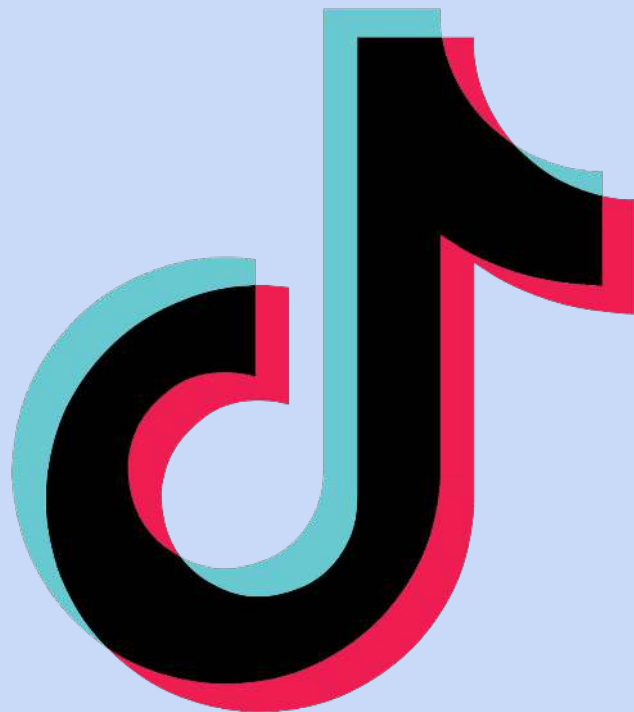


10 seconds.

3 words.



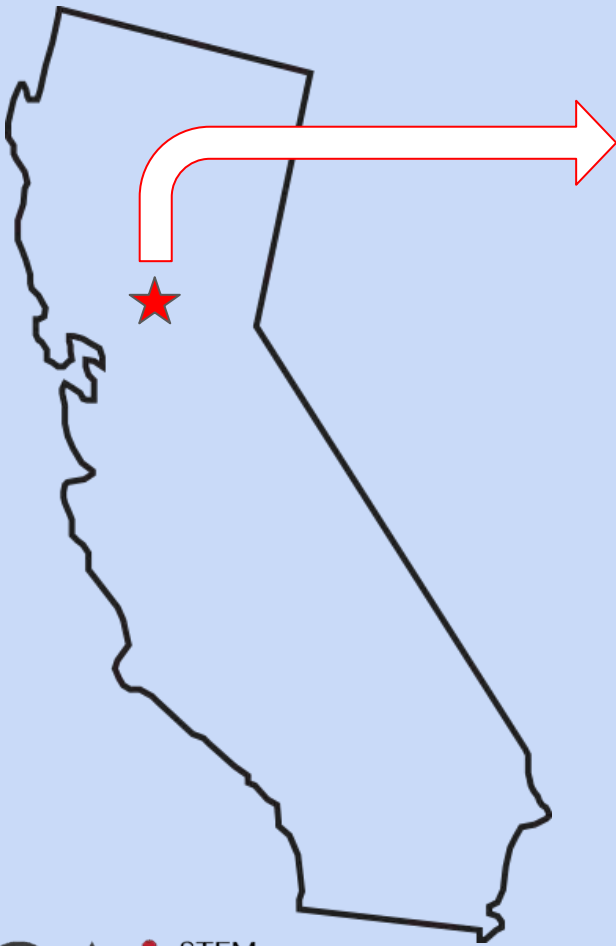
TikTok

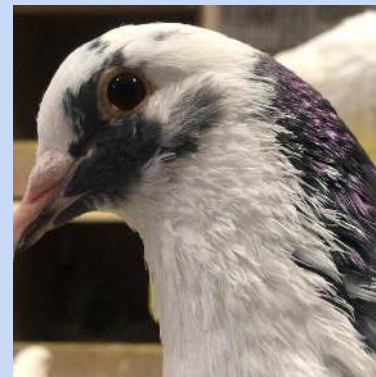
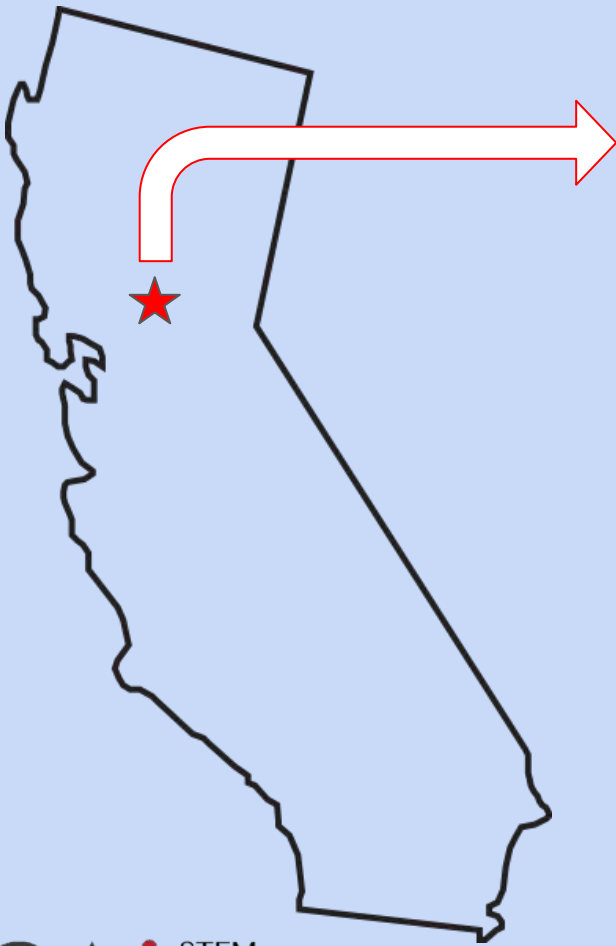
*Not sponsored.

