

**ACCURACY AND QUALITY OF ANIMAL HEALTH INFORMATION ON SOCIAL
MEDIA: A CASE STUDY ON TIKTOK**

**PRECISIÓN Y CALIDAD DE LA INFORMACIÓN SOBRE SALUD ANIMAL EN LAS
REDES SOCIALES: UN CASO DE ESTUDIO EN TIKTOK**

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ABSTRACT

Objective: The purpose of this study is to investigate the 150 top-listed videos on *TikTok* focused on dogs' health in order to systematically characterize their types and scientific accuracy. **Design/methodology/approach:** *TikTok* was searched for videos about dog health by using the terms "Doghealth", "Dogdiet", and "Dogadvice". Initially, the top 50 videos were considered, and after eliminating the irrelevant videos, the 86 remaining videos were evaluated by the authors on detailed information, then categorized, and lastly, an experienced veterinarian watched each video to assess and rate its accuracy. **Results and discussion:** The findings indicate that approximately half of the selected videos focused on scientifically confirmed methods for treating pet dogs, while the other half tended to offer more practical approaches. Among the videos created by veterinarians, around two-thirds (67 videos) were grounded in verified scientific methods. However, non-veterinarian videos displayed less scientific reliability, with only 38 percent (20 videos) adhering to verified scientific methods, and a greater emphasis on experimental approaches. **Conclusion:** The results suggest that

TikTok posts about dogs' health are useful, but not entirely reliable and trustworthy sources of health information. Many posts are beneficial, but not entirely reliable and trustworthy. **Originality/value:** This paper provides an analysis of the accuracy and quality of 150 top-listed videos on TikTok about dogs' health.

KEYWORDS: dogs health information, social media, *TikTok*.

RESUMEN

Objetivo: El propósito de este estudio es investigar los 150 videos más destacados en TikTok centrados en la salud de los perros, con el fin de caracterizar sistemáticamente sus tipos y evaluar su precisión científica. **Diseño/Metodología/Enfoque:** Para este estudio, se realizaron búsquedas en TikTok utilizando los términos "Doghealth" (salud de los perros), "Dogdiet" (dieta de los perros) y "Dogadvice" (consejos para perros). Inicialmente, se seleccionaron los 50 videos más populares y, luego de eliminar aquellos que resultaron irrelevantes, los autores evaluaron detalladamente los 86 videos restantes. A continuación, se procedió a categorizarlos y finalmente, un veterinario experimentado analizó cada video para evaluar y calificar su precisión. **Resultados y Discusión:** Los hallazgos revelaron que aproximadamente la mitad de los videos seleccionados se enfocaron en métodos científicamente respaldados para el tratamiento de perros, mientras que la otra mitad tendía a ofrecer enfoques más prácticos. Dentro de los videos creados por veterinarios, alrededor de dos tercios (67 videos) se basaron en métodos científicamente verificados. Sin embargo, los videos no veterinarios mostraron una menor fiabilidad científica, con solo el 38 por ciento (20 videos) adhiriéndose a métodos científicos comprobados, y un mayor énfasis en enfoques experimentales. **Conclusión:** Los resultados indican que las publicaciones en TikTok relacionadas con la salud de los perros pueden ser fuentes útiles de información, pero no se pueden considerar completamente confiables. Si bien muchas de estas publicaciones resultan beneficiosas, es importante tener precaución y evaluar críticamente la información presentada antes de seguirla. **Originalidad/valor:** Este documento proporciona un análisis de la precisión y la calidad de los 150 videos más destacados en TikTok sobre la salud de los perros.

PALABRAS CLAVE: información sobre salud perros, redes sociales, TikTok.

INTRODUCTION

Over thousands of years, humans and dogs have coexisted based on mutual companionship, love, trust, and loyalty. Dogs have acquired the ability to interact with humans as a result of evolution, allowing them to attune to human emotions and behaviors (Berns et al., 2012). Sharing property with a pet is a common sense in most parts of the world; more than 500 million families in the United States of America, Europe and Republic of China (*Health for Animals Global Trends in the Pet Population*, 2022). Psychological research and experiments have revealed that pets bring happiness for owners (Wu et al., 2016). Considering emotional support, for a majority of owners, dogs are an indispensable part of their life like a family member (AVMA, 2023). This makes companions' well-being an increasingly significant issue for owners.

Recently, obtaining health information through online social media platforms has been presented as a crucial way to improve well-being (Zhai et al., 2023). Pet owners also consider social media as one of the first sources to obtain health information about dogs (Kogan, Hazel & Oxley, 2019). So far, several studies have revealed that pet owners take the internet, including social media, into account when accessing pets' health-related information (Kogan et al., 2018; Kogan et al., 2008; Solhjoo et al., 2018).

Among all social media, *TikTok*, a short-form video sharing network, has received unprecedented attention and has become one of the fastest-expanding social media in the last few years (Hu, 2020). The number of users of *TikTok* outside of China has increased by 32% since 2020, and the application's growth will highly likely continue unabated (GWI, 2022).

