



# Discussion of Hallucinogens on TikTok

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## INTRODUCTION

- Classic hallucinogens are a group of five substances that can change brain chemistry
- They include LSD, Psilocybin, Peyote, DMT, and Ayahuasca
- About 2.9 million adolescents and young adults used hallucinogens in 2019
- Hallucinogens are associated with acute and long-term psychological harm
- Little is known about hallucinogen use on the youth-dominated platform, TikTok

**This study explored the content and engagement of hallucinogen-related videos on TikTok.**

## METHODS

**Design:** Content Analysis

**Search Strategy:** [Urbandictionary.com](https://www.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:**

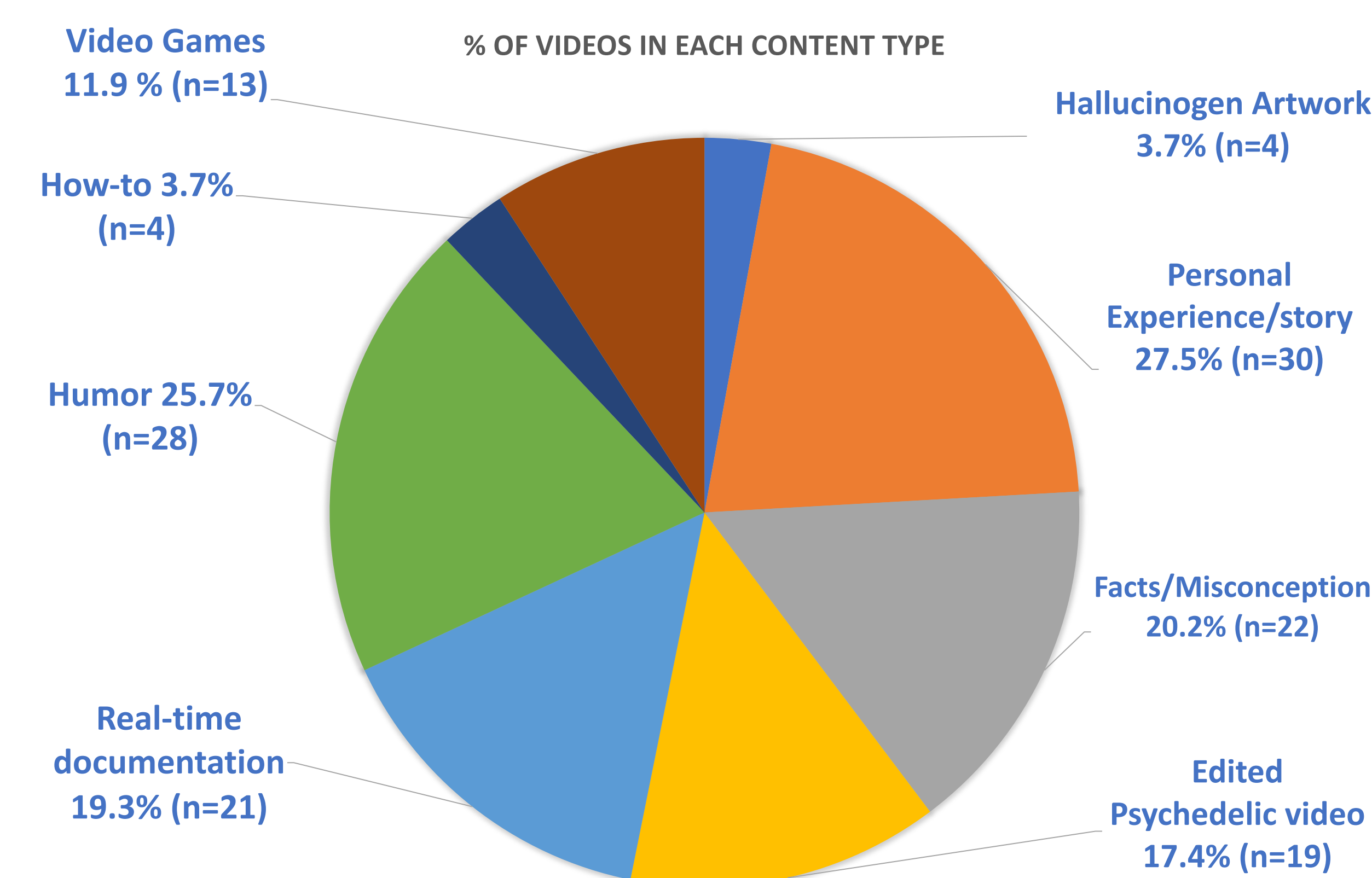
- Each video was evaluated for video content & number of likes.
- Content types included: Hallucinogen Artwork, Personal experience/story, Facts/Misconception Videos, Edited Psychedelic video, Real-time documentation, Humor, How-to, & Video Games