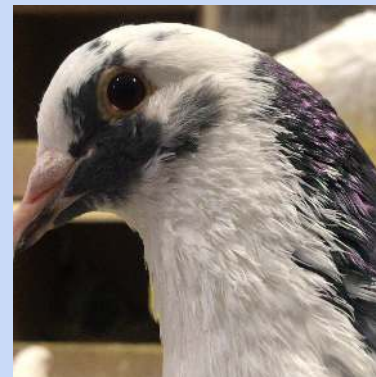
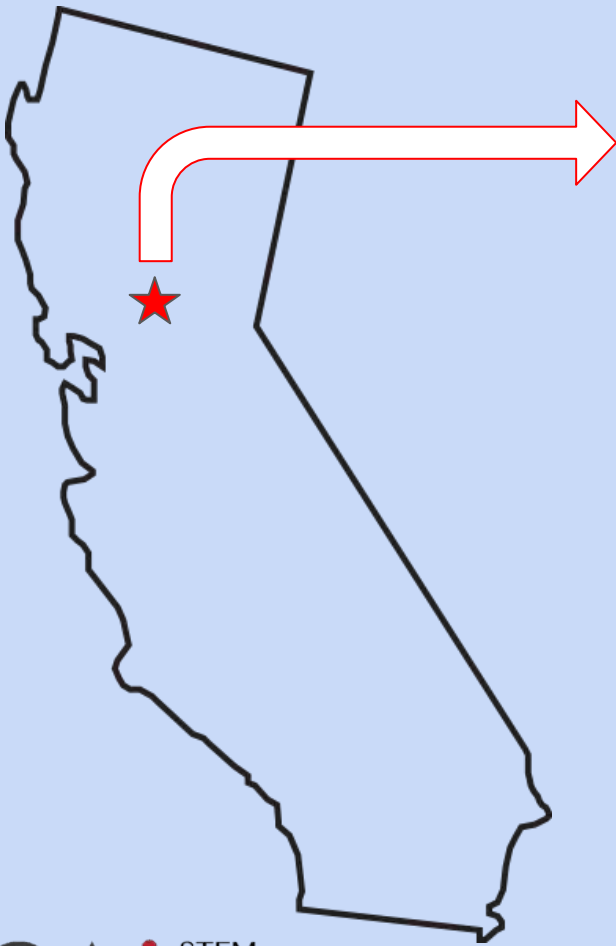
Tik. Tok. COVID Talk.

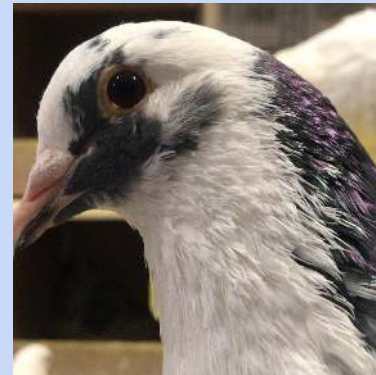
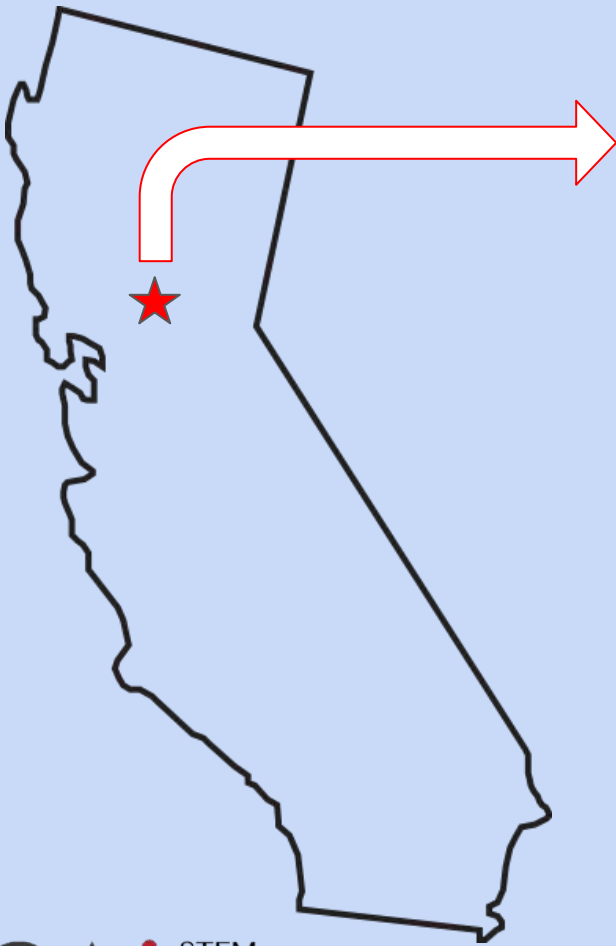
Assessing the impact of TikTok communication approaches on teen health behaviors

