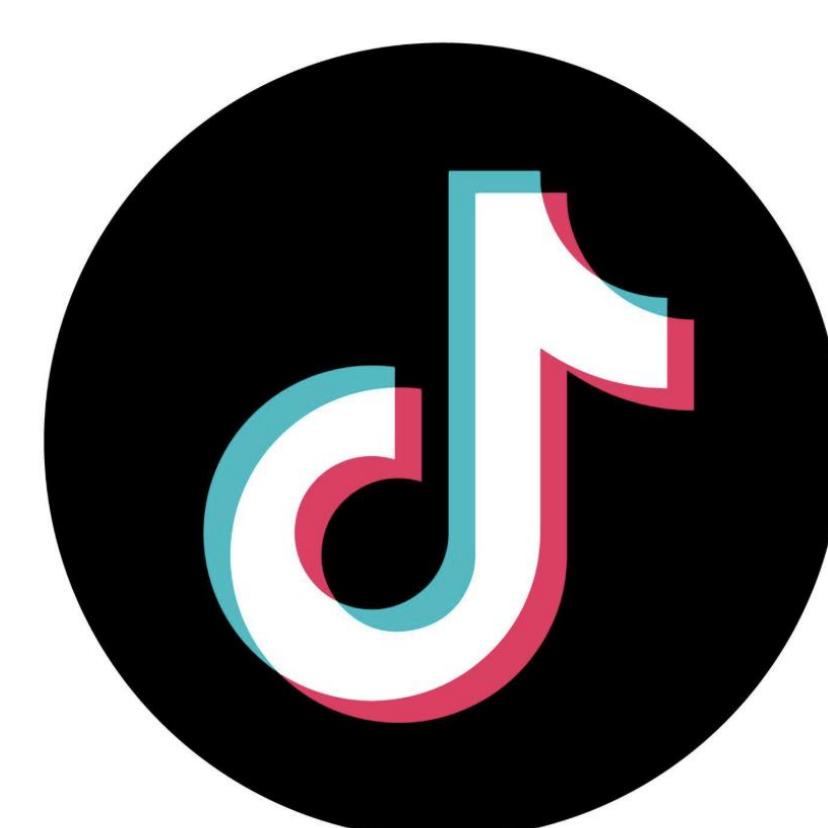


Background

- Papillary thyroid carcinoma (PTC) is the most common thyroid cancer and the 6th most common cancer in young women, who are heavy users of social media platforms like TikTok.
- While TikTok is a major outlet for health-related storytelling, concerns about misinformation remain.
- This study evaluates PTC-related content on TikTok, examining user engagement, content type, and creator demographics.



