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Social Media Influence on Infant Safe Sleep: A Tik Tok Study

Peyton Kumpula



Purpose

- Examine the messaging in videos around infant safe sleep found on social media, specifically Tik Tok, to determine adherence of Tik Tok videos to the American Academy of Pediatrics (AAP) Infant Safe Sleep (ISS) recommendations.
- There is a growing body of research in the past few years around the topic of social media messaging impact on infant parenting beliefs and behaviors but none found specific to Tik Tok and ISS.
- A systematic social media analysis was conducted on Tik Tok videos using hashtags related to infant safe sleep, beginning with #sleepingbaby.





Hypothesis

Based on research conducted on other social media platforms (Instagram, Facebook, and Twitter), we expect that few of the videos will be compliant with all five of the ISS guidelines.



Definitions



Safe Sleep Space

Firm, flat, non-inclined sleep surface.



Empty Sleep Space

No pillows, pillow-like toys, quilts, comforters, mattress toppers, fur-like materials, loose blankets, bumper pads or any other items in the sleep space.



Appropriate Clothing

No hat on head, swaddled in sleepsack/wearable blanket that is not weighted, no more than one layer more than an adult would wear in the same situation



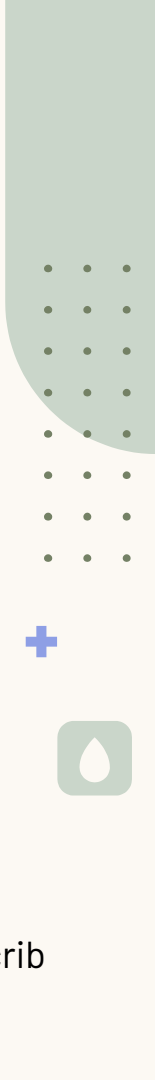
Supine Sleep

Positioned on their back to sleep



Sleeping alone in own space

Infant is not sleeping in an adult bed, on a couch, or in the parents arms. They are in a crib or bassinet on their own.





Literature Review

72% of Sudden Unexpected Infant Death (SUID) cases occurred in an unsafe sleep environment (Parks et al, 2021).

26% of parents reported that they sometimes or always place their infant on a shared surface, 14% admitted that they sometimes, rarely, or never position their infant in the crib on their back, and 14% reported sometimes or always placing their infant to sleep with crib bumpers, blankets, pillows, or other objects (Vilvens et al., 2020)

SUID is the leading cause of death in 1-12 month olds (Kim & Pearson-Shaver, 2023)

In a study on Mothers' Facebook posts, 53% of recommendations from the mothers were noncompliant with the AAP guidelines for ISS. They demonstrated co-sleeping, prone sleeping, and unsafe sleep environments (Kallem et al, 2018).

Each year, among the thousands of babies born, there are close to 3,400 sudden unexpected infant deaths in the United States (CDC, 2023)



+ “It is advised that media and manufacturers follow safe sleep guidelines in their messaging and advertising to promote safe sleep practices as the social norm.” (Moon, et al, 2022) Level A Recommendation

Inclusion/Exclusion Criteria

Inclusion Criteria

- Infant appears/estimated to be age one year or younger
- infant's eyes are closed
- *more than 2,000 views of video.*

Exclusion Criteria

- Appears to be in the hospital setting
- duplicate videos
- unable to see or assess
- Held while caregiver is awake