The algorithm used in this platform prepares individually customized video feeds and can potentially influence how we perceive reality and how we interact with each other (Klug et al., 2021). Hashtag identification implied on this platform for trending contents expands the result for a specific hashtag to not only the most popular videos but also other popular hashtags relating to it (TikTok, 2019; Zheng et al., 2021). It is therefore no surprise that a lot of people rely significantly on *TikTok* as a

source of health information, which coexists on this platform with a lot of informal remarks (Unni & Weinstein, 2021). Health information can be effectively communicated through *TikTok* (Basch *et al.*, 2022). Veterinarians, pet influencers, dog lovers, and *TikTokers* alike shared a considerable number of short videos on *TikTok* about dogs' well-being, consisting of practical tips for nourishment, illness symptoms, protection, and mental and emotional responses.

Given the increasing availability of health information about pets, questions have been raised about its reliability. To date, scarcely accuracy and quality of health information about dogs on social media has been analyzed (Kogan *et al.*, 2021a). Therefore, the purpose of this study is to investigate the 150 top-listed videos on *TikTok* focused on dogs' health in order to systematically characterize their types and scientific accuracy.

Literature review

Animals have become a major topic of digital content, from funny memes on *Instagram* to practical advice about pets on *YouTube* and *Facebook*. In contemporary society, pets are a part of digital cultures (Maddox, 2022). A pet influencer on one of the social media platforms can vastly impact pet owners through virally effective content (Zhang *et al.*, 2023). Besides, more than half of the samples of pet owners in a study conducted by Lori Kogan *et al.* (2008) in the United Kingdom and Australia (2019) reported social media and online resources as their main sources for pet health information. However, the majority of owners expressed difficulty understanding what they found online. Also, dog owners have a tendency to use online social networks to look for advice for their companion dogs (Golbeck, 2011)

Despite the fact that online pet health information exists and the confirmation that the majority of pet caregivers have utilized it (Oxley *et al.*, 2017), there are still concerns that online pet health information has a detrimental effect on pet owners since a considerable number of them have difficulty understanding what they are reading (Kogan & Oxley, 2020; Kogan *et al.*, 2017).

Recognizing the significance of online health information about pets, evaluation of validity of this sort of information itself would be beneficial. In one attempt to assess the reliability of pet health information on *Facebook* groups, the results revealed that while the majority of *Facebook* users felt that these groups were not reliable sources, a sizeable minority of users did appear to be affected by them (Kogan *et al.*, 2021b). According to a study by Solhjoo *et al.* (2019), information evaluation skills are considered crucial in pet owners' decisions to seek health information from a variety of sources and allow pet owners to comprehend technical language, compare and evaluate information, and interpret it for their pet's health. Unfortunately, there is currently a dearth of readily available, consumer-accessible veterinary information on specific diseases that is written at an appropriate reading level (Murphy, 2006).

Although the accuracy of online information is known to be questionable (Hofmeister *et al.*, 2008), little research has been conducted to assess the accuracy of social media posts about dogs' health, especially on *TikTok*. Considering the importance of this information on dogs' well-being as well as the popularity of *TikTok* as a pivotal source for obtaining health-related information about dog companions, this study aims to investigate the accuracy and quality of short videos appearing on top of this popular social network to shed light on the nature and scientific accuracy of health-related information about dog companions exchanged on *TikTok*. This study addressed the knowledge gap by providing a systematic characterization of the types of dog-related health information contained in short videos posted on the platform, as well as assessing their scientific accuracy.

The research addressed the following questions: RQ1: Can *TikTok* be considered a reliable source for accessing animal health information? RQ2: What types of animal health-related content are shared on this platform? RQ3: Is there a relation between the accuracy of the information provided and the creators of *TikTok* content?

METHOD

Despite the broad range of dog health-related information, we narrowed the scope of our search to videos on *TikTok* to include those that are the most pervasive hashtags (Table 1). We exploited a

modified search technique implied to analyze prostate cancer recommendations on *TikTok* and *YouTube* (Abramson *et al.*, 2023), which almost prevents AI from deciding what to show you based on your previously watched videos, to extract the top videos. So, a cookie-free, cache-cleared, InPrivate Microsoft Edge browser on a PC that never been used for *TikTok* before on March 18, 2023, was used to obtain the top 50 videos on each of the common hashtags in Table 1. The specific criteria to deem the videos in this study were:

1. The first 50 videos of each keyword delivered by *TikTok* on top due to hashtag identification implied on this platform for trending contents, which expands the results for a specific hashtag to not only the most popular videos but also other popular hashtags relating to it (Zheng *et al.*, 2021);
2. The videos on the languages of English and Spanish;
3. The videos that were directly associated with the topic. The videos that did not meet the primary characteristics were eliminated.
- 4.

Table 1: The most pervasive hashtags used to search for information about dogs' health

Keywords(#)	Number of Views
Doghealth	443.1M
Dogdiet	165.6M
Dogadvice	308.2M

Out of the 150 initial selected videos, we narrowed it down to a set of 86 short videos (Appendix A, B, and C) after excluding 64 that were redundant according to our mentioned criteria (Language and relevance), 62 irrelevant videos, and 2 duplicated ones (Table 2). Initially, the videos' detailed information was extracted, including: author; length; views; likes; share, and; date of issue.

