

RELIABILITY AND EDUCATIONAL QUALITY OF TIKTOK VIDEOS AS INFORMATION SOURCES ON SPORTS NUTRITION

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Abstract. Social media platforms like TikTok have emerged as prevalent sources for consuming and disseminating healthcare information. Due to the lack of scientific oversight, the reliability and consistency of health-related videos have become a focal point in recent literature. This study aims to assess the educational quality and reliability of TikTok videos on sports nutrition. A descriptive research design was employed as it is deemed the most appropriate methodology to collect information on the study variables and explore the scientific perspectives related to this subject. The study comprises videos produced by sports content creators and all educational TikTok videos addressing sports nutrition. A random sample of 100 videos was selected using relevant hashtags via TikTok's search engine. The evaluation of these videos was performed using several quality assessment tools, including the DISCERN instrument, the Journal of the American Medical Association (JAMA) benchmarks, and the Global Quality Score (GQS). Statistical analyses were conducted using the SPSS software. The findings indicate that the content of TikTok videos related to sports nutrition is generally of low quality, suboptimal, and insufficiently educational. The results underscore the need for greater involvement of qualified professionals in the creation of educational content and the implementation of stricter guidelines by social media platforms to ensure the dissemination of accurate and reliable health information.

Keywords: educational reliability; TikTok videos; sports nutrition; content analysis.

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Introduction

With the widespread adoption of social media, TikTok has emerged as one of the most popular platforms for sharing information among users, including health and nutrition-related content. However, significant concerns persist regarding the quality and reliability of the information disseminated on these platforms. Recent studies suggest that health-related information available on video-sharing platforms such as TikTok and YouTube often lacks accuracy and reliability, contributing to the spread of misinformation among users (Kiss et al., 2023; Jang et al., 2022).

Sports nutrition plays a vital role in enhancing athletic performance and physical fitness. Proper nutrient intake helps athletes improve endurance, accelerate recovery, and increase physical efficiency. Studies highlight the significant impact of proper nutrition on performance enhancement and injury prevention (Sygit, 2016). However, accessing accurate information

about sports nutrition remains a challenge, especially given the proliferation of unreliable information on the internet.

Social media platforms like TikTok have become primary sources for users seeking information about sports nutrition. However, the nature of these platforms, which rely on short-form and fast-paced content, can compromise the accuracy and comprehensiveness of the information provided (Loeb et al., 2021). Additionally, many content creators prioritize engagement and visibility over accuracy, further complicating the challenge of verifying the authenticity of shared content.

A significant number of TikTok users creating content related to sports nutrition lack expertise in nutrition or sports science (Minadeo & Pope, 2022), which may lead to the dissemination of incorrect or misleading information. This raises critical questions about the quality, validity, and reliability of the information presented. In this context, it becomes essential to study and analyse the content of TikTok videos on sports nutrition to evaluate their credibility, quality, and reliability to ensure accurate information is provided to followers and users, preventing misinformation and avoiding the dissemination of incomplete or incorrect knowledge (Troy et al., 2023).

Sports nutrition is widely recognized as a crucial aspect of athletic performance, forming the cornerstone of enhancing athletes' physical performance and maintaining their overall health. With the growing interest in health and fitness (Newsome et al., 2024), the search for information related to sports nutrition has become increasingly common among TikTok users (Jonvik et al., 2022; Moore, 2023; Durbano et al., 2022). These videos offer a wide range of advice and guidance, from healthy food recipes and dietary supplements to tailored nutrition programs for athletes. While such content can be beneficial, there are significant challenges regarding the credibility and accuracy of the information they provide (Hong et al., 2023).

Studies highlight the necessity for a rigorous evaluation of sports nutrition-related information on TikTok to ensure its quality and reliability. It is essential for healthcare experts to intervene and enhance the quality of content published on this platform. Notably, many Arabic-speaking content creators provide sports nutrition videos on TikTok, garnering substantial audiences. However, to the best of our knowledge, no research has specifically evaluated the quality and reliability of such content. To address this gap, this study aims to assess the educational quality and reliability of TikTok videos on sports nutrition, with a particular focus on Arabic-language content.

Methodology

Study Design and Ethics

This study employs a descriptive research methodology, conducted exclusively through internet-based searches. No human participants or experimental animals were involved, and ethical committee approval is not required since the analysed data consist solely of publicly accessible online content.

The choice of a descriptive methodology is closely tied to the nature of the research objective, which is to assess the reliability and educational quality of TikTok videos as a source of information on sports nutrition. This methodology facilitates systematic data collection and

analysis, focusing on the study variables and enabling an evaluation of the quality and credibility of the selected content.

For data collection, a structured approach was employed, including predefined search terms, specific inclusion and exclusion criteria, and careful screening of videos to ensure relevance to sports nutrition. This process ensures that the analysis is both systematic and replicable, adding to the study's validity.

Selection of videos

A sample of 100 TikTok videos related to sports nutrition was collected using the keyword "sports nutrition" in TikTok's search engine, as well as relevant hashtags (#Sports_Nutrition). Videos were selected based on their relevance to the topic and further filtered for quality using specific inclusion criteria, such as language (e.g., Arabic or English) and a content focus on sports nutrition. For each video, data were recorded regarding the number of likes, comments, views, and shares.

To evaluate the quality and reliability of the selected videos, three standardized scoring systems were employed:

- JAMA Scoring System: Assesses the credibility and accountability of the source.
- Global Quality Scale (GQS): Measures the overall quality and educational value of the content.
- DISCERN Instrument: Evaluates the reliability and clarity of the information provided.

These tools were selected for their established use in evaluating the quality of health-related online content, ensuring a comprehensive and systematic analysis of the videos.

Video evaluation

In this study, three tools were utilized to assess the reliability and educational quality of TikTok videos as a source of information on sports nutrition. The first tool is the JAMA Score (Journal of the American Medical Association), which evaluates the quality of health-related information based on the criteria of authorship, attribution, disclosure, and precision. Each criterion is awarded one point if it is met, with a maximum score of 4 points (Silberg et al., 1997). The second tool is the Global Quality Score (GQS), which employs a five-point Likert scale to assess the overall educational quality of the video content, with a score of five indicating excellent quality (Bernard et al., 2007). The third tool is the Modified DISCERN Criteria, a revised version of the DISCERN tool specifically adapted to assess the quality of information regarding treatment options. It consists of five questions that focus on balance, transparency, and credibility, with a total possible score ranging from 0 to 5 points (Erkin et al., 2023).

Statistical analysis

Descriptive statistics were calculated for all video characteristics, as shown in Table 1. The results were analysed using the DISCERN, JAMA, and GQS criteria to evaluate the quality and reliability of the content. Additionally, the Chi-Square goodness-of-fit test (which

determines whether the observed distribution of scores significantly deviates from an expected distribution) was employed to analyse statistical significance in the obtained results. The statistical analysis was conducted using SPSS version 26 to ensure reliable and accurate outcomes.

Results

Table 1: *Characteristics of the analysed videos*

Characteristic	Number of Videos	Minimum Value	Maximum Value	Mean	Standard Deviation
Video Duration (minutes)	100	< 30s	3.26	1.23	0.6023
Likes	100	100.00	115,200.00	19,936.40	25,689.23
Comments	100	0.00	39,009.00	1,035.88	4,738.61
Shares	100	2.00	89,000.00	2,343.79	9,598.59

Table 1 summarizes the characteristics of the analysed educational videos in the field of sports nutrition. The longest video had a duration of 3.26 minutes, with a mean duration of 1.23 minutes and a low standard deviation of 0.6023, indicating consistent video lengths. The number of likes ranged from 100 to 115,200, with a mean of 19,936.40 and a high standard deviation of 25,689.23, reflecting significant variability in audience engagement. Comments varied from 0.00 to 39,009, with a mean of 1,035.88, and a standard deviation of 4,738.61, suggesting differing levels of audience interaction. Shares ranged between 2.00 and 89,000, with a mean of 2,343.79 and a standard deviation of 9,598.59, indicating substantial differences in how often videos were shared.

Table 2: *The Journal of the American Medical Association (JAMA) Tool*

JAMA Tool/Value	Question 1	Question 2	Question 3	Question 4
Sample Size	100	100	100	100
Mean	0.46	0.03	0.02	0.99
Standard Deviation	0.501	0.171	0.141	0.1
Chi-Square	0.64	88.36	92.16	96.04
p	0.424	0.0001	0.0001	0.0001

Note. Q1: Authorship, Q2: Attribution, Q3: Disclosure, Q4: Precision.

Table 2 illustrates the content of the first evaluation tool, JAMA, which includes four questions assessing the sources, release dates, and information availability of 100 randomly selected analysed videos. The mean scores for these questions range from 0.99 for the fourth question, representing the highest score, to 0.02 for the third question, representing the lowest score. The standard deviation values reflect variability in the responses, ranging from 0.1 for the fourth question (lowest variability) to 0.501 for the first question (highest variability). The Chi-Square values are 0.64 for question 1, 88.36 for question 2, 92.16 for question 3, and 96.04 for question 4. Statistically significant results ($p < 0.05$) were observed for questions 2, 3, and 4, while question 1 did not reach statistical significance, with a p-value of 0.424, indicating no meaningful variability in this criterion.

Overall, the mean scores for the JAMA tool reveal that the TikTok videos analysed in the field of sports nutrition fail to meet the required standards for quality and reliability, with most responses clustering near zero. The statistically significant results for questions 2, 3, and 4 highlight meaningful differences in the data, while the lack of significance for question 1 suggests consistent but inadequate responses. These findings underscore significant shortcomings in the quality and reliability of TikTok videos as an educational resource in sports nutrition, emphasizing the urgent need for improved content standards.

Table 3: *The DISCERN Tool*

DISCERN Tool/Value	Question 1	Question 2	Question 3	Question 4	Question 5
Sample Size	100	100	100	100	100
Mean	0.21	0.00	0.47	0.04	0.76
Standard Deviation	0.409	0.000	0.502	0.197	0.429
Chi-Square Value	33.64	0.00/NaN (level 0)	0.36	84.64	27.04
p	0.0001	proportion 1.00	0.549	0.0001	0.0001

Note. Q1: Does the video address areas of controversy/uncertainty? Q2: Are additional sources of information listed for patient reference? Q3: Is the provided information balanced and unbiased? Q4: Are valid sources cited?; Q5: Is the video clear, concise, and understandable?

Table 3 summarizes the findings from the third evaluation tool, DISCERN, which includes five questions focusing on the sources and availability of information in the analysed videos, with a randomly selected sample of 100 videos showing mean scores ranging from 0.00/NaN (question 2) to 0.76 (question 5), standard deviations varying between 0.197 (question 4) and 0.502 (question 3), Chi-Square values spanning from 0.00 (question 2, indicating no variability in responses) to 84.64 (question 4), with statistically significant results ($p < 0.05$) for questions 1, 4, and 5. The overall findings indicate poor compliance with quality criteria and highlight significant shortcomings in the reliability and educational value of the videos.

Table 4: *Global Quality Score (GQS) Tool*

Tool	Sample Size	Mean	Standard Deviation	Chi-Square	p
GQS	100	3.12	0.89	23.36	0.0001

Note. The Global Quality Score (GQS) is a five-point scale used to evaluate the overall quality and reliability of videos. The scoring categories are as follows: 1 = Poor quality, 2 = Poor overall quality, 3 = Moderate quality, 4 = Good quality, 5 = Excellent quality.

Table 4 presents the results of the Global Quality Score (GQS) tool, which uses a five-point scale with specific criteria for evaluating the quality and reliability of videos. The sample consisted of 100 videos selected randomly, with a mean score of 3.12 and a standard deviation of 0.89, indicating moderate variability in video quality.

The Chi-Square value was 23.36, and the p-value was 0.0001, confirming statistical significance. Based on the mean score, the results suggest that the quality and reliability of educational videos on sports nutrition on TikTok are moderate.

Discussion

Based on the results obtained using the JAMA, GQS, and DISCERN tools, along with certain video-related metrics such as likes, comments, and shares applied to a group of content creators on the TikTok platform, it was found that most videos about sports nutrition lack both educational quality and scientific credibility. This raises questions about the role of social media as a source of health information.

Related to the JAMA tool, it is evident that the mean scores for the four questions ranged from 0.99 for the fourth question (the highest value) to 0.02 for the third question (the lowest value). As for the standard deviation, the lowest value was 0.1 for the fourth question, while the highest was 0.501 for the first question. Regarding the chi-square values, they were calculated as follows: 0.64, 88.36, 92.16, and 96.04 for the first through fourth questions, respectively. Additionally, the significance (p) values were less than 0.05 for the second, third, and fourth questions, indicating statistically significant results. However, the results for the first question were not statistically significant. The findings revealed that the mean scores were close to zero, indicating that sports nutrition videos on TikTok do not meet quality and educational reliability standards. These results align with previous studies such as Kiss et al. (2023) and Denniss et al. (2023), which highlighted the poor quality of nutritional content available on the internet, reinforcing the need for scrutiny of such information. Similarly, Denniss et al. (2023) found that much of the nutritional information available on the internet and social media platforms is of low quality and accuracy, which increases the risk of misleading the audience.

Batar et al. (2020), using the same JAMA tool, found that the quality and reliability of videos about nutrition after bariatric surgeries on YouTube were low. Videos created by physicians and dietitians scored higher based on these standards. Furthermore, a review conducted by Hill et al. (2023) revealed that 42% of the videos contained questionable information, whereas videos produced by healthcare professionals were significantly higher in quality.

These findings underscore the urgent need for regulatory measures and public awareness campaigns to ensure the dissemination of accurate and reliable health information on social media platforms, particularly TikTok.

