

## 1.01 Clinical accuracy and risk of harm in asthma related content on TikTok

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**Background:** The use of social media in healthcare poses a risk of misinformation. This is partly due to large volumes of unverified content. We evaluated content related to asthma management on TikTok, specifically its adherence to guidelines and its potential for harm.

**Methods:** We searched the term “asthma” and filtered results by number of likes. We excluded duplicates, videos in languages other than English and videos not pertaining to the management of asthma.

**Results:** The top 100 videos had a combined like count of 9,375,467. 33% of content was generated by healthcare professionals. The videos were aimed towards patients with asthma (90%), parents of children with asthma (5%), medical professionals (4%) and medical students (1%). Advice related to homeopathic remedies (28%), medical therapies (20%), environmental exposures (20%), home modifications (12%), inhaler technique (12%), diet (12%), vaping (9%), breathing techniques (8%), smoking (6%), symptom monitoring (4%) and exercise (4%). Only 29% followed guidelines, while 25% was considered potentially harmful. Sponsored videos accounted for 4%.

**Conclusion:** The majority of information related to asthma on TikTok was not guideline driven. A significant proportion was potentially harmful. Medical practitioners should be aware of this and educate patients on the risks of unregulated, non-evidence-based information.

**Keywords:** Asthma, TikTok, social media

**Disclosures:**

Conflict of Interest: The authors declare that they have no conflict of interest.

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