Table 2: Number of primary deemed videos, excluded videos, and final selected videos for each of the searched keywords

Hashtags	primary selected videos	excluded videos	final selected videos
Doghealth	50	13	37
Dogdiet	50	24	26
Dogadvice	50	27	23
Sum	150	64	86

Secondly, the videos were categorized by authors into two main primary groups: the videos published by verified veterinarians or institutions, and the other group consists of the videos prepared and published by non-veterinarian authors. Thirdly, the videos in both groups were categorized by the authors into four main classes using modified pet care types provided by the Institute for Laboratory Animal Research (1996): Preventive treatment, including nourishment; Assessment of animal well-being; Diagnosis, treatment, and control of disease, and; Management of a disease, disability, or other sequelae.

Afterwards, all videos were assessed and rated on quality in order to investigate their accuracy and quality. Therefore, an experienced veterinarian with six years of experience working with pets carefully watched and analyzed each video to evaluate its overall informational and scientific content based on the criteria outlined in Table 3, which is a qualified author-made questionnaire attributed to the DISCERN Instrument. DISCERN is a brief questionnaire and a reliable method to validate the quality of information published for a health issue (Charnock & Shepperd, 1997), and with this flexible skill, medical information can be simply judged by users (Charnock & Shepperd, 2004). According to DISCERN (2023), a high-quality publication about available treatments will: Have explicit aims; Achieve its aims; Be relevant to consumers; Make sources of information explicit; Make date of information explicit; Be balanced and unbiased; List additional sources of information;

Refer to areas of uncertainty; Describe how treatment works; Describe the benefits of treatment; Describe the risks of treatment; Describe what would happen without treatment; Describe the effects of treatment choices on overall quality of life; Make it clear there may be more than one possible treatment choice, and; Provide support for shared decision-making.

The treatment is defined by DISCERN as “a course of action adopted to deal with a health problem or illness. It can be conventional (or orthodox) or complementary (or alternative), and can include self-care (or self-help, i.e. ways in which you can help yourself or make yourself feel better) and psychological or emotional treatments.” (DISCERN, 2023).

In this study, we considered a number of the qualifications mentioned and made a summarized questionnaire attributed to the DISCERN instrument.

Finally, in the last step, we compared the quality of veterinarian creators’ videos with other non-veterinarian creators’ videos.

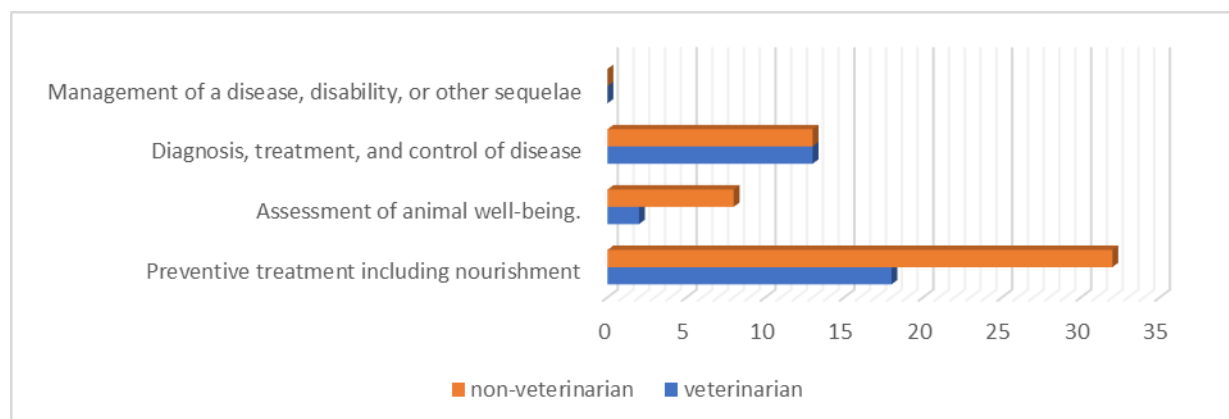
Table 3: A questionnaire attributed to the DISCERN Instrument to evaluate video content

Questions					
Does it provide reliable source or based on confirmed methods and experiments?					<input type="checkbox"/>
Does it describe how it works?					<input type="checkbox"/>
Does it describe the benefits?					<input type="checkbox"/>
Does it describe the risks?					<input type="checkbox"/>
Rate the overall quality of the video as a source of information	High-Risk	Possibly Harmful	Neutral	Possibly Beneficial	Beneficial

RESULTS

In total, 86 videos, consisting of 5483 seconds, were analyzed. The shortest video is a video of only 7 seconds, and 122 seconds is the longest one. Vets were responsible for 33 videos, and 53 posts were aired with non-veterinarian authors (Figure 1). All included videos issued were after 2020 (Figure 2). To date, the videos have been watched a total of 229314.1K, on average 233.9872093K per video. The number of likes and shares is 20122.9K and 856.995K, respectively.

