

IS TIK-TOK BODY POSITIVE?

What is Tik-Tok?

7th

most popular social networking site

fastest-growing social media network ever



47%

of users are aged 10-29



What is #Body-Positivity?

The Movement

Body-positivity was originally created by and for fat people of colour and other marginalized bodies like queer or disabled folk



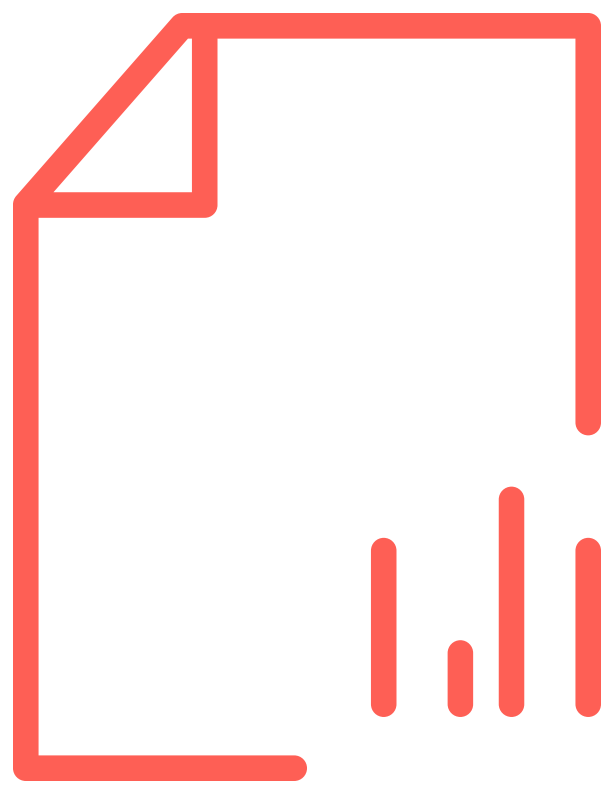
The Question

Is Tik-Tok body positive? The scientific community lacks research on Tik-Tok's impact on body image.



The Study

120 of the top tiktoks under #bodypositivity were coded based on body-positivity attributes



What Does #BodyPositivity on Tik-Tok Look Like?



73% contained a female subject

65% were considered body positive

59% of subjects were considered "average weight" or "underweight"

55% of videos depicted a white subject

53% contained at least one pre-determined body positive theme

So, Is TikTok Body Positive?

- Somewhat...
 - Most of the top tiktoks under #bodypositivity include images of underweight to normal weight white women meeting standard beauty ideals
 - Only 45% of TikToks included members of the BIPOC community
 - Many TikToks under #bodypositivity are not representative of the roots of the movement
 - However, they do encourage body-positive themes such as body acceptance, self-love, and inner positivity

Works Cited

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- <https://www.omnicoreagency.com/tiktok-statistics/>
- #bodypositivity: A content analysis of body positive accounts on Instagram (Cohen et al.)