10 seconds.
3 words.
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

ADHD
inclusive sci comm
neurobiology
education
mental health
journalism
Who uses TikTok?

Source: App Ape
Trending with teens!

Source: App Ape
US Teens' Favorite Social Platform

- Snapchat, 34%
- TikTok, 29%
- Instagram, 25%
- Twitter, 3%
- Facebook, 2%

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.
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.
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?
the pandemic isn't over

mRNA

Instructions

You need to make this

Antigen

If you are interested in how the COVID-19 vaccine development went down... this is the thread to follow. Today marks the day that we woke up to SARS-CoV-2 sequences online. Ever since it has been nonstop with vaccine development fueled by preparedness.

One year ago, these scientists the first to isolate novel coronavirus (rCoV) as the cause of COVID-19.

Show more

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One year ago, these scientists the first to isolate novel coronavirus (rCoV) as the cause of COVID-19.

Show more
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?

Society

Scientists

Other actors

Science journalists

PR / press officers

Caption
- Internal science communication
- Institutionally linked external science communication
- Science journalism
- External science communication by other actors
- Bilateral interaktion

Where to next?

@SciCommDaniel
Acknowledgments

Fanuel Muindi

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

Claire Holesovsky

@SciCommDaniel
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<table>
<thead>
<tr>
<th>Categories</th>
<th>Operational definitions</th>
<th>Intercoder reliability</th>
<th>Examples</th>
<th>n (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disease knowledge</td>
<td>A video that presents the symptoms, transmission methods, statistics, severity, susceptibility and any other information about COVID-19.</td>
<td>0.97</td>
<td><a href="https://vm.tiktok.com/cHYK5YR">https://vm.tiktok.com/cHYK5YR</a> <a href="https://vm.tiktok.com/cHygND/">https://vm.tiktok.com/cHygND/</a></td>
<td>43 (12.99)</td>
</tr>
<tr>
<td>Encouragement</td>
<td>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.</td>
<td>0.91</td>
<td><a href="https://vm.tiktok.com/cXL9ac/">https://vm.tiktok.com/cXL9ac/</a> <a href="https://vm.tiktok.com/c9wsqox/">https://vm.tiktok.com/c9wsqox/</a></td>
<td>51 (15.41)</td>
</tr>
<tr>
<td>Personal precaution</td>
<td>A video that focuses on the precaution measures taken by individuals to prevent COVID-19.</td>
<td>0.94</td>
<td><a href="https://vm.tiktok.com/cxRH6s/">https://vm.tiktok.com/cxRH6s/</a> <a href="https://vm.tiktok.com/cHhm83/">https://vm.tiktok.com/cHhm83/</a></td>
<td>112 (33.84)</td>
</tr>
<tr>
<td>Recognition</td>
<td>A video that acknowledges and thanks the contributions of health professionals and essential workers during the COVID-19 crisis.</td>
<td>0.92</td>
<td><a href="https://vm.tiktok.com/cxjC3u/">https://vm.tiktok.com/cxjC3u/</a> <a href="https://vm.tiktok.com/cx4j9s/">https://vm.tiktok.com/cx4j9s/</a></td>
<td>27 (8.16)</td>
</tr>
<tr>
<td>Societal crisis management</td>
<td>A video that shows how the society prevents and manages the COVID-19 crisis through regulations, research and technologies.</td>
<td>0.94</td>
<td><a href="https://vm.tiktok.com/cxqaQc/">https://vm.tiktok.com/cxqaQc/</a> <a href="https://vm.tiktok.com/cxquuN/">https://vm.tiktok.com/cxquuN/</a></td>
<td>31 (9.37)</td>
</tr>
<tr>
<td>Work report</td>
<td>A video presents an agency’s goals and duties, achievements, on-going efforts and plans to help manage the COVID-19 crisis.</td>
<td>0.96</td>
<td><a href="https://vm.tiktok.com/cx9cgQR/">https://vm.tiktok.com/cx9cgQR/</a> <a href="https://vm.tiktok.com/cxeNFo/">https://vm.tiktok.com/cxeNFo/</a></td>
<td>27 (8.16)</td>
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