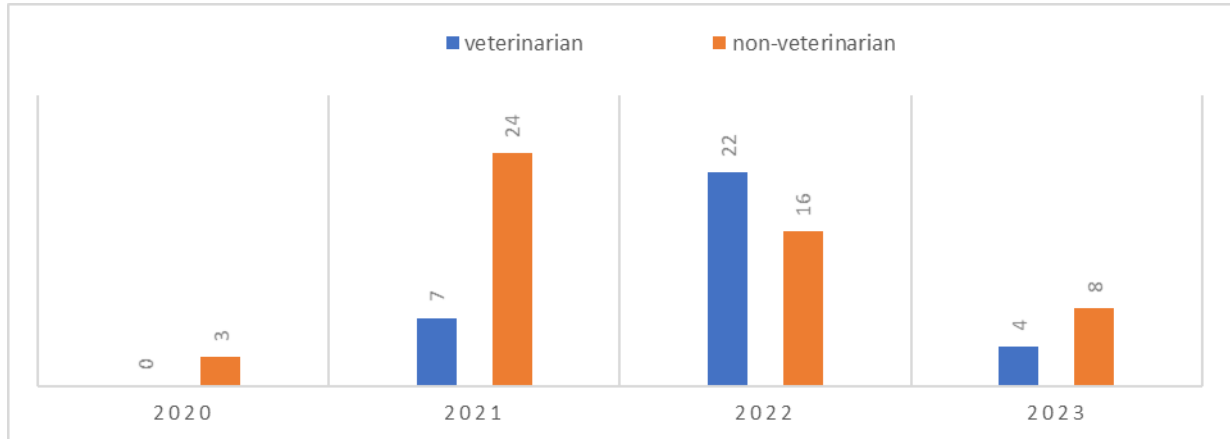
Figure 1: The number of videos on each of the categories of topics and publishers (n = 86)



The majority of videos, either veterinarian or non-veterinarian, were devoted to the category of preventive treatment, including nourishment (n = 18 and 32, respectively). In this case, the many non-veterinarian videos mainly shared the items of nourishment considered beneficial for dogs’ health. Although veterinarian ones similarly mainly introduced nutrients, they also provided a simple

explanation about them, as well as the nutrients with negative effects on dogs well-being. Nearly a third of the videos cover the category of diagnosis, treatment, and control of disease; in total, 26 videos, 13 of each veterinarian or non-veterinarian, the videos mainly covers the signs of diseases, for instance, irritable bowel syndrome, or the behaviors that may cause feelings of pain. Most of the videos that covered this type of information were either possibly harmful or risky, more than any other category. Only ten videos belonged to the assessment of animal well-being classification, mostly related to general and occasional health precautions, like some heads-up about dogs behaviors. Not a single video focuses on the fourth category, management of a disease, disability, or other sequelae.

Figure 2: the number of selected videos of Vet and Non-Vet published each year



Regarding the explanation of the information provided in the post, a great number of selected videos (81.4%, n = 70) somehow described how the methods, nutrients, etc. worked in their instructions in the contents. Except for 2 videos, all 33 veterinarian videos consist of ample explanation, and 39 non-veterinarian videos explain how it functions.

As for pros and cons, 47 videos (76% of veterinarian and 42% of non-veterinarian videos) highlighted the benefits of the introduced contents, while only 34 videos (76% of veterinarian and 42% of non-veterinarian videos) mentioned the hazards.

Almost half of the selected videos were based on confirmed scientific methods, compared to the other half, which may be more practical ways of treating pet dogs. Two-third (n = 67) of videos created by veterinarians were attributed to verified scientific methods, whereas the results showed less scientific reliability in non-veterinarian videos, with only 38 per cent (n = 20) of them based on verified scientific methods and much more experimental instead.

In terms of effectiveness, which is rated a video by the veterinarian evaluator based on the possible impact the health-related information content might have on a pet dog, slightly more than half (n = 48) of the whole selected videos were either beneficial or possibly beneficial (24 each). Possibly harmful and high-risk were 13 and 21, respectively. Only four videos had neutral effectiveness.

DISCUSSION

A substantial number of people rely on the Internet to obtain health information about their pets (Kogan *et al.*, 2018). The current study aims to assess the validity of health information about dogs on *TikTok*. To the best of our knowledge, this is the first study to assess the accuracy and quality of dog health information on *TikTok*. This platform has been examined before for the accuracy of posts about many health issues; for instance, the prostate cancer content analysis by Abramson *et al.* (2023). Other social media contents, like YouTube videos, have likewise been analyzed numerous times as an information source; for example, systematically analyzing YouTube videos as an information source for larynx cancer (Enver *et al.*, 2020)

