

MARKETING WOMEN'S REPRODUCTIVE HEALTH ON TIKTOK: An Exploratory Study Using Computational Methods

BACKGROUND: Persistent knowledge gaps and biases in women's reproductive health lead to underdiagnosis and mistrust in healthcare [1,2,3] In this information vacuum, women report turning to alternative sources for health information and support [4, 5]. As a result, unproven health products may proliferate on social media platforms, making it difficult for women to distinguish between reliable information and "snake oil" solutions [5].

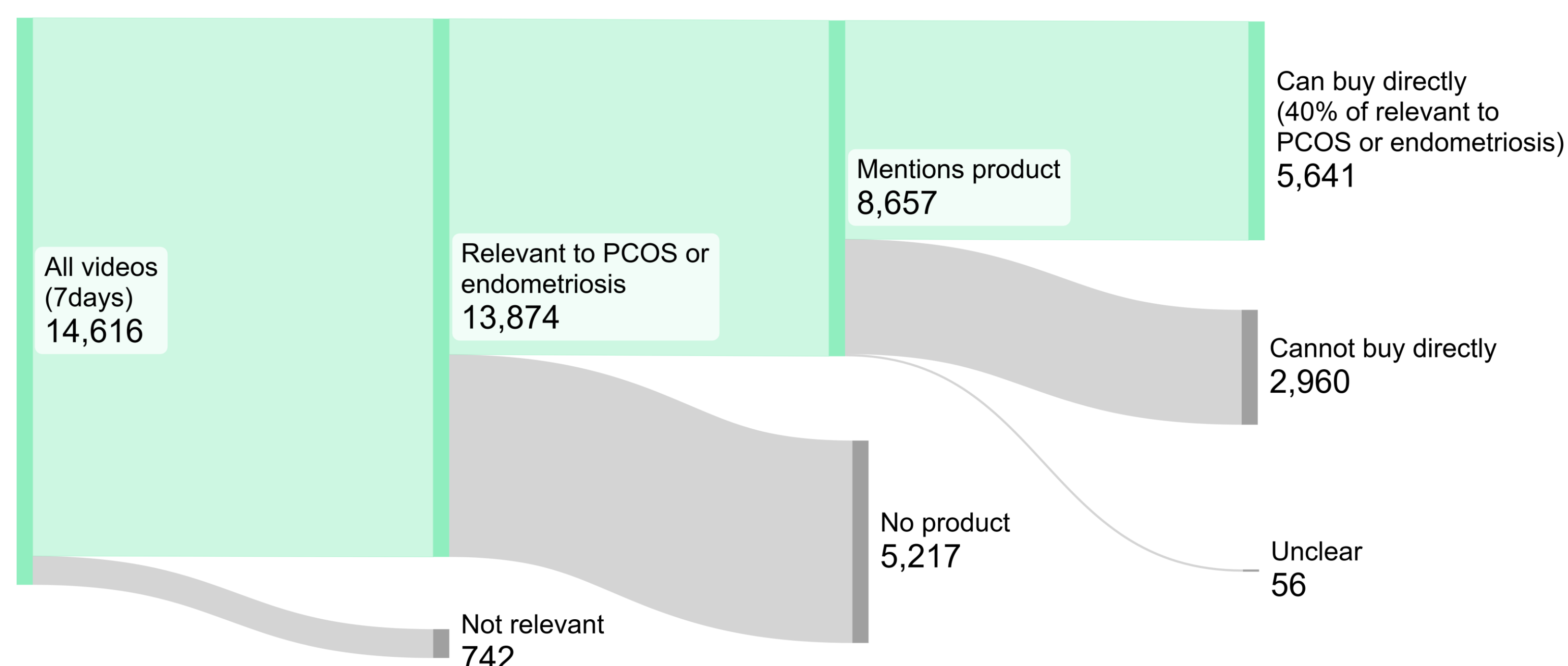
STUDY AIMS

Quantify the **prevalence of product promotion** and **types of products** targeting women with polycystic ovarian syndrome (PCOS) and endometriosis on TikTok.

