



#ADHD:

The Impact of TikTok Content on the Perception of ADHD



Discover

Can TikTok consumption influence the appraisal of ADHD and can it thereby lead to self-diagnosis of ADHD among young adults?

Consumption of ADHD-related TikTok content may be associated with

- 1) higher familiarity with ADHD
- 2) higher perceived frequency of ADHD in others
- 3) overestimation of ADHD symptoms in oneself



Methods

Study 1: Exploratory content analysis of TikTok videos with #ADHD

Study 2: Cross-sectional online survey dealing with the social meaning of ADHD



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Outcomes

Study 1: The most liked TikTok content with #ADHD can be categorized into Personal Experience with ADHD, Product Promotion, Sense of Community & Relatability, Oversimplification of ADHD, and Professional Advice

Study 2: The survey found several relationships based on the results of the exploratory study:

- (1) higher familiarity among ADHD-related content consumers (AVC)
- (2) Non-significant difference in recognizing symptoms in others and oneself
- (3) No differences in appraising the impact of ADHD on different domains of life
- (4) Differences in quality and quantity in reporting symptoms and reasoning for (not) seeking professional consultation
- (5) Overestimation of the frequency of ADHD diagnosis among AVC



What's next?

Implications for Interventions on Health Literacy:

- User-targeted interventions (education & information campaigns)
- Screenings for misinformation on mental health; How can we promote health literacy while respecting rights to freedom of expression?

Further Research...

- ... with new criteria for sampling TikTok content
- ... establishing temporal relationships between video consumption and perceptual outcomes through experimental designs



Chochol, M. D., Gandhi, K., Elmaghraby, R., & Croarkin, P. E. (2023), Yeung, A. T., Ng, E., & Abi-Jaoude, E. (2022), Gilmore, R. (2022), Boseley, M (2021)