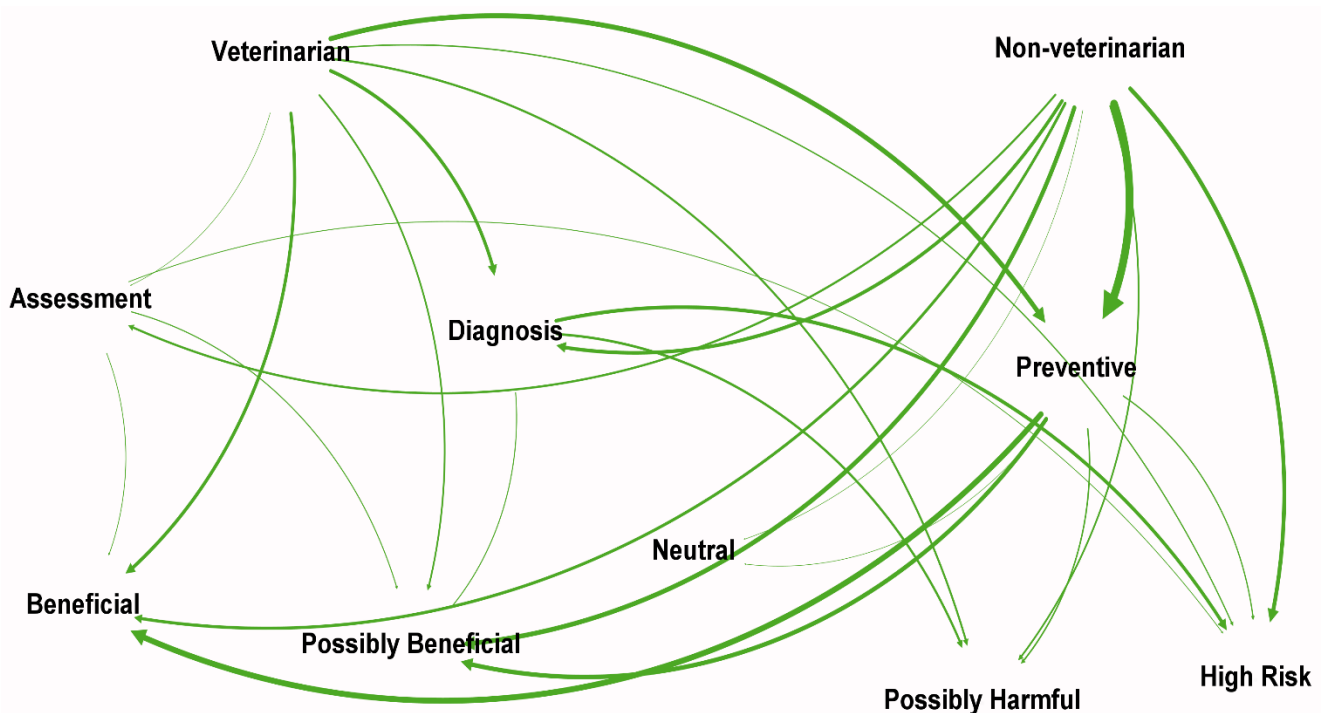
After assessing videos using the questionnaire attributed to the DISCERN Instrument (Table 3), this study demonstrated that only slightly more than half of the videos were beneficial or possibly beneficial, while almost a quarter of them were considered high-risk. Similarly, Kogan *et al.* (2021a)

concluded that the majority of Facebook users seem to believe that Facebook groups are not a reliable source of information on pet health.

Almost all veterinarian videos respected to audiences more by providing detailed information about how the information or methods they introduced work. In response to RQ2, generally, most of the videos were more focused on preventive treatment, including nourishment, and provided the benefits of either nutrition or a pre-treatment rather than explaining the side effects. However, nearly half of the videos followed scientifically confirmed methods; the others were either based on experimental methods or just personal experiences.

A moderate correlation between veterinarian-based videos and efficiency has been seen (Figure 3). While out of 33 veterinary videos, 21 were beneficial or possibly beneficial, only 28 of 53 non-veterinarian videos were beneficial. As can be seen, the arrows show the creator's efficiency and the theme they focused on. In addition, the efficiency of the videos in each category can be distinguished by the arrows; for example, diagnosis videos were mostly high-risk and possibly harmful rather than beneficial. There was no apparent correlation between views and the conductor of the videos.

Figure 3: Relation between veterinarian and non- veterinarian videos with efficiency and the type of videos; also the relation between the category of the videos and efficiency



It is important to note that this study is limited by the number of analyzed videos; we only analyzed the top 50 videos returned by each keyword search, so more extensive studies are needed, including the evaluation of more hashtags with more videos returned by searches, which would bring more accurate results. Also, due to the fact that AI decides to return search results based on some factors that are hard to address, like the country of request, the results might be slightly different from one place to another. However, we try to minimize the influential factors that can affect results by taking a number of precautions, such as using a cookie-free, cache-cleared, InPrivate Microsoft Edge browser on a PC that has never been used for *TikTok* before.

