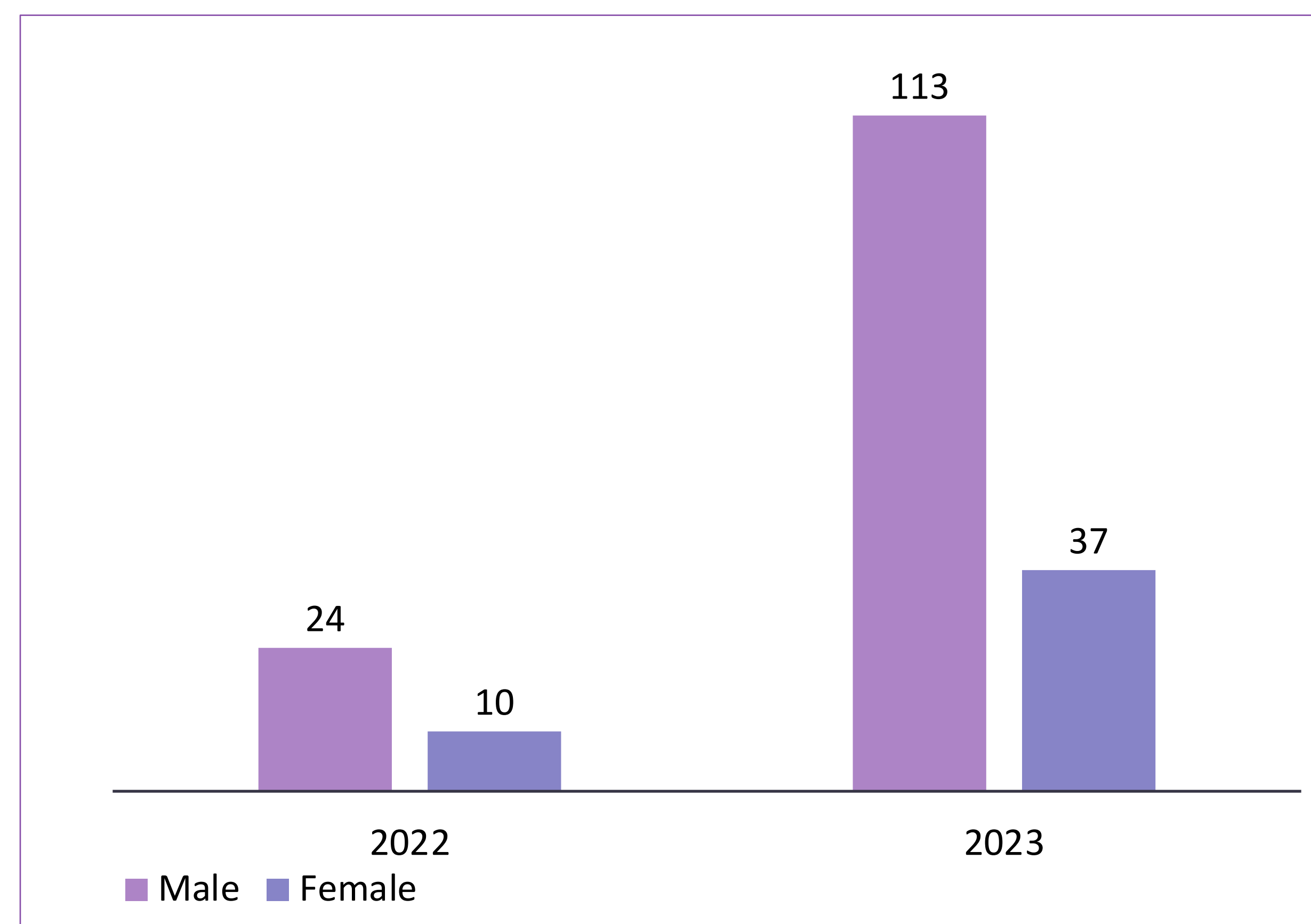
- TikTok is currently the fastest growing video-sharing social media platform.
- While it is increasingly being used as a source for medical education, sparse data exists about the presence of otolaryngology content and influencers.
- The objective of this study was to characterize otolaryngology TikTok influencers and related content, and examine utilization trends over the last 21 months

