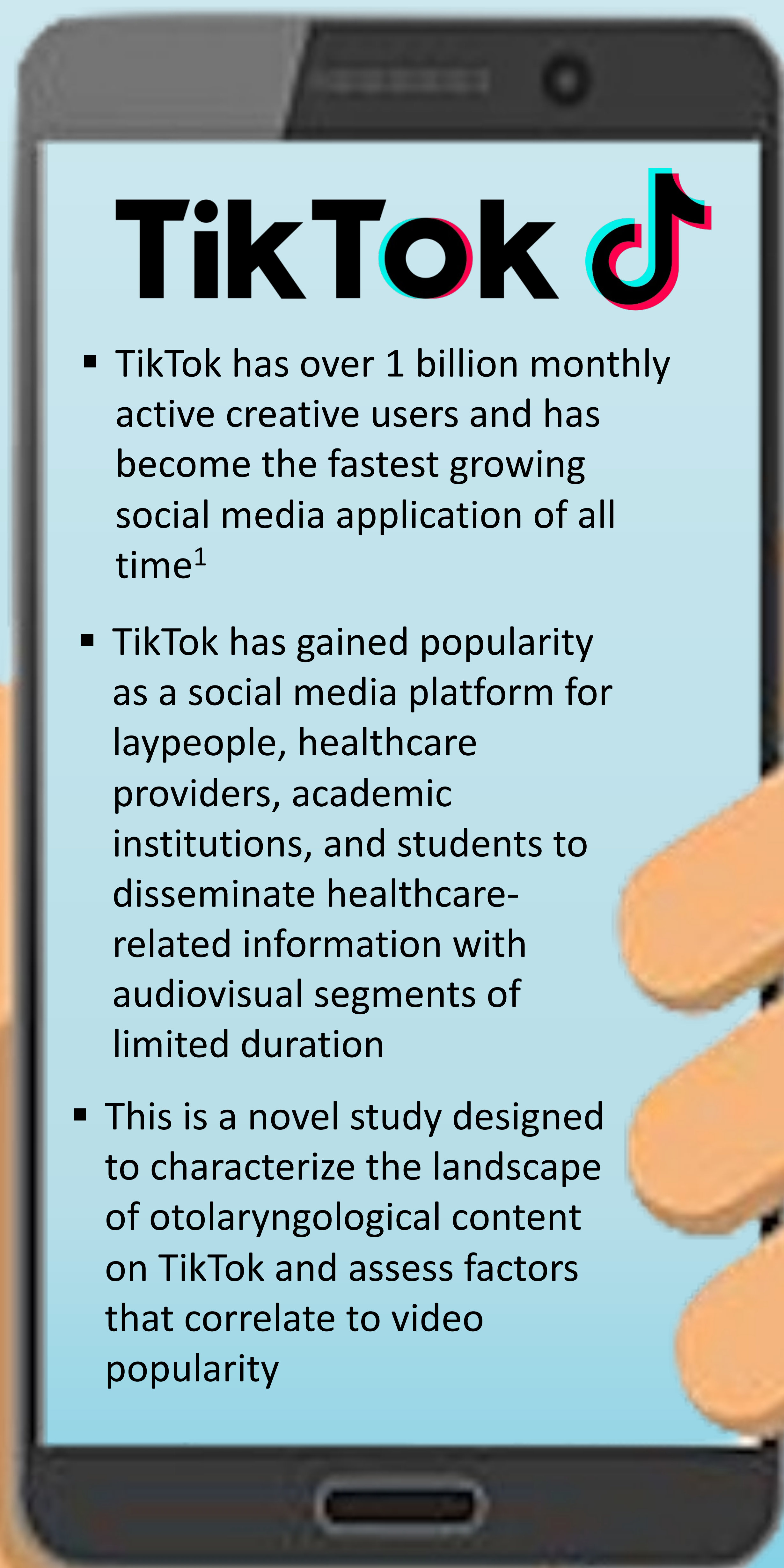# Cross Sectional Analysis of Otolaryngology TikTok Content

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Background

TikTok

- TikTok has over 1 billion monthly active creative users and has become the fastest growing social media application of all time[1]

- TikTok has gained popularity as a social media platform for laypeople, healthcare providers, academic institutions, and students to disseminate healthcare-related information with audiovisual segments of limited duration

- This is a novel study designed to characterize the landscape of otolaryngological content on TikTok and assess factors that correlate to video popularity

Methods

- We created a new TikTok account and used the term "#Otolaryngology" for our search

🔍 #Otolaryngology ✕   Search

- The top 100 videos that met the inclusion criteria were analyzed

- Data was collected on account characteristics, video content, and video characteristics

Account Type
- Academic/institutional
- Otolaryngologist
- Non-otolaryngologist physician
- Nonphysician healthcare provider (HCP)
- Non-HCP

Account Metrics
- Follower count
- Account likes

Video Content
- Educational (e.g., video on ENT clinical topic)
- Entertainment (e.g., video utilizing a popular trend such as a dance)
- Lifestyle (e.g., video on work-life balance)
- Procedural (e.g., video explaining laryngoscopy)

Video Characteristics
- Video length
- Number of hashtags
- Audios used
- Duets used
- Number of likes
- Number of video plays

- Linear regressions were performed on IBM SPSS to assess the relationship of these factors to the **number of likes** on the video post

Results

- The top 100 videos in our search of Otolaryngology content on TikTok had a total of 1131540 likes and 20189 comments
- The majority of the video content was either **educational** (n=48, 48%) or **entertaining** (n=21, 21%)
- Posts published by **non-physician healthcare providers** were correlated to a greater number of likes (β = 64348 ± 13494; **P < 0.001**) compared to those posted by institutions, non-healthcare providers, other physicians, and otolaryngologists
- Posts by accounts with **more followers** were correlated to greater likes (β = 42.8 ± 7.8; **P < 0.001**)
- There was no association between video content, video length, or use of audio and video popularity

Future Direction

➢ The most **popular** posts were created by **non-physician healthcare providers** with **large followings**
➢ Given the widespread reach of the platform, strategic partnerships with content creators with these attributes would optimize the visibility of certain video topics related to #Otolaryngology

References

1. Dean, Brian. "TikTok User Statistics (2022)." Backlinko, 5 Jan, 2022, https://backlinko.com/tiktok-users