CONCLUSIONS

In conclusion, despite pet owners' reliance on social media as one of the primary sources to obtain health information about dogs (Kogan & Hazel, *et al.*, 2019), the results raise concerns about the accuracy and reliability of *TikTok* posts about dogs' well-being. These results indicated that many posts were useful as based on the results were beneficial for dogs' health, but not entirely valid and trustworthy source of health information. Further field-based research should target the quality of health information shared on popular social networks as a source of health information for pet parents.

The veterinary community should be aware of the potential impact of social media, particularly *TikTok*, on dogs well-being. We recommend that the veterinarians work together to provide comprehensible, easy-to-follow and to-the-point literature about dog health (Kogan *et al.*, 2018).

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Appendix:

Videos related to each hashtag and basic statistical information

A: #dogdiet

#dogdiet	165.6M views	22/02/2023	13:25		Publisher	Length(S)	Views	Likes	Shares	Vet	issue date
1	https://www.tiktok.com/@msemilyrose11/video/7010474540518182150?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Emily	107	2.6m	403.9k	5263	no	21/9/2021
2	https://www.tiktok.com/@motherofdachshunds_/video/7187178318205177094?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Mother of dachshunds	13	1.7m	311.8k	1454	no	11/1/2023
3	https://www.tiktok.com/@smileymiley.x.lokoluka/video/6950166582341520642?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Miley and Luka	26	1.7m	294.3k	4521	no	12/4/2021
4	https://www.tiktok.com/@coupleofpaws/video/6899258061253315846?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Rex and Eiger	20	1.7m	253k	7729	no	26/11/2020
5	https://www.tiktok.com/@petlabco/video/7119910193227500806?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	37	2.8m	146.9k	31.9k	yes	13/7/2022
6	https://www.tiktok.com/@mastiff_lover3/video/7021922035668421893?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Mastiffs_300	59	3.6m	286.9k	6657	no	22/10/2021
7	https://www.tiktok.com/@perrecetas/video/7142887113044921605?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				perrecetas	23	1.2m	138.3k	2687	no	13/9/2022
8	https://www.tiktok.com/@championdogtraininguk/video/6913286019412512001?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Champion Dog training	59	1.3m	133.8k	7745	no	2/1/2021
9	https://www.tiktok.com/@petlabco/video/7083640121295146245?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	23	3m	133.5k	46.4k	yes	7/4/2022
10	https://www.tiktok.com/@tinychihuahuacedric/video/7002672371157060870?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Tiny Chihuahua Cedric	11	788.3k	123.3k	1514	no	21/8/2021
11	https://www.tiktok.com/@thedognamed.leo/video/6993680652126227718?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Leothedog	26	671.1k	100.2k	500	no	7/8/2021
12	https://www.tiktok.com/@petlabco/video/7138061811730877702?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	48	1.4m	147.2	4719	yes	31/8/2022
13	https://www.tiktok.com/@petlabco/video/7193736065881001222?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	78	586.8k	62.4k	4626	yes	28/1/2023
14	https://www.tiktok.com/@deepika.malhotraa/video/6829359757539708162?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Deepika Malhotra	59	745.8k	58.3k	1953	no	21/5/2020
15	https://www.tiktok.com/@meghansmammals/video/6918123223880125701?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Meghan's Mammals	51	507.4k	37.2k	3588	no	15/1/2021
16	https://www.tiktok.com/@tinychihuahuacedric/video/7003760065865960709?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Tiny Chihuahua Cedric	11	270k	31.9k	306	no	3/9/2021
17	https://www.tiktok.com/@petlabco/video/7206375232808946949?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	16	516.9k	27.5k	500	yes	3/3/2023
18	https://www.tiktok.com/@championdogtraininguk/video/6921642165374405890?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Champion Dog training	59	259.5k	26.5k	298	no	25/1/2021
19	https://www.tiktok.com/@petlabco/video/7000742902120910086?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	59	2.9m	25.3k	12.2k	yes	26/8/2021
20	https://www.tiktok.com/@leaderofthepacklv/video/7050906238305094959?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Leader Of The Pack LV	122	481.7k	25.2k	2430	no	8/1/2022
21	https://www.tiktok.com/@petlabco/video/7201160973837667590?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				Petlabco	42	480.8k	34.8k	2599	yes	17/2/2023
22	https://www.tiktok.com/@minimollossermafia/video/7005992327722437894?is_from_webapp=1&sender_device=pc&web_id=7213344849897637382				molosser mafia	29	296.8k	45.3k	638	no	9/9/2021

