**“YOU CAN’T TALK ABOUT FASD IN NEURODIVERGENT SPACE ‘CAUSE IT’S PREVENTABLE”:**

**EXPLORING REPRESENTATIONS OF FETAL ALCