INTRODUCTION

Hallucinogens are associated with acute and long-term psychological harm. Adolescents seeking out information on hallucinogens using TikTok may encounter personal anecdotes and humor more frequently than other types of content. The sharing of personal experiences may allow adolescents to find substance information hard to encounter on other sites.

METHODS

Design: Content Analysis
Search Strategy: UrbanDictionary.com was used to identify the top 10 slang terms for each hallucinogen type. Slang terms were used as search terms to identify popular TikTok hashtags. The most popular hashtag identified for each hallucinogen type was selected

Selected Hashtags: #Acid, #Shrooms, #Peyote, #DMT, #Ayahuasca

Subjects:
- Videos were included if they referenced hallucinogens either verbally or in the form of video text/captions
- Videos were excluded if they assumed the secondary, non-drug related definition of the hashtag

Data Collection: 20 videos were evaluated for each hashtag (extra video evaluated if video was a duplicate)

Measures:
- Each video was evaluated for video content & number of likes.
- Content types included: Hallucinogen Artwork, Personal experience/story, Facts/Misconception Videos, Edited Psychedelic video, Real-time documentation, Humor, How-to, & Video Games

Analysis: Descriptive statistics were summarized in terms of percentages, means, and standard deviations. An ANOVA test assessed whether there were differences in mean number of likes across hashtags & video types.

INTRODUCTION

Hallucinogens are known to cause perceptual changes, which are associated with acute and long-term psychological harm. They include LSD, Psilocybin, Peyote, DMT, and Ayahuasca. This study explored the content and engagement of hallucinogen-related videos on TikTok, a dominant platform, TikTok.

RESULTS

Video Information
- A total of 109 videos were coded
- The mean total number of likes for all videos was 245483.31 (SD = 1396046.0)
- Personal experience/story was the most prevalent video content followed by Humor
- 1/5 of the videos discussed Facts/Misconceptions or showed Real-time documentation; the least prevalent video content was Hallucinogen Artwork and How-to videos

Differences in Likes Across Hashtags
- There was a significant difference in the mean number of likes across the five hashtags (F = 5.331, p = .001)
- #Acid and #Shrooms were associated with the greatest mean number of likes with 377363.6 and 358910.0, respectively
- #Peyote and #DMT videos received 106774.15 and 279252.17 likes
- #Ayahuasca videos received 113299.92 likes

Differences in Likes Across Video Type
- There was not a significant difference in the mean number of likes across the video content categories (F = 1.371, p = 0.218)
- A new category called multiple category was made and 32/109 videos fell into this category

CONCLUSIONS

• Adolescents seeking out information on hallucinogens using TikTok may encounter personal anecdotes and humor more frequently than other types of content. The sharing of personal experiences may allow adolescents to find substance information hard to encounter on other sites
• Comparatively high numbers of likes for #Acid and #Shrooms could suggest that this content is of interest or influential to TikTok users
• Future studies should explore the influence of TikTok videos about hallucinogens on adolescents

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