B: #dogadvice

#dogadvice 308.2M views 22/03/2023 13:50		Publisher	Length(S)	Views	Likes	Shares	Vet	issue date
1	https://www.tiktok.com/@liamandreggie/video/7006017801185922309?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Liam Frank	12	25.3m	2.1m	40.9k	no	9/9/2021
2	https://www.tiktok.com/@petlabco/video/7097725642686336261?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	22	4.8m	823.5k	15.9k	yes	15/5/2022
3	https://www.tiktok.com/@tinychihuahuacedric/video/6964082997385596165?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Tiny Chihuahua Cedric	8	4.1m	759.4k	16.4k	no	19/5/2021
4	https://www.tiktok.com/@winniethecattledog/video/6998099668492143874?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Winnie & April	19	5.7m	662.7k	28.2k	no	19/8/2021
5	https://www.tiktok.com/@tinychihuahuacedric/video/6958883317923974405?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Tiny Chihuahua Cedric	20	3.7m	447.3k	31k	no	5/5/2021
6	https://www.tiktok.com/@toppawk9s/video/7167742184815349038?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Top Paw k9 Academy	105	2.7m	375.3k	13k	yes	19/11/2022
7	https://www.tiktok.com/@petlabco/video/7098386040389504262?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	17	5.3m	320.2k	9629	yes	16/5/2022
8	https://www.tiktok.com/@dexterdukelucydogs/video/7203375198228270379	Dexter Duke & Lucy / Doggies	22	4.1m	317.3k	5728	no	23/2/2023
9	https://www.tiktok.com/@furiendtraining/video/7161243006643735854?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Furiend Dog Tips + Training	39	2m	244.1k	5397	no	2/11/2022
10	https://www.tiktok.com/@petlabco/video/7124752965247831302?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	34	4.3m	228.5k	27.9k	yes	26/7/2022
11	https://www.tiktok.com/@furiendtraining/video/7170914792851410222?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Furiend Dog Tips + Training	40	2.4m	219.5k	14.2k	no	28/11/2022
12	https://www.tiktok.com/@rarebullzuk/video/6985434110990863622?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	RAREBULLZUC	35	4.4m	309.4k	9488	no	16/7/2021
13	https://www.tiktok.com/@petlabco/video/7117224817480322309?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	60	7.4m	154.4k	20.8k	yes	6/7/2022
14	https://www.tiktok.com/@bradygraffiti_corgis/video/7165182839229582634?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Brady & Graffiti the Corgis	22	1.8m	115.8k	241	no	12/11/2022
15	https://www.tiktok.com/@petlabco/video/7061970917580131589?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	59	17.8m	115.1k	30.5k	yes	7/2/2022
16	https://www.tiktok.com/@petlabco/video/7155904307169070341?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	20	1m	107.2k	1052	yes	18/10/2022
17	https://www.tiktok.com/@petlabco/video/7176336316676820229?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	50	1.4m	100.2k	7576	yes	12/12/2022
18	https://www.tiktok.com/@myboyrudder/video/7094699134967352619?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Maddie & Rudder	47	676.5k	87.7k	455	no	6/5/2022
19	https://www.tiktok.com/@fivebyfivek9/video/7007249049128553734?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Five By Five Canine	47	224.4k	173.6k	1454	no	13/9/2021
20	https://www.tiktok.com/@petlabco/video/7023702362095127813?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	60	6.6m	82.1k	23.3k	yes	27/10/2021
21	https://www.tiktok.com/@sayitoncedogtraining/video/6908895633889938694?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Say It Once Dog Training	59	640.2k	79.5k	6961	no	22/12/2022
22	https://www.tiktok.com/@sayitoncedogtraining/video/7147852801887046954?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Say It Once Dog Training	80	1m	76.1k	5405	no	27/9/2022
23	https://www.tiktok.com/@petlabco/video/7202311942692719878?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	20	1.1m	75.2k	3087	yes	20/2/2023
24	https://www.tiktok.com/@ameliathedogtrainer/video/7111028949135723781?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Amelia Steele	10	1m	74.6k	1354	no	19/6/2022
25	https://www.tiktok.com/@toppawk9s/video/7204496711404817707?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Top Paw k9 Academy	22	863.8k	76.4k	2425	no	26/2/2023
26	https://www.tiktok.com/@petlabco/video/7179669393247374598?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Petlabco	47	705.1k	68.6k	2375	yes	21/12/2022
27	https://www.tiktok.com/@myboyrudder/video/7187198322564795694?is_from_webapp=1&sender_device=pc&web_id=7213350813775185414	Maddie & Rudder	60	472.5k	66.1k	732	no	11/1/2023