Daniel Erenstein (he/they)
SAi SciComm Research Intern
August 7, 2021

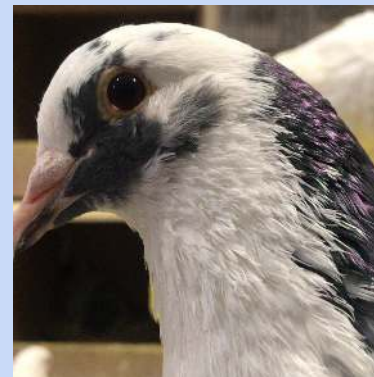
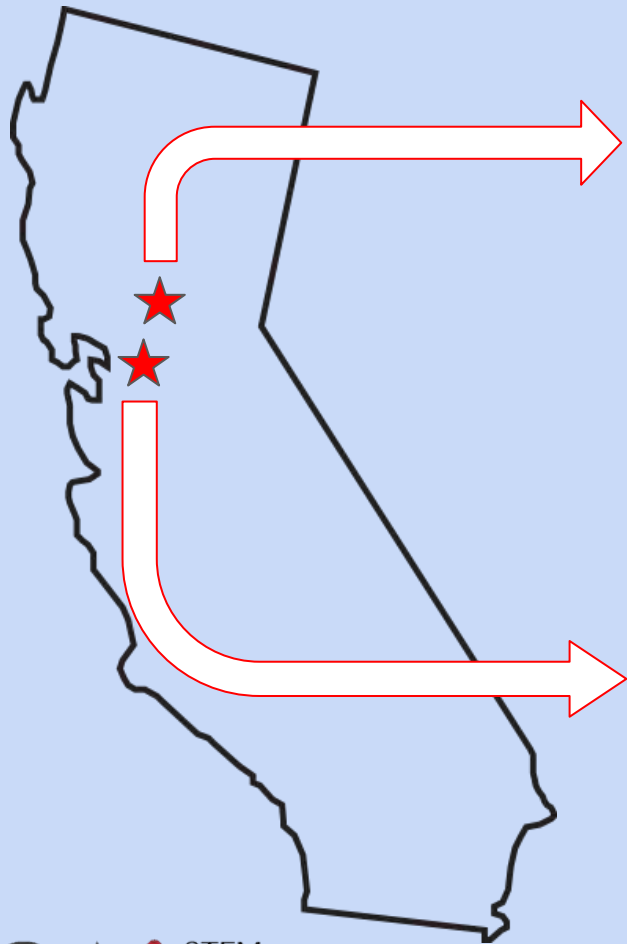






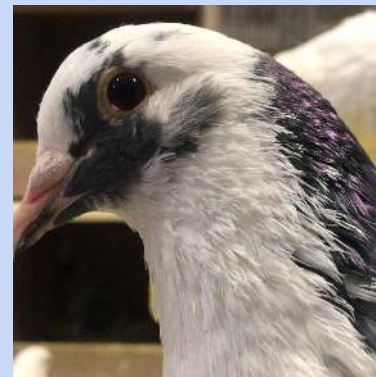
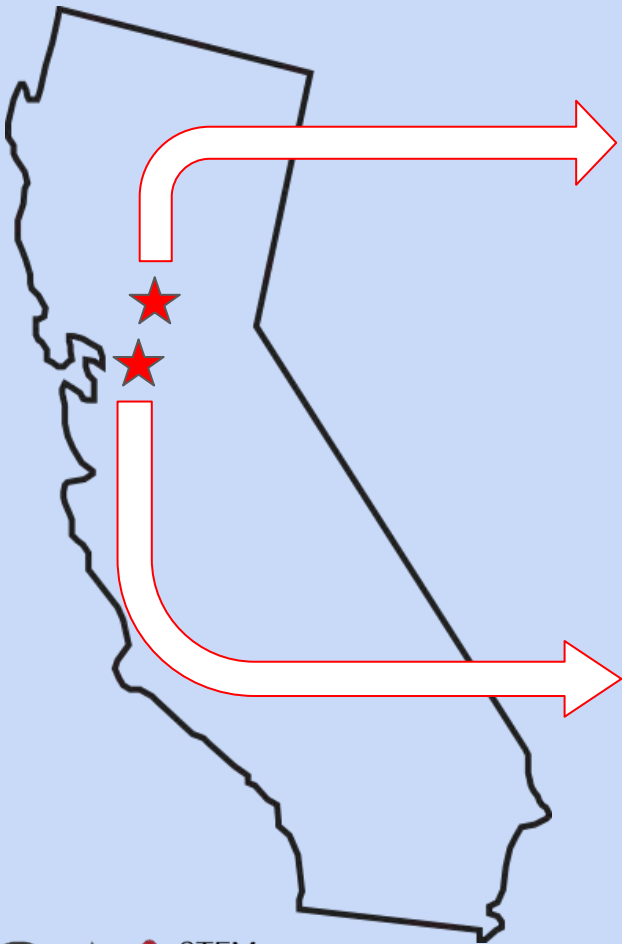


