Evaluating The Quality and Reliability of Endometriosis Related Videos on TikTok

Avani Reddy, BS, Gurbeen Dadiala, BS, John Ashurst, DO, EdD, MS

Midwestern University, Arizona College of Osteopathic Medicine

Introduction

Endometriosis is a chronic gynecological condition characterized by endometrial-like tissue outside the uterine cavity, resulting in inflammation, scarring, and pain affecting millions of reproductive age women.[1,2] Despite its prevalence, the pathophysiology of endometriosis is not completely understood, contributing to substantial diagnostic delays and varied treatment plans, including osteopathic manipulative therapy (OMT) which has been shown to decrease lengths of stay in patients post-endometriotic lesion resections.

In recent years, many patients have turned to TikTok to share their experiences, advocate for earlier symptom recognition, and raise awareness of their lived realities with endometriosis. However, minimal research has been conducted about the educational quality or reliability of endometriosis related TikTok content. Understanding how patients both access and interpret medical information online is key to promoting evidence-based clinical engagement.

Objective

This study aims to assess the quality and reliability of information disseminated through endometriosis-related TikTok videos.

Methods

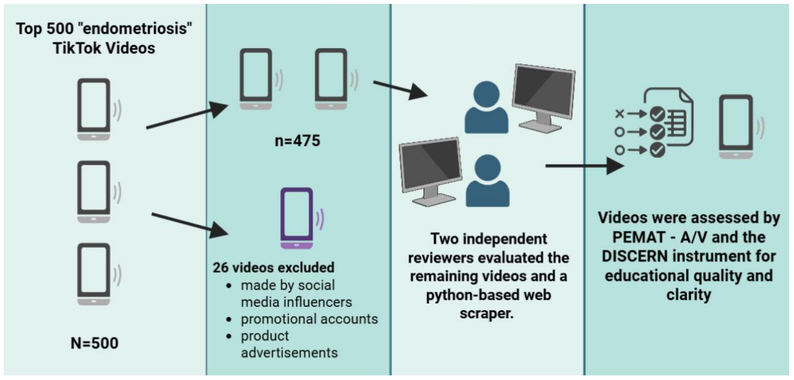

Figure 1. Study design. Schematic showcasing the project workflow.