C: #doghealth

#Doghealth	443.1M views	22/02/2023 13:00	Publisher	Length(S)	Views	Likes	Shares	Vet	issue date
1	https://www.tiktok.com/@dr.adamchristman52/video/6992155618626899205?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Adam Christman	40	7.5m	1.3m	59.8k	yes	3/8/2021
2	https://www.tiktok.com/@dr.adamchristman52/video/7039137252357819695?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Adam Christman	24	10.8m	1.2m	64.2k	yes	8/12/2021
3	https://www.tiktok.com/@petlabco/video/7097725642686336261?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	22	4.8m	823.5k	15.9k	yes	15/5/2022
4	https://www.tiktok.com/@dogmomaf_/video/6999341507161361669?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Zeus' mom	90	3m	508.5k	9294	no	22/8/2021
5	https://www.tiktok.com/@rundawggym/video/7182968849514482990?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Run dawg	7	4.3m	506.5k	204	no	30/12/2022
6	https://www.tiktok.com/@rundawggym/video/7166311346529684782?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Run dawg	8	11.7m	478.8k	1985	no	15/11/2022
7	https://www.tiktok.com/@betterpup/video/6933641769573715206?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		BetterPup	47	2.1m	359.4k	19.6k	no	26/2/2021
8	https://www.tiktok.com/@petlabco/video/7177069203793530118?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	51	2.5m	323.9k	12.9k	yes	14/12/2022
9	https://www.tiktok.com/@petlabco/video/7098386040389504262?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	17	5.3m	320.2k	9628	yes	16/5/2022
10	https://www.tiktok.com/@petlabco/video/7081733742972243206?is_from_webapp=1&sender_device=pc&web_id=721333700915893197423		Petlabco	23	2.4m	191.4k	12.8k	yes	1/4/2022
11	https://www.tiktok.com/@ben.the.vet/video/6979644780636540166?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Ben The Vet	57	1.7m	191.2k	7105	yes	30/6/2021
12	https://www.tiktok.com/@buddysmartz/video/7210038081305464069?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		BuddySmartz	51	1.8	183.3k	10.5k	no	13/3/2023
13	https://www.tiktok.com/@kizzrenne20/video/7202588390594858246?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Kizzzy	66	1.5m	166.3k	605	no	21/2/2023
14	https://www.tiktok.com/@petlabco/video/7119910193227500806?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	97	2.8k	146.9k	31.9k	yes	13/7/2022
15	https://www.tiktok.com/@sostarbcsvideo/7048725751469706502?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Bri Benton	59		143.1k	625	no	2/1/2022
16	https://www.tiktok.com/@elloitsgem/video/6821003524684516613?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Gem	15	839.8	141k	1026	no	29/4/2020
17	https://www.tiktok.com/@rio_the_bordercollie/video/7098800640779930922?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Rio de Janeiro	72	883.6k	133.7k	524	no	17/5/2022
18	https://www.tiktok.com/@petlabco/video/7083640121295146245?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	23	3m	133.5k	46.4k	yes	7/4/2022
19	https://www.tiktok.com/@harveytherescue/video/7052485816802610479?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Harvey	29	900.8k	118.7k	595	no	13/1/2022
20	https://www.tiktok.com/@dr.adamchristman52/video/7097396395983883566?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Adam Christman	30	1.1m	114.1k	4133	yes	14/5/2022
21	https://www.tiktok.com/@dr.adamchristman52/video/6994754145785810181?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Adam Christman	42	1.2m	112.4k	4982	yes	10/8/2021
22	https://www.tiktok.com/@petlabco/video/7155904307169070341?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	20	1m	107.2k	1052	yes	18/10/2022
23	https://www.tiktok.com/@esperborzoi/video/7120002590867262766?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		MyLittleRussianLady	59	665.7k	105.1k	521	no	14/7/2022
24	https://www.tiktok.com/@petlabco/video/7176336316676820229?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	50	1.4m	100.1k	7573	yes	12/12/2022
25	https://www.tiktok.com/@esperborzoi/video/6979271500264180997?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		MyLittleRussianLady	48		95.1k	2710	no	29/6/2021
26	https://www.tiktok.com/@caponeandmae/video/6998283245750111494?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		caponeandmae	57	769.8k	95k	818	no	20/8/2021
27	https://www.tiktok.com/@petdrs/video/7041718191751548161?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Pet Drs	17	588.2k	93.9k	3455	no	15/12/2021
28	https://www.tiktok.com/@betterpup/video/6929946847150640389?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		BetterPup	55	707.2k	86k	10.7k	no	16/2/2021
29	https://www.tiktok.com/@pethealthexpo/video/7189343668946357546?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Pet Health Expo LA	33	1.4m	86.1k	4003	no	16/1/2023
30	https://www.tiktok.com/@dogmomaf_/video/6989616795552468230?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Zeus' mom	115	488.9k	77.9k	1484	no	27/7/2021
31	https://www.tiktok.com/@soffie.thepomshih/video/7110963419087392026?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Soffie Unnie	16	1.1m	75.9k	9131	no	19/6/2022
32	https://www.tiktok.com/@petdrs/video/7072165548943101185?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Pet Drs	19	1.1m	74.7k	2571	no	7/3/2022
33	https://www.tiktok.com/@holisticpetradio/video/6929930328710712581?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		HPR Pet Health & Dog Mom Tips	15	3.4m	73.3k	362	no	16/2/2021
34	https://www.tiktok.com/@petlabco/video/7028276613217275142?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	27	1.3m	71.2k	5697	yes	8/11/2021
35	https://www.tiktok.com/@brittanyandjax/video/7178656484912352555?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Brittany Hogan	64	895.3k	69k	3747	no	19/12/2022
36	https://www.tiktok.com/@petlabco/video/7110555282362715397?is_from_webapp=1&sender_device=pc&web_id=7213337009158931974		Petlabco	21	1.4m	66.2k	12.6k	yes	18/6/2022
37	https://www.tiktok.com/@angelprettydog/video/7196053935222689066		Its_Angel	30	574.8k	57.5k	179	no	3/2/2023