Sci Comm Faculty Training Program



Sci Comm Faculty Training Program

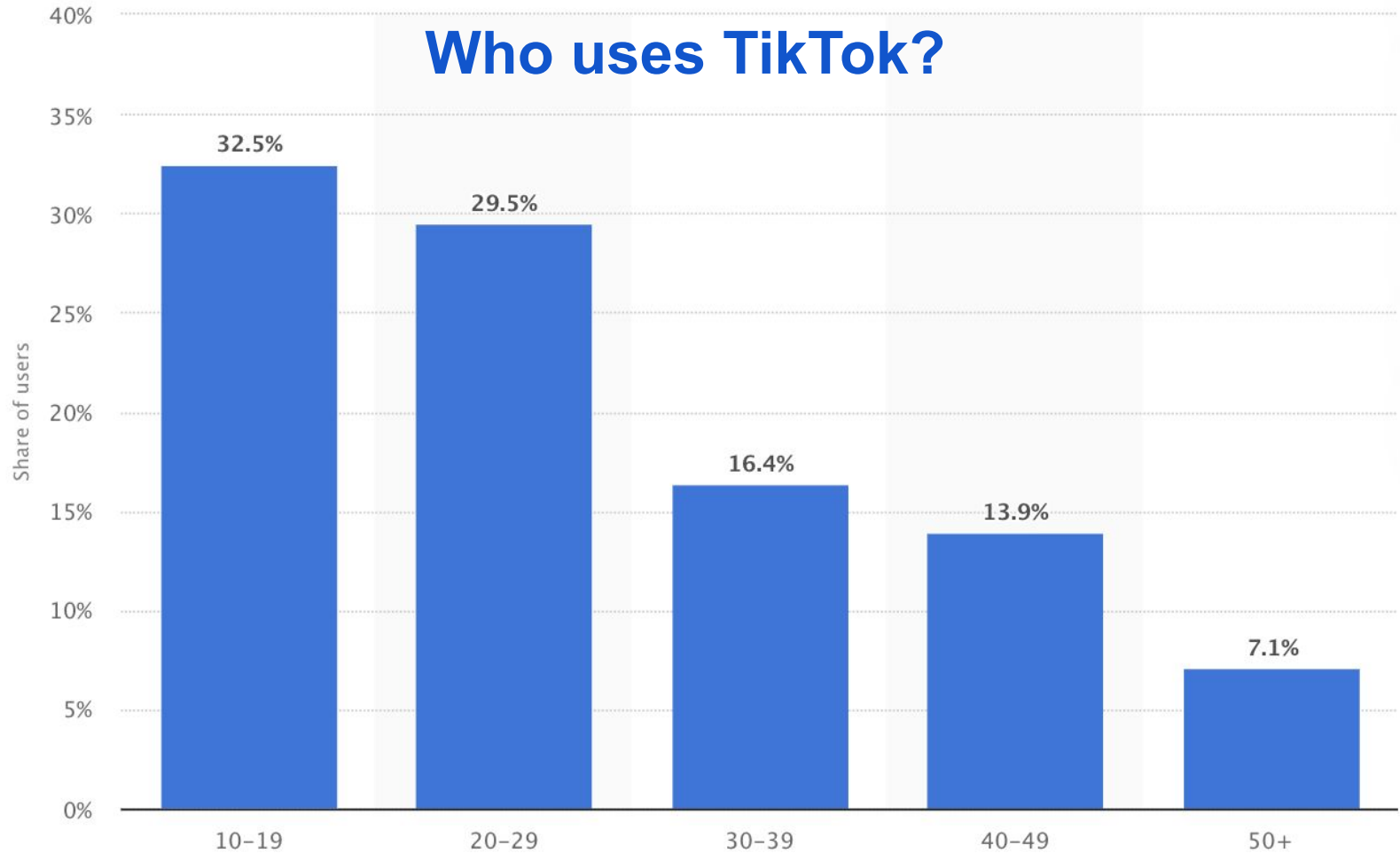




Sci Comm Faculty Training Program

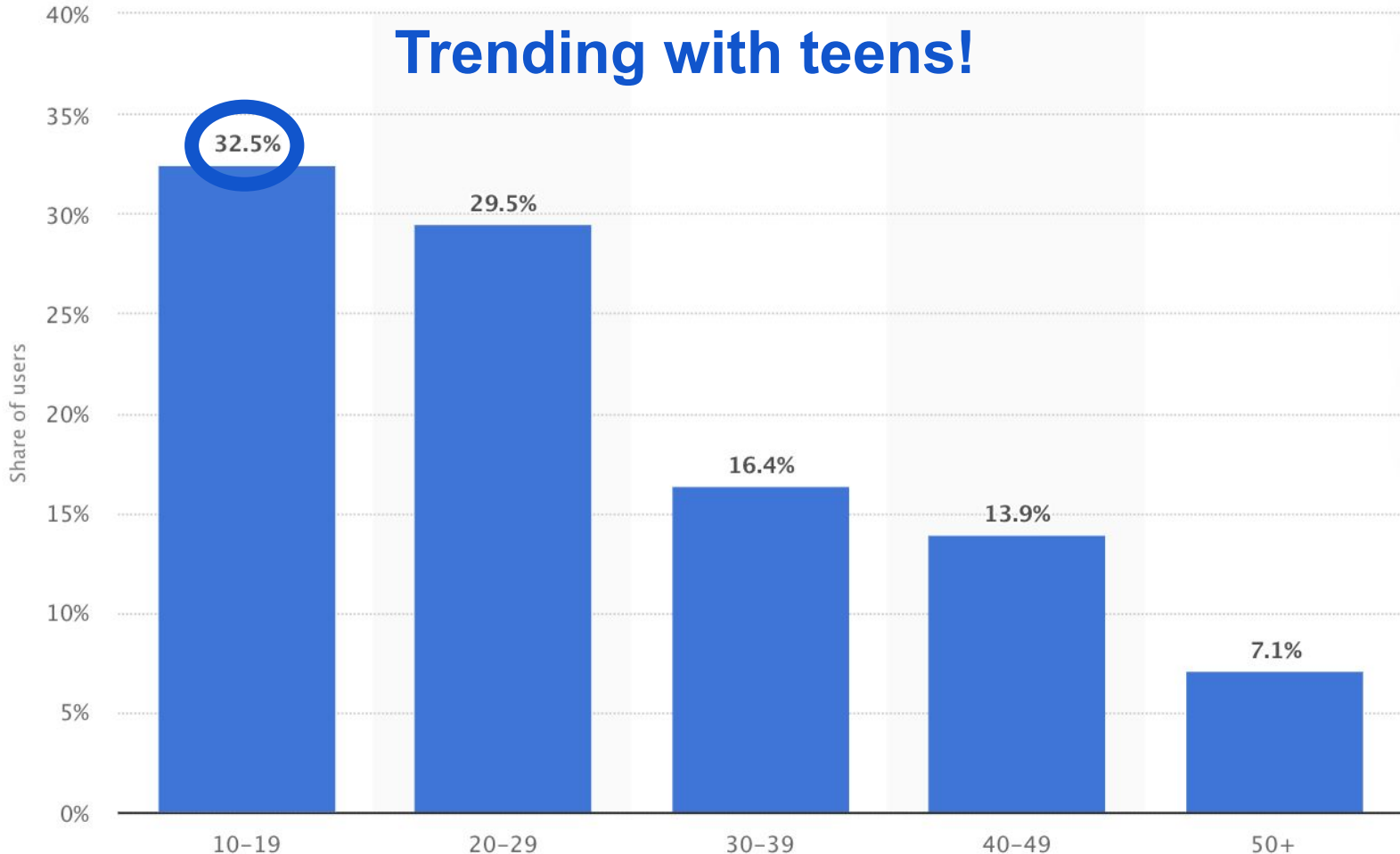


Who uses TikTok?



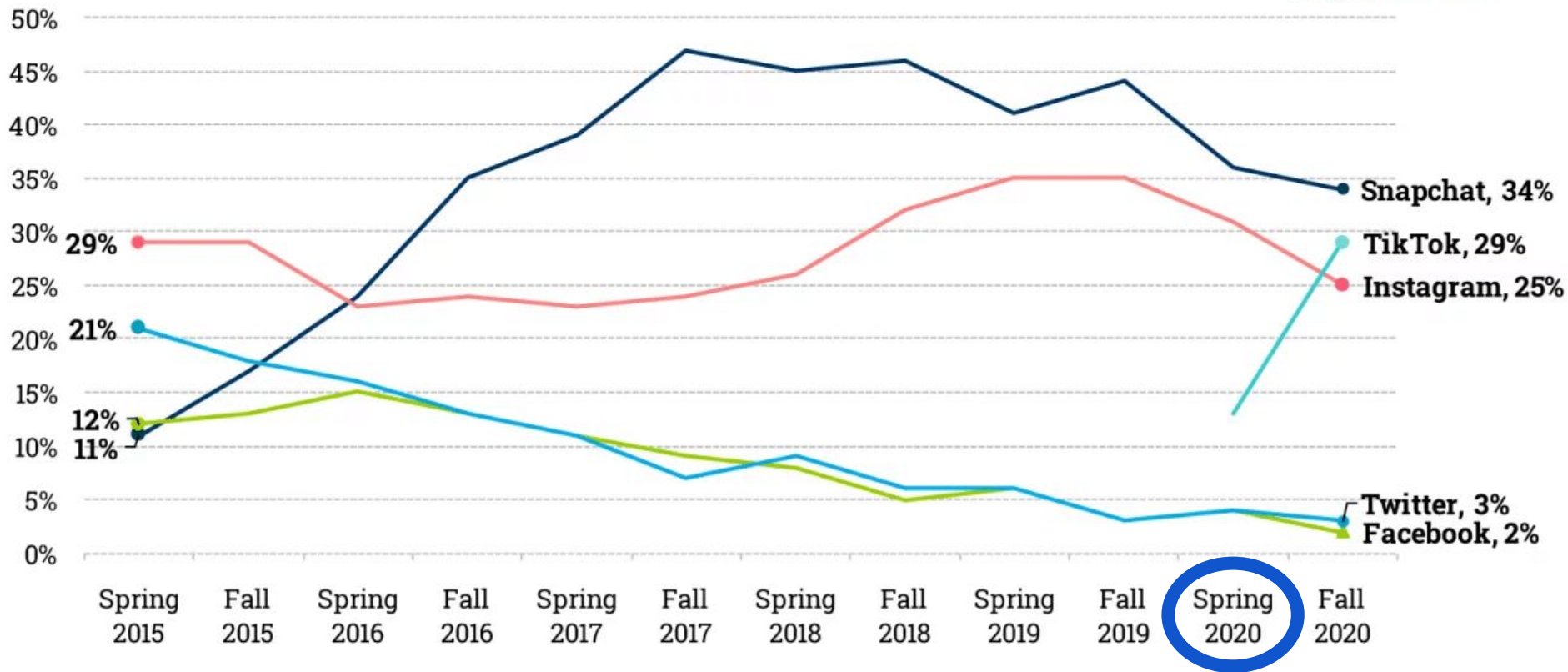
Source: App Ape

Trending with teens!



Source: App Ape

US Teens' Favorite Social Platform



Published on MarketingCharts.com in November 2020 | Data Source: Piper Sandler

Fall 2020 data based on a survey of 9,800 US teens with an average age of 15.8

Figures show % share of respondents selecting each as their favorite social platform, select responses only

A TikTok Doctor Talks Vaccines

He brings the energy of popular short videos to cancer screenings and infection rates.

The New York Times



EDITOR'S CHOICE

Communicating COVID-19 information on TikTok: a content analysis of TikTok videos from official accounts featured in the COVID-19 information hub FREE

Yachao Li ✉, Mengfei Guan, Paige Hammond, Lane E Berrey

Health Education Research, Volume 36, Issue 3, June 2021, Pages 261–271,
<https://doi.org/10.1093/her/cyab010>

Published: 01 March 2021 **Article history** ▼

Coronavirus: TikTok deletes 29,000 rule-breaking videos



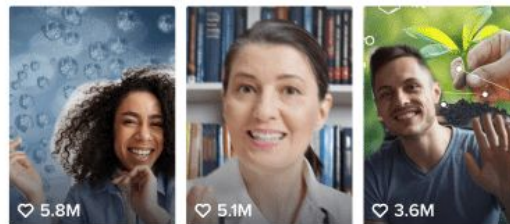
TikTok says it has deleted about 29,000 coronavirus-related videos that broke its rules in Europe alone since the beginning of 2020.