Methods

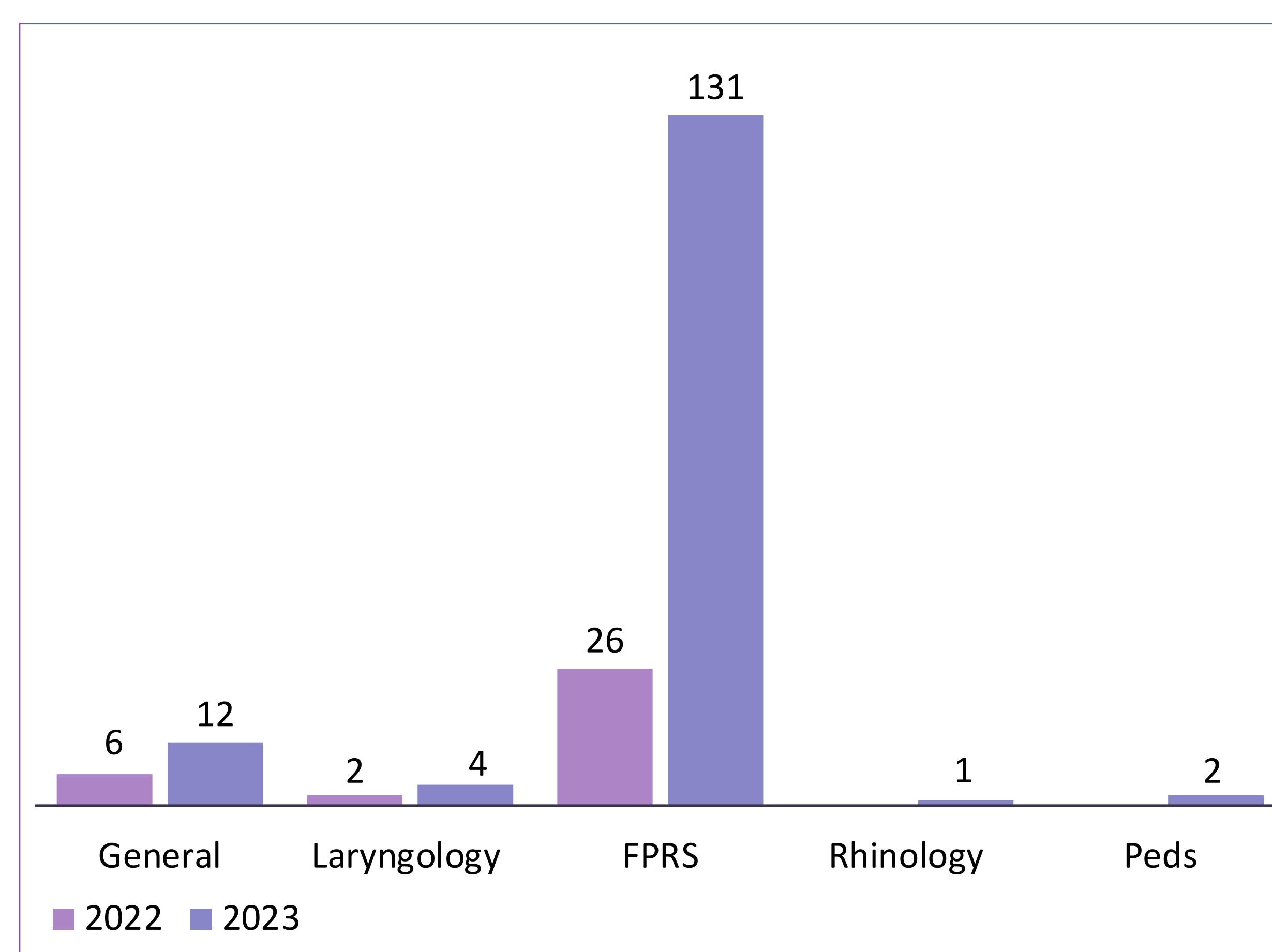
- Cross sectional study of TikTok content performed between 1/24/22-1/25/22 and 09/27/23 – 09/29/23
- Otolaryngology influencers were identified on TikTok by ENT-related hash tags
- Only US based board-certified otolaryngologists with at least 5 posts and 20 followers were included in our study
- Demographic data was collected and a thematic analysis of the 5 most recent posts at the time of data extraction was performed.

