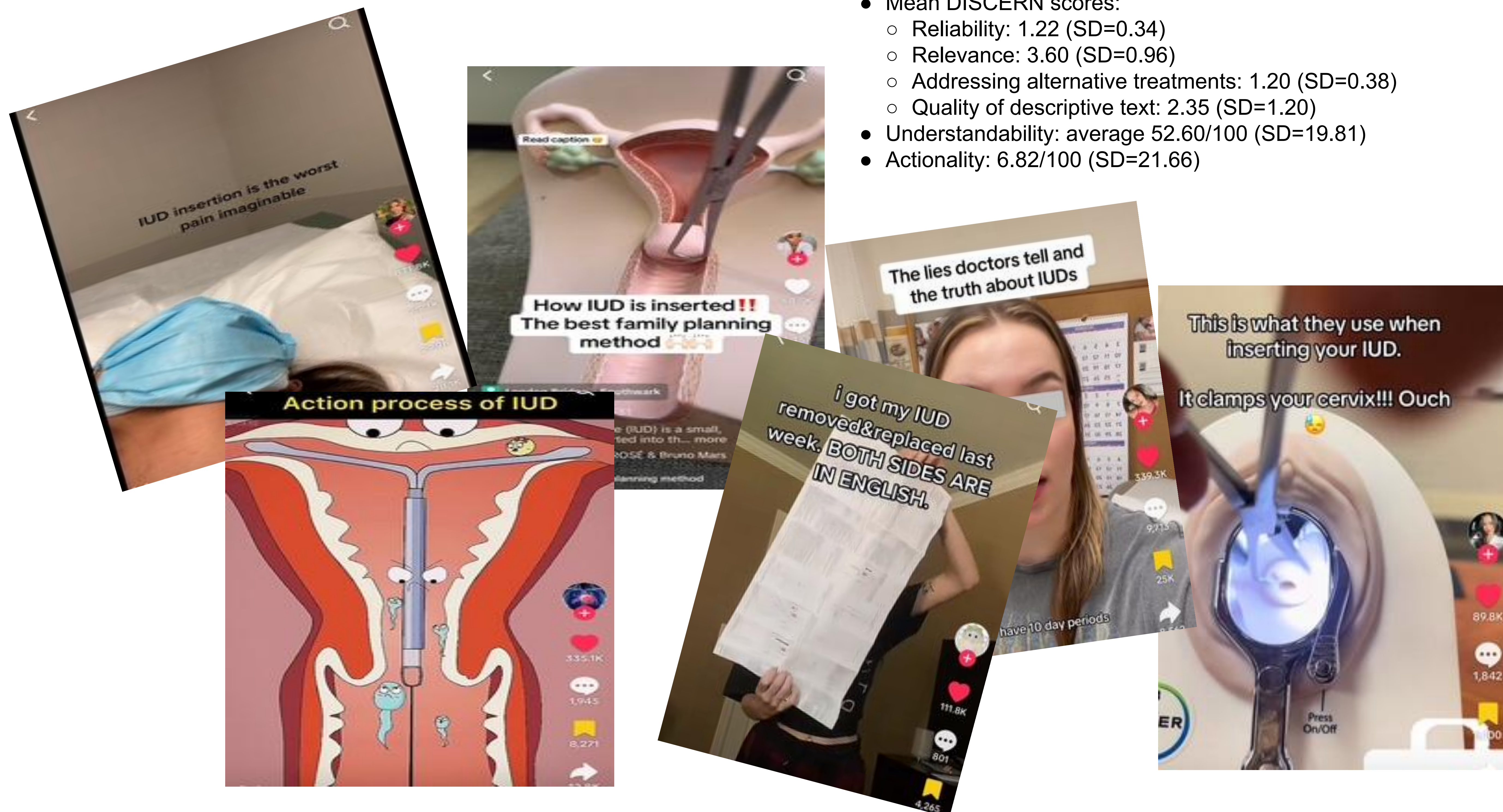


Introduction

- 2022: In the US, 50% of people report using TikTok, which continues to increase.^{1,2}
- Videos on TikTok can influence patient perceptions and misconceptions about contraception.^{3,4}
- Awareness of available IUD content on TikTok helps clinicians relate to their patients and understand influencing factors on their decisions.⁵
- TikTok can also be a platform for providers to share accurate IUD information.⁶
- Videos can be narrative or informational.⁷
- Video type and delivery can influence viewers, especially vulnerable groups.⁸
- Despite a previous, similar study in 2022, data may be outdated due to the high pace of daily uploads.^{9,10}
- Exploratory, descriptive study of IUD-related videos
- Assess the amount of narrative and informational videos, quality of health information, understability, and actionality

Objectives

1. Examine the overall current volume of IUD-related TikTok content
2. Examine narrative vs. informational IUD videos
3. Evaluate the quality of health information, understandability, and actionality of IUD-related videos



Methods

- Cross-sectional data analysis.
- Included: top 50 videos with related hashtags #iud, #iudinsertion, #contraception, #womenshealth, #iudcheck, #iudbaby, #iudpainlevels, #iudexperience, #iudremoval, #birthcontrol.
- Narrative-type video (NTV) - primary content is a story.
- Informational-type video (ITV) - primary focus is factual knowledge.
- DISCERN - quality of written health information.^{10,11}
 - Scored 1-5
- Patient Education Materials Assessment (PEMAT) - understandability and actionality of print/audiovisual information.¹²
 - Scored 0-1
- Scores from each were totaled and reported in summarized form using frequency data with percentages.

Results

- Overall 50 videos analyzed by 2 reviewers
- Total views: 437,330,900
- Total likes: 26,492,200
- Total shares: 2,118,918
- Mean DISCERN scores:
 - Reliability: 1.22 (SD=0.34)
 - Relevance: 3.60 (SD=0.96)
 - Addressing alternative treatments: 1.20 (SD=0.38)
 - Quality of descriptive text: 2.35 (SD=1.20)
- Understandability: average 52.60/100 (SD=19.81)
- Actionality: 6.82/100 (SD=21.66)

Discussion

- IUD content is readily available at an understandable level but often lacks reliability, actionality, and explanation of alternative treatments.
- Reliability scores were assessed based on mention of sources, dates published, supporting resources, and level of biased reporting.
- Narrative-type videos lacked actionality - viewers were often not given direction on what to do with the information.
- Limitations:
 - Small sample size
 - Variable search results
 - Incomprehensive search criteria
 - Variation in scoring amongst reviewers
- Further studies could include more videos and inclusion of more hashtags.
- Providing factual, informational-type videos can directly impact patient perceptions.
- Understanding and addressing the misconceptions patients have about IUDs can improve the overall patient-physician relationship.

Conclusion

- IUD-related content on TikTok appears to often be narrative.
- Additional information beyond the content included in the video, scoring particularly low in the “Actionability” category of the PEMAT.
- DISCERN scores for both reliability and treatment information were also generally low.

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