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Soc4425G: Concussion Legacy Foundation Media Creation

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CLFC Tiktok Final Report

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Introduction

CLFC has a digital education program on concussions, the brain, and awareness that is targeted for youth. The organization needs to create a funnel to bring children to this online programming. When pivoting from in-person programming to digital programming, CLFC took the opportunity to examine the current landscape of concussion education in the Canadian curriculum. They chose the province of Ontario as a sample size of the Canadian population, and upon an in-depth search in the Ontario curriculum, determined there were no direct teachings surrounding the brain, how it works, and what it does (Ministry of Education, 2007; Ministry of Education, 2019). This presented an obstacle to CLFC digital programming. How can they educate about concussions if their target audience (aged 10-14) have not yet learned about the importance of the brain?

The next step was determining how to reach the target audience. Social media platforms have the greatest potential for reaching worldwide audiences, including youth, with 90% of Canadians using social media (Ministry of Education, 2007). The use of pop culture, current trends, memes, and music is the most effective way to gain the attention of youth. Tiktok was the most downloaded mobile application of 2021, with 656 million downloads (*Hootsuite Digital 2022 Report*) 30% of teenagers use Tiktok (Statista Research Department, 2022), which is second most among social media platforms (after Snapchat). 25% of Tik Tok users are aged 10-19 (Statista Research Department, 2022). The average user session on Tiktok is 10.85 minutes (*Hootsuite Digital 2022 Report*). Attention spans of the target audience are short, so the limited video lengths on Tiktok make it an ideal, yet challenging, way to present a hook and call to action. Accordingly, we were tasked with brainstorming, planning, and creating Tik Tok videos that attract the attention of the target audience and convert these views to click-throughs to the digital programming.

When conducting our own research on the matter of brain concussion. There was a particular article that was specifically looking into the reasons as to why more educators should use Tiktok to educate youth on brain injury and concussion. Especially due to the pandemic, the past two years, has led for users to start engaging in the app. Some interesting findings though concluded the use of hashtags determined the success of videos, and their popularity. Instead of using hashtags such as concussion, brain injury, tiktok accounts who educated youth on brain injury and concussion would use trending hashtags such as #fyp and such (Carter et al, 2021). For the first couple of videos we used hashtags such as concussion, brain injury. However for our next batch that we have yet to post we are planning to use trending hashtags to compare whether there is more engagement with our target audience.

Additional resources: link to the research article on Tiktok as an educational platform for youth to learn more on brain injury. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8580295/>

Spreadsheet of Analytics for all Videos:

https://docs.google.com/spreadsheets/d/1SUqN4DEfaSNbq-QcuNX0qB5B91vEzKX_A9QHFpqKwKg/edit?usp=sharing

Analytics for TikTok Videos

Video 1

Link:

https://www.tiktok.com/@concussion.can/video/7075428758773107974?is_from_webapp=1&sender_device=pc&web_id=6946362906738214405

Posted on March 16, 2022

Description: This video depicts characters from Disney's Inside Out showing anger and frustration, with wording above and below the clip about sensitivity to light.

Theme: This video depicts the anger and frustration felt when you are recovering from a concussion and need to limit your screen time. (Brain injury and concussion symptoms)

Other: A Call to Action is included in the text, encouraging users to visit the link in the bio.

Hashtags: #concussion #braininjury #kidsoftiktok #insideout #concussioneducation #edutok #teamup #concussionawareness #braininjuryawareness #cte #disney

Engagement:

Views: 39

Likes: 8

Comments: 0

Shares: 0

Video 2

Link: https://www.canva.com/design/DAE7Dd03RGY/KHy6GNIWqZzIcrPrbnyT0A/edit?utm_content=DAE7Dd03RGY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton (Sound: coconut mall from mario kart wii)

Posted on: (has yet to be posted)

Description: This video is a screen recording of Mario Kart which shows Luigi going around the track and hitting into another character and spinning out of control with starts over his head

Theme: This video shows how getting a concussion can be caused by aggressive movement such as hitting into someone else, and says that wearing a helmet can help protect against concussions

Hashtags: #concussion #braininjury #braininjuryawareness #edutok #concussionawareness #fyp

Engagement: NA

Views

Likes

Comments

Shares

Time watched.

Etc.

Video 3

Link:

https://drive.google.com/file/d/1KSXsgVZOTWe8JV36_wYADr2TSFnLAD56/view?usp=sharing

(used _____ audio from tiktok <https://vm.tiktok.com/ZMLMMPV7A/> Cornfield Chase - Piano

Posted on: (not posted)

Description: In this tik tok flashing led lights are the main focus (as youth are really into flashing lights and own them as decor) which is ironic because when you have a concussion you cannot look at bright lights. Facts appear on screen that are read by a popular monotone voice.

