

Social Media and Medicine: Describing the views on mammograms and breast cancer screening on TikTok

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Objectives: TikTok and other social media platforms have quickly grown to become a popular platform for people seeking health information. Our goal was to describe views and perceptions about mammograms and breast cancer (BC) screening on TikTok.

Methods

- Apify, a free data-scraping tool, extracted TikToks using frequently searched hashtags i.e. #mammogram, #breastcancerscreening.
- Number of views/shares, length of video, and location of content creator for each TikTok were also populated.
- Patient Education Materials Assessment Tool (PEMAT) was used to evaluate each TikTok's understandability and actionability.

Results

Total Number of Videos: 74

Average views: 395,368

Average length: 58.7 seconds

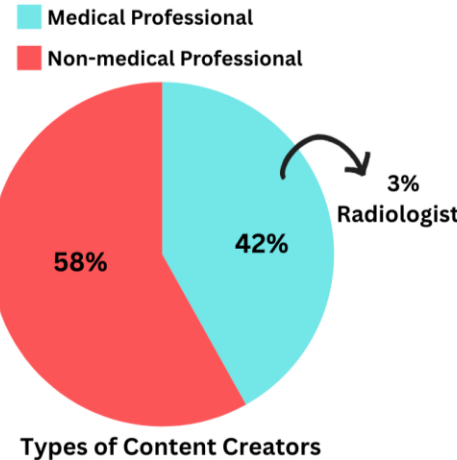
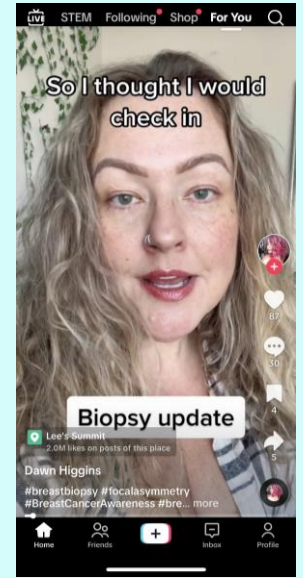
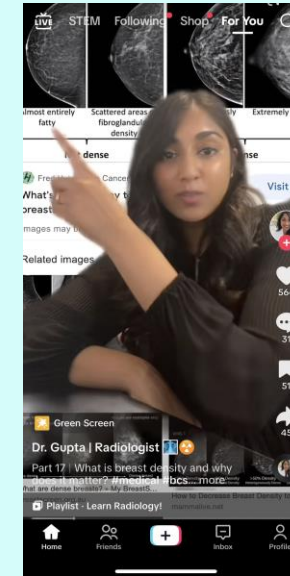
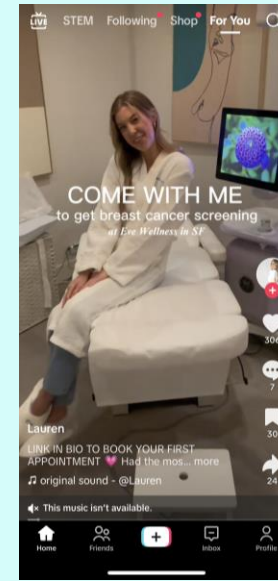
Top Countries: US, Canada, Britain

Actionability score:

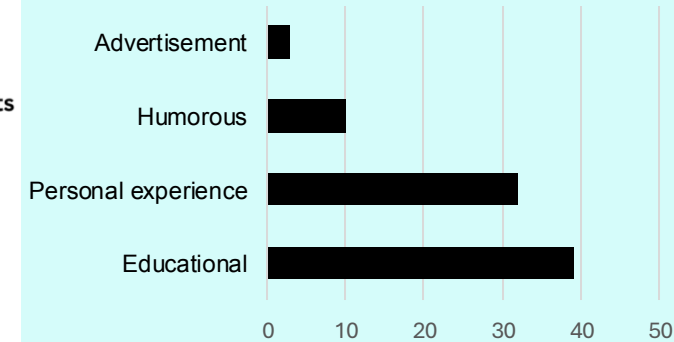
38.3%

Understandability score:

78.8%



Characteristics of TikToks



Conclusions

TikTok provides a unique opportunity for both personal anecdotes and evidence-based information to be shared and improve understanding of the importance of BC screening.