Results

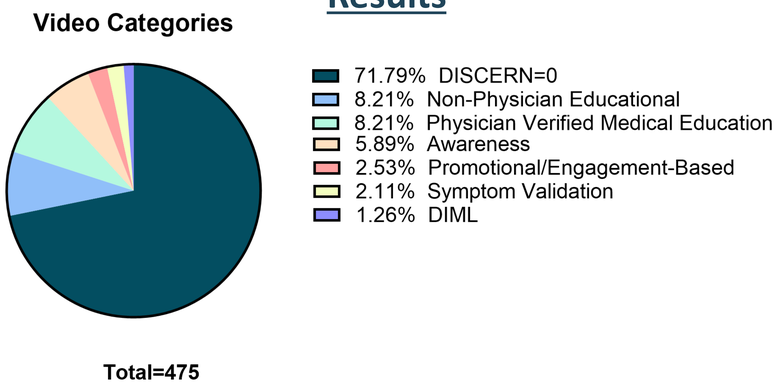

Figure 2: Schematic showcasing video category break down

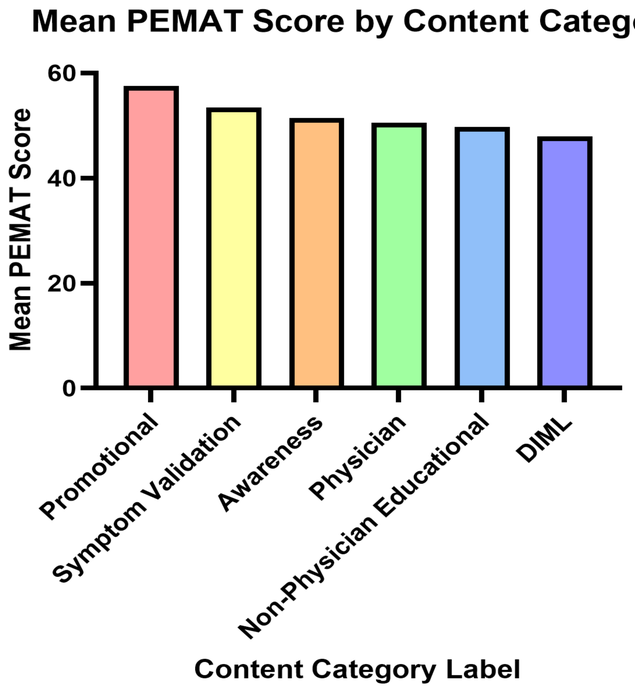

Figure 4: Mean PEMAT Scores per Category

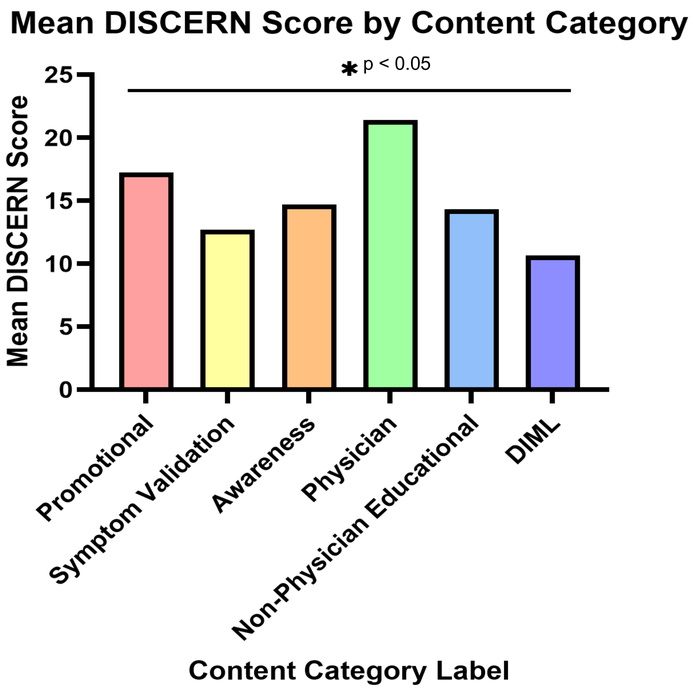

Figure 5: Mean DISCERN Scores per Category.
(* p<0.05)

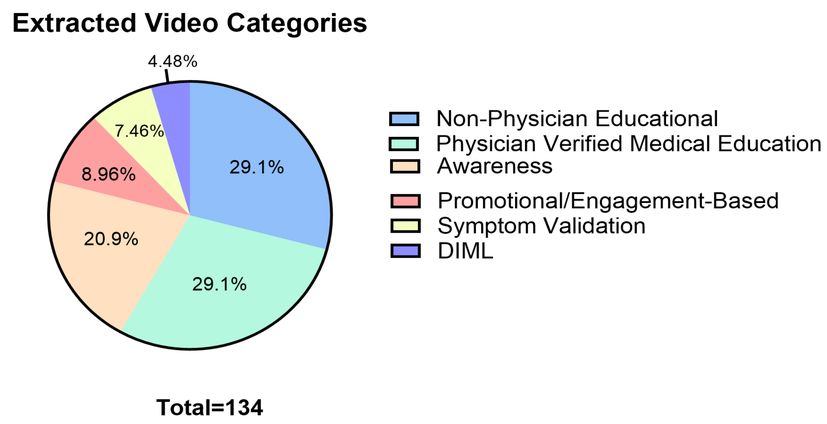

Figure 6: Schematic showcasing extracted data set

Discussion

Understandability (PEMAT) did not differ significantly across categories, suggesting that most content is similarly digestible to viewers, regardless of what category it is from. Reliability (DISCERN) did show significant differences, with physician-generated content demonstrating significantly higher quality. Promotional content, on the other hand, scored relatively high in PEMAT but lower in DISCERN reliability, suggesting that engaging content may not always equal high quality medical guidance which opens the door for physician-led digital health education across platforms.

Conclusion

TikTok has emerged as an important platform for endometriosis awareness and patient storytelling; however, the overall educational quality of this content remains limited. While personal narratives promote reliability and strengthen media engagement, most videos lack understandability, actionability, and reliability to guide informed health decisions. These findings demonstrate the need for greater clinician participation in digital spaces, evidence-based content creation, and the development of standardized frameworks to improve the accuracy and accessibility of reproductive health information on social media platforms.

References

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