Theme: The overall theme of this tik tok is to create a general understanding of what conclusions are and with basic known facts.

Hashtags: #concussion #braininjury #kidsoftiktok #concussioneducation #edutok #teamup #concussionawareness #braininjuryawareness #fyp #lights #didyouknow

Engagement: NA

Views

Likes

Comments

Shares

Time watched.

etc.

Video 4

Link:

https://drive.google.com/file/d/1a6I0KIFi1ILusZ0Jw_f2XzVuGoH16kTV/view?usp=sharing
<https://vm.tiktok.com/ZMLMMo1kc/> Rasputin song

Posted on: (not posted)

Description: In this tik tok a green screen is used and a picture of a person receiving a brain imaging procedure is done in a hospital. This is to not entice fear, but to the seriousness of

concussions and emphasize what can happen if concussions are repeated, ignored, or go untreated.

Theme: Brain function

Hashtags: #concussion #braininjury #kidsoftiktok #concussioneducation #edutok #teamup #concussionawareness #braininjuryawareness #dontenduplikeme #hospital

Engagement: NA

Views

Likes

Comments

Shares

Time watched.

etc.

Video 5

Link:

<https://drive.google.com/file/d/170Yb0RMUegkbuaspYSZhq-khNTu7LuWt/view?usp=sharing>

(used _____ audio from tiktok)

<https://vm.tiktok.com/ZMLMMXmyw/>

Posted on: Mar 23, 2022

Description: In this tik tok facts about concussions are stated with an emphasis on why it's so important to avoid injuries like concussions and head injuries, but because there is little education on the brain and what concussions can do to the brain it makes it extremely difficult to avoid/prevent something you're not even aware of.

Theme: Three Spongebob images were used, specifically sarcastic 'meme' spongebob images that are humorous and would appeal to youth, but also help the message across of the frustration of lack of information about concussion prevention in general.

Hashtags: #concussion #braininjury #kidsoftiktok #concussioneducation #edutok #teamup #concussionawareness #braininjuryawareness #spongebob #meme

Engagement

Views 42

Likes 7

Comments 1

Shares 1

Time watched.

etc.

Video 6

Link:

https://drive.google.com/file/d/1ZgnzL6RWtP97kyM2_TD_Pj6rqbzLUoIA/view?usp=sharing

(used _____ audio from tiktok)

<https://vm.tiktok.com/ZMLaRAgDr/>

Posted on: (March 29)

Description: A series of still images with symptoms of concussions, and showcasing the events that take place when one suffers from a concussion with a viral Tik Tok sound over it.

Theme: The overall theme is an overall simple explanation of what a concussion is and the severity it has on the individual.

Hashtags: #concussion #concussion #braininjury #kidsoftiktok #concussioneducation #edutok #teamup #concussionawareness #braininjuryawareness #anotheronethankyou

Engagement:

Views 24

Likes 3

Comments 0

Shares 0

Time watched.

etc.

Video 7

Link:

https://www.canva.com/design/DAE7_vuAftc/_FAh1GJYNsihy9xPdjoZ9g/edit?utm_content=DAE7_vuAftc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

(Sound: spongebob tomfoolery)

Posted on: (has yet to be posted)

Description: Screen recording from a youtube video of Patrick Mahomes getting hit in slow motion demonstrating an example of how a concussion could be caused.

Theme: Overall theme is showing how a real life concussion could happen. Targeted towards the older age range (14 year old) who might be playing sports like football in highschool

Hashtags: #concussion #braininjury #braininjuryawareness #edutok #concussionawareness #fyp

Engagement: NA

Views

Likes

Comments

Shares

Time watched.

Etc.

Video 8

Link:

https://www.tiktok.com/@concussion.can/video/7079167379967659270?is_copy_url=1&is_from_webapp=v1

Posted on: March 25th 2022

Description: watchmojo typed style video, part 1 of spongebob counting down top 9 moments he and his friends hit their head.

Theme: Brain injury, point of these clips were to educate youth from ages 10-14, the consequences they may encounter if they get themselves into these activities that have them hitting their head or increasing their risk of brain injury.

Hashtags: #concussion #braininjury #kidsoftiktok #concussioneducation#edutok #teamup #concussionawareness #braininjuryawareness#spongebob #meme

Engagement

Views: 180

Likes: 4

Comments: 0

Shares:

Time watched:

Etc.

