

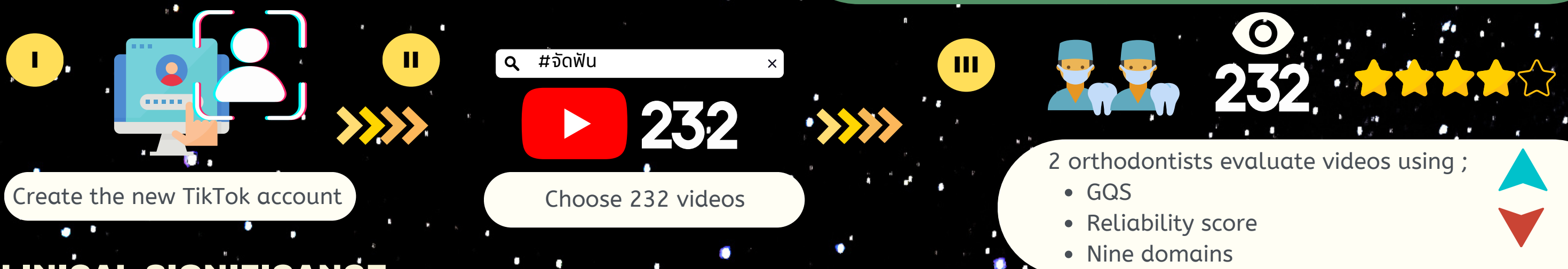


ANALYSIS OF THE QUALITY AND RELIABILITY OF THE THAI-LANGUAGE VIDEOS RELATED TO ORTHODONTIC TREATMENT VIA TIKTOK APPLICATION

BACKGROUND

Orthodontic treatment is a dental specialty that has gained popularity in many developing countries, especially in Thailand for over a decade. The information of this field has been published in several ways, including online social media which has now become the main source. Recent studies focus on the quality and reliability of the contents posted on the mainstream applications including TikTok and YouTube. However, only contents in English were investigated. Hence, it is our aim to study the Thai-language contents related to orthodontic treatment in Thailand.

MATERIALS AND METHODS



OBJECTIVE

To evaluate the quality and reliability of the Thai-language videos relating to orthodontics treatment obtained from TikTok application

STATISTICAL ANALYSIS

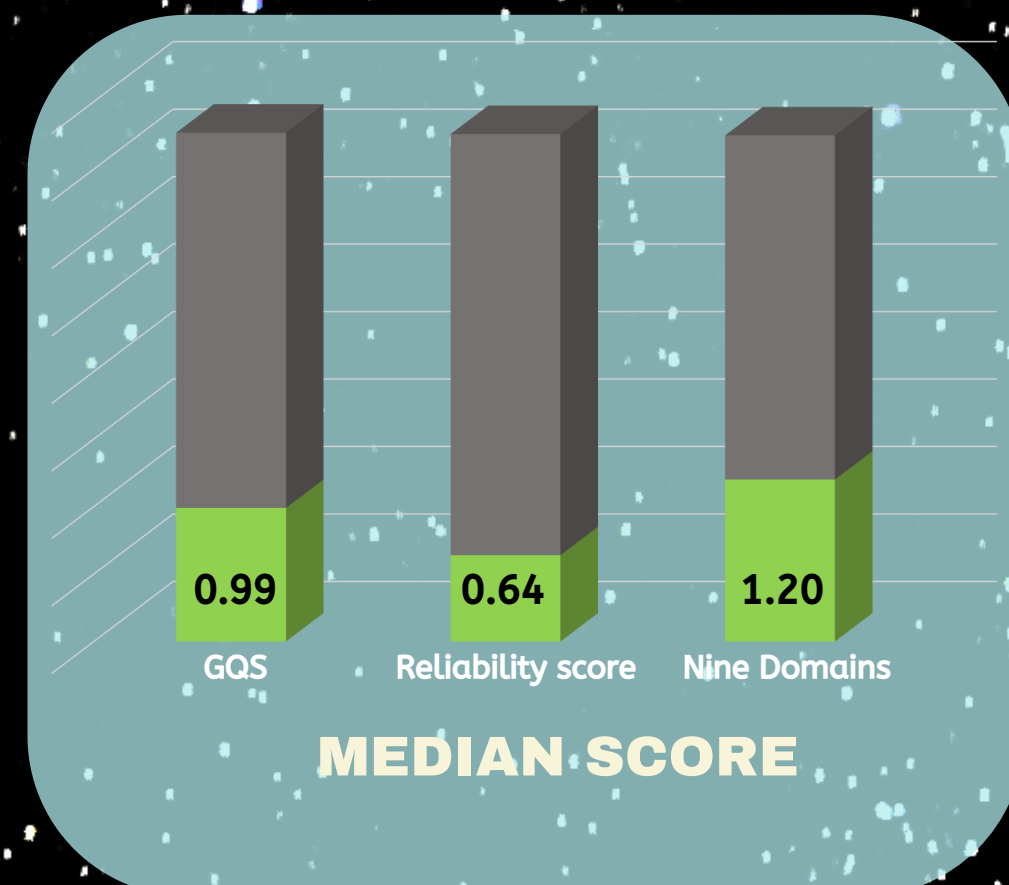
Confirm non-normal distribution and homogenous of variance by Kruskal-Wallis test, Mann-Whitney U-test respectively. Using Spearman Correlation to find statistically significant difference between groups, whereby $P < 0.05$ was considered statistically significant.

CLINICAL SIGNIFICANCE

1. Increase number of raters
2. Expand scope of the study, add other orthodontic-related words aside from #จัดฟัน

RESULTS

1. The categorical analysis reveals a distinct prevalence of videos related to orthodontic treatment, constituting the largest proportion (45.26%), succeeded by content focused on individual experiences (25.66%), and commercial promotional material (11.20%).
2. there were **negative correlations** between the number of likes and the Global Quality Score (GQS), reliability score and nine domains.
3. There were **Statistically significant positive correlations** between lengths and the Global Quality Score (GQS), reliability score and nine domains.
4. There were **positive correlation** between the Global Quality Score (GQS) and reliability score values, as well as between GQS and nine domains values, and between reliability score and nine domains values.
5. the computed median values for the GQS of the two researchers, reliability score, and nine domain values were found to be 0.99, 0.64 and 1.20 respectively.
6. There were statistically significant differences in the median GQS, reliability, and nine domain scores between videos submitted by Laypersons/Others and Dentists. the median scores for videos distributed by dentists were noticeably higher than those uploaded by laypeople or others.
7. the intraclass correlation coefficient (ICC) results, indicating a statistically significant and excellent level of agreement between the two researchers concerning GQS, statistically significant and good level of agreement in terms of the reliability score, and a statistically significant fair to good level of agreement regarding the nine domain



CONCLUSION

1. The Thai-language videos related to orthodontic treatment on TikTok have low quality and reliability and were less useful.
2. There was a strongly negative correlation between likes, shares, views and quality and reliability.
3. Most of the content creators on TikTok regarding orthodontics were laypersons. Dentists and orthodontists being the minority.
4. Individuals should be aware when using TikTok on searching contents about orthodontic treatments.
5. As TikTok continues to influence health-related narratives, professionals should be aware of the potential impact of user-generated content on public perceptions and orthodontic practices.

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