Learn more about COVID-19 vaccines >

Hashtags See more >

covidvaccine 84.6M views



Videos



How are individuals and organizations using TikTok to reach teens with info about COVID-19 and to correct misinformation?

How are individuals and organizations using TikTok to reach teens with info about COVID-19 and to correct misinformation?



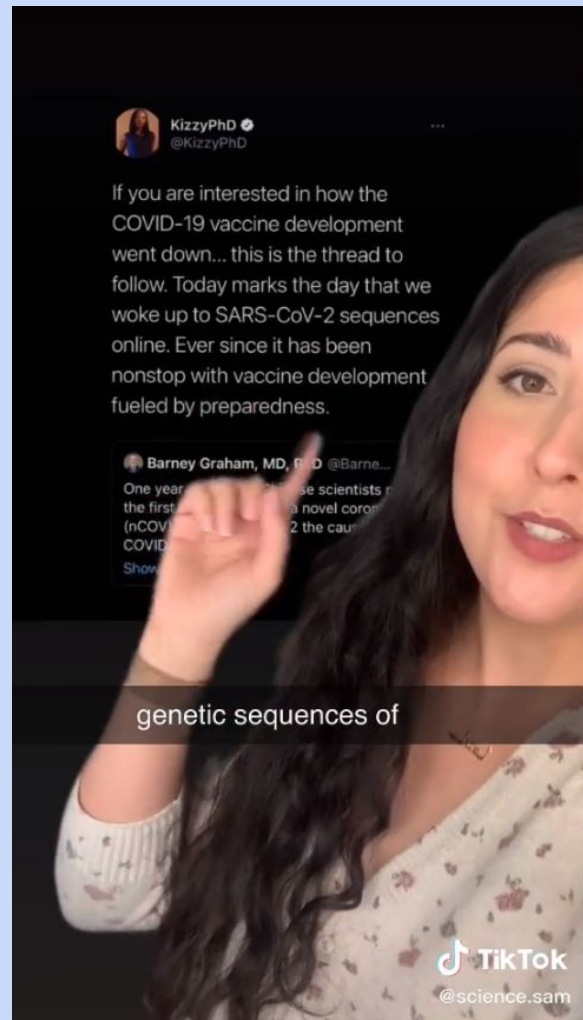
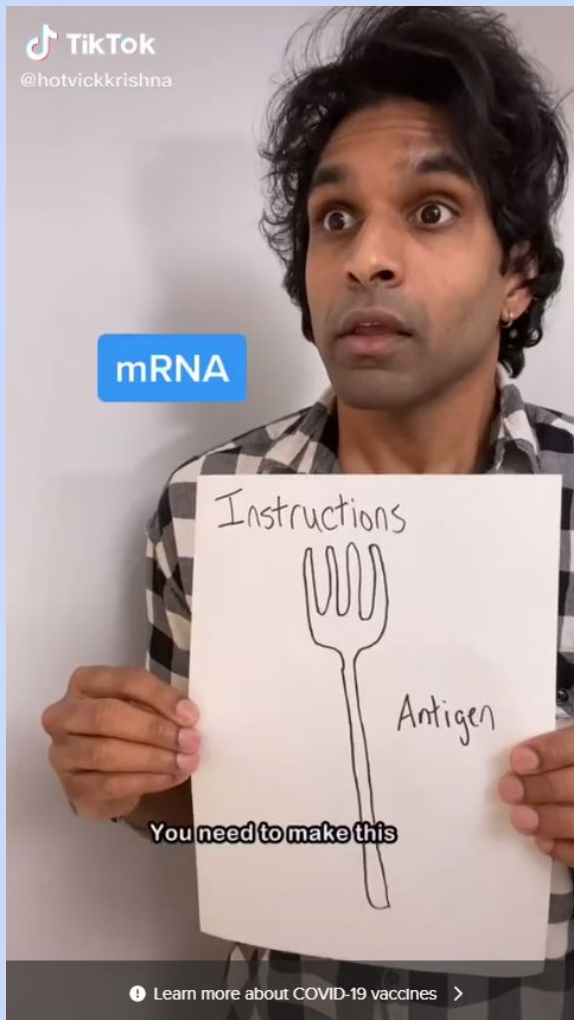
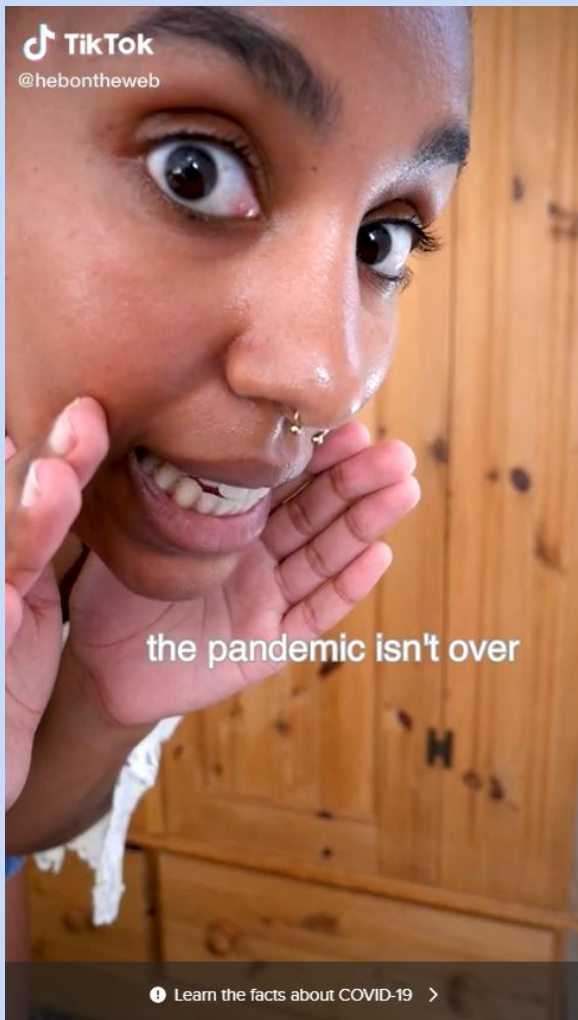
How are teens responding behaviorally to these videos about COVID-19?