5 Elements of Infant Safe Sleep

Supine sleep

Sleeping alone in own space

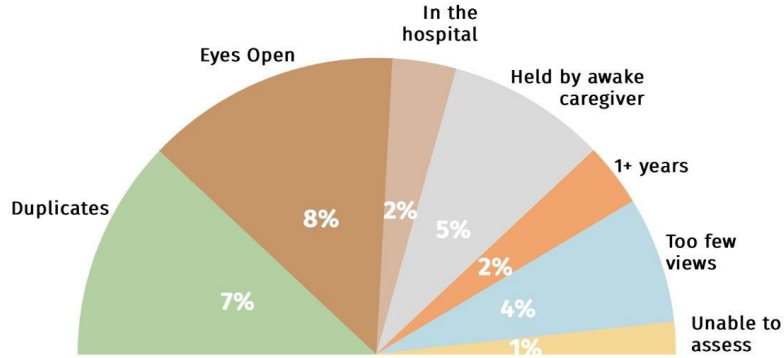
Safe sleep space

Empty sleep space

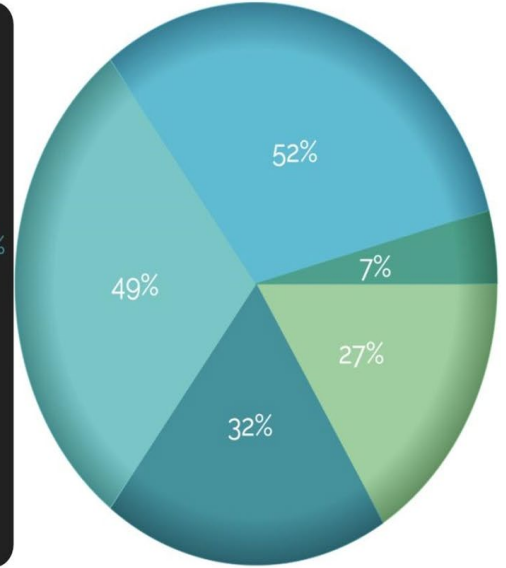
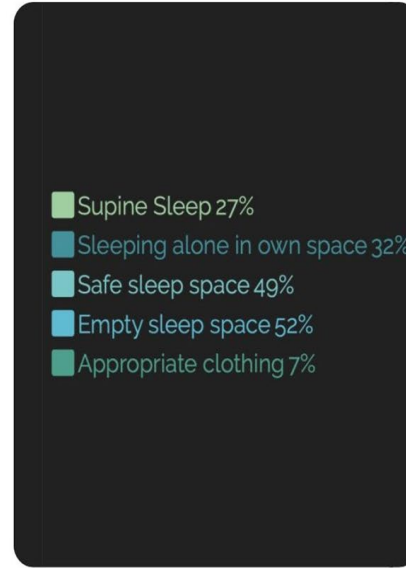
Appropriately clothed for sleeping



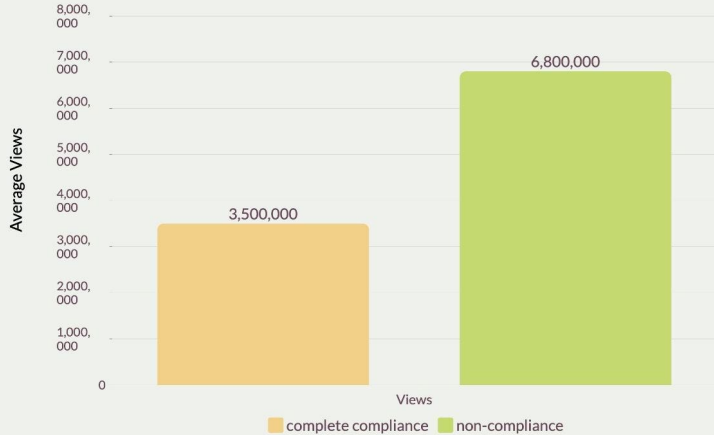
Excluded Items



Percentage of non-compliance per element



Average Views of Tik Tok Videos



Apify scraper Analysis

- Top 10 Hashtags based off of views will be run through the Apify Tik Tok Scraper
- The Tik Tok scraper will scrape:
 - all results from chosen hashtags: top videos, timestamps, views, shares, comments, video count, and account followers

#moms	211.5 million
#baby	77.5 million
#babysleephelp	20.5 million
#newbornbaby	15.9 million
#sidsawareness	11.2 million
#babyhacks	10.2 million
#moonboon	8.9 million
#sleephygiene	7.8 million
#sleepbaby	7.5 million
#newbornswaddles	6.8 million





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Recommendation



Healthcare professionals and systems should leverage their social media platforms to educate, endorse and model infant safe sleep guidelines as recommended by the AAP.





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