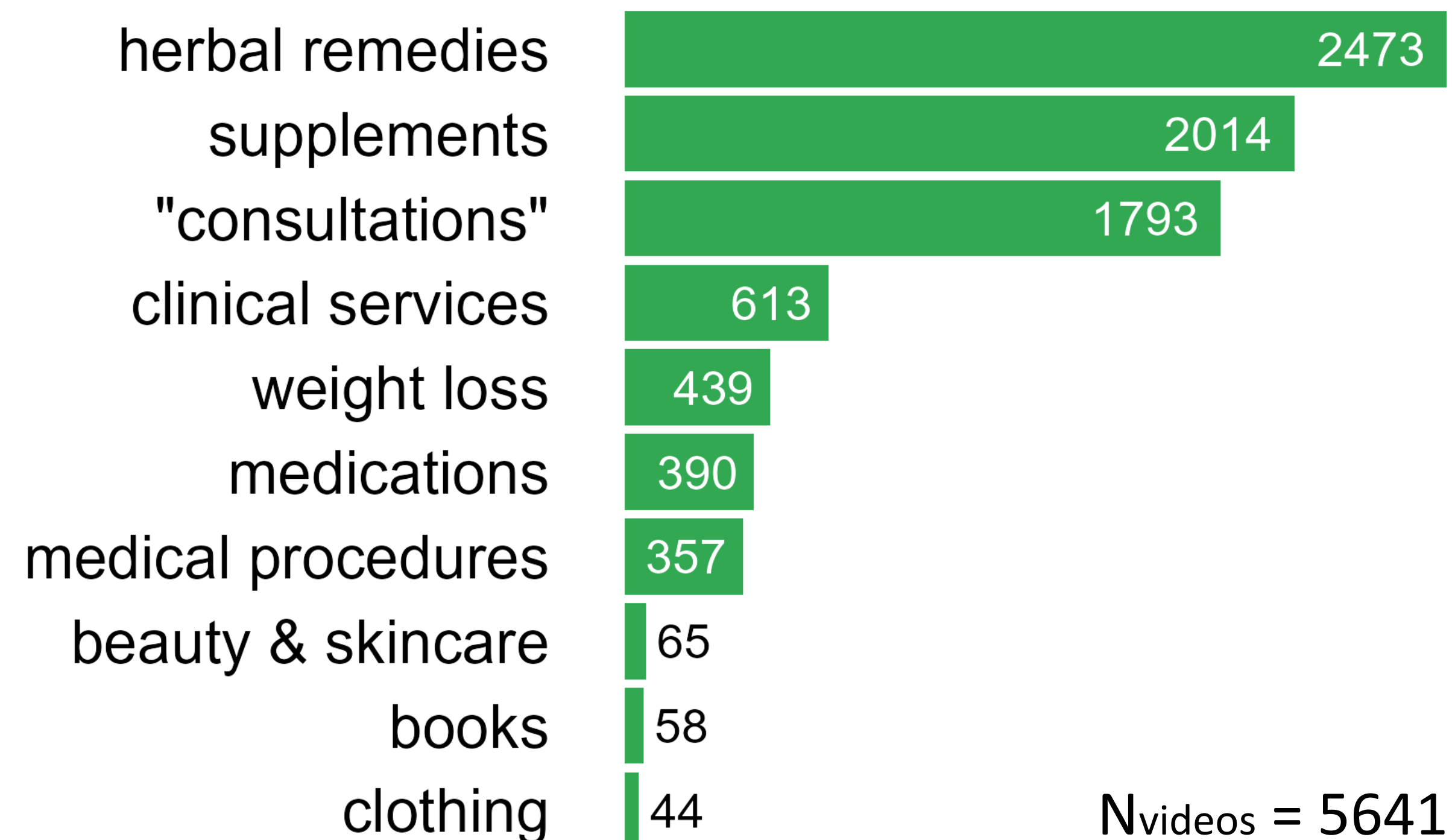
In the future, quantify the **prevalence of "snake oil"** products.

RESULTS

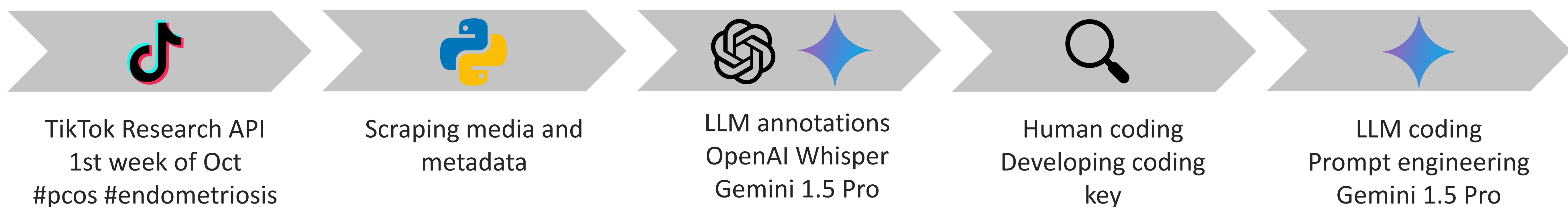
HOW MANY VIDEOS SELL PRODUCTS?



WHAT ARE THEY SELLING?



METHODOLOGY



IMPLICATIONS

40% percent of relevant TikTok videos nudge users towards direct purchase of health-related products, potentially exploiting an information gap around these conditions. Preliminary (qualitative) explorations suggest that many of the promoted products make unrealistic, exaggerated claims. This highlights the **need for stricter content oversight**.

REFERENCES

- [1] WHO. (2023a, March 24). *Endometriosis*. <https://www.who.int/news-room/fact-sheets/detail/endometriosis>
- [2] WHO. (2023b, June 28). *Polycystic ovary syndrome*. <https://www.who.int/news-room/fact-sheets/detail/polycystic-ovary-syndrome>
- [3] Dusenbery, M. (2017). *Doing harm: The truth about how bad medicine and lazy science leave women dismissed, misdiagnosed, and sick*. HarperOne.
- [4] Lindgren, S., & Richardson, L. (2023). Endometriosis pain and epistemic community: Mapping discourses in online discussions among sufferers. *Social Science & Medicine*, 326, 115889. <https://doi.org/10.1016/j.socscimed.2023.115889>
- [5] UK Department of Health and Social Care. (2022, April 13). *Results of the 'Women's Health – Let's talk about it' survey*. GOV.UK. <https://www.gov.uk/government/calls-for-evidence/womens-health-strategy-call-for-evidence/outcome/results-of-the-womens-health-lets-talk-about-it-survey>