**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

## 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

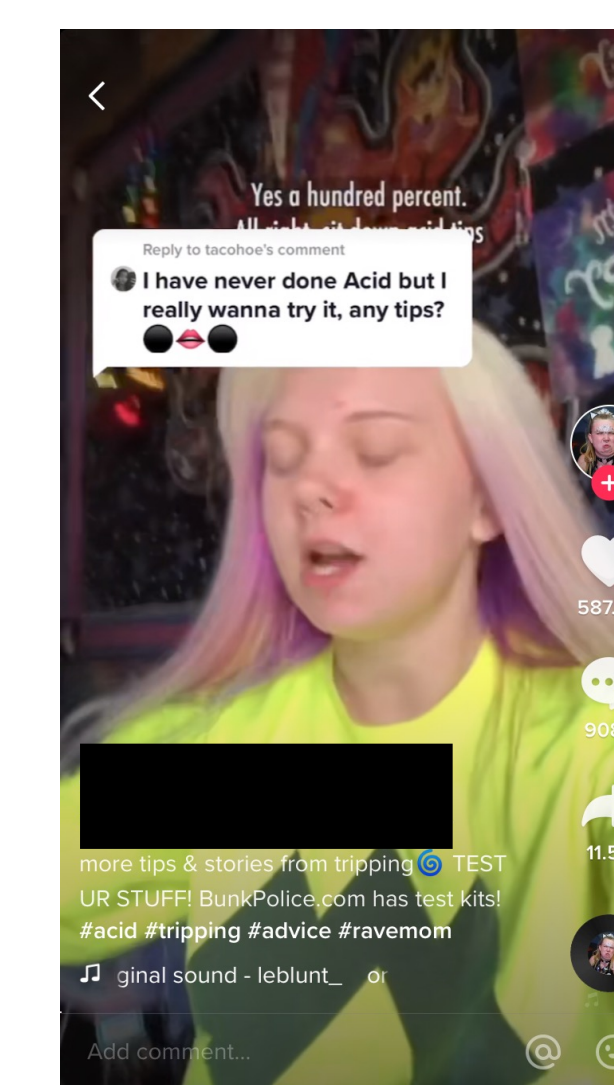


### Differences in Likes Across Hashtags

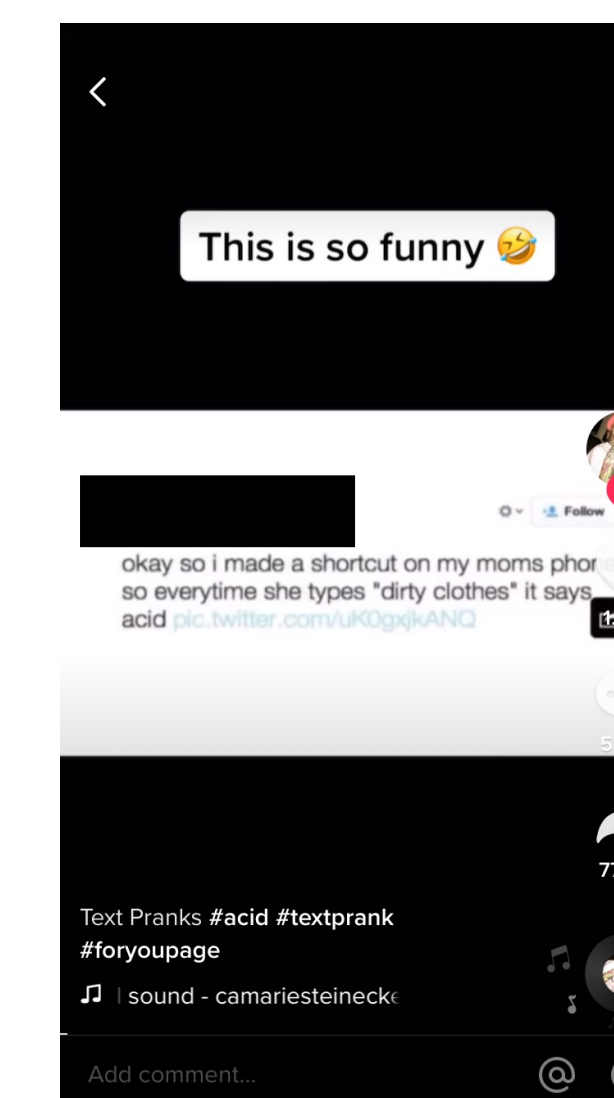
- There was a significant difference in the mean number of likes across the five hashtags ( $F = 5.331$ ,  $p = .001$ )
- #Shrooms and #LSD were associated with the greatest mean number of likes with 377363.6 and 358910.0, respectively

