Investigating Nurses' Burnout Experiences on TikTok

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Abstract : Background: TikTok is an emerging social media platform creating an outlet for nurses to express and communicate their nursing experiences and stress related to nursing. Purpose: This study investigates the lived experiences of nursing burnout shared on TikTok. Method: The cross-sectional content analysis examines the video content, format, type, and quantitative indicators, including the number of likes and comments. Results: A total of 35 videos and 18616 comments were examined, published between November 2020 and May 2023. Combined, these 35 videos received 24859 comments and 1159669 of likes. Most of the videos included nurses, and 12 included nurses in professional attire. Three videos included interviewers in the video, but the rest of the videos were self-recorded. Four themes of nurses' burnout experiences were identified: 1) high-intensity work environment, 2) negative internal perception, 3) culture of nursing work, and 4) poor teamwork experience. Conclusion: This study explored the description of nurses' burnout experiences via a creative platform. Social media, such as TikTok, is a valuable outlet for healthcare providers to express and share their experiences. Future research might consider using the social media platform to explore coping strategies and resilience in nurses who experienced burnout.

Keywords : burnout, emotional wellbeing, nursing, social media
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