	2022	2023
#otolaryngology	18.1 M	106.4 M
#entdoctor	219.8 M	708.8 M
#facialplasticsurgeon	10.5 M	56.1 M
#entsurgeon	754200	20.6 M
#rhinology	39600	731400
#otolaryngologist	2.1 M	5.4 M
#pediatricent	1214	3.0 M
#otologist	46700	27.2 M
#neurotology	793	17 500
#facialplastic surgery	64.9 M	125.1 M
#ent	129.9 M	770.6 M
#shent	3.6 M	6.4 M
#entsurgery	758500	2.3 M
#headandnecksurgery	15800	358800
#ohns	56100	179100
#headandnecksurgeon	26	2.6 M
#earsurgeon	3.3 M	4.1 M
#laryngology	4.7 M	13.3 M

#otolaryngologists on TikTok



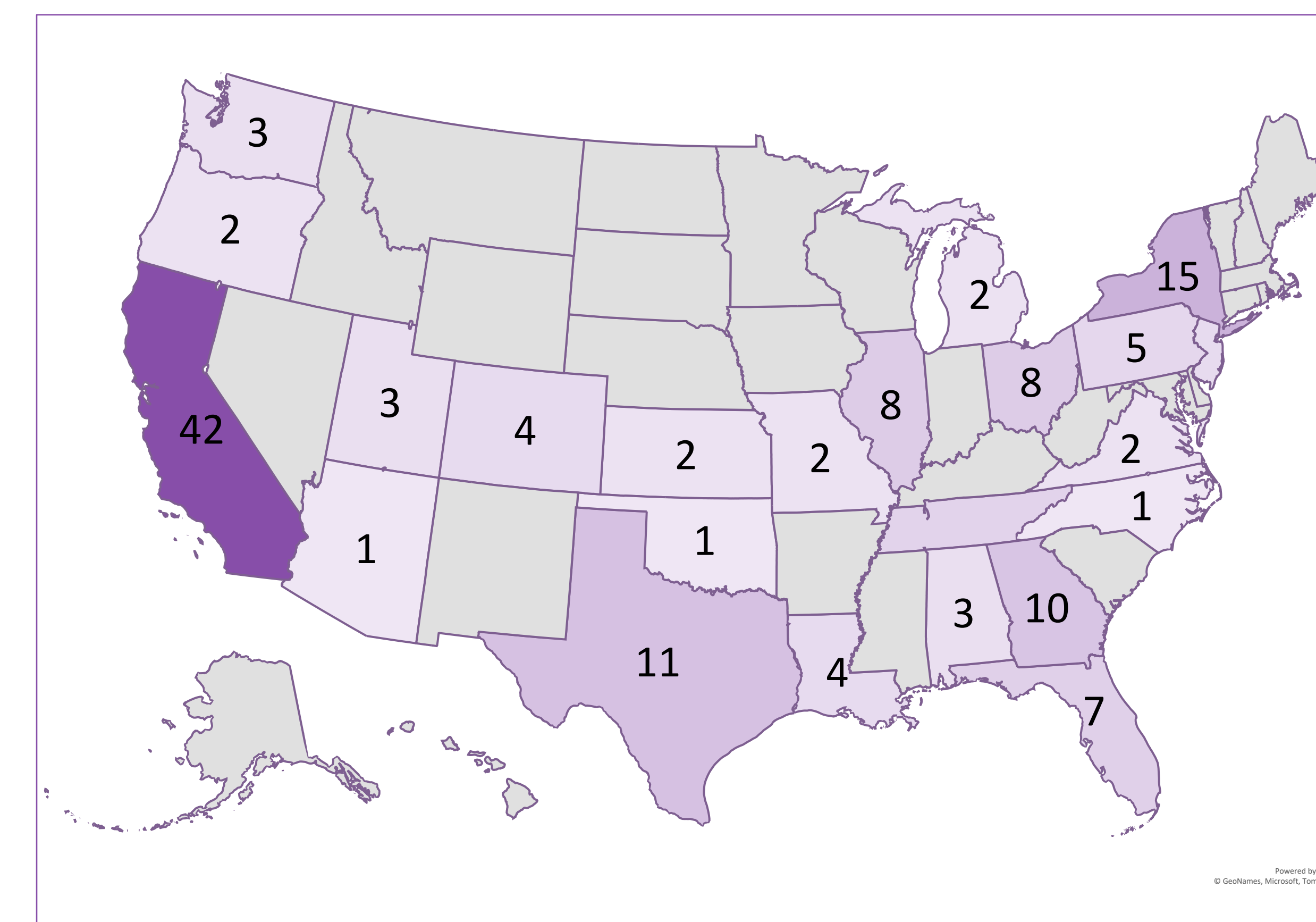
Subspecialty breakdown



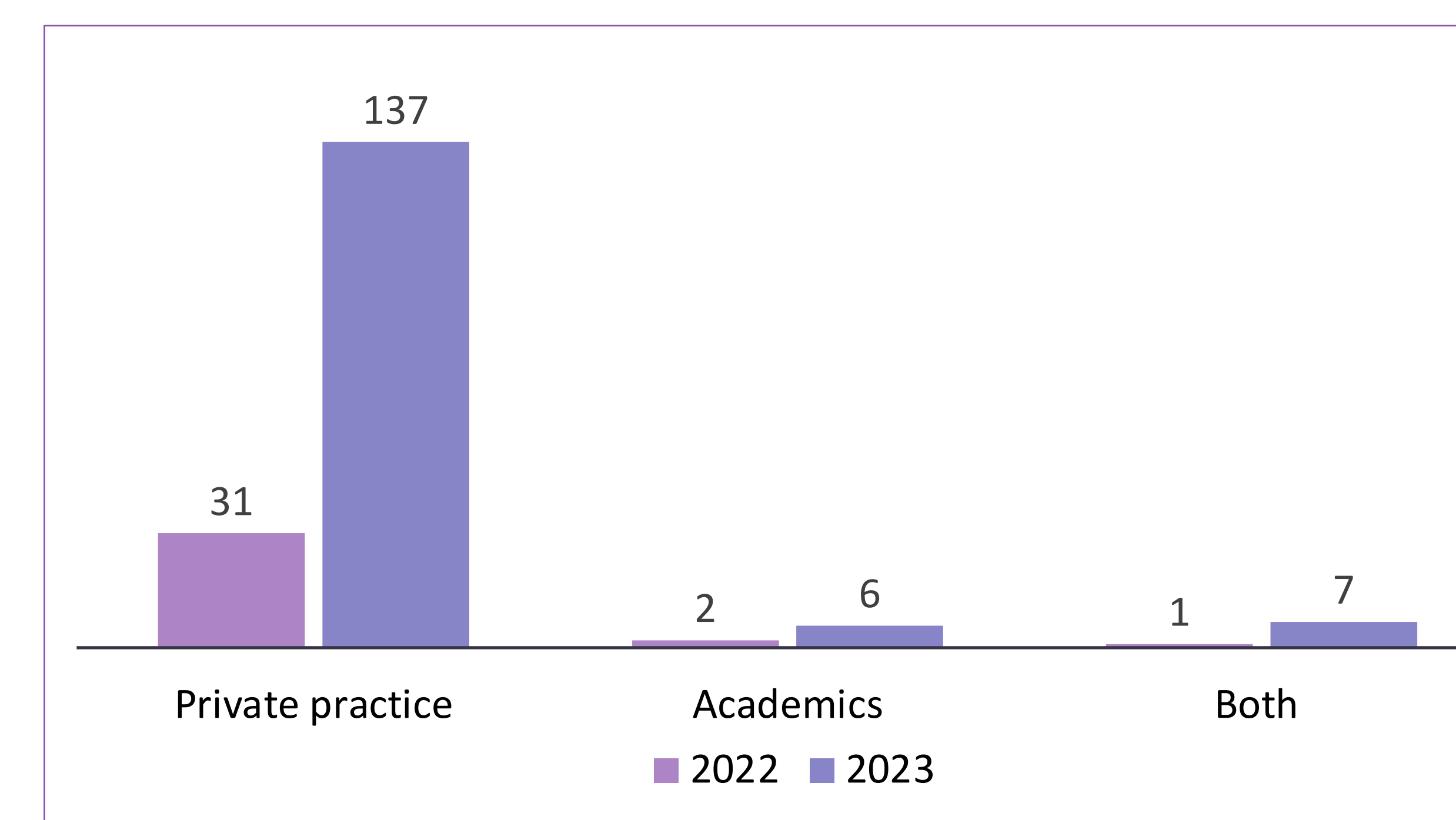
Content analysis

	2022	2023
Patient surgery/related	42% (42/170)	45% (332/740)
Self promotional	2% (3/170)	7.5% (58/740)
Educational	36% (62/170)	26% (191/740)
Personal	7% (11/170)	9% (66/740)
Trends (funny, other)	13% (22/170)	12.5% (93/740)

Number of influencers per state



Practice setting



Other trends

- Number of followers varied from 29 to 1.9 million with a mean of 43293 followers.
- Among the 34 originally identified influencers, there was an average growth of 272% of followers over study period

Discussion and Conclusion

- The number of identifiable Otolaryngologist influencers on TikTok has grown over 400% over the last 21 months.
- Facial plastic and reconstructive surgeons continue to utilize TikTok more than other subspecialties.
- The majority of posted content is patient/surgery related and educational which demonstrates the potential of TikTok to serve as a tool for otolaryngologists to engage with the public and provide educational content.

Contact

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