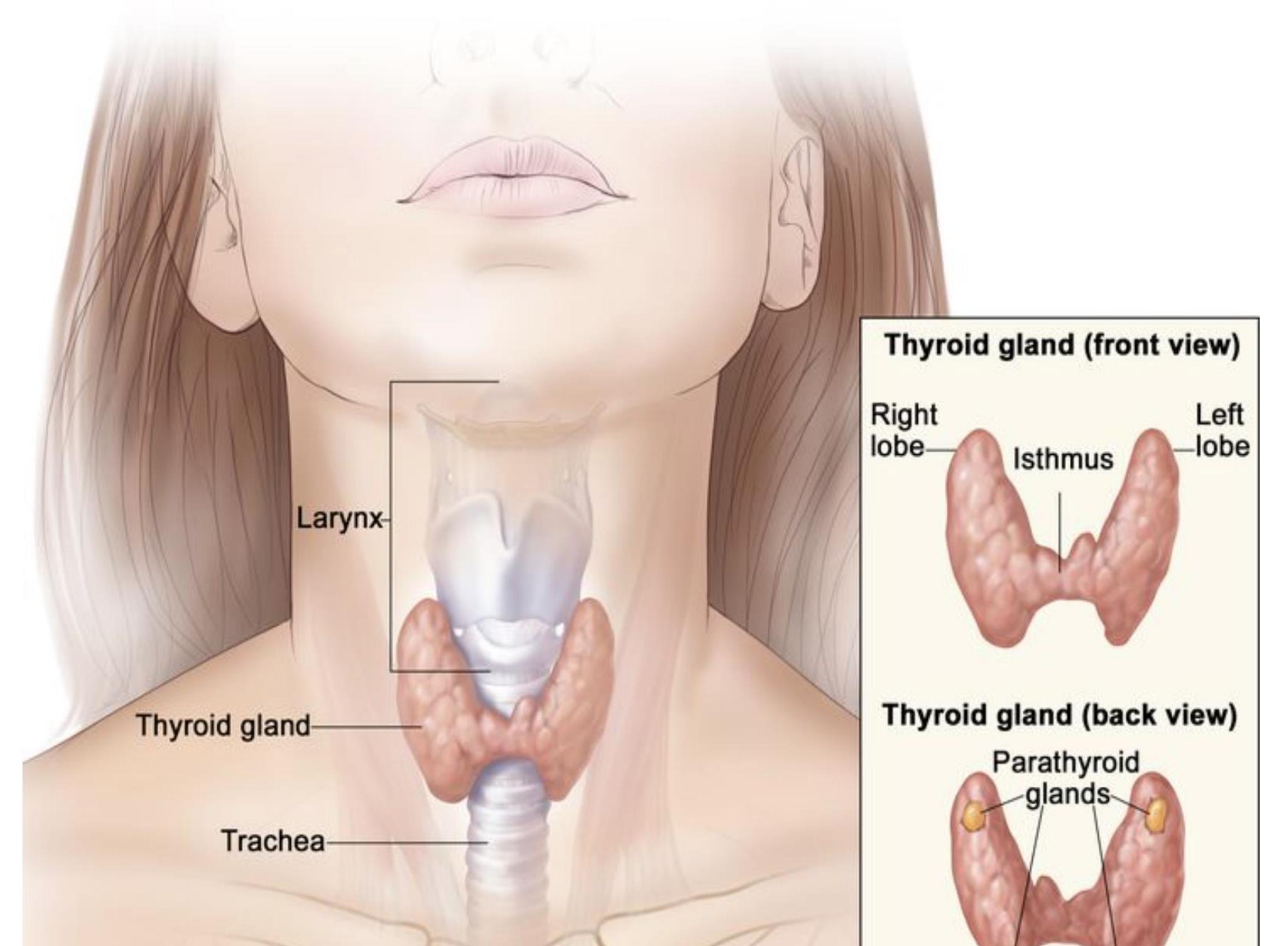
Methods

- TikTok's search function was used to query #papillarythyroidcarcinoma, and the top 100 videos were screened.
- Two researchers independently reviewed each video, recording content type, user gender, account type (patient vs. health-related), and engagement metrics (likes, comments, views, followers).
- Data were analyzed in SPSS using one-way ANOVA to compare engagement by gender, account type, and content.