Video 9

Link:

https://www.tiktok.com/@concussion.can/video/7079910387545722117?is_copy_url=1&is_from_webapp=v1

(Sound: included)

Posted on: March 27th 2022

Description: Continuation of Spongebob and the top 9 moments him and his friends hit their head.

Theme: Brain Injury, point of these clips were to educate youth from ages 10-14, the consequences they may encounter if they get themselves into these activities that have them hitting their head or increasing their risk of brain injury.

Hashtags: #concussion #braininjury #kidsoftiktok #concussioneducation#edutok #teamup #concussionawareness #braininjuryawareness#spongebob #memes

Engagement:

Views: 74

Likes: 5

Comments: 0
Shares:
Time watched:
etc.

Video 10

Link:

https://www.tiktok.com/@concussion.can/video/7081372907544366342?is_copy_url=1&is_from_webapp=v1

Posted on: April 1, 2022

Description: Cartoon vampire experiencing sensitivity to the sun when he looks at it. This is to simulate the effects of exposure to light after suffering a concussion.

Theme: Brain Injury - Symptoms of a concussion (sensitivity to light)

Hashtags: #concussion #braininjury #braininjuryawareness #edutok
#concussionawareness #fyp

Engagement:

Views: 95
Likes: 6
Comments: 0
Shares: 0

Video 11

Link:

https://www.tiktok.com/@concussion.can/video/7081753638409866502?is_copy_url=1&is_from_webapp=v1

Posted on: April 2, 2022

Description: Spongebob being stuck on top of the roof and experiencing a fear of heights. This is to illustrate that the brain controls our emotions, and specifically in this case, our fear.

Theme: Brain Function - Controls or emotions and feelings (fear)

Hashtags: #spongebob #spongebobmeme #GameTok #fyp #kidsoftiktok

Engagement:

Views: 80
Likes: 4
Comments: 0
Shares: 0

Video 12

Link:

https://www.tiktok.com/@concussion.can/video/7080632299133472006?is_from_webapp=1&sender_device=pc&web_id=7064633685605664262

Posted on: April 30th, 2022

Description: Dory experiencing short term memory loss symptoms that overlap with concussion symptoms related to damage to the temporal lobe.

Theme: Symptoms of a concussion (memory loss)

Hashtags: #findingnemo #findingdory #nemo #concussion #braininjuryawareness #edutok #kidstok

Engagement:

Views: 223

Likes: 21

Comments: 0

Shares: 1

Time Watched:

Video 13

Link:

<https://drive.google.com/file/d/1sT-0x3FBFq2CVrxO4s0HpaoBw6RQjMKt/view?usp=sharing>

Posted on: not yet posted

Description: Uses the viral tik tok audio to indicate correct vs incorrect answers. Asks what nut your brain resembles. The sound states “nope” as a series of photos of different nuts appear and says “yep” when a photo of a walnut is on screen

Theme: physical description of the brain

Hashtags: not yet applicable

Engagement: not yet applicable

Video 14

Link:

<https://drive.google.com/file/d/1zqFlk8eZOD9var2yAIVng6-8gBKPnEgX/view?usp=sharing>

Posted on: not yet posted

Description: Uses the song “Elephant” by Tame Impala (popular in tik tok video edits) to represent a specific editing style. The text asks what the brain looks like and provides examples, different cartoon/drawn images of the brain appearing on screen

Theme: physical description of the brain

Hashtags: not yet applicable

Engagement: not yet applicable

Video 15

Link:

<https://drive.google.com/file/d/1eyjNp2aYJWYWZZ57vF1U3hYWMsmBCUqd/view?usp=sharing>

Posted on: not yet posted

Description: This tik tok fits into the viral trend in which a person asks a question and a corresponding audio (that is comically pitched up) says “uh uh uh”. It then corrects the previous question to provide clarity and information in an informal and fun way

Theme: description of brain structure

Hashtags: not yet applicable

Engagement: not yet applicable

Outline of Process

- CLFC outlined research on youth audience that had already been conducted
 - Target audience 10-14
 - Lack of knowledge on brain, let alone concussions
 - Use of pop culture
 - Tiktok number one social media app for that audience
 - Short videos, very focused on one topic
- CEL group brainstormed ideas on brain/concussion related knowledge and Tiktok-related trends to mesh together
- Identified topics/themes of educational content
 - Brain Function
 - Symptoms
 - Physical description of brain
 - Brain Injury
- Created video scripts and storyboard
- Delivery of videos for posting

Additional Deliverables:

Uberduck app - to be used for future content creation by CLFC.

Inventory/list of trends to use for future videos

Splice App: used to edit videos

IMovie: used to combine sound and clips

Canva App: used to edit videos

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