Regarding the results for the DISCERN tool, the questions are related to the sources and provision of information within the videos. The mean score for the first question is 0.21, for the second question 0 (all participants provided the same response – 0), for the third question 0.47, and for the fourth and fifth questions 0.04 and 0.76, respectively. The highest mean value is observed in the fifth question, while the lowest is in the second question. As for the standard deviation, the lowest value is 0.197 for the fourth question, and the highest value is 0.502 for the third question. After the chi-square goodness-of-fit test was performed, the values for the five questions were as follows: 33.64, 0/NaN, 0.36, 84.64, and 27.04. The significance (p) values were less than 0.05 for the first, fourth, and fifth questions, indicating statistical significance. Considering the mean scores of the responses obtained using the DISCERN tool, it is evident that the results are approximately zero (0). This indicates that educational videos in the field of sports nutrition fail to meet the required standards and are far below the optimal level needed to achieve educational quality and reliability on TikTok videos. These findings align with the study by Kiss (2023), which revealed that 25% of the videos were presented by dietitians, while two-thirds featured trainers, athletes, and other professionals sharing their knowledge of sports nutrition. Experts noted that popular sports nutrition videos, particularly those emphasizing personal stories or athletes' experiences, tended to be less reliable and of lower educational quality.

These results underscore the need for stricter standards and greater involvement of qualified professionals in producing sports nutrition content to ensure that it meets educational and scientific criteria, thus reducing the risk of misinformation on social media platforms.

Regarding the results pertaining to the GQS tool, it is observed that this tool uses a 5-point scale to evaluate videos, with each point corresponding to specific criteria such as clarity, relevance, and educational value. The mean score was 3.12, with a standard deviation of 0.89. The chi-square value was 23.36, and the significance (p) value was 0.0001, indicating statistical significance. Based on the results obtained and the responses to the GQS tool it was found that the quality and reliability of educational videos on sports nutrition on TikTok are moderate. Moderate quality suggests that while these videos may contain some useful information, they often lack depth and may include superficial content.

These findings align with the study by Loeb et al. (2021), which found that TikTok videos, particularly in sports and health, exhibit moderate quality, combining both useful and superficial information. Similarly, Sahin (2023) used the GQS tool to assess the quality of YouTube videos about nutrition during cancer treatment, revealing that most videos were of poor to moderate quality.

Other studies have also corroborated these findings. For instance, García-Cano-Fernández et al. (2022) conducted a descriptive cross-sectional study on the first 50 Spanish-language YouTube videos about bladder cancer, using two validated questionnaires evaluated by three urologists. The study found that over 60% of these videos were of low quality, posing a significant risk of misinformation to the general public, who are the primary audience for such content.

The analysis revealed that most content creators are not specialists and lack professional education, which negatively impacts the quality of their content. This was supported by Rana and Arora (2023), who emphasized that videos produced by specialists consistently exhibit higher quality compared to those created by non-specialists.

These findings highlight the urgent need for regulatory measures and educational initiatives to improve the quality of health-related videos on social media platforms, ensuring that audiences have access to accurate and reliable information.

Limitations and future studies

This study has several limitations. It focused solely on TikTok, limiting the generalizability of the findings to other platforms like YouTube or Instagram. The sample size of 100 videos, while randomly selected, may not fully capture the diversity of TikTok content, especially across different languages. The cross-sectional nature provides a snapshot in time, without accounting for changes over time, and reliance on subjective tools like GQS introduces potential bias. Additionally, the study did not investigate content creators' backgrounds or evaluate the impact of videos on viewers' understanding or behaviours.

Future research should expand to other platforms, include larger and more diverse samples, and adopt longitudinal designs to track changes in content quality. Exploring the qualifications and motivations of content creators, as well as assessing the impact of videos on audience behaviour, is crucial. Future studies should also evaluate platform guidelines and propose regulatory measures to improve content quality. Additionally, refining evaluation tools is necessary to ensure more consistent and reliable assessments. These efforts will contribute to enhancing the accuracy and reliability of health-related content on social media.

Conclusion

This study highlights the significant gaps in the quality and reliability of sports nutrition content on TikTok, as revealed through the use of established evaluation tools such as JAMA, GQS, and DISCERN. The findings demonstrate that most videos fail to meet educational and scientific standards, with many lacking credible sources and professional input. While the overall quality is moderate, the presence of unreliable and misleading content poses potential risks to public health, particularly for individuals relying on social media platforms as primary sources of health information.

The results underscore the need for greater involvement of qualified professionals in the creation of educational content and the implementation of stricter guidelines by social media platforms to ensure the dissemination of accurate and reliable health information. Additionally, this study contributes to the growing body of literature calling for improved regulation and quality control in digital health content, offering valuable insights for future research and public health initiatives. By addressing these challenges, social media platforms can become more trustworthy sources of health information, ultimately benefiting users and reducing the spread of misinformation.

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