Hashtag	Mean # of Like	Standard Deviation
Acid	358910.0	328402.48
Shrooms	377363.64	269202.90
Peyote	106774.15	274708.31
DMT	279252.17	43337.82
Ayahuasca	113299.92	229948.38

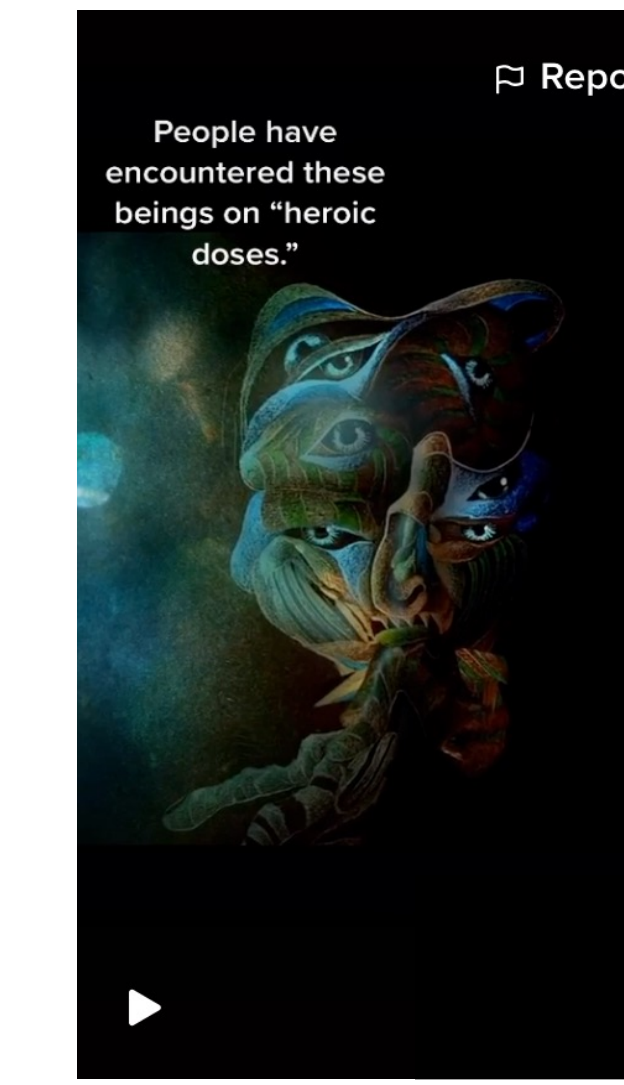
### Video Examples



Content type: How-to



Content type: Humor



Content type: Edited Psychedelic video & Facts/Misconception



Content type: Real-time documentation

### 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

Video category	Mean # of Likes	Standard Deviation
Multiple Categories	189055.91	160715.54
Hallucinogen Artwork	N/A*	N/A*
Personal experience/story	257106.13	290230.20
Facts/misconception videos	282826.67	419310.10
Edited psychedelic video	260190.91	169963.50
Real-time documentation	204825.29	152680.21
Humor	498695.83	516787.22
How-to	475100.00	155987.76
Video Games	170913.75	345099.86

\* Only 1/109 videos fell exclusively into "Hallucinogen Artwork". Therefore, there are no stats for 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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## CONTACT INFORMATION

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