How are teens responding behaviorally to these videos about COVID-19?



Google Forms



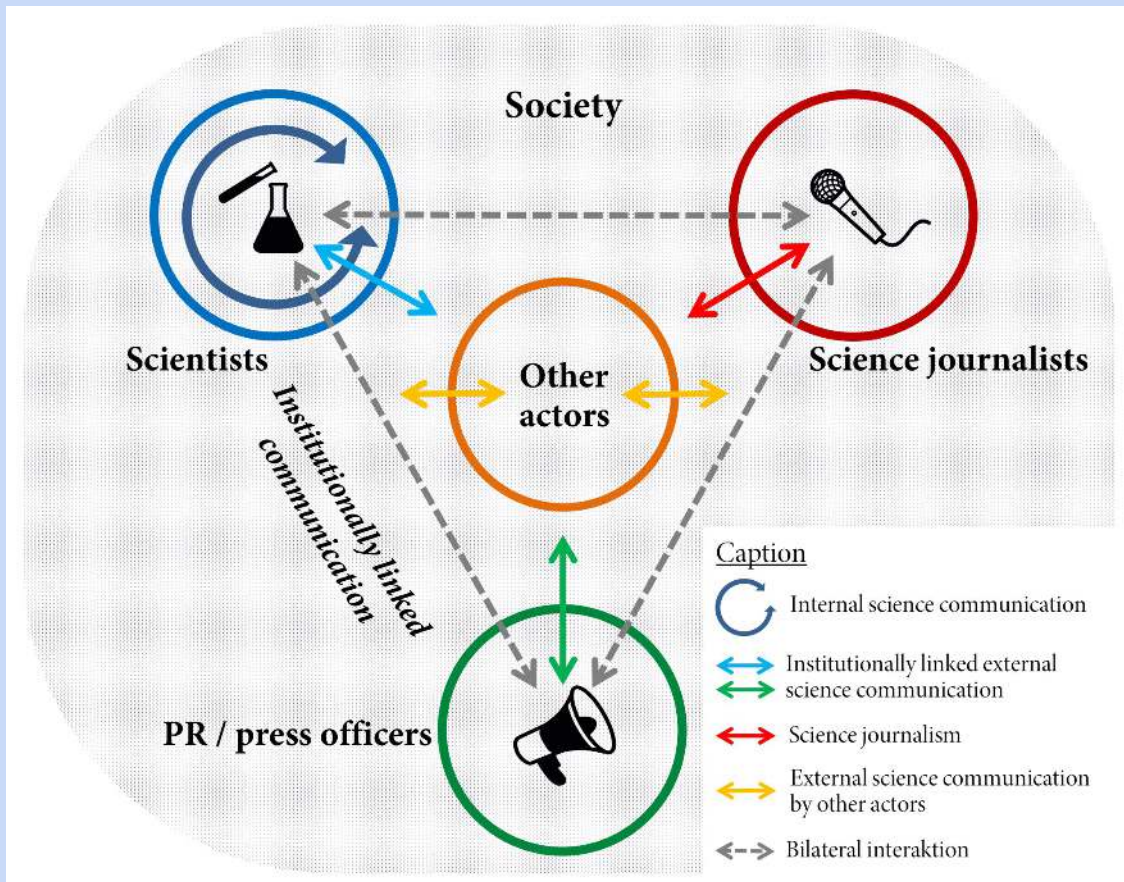
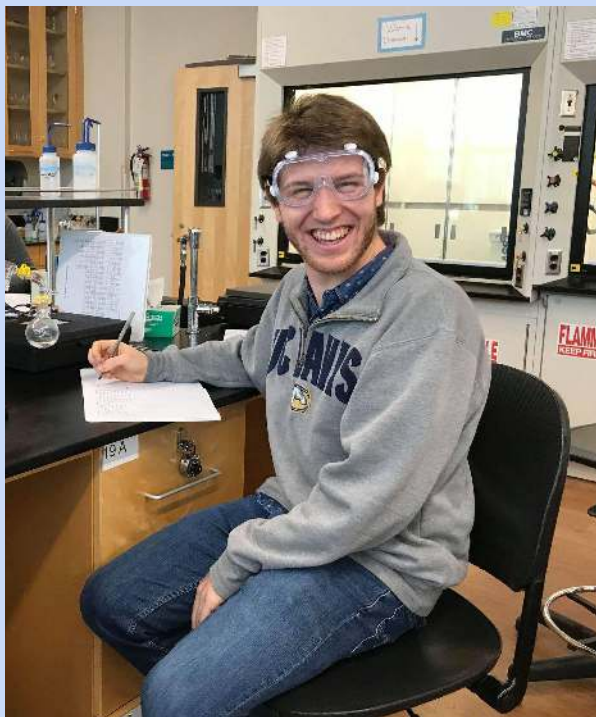


To Fight Vaccine Lies, Authorities Recruit an 'Influencer Army'

The White House has teamed up with TikTok stars, while some states are paying "local micro influencers" for pro-vaccine campaigns.



