

# Content Analysis on Nutrient Content Claims on Food Package Advertisements on TikTok

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## Introduction

- Many people, especially young adults, use the social media platform TikTok, and a growing video genre on this site is food and grocery haul videos. These videos vary greatly in format, content, and style, but they all show what the creator buys for groceries, often containing comments about why, or why not, to buy specific goods.
- Creators act as influencers by persuading the audience to make similar food choices, especially if they make claims about health benefits or risks of buying and consuming specific products, regardless of if they have adequate credentials or evidence to be making such statements (Nicholls & Gilchrist, 2022).
- The goal of this project is to determine what recommendations influencers are making in TikTok videos of food hauls, as well as if they have facts and credentials to support their statements.
- This is an important topic to examine because there are concerns that unhealthy diet agendas may be promoted in the videos by the presence of claims, substantiated or not, regarding health benefits, whether psychological or physical, that one may attain by making the same choices.
- This influences not only consumers' decisions on what products to purchase, but also their mindsets about the consumptions of certain goods, possibly inducing disordered eating thoughts.
- Thus, it is crucial to study the content that these influencers are creating in order to better understand the cognitive effects they could have on the general public.



Sample Grocery Haul TikTok Introduction  
<https://www.tiktok.com/t/ZP8Yqe2nB/>



TikTok logo

## Methodology

- In this study, data was scraped from a year's worth of grocery haul TikToks from 2024 and a portion of these were coded in preliminary testing to establish inter-coder reliability.
- The videos were coded based on aspects including gender and credentials of the influencer, if they identified as a health influencer, their reach/follower count, what diet types, if any, were promoted, what types of foods were shown, and the claims made regarding health benefits of consuming certain products, if present.
- Each aspect was coded 1 if present, or 0 if absent.
- Once inter-coder reliability is established, we will continue to code the remaining portion of the TikTok data needed to determine findings.
- By these methods, data from a multitude of grocery haul TikTok videos was collected for analysis.

## Results

- The study is still in progress, so raw data is being collected and processed as we are scraping, sorting, and coding TikToks .
- Thus far, health influencers have been the dominant presenters of food hauls, though brand partnering and sponsorship is less common.
- Nutrition content factors such as fat, sugar, and protein levels are often the primary focus of influencers when presenting and discussing the foods they buy.
- Frequently, influencers make claims regarding health benefits that will result from eating specific foods, normally correlating the benefit to some aspect of the nutrition content (ie. a food is satiating because it is "high-protein").
- Additionally, whole food and high-protein diet types are frequently pushed by the presenters.
- Data are continuing to be collected and analyzed, so these preliminary results may change.

## Methodology

- Raw data that has been coded suggests that health influencers are often filming grocery haul videos and make claims regarding health benefits or drawbacks that can come from eating the products they display.
- Through this, they promote certain diet types and food choices among their viewers, showing that grocery haul TikToks often contain diet propaganda and there is a risk of the encouragement of disordered eating habits or beliefs.
- This means more caution should be taken online, as content as simple as grocery hauls can affect food beliefs and disordered thoughts.

## References

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