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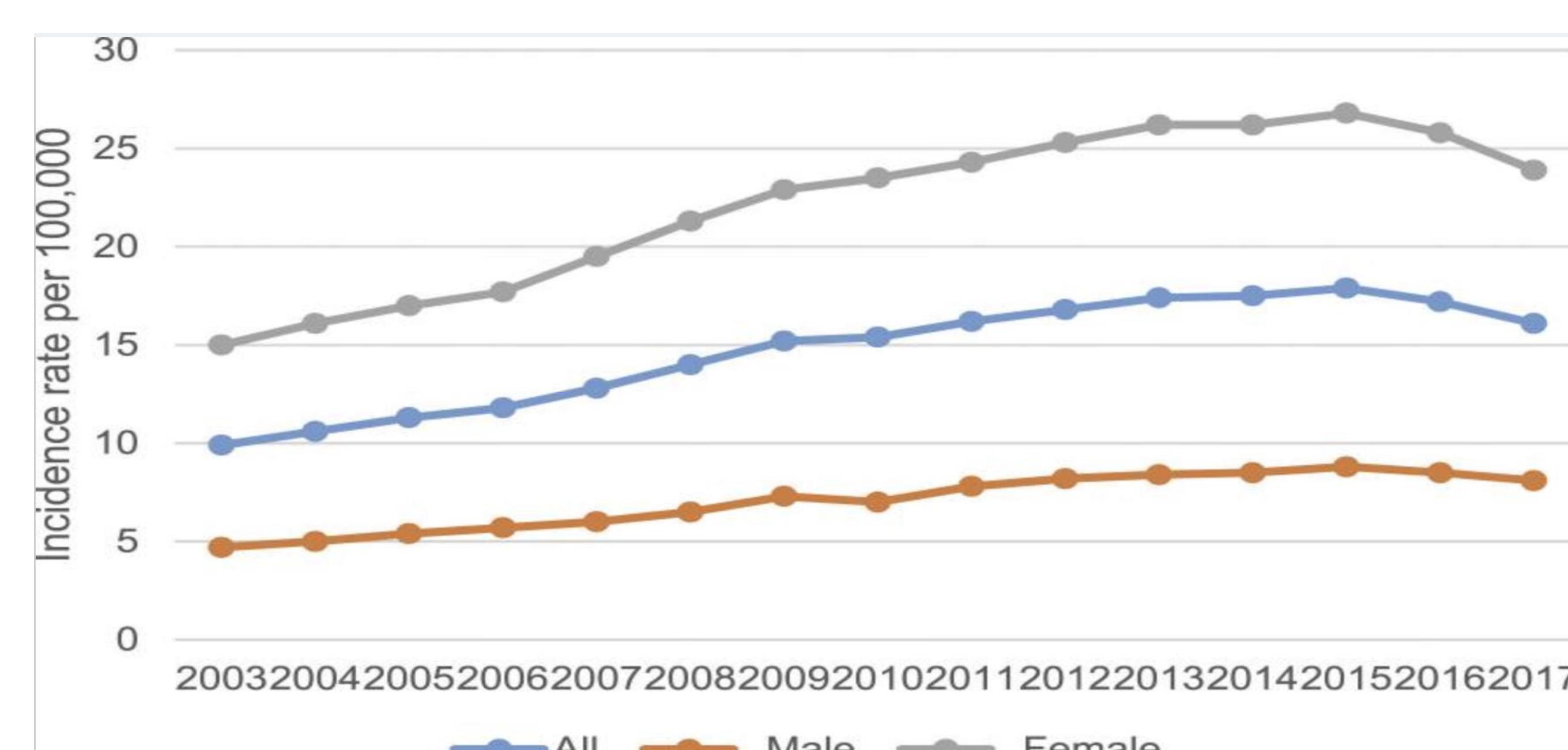
Saif_Salih@rush.edu



Anatomy of the Thyroid and Parathyroid Glands

Variable	N	%
Account Type		
Patient	83	96.4
Physician	1	1.2
Other	1	1.2
Healthcare Worker	0	
Academic	1	1.2
Gender		
Male	3	3.6
Female	83	96.4
Content Type		
Diagnostic	75	87.1
Journey	2	2.4
Educational	2	2.4
Spreading	2	2.4
Awareness	7	8.1
Total	86	100.0

Table 1. Characteristics of Included Accounts



Graph 1. Incidence of PTC By Sex, 2003-2017

Results

- Predominant account types include patients (96.4%).
- 96.4% of videos were posted by women.
- The average number of:
 - Likes: 3,597
 - Comments: 163
 - Video views: 97,132
- Only 3.6%** came from academic or health-focused sources.
- Descriptive statistics (mean, SD, median, IQR) are shown in **Table 2**.
- ANOVA analysis showed no significant differences in engagement based on gender, account type, or video content.
- Graph 1** displays the steady rise in PTC incidence, most pronounced in women.

Variable	Average	Standard Deviation	Median	Interquartile Range
Likes	3597	13630	198	448
Comments	163	397	25	63
Views	97132	318359	9000	36000
Followers	48726	236093	2378	11257

Table 2. User Metrics of Included Accounts

Conclusion

- Most TikTok content on papillary thyroid carcinoma (PTC) is from female patients sharing diagnostic experiences.
- Limited healthcare professional input highlights a need for education and community support.
- Physicians and cancer centers should use short-form video to share evidence-based information.