The Landscape of Bariatric and Metabolic Surgery on TikTok: A Mixed-Methods Social Media Analysis

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Background

TikTok is a major platform where bariatric surgery is widely discussed and promoted.

TikTok influences patient decision-making. It's portrayl and accuracy remain unclear.

Research Objective

Analyze TikTok's role in shaping perceptions of bariatric surgery

Methods

TikTok Search

Identified top 10 hashtags related to bariatric surgery

Post Selection

Retrieved top 10 most-liked posts per hashtag

Inclusion Criteria

- Relevant to bariatric surgery
- Language: English, Spanish, Portuguese

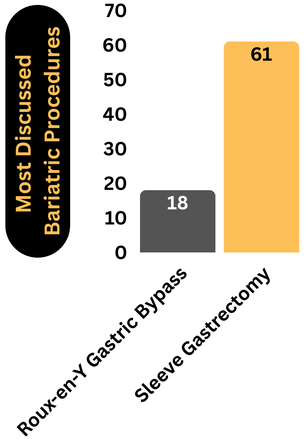
Exclusion Criteria

- Misleading information
- Hate speech, patient identifiers

Data Analysis

- Viewer Engagement = Likes + Comments + Shares + Views
- Thematic analysis to assess portrayel of bariatric surgery

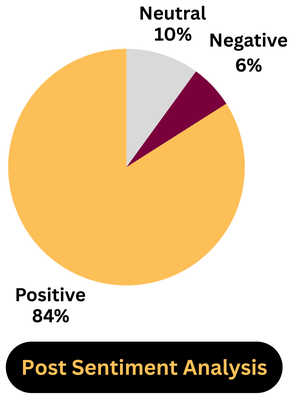
Results



71% of posts were from the U.S.

92% of content from patients, not healthcare professionals

Mean engagement per post: 6.3M views



Conclusions

- TikTok shapes perceptions of bariatric surgery.
- Most content is positive and patient-driven.
- Limited involvement of healthcare professionals raises accuracy concerns.

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