

HUSTLING HEALTH

The Blurred Line Between Personal Narratives and Product Marketing in PCOS and Endometriosis Content on TikTok

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CONTEXT

Persistent **knowledge gaps** and biases in women’s reproductive health lead to underdiagnosis and mistrust in healthcare → information seeking on social media, proliferation of **alternative health solutions**

AIM

Quantify the **prevalence of product promotion** and **types of products** targeting women with polycystic ovarian syndrome (PCOS) and endometriosis on TikTok. Identify what **kind of evidence** is provided that the products work.

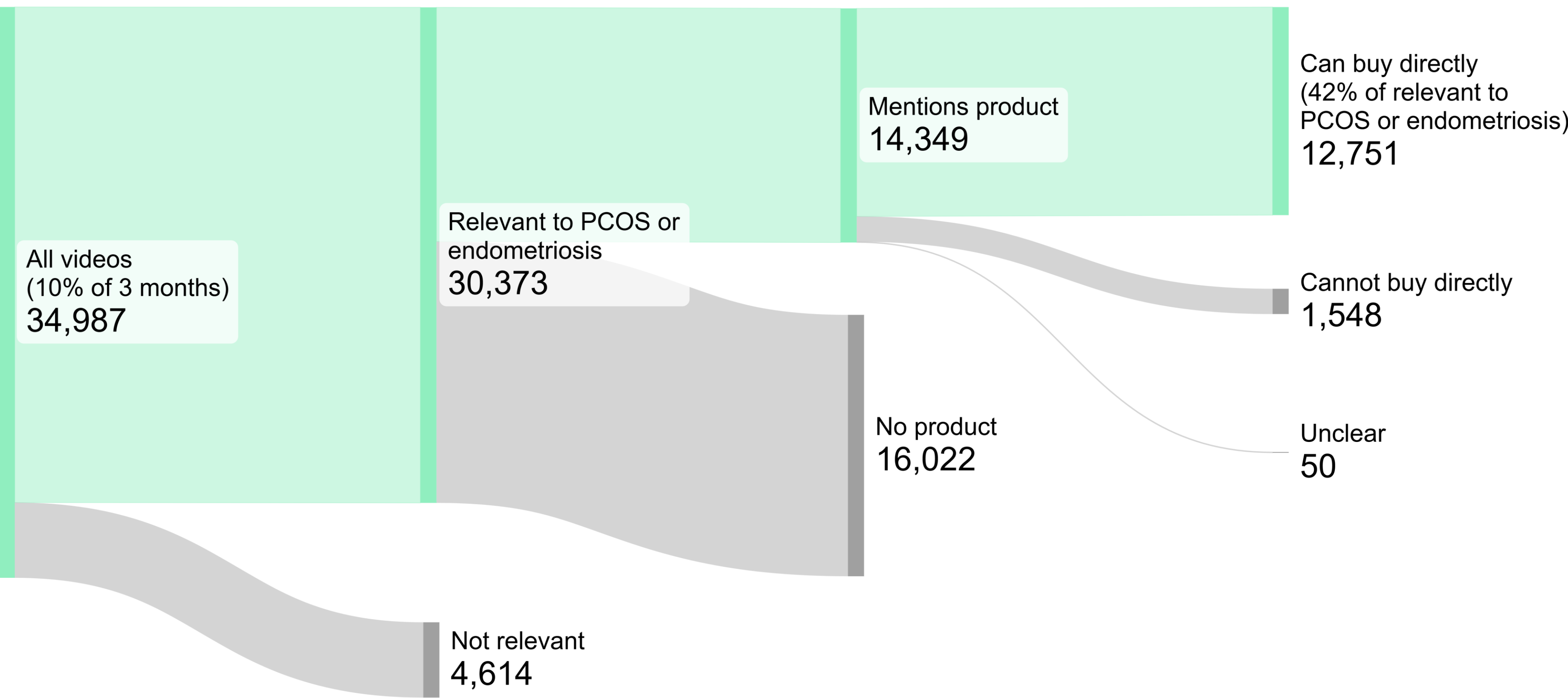


METHODOLOGY

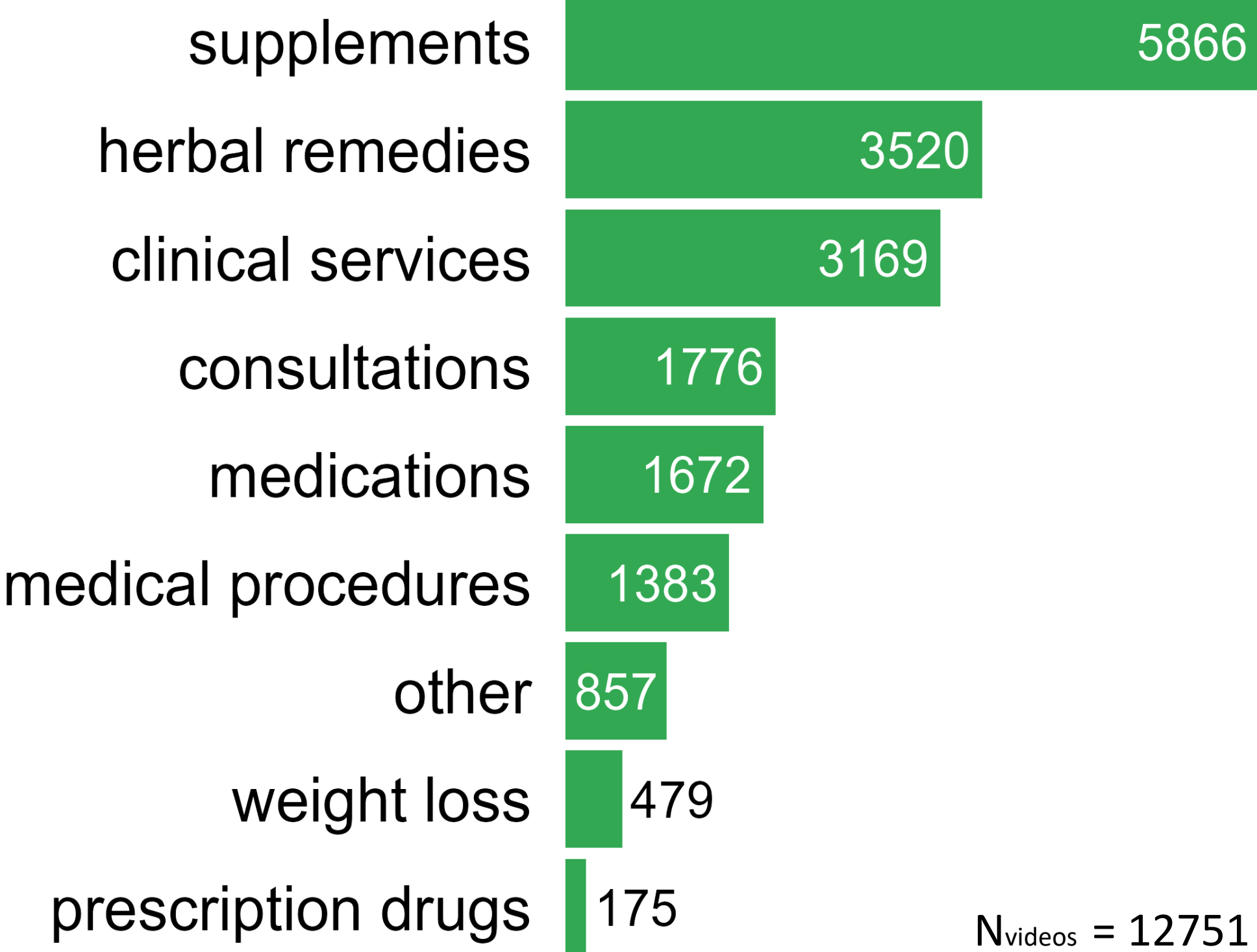


RESULTS

HOW MANY VIDEOS SELL PRODUCTS?



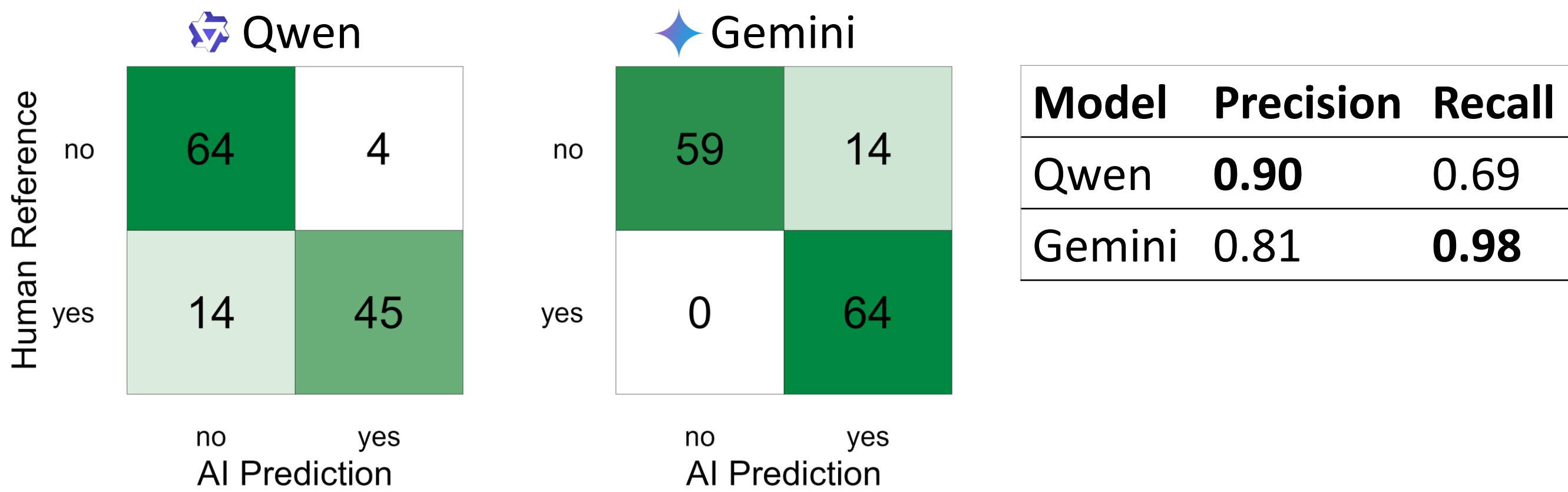
WHAT ARE THEY SELLING?



At least **42% of posts** are selling a product

83% of posts frame the sale as sharing a **personal experience with the product**

MODEL COMPARISONS FOR PRODUCT MENTIONS



Qwen is strict and underestimates product mentions. Gemini is lax and overestimates them. Using both models, we construct lower and upper bounds on true product mentions, respectively. Low: 47.5%, High: 60%.