Where to next?



Acknowledgments



Fanuel Muindi



SAi peers, mentors, and guest speakers
American Society for Cell Biology



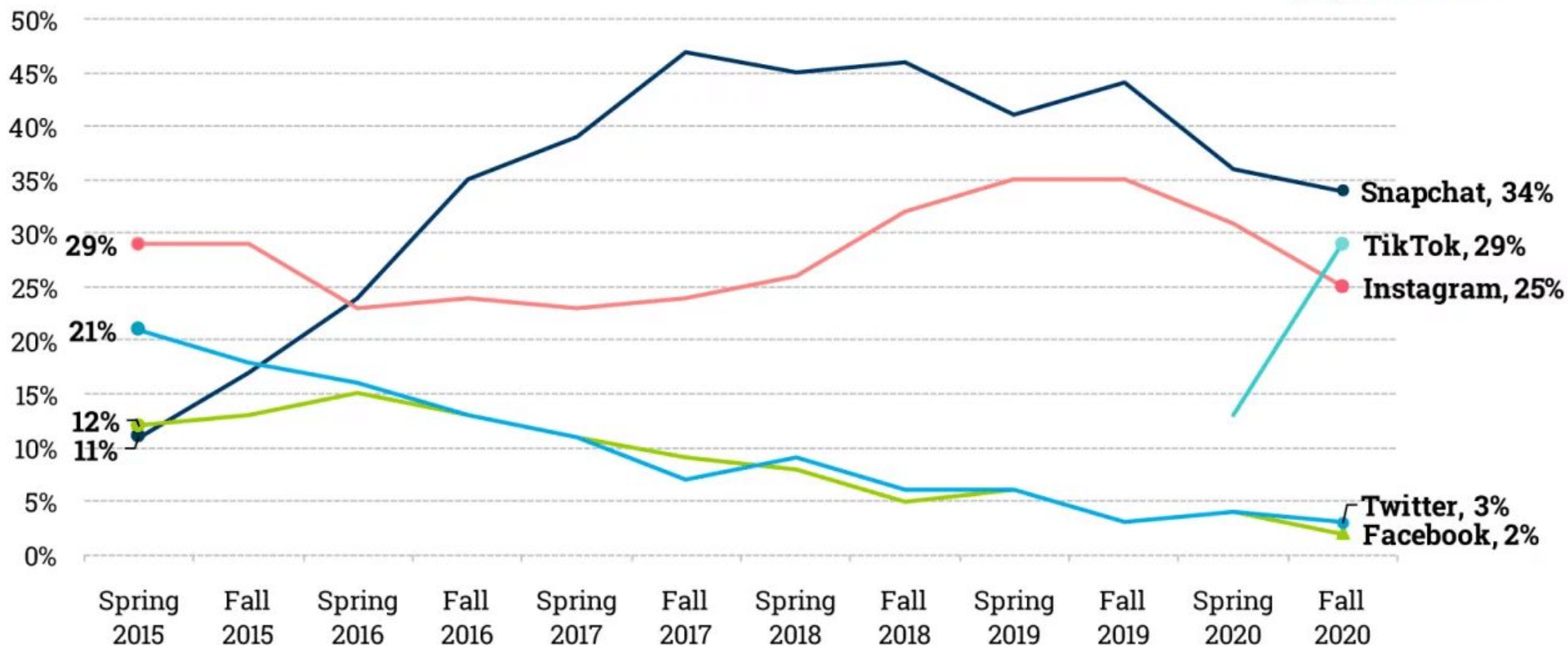
Claire Holesovsky

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Figures show % share of respondents selecting each as their favorite social platform, select responses only



TikTok: @elliezeiler

Table IV. Video themes of TikTok COVID-19 videos (N = 331)

Categories	Operational definitions	Intercoder reliability	Examples	n (%)
Anti-stigma/anti-rumor	A video that opposes COVID-19 related discriminations, hate crimes, racism, stigmas, rumors and misinformation.	0.98	https://vm.tiktok.com/cxeFCb/ https://vm.tiktok.com/cxhMtJ/	40 (12.08)
Disease knowledge	A video that presents the symptoms, transmission methods, statistics, severity, susceptibility and any other information about COVID-19.	0.97	https://vm.tiktok.com/cH5KYR https://vm.tiktok.com/cHygND/	43 (12.99)
Encouragement	A video that motivates and inspires viewers, eases their negative feelings, provides tips for bettering mental health or provides people with support, confidence or hope.	0.91	https://vm.tiktok.com/vxL9ac/ https://vm.tiktok.com/c9wsqx/	51 (15.41)
Personal precaution	A video that focuses on the precaution measures taken by individuals to prevent COVID-19.	0.94	https://vm.tiktok.com/vxRH6s/ https://vm.tiktok.com/cHhm83/	112 (33.84)
Recognition	A video that acknowledges and thanks the contributions of health professionals and essential workers during the COVID-19 crisis.	0.92	https://vm.tiktok.com/vxjC3u/ https://vm.tiktok.com/cx4j9s/	27 (8.16)
Societal crisis management	A video that shows how the society prevents and manages the COVID-19 crisis through regulations, research and technologies.	0.94	https://vm.tiktok.com/cxqaQc/ https://vm.tiktok.com/cxqquN/	31 (9.37)
Work report	A video presents an agency's goals and duties, achievements, on-going efforts and plans to help manage the COVID-19 crisis.	0.96	https://vm.tiktok.com/v9cgQR/ https://vm.tiktok.com/cxeNFo/	27 (8.16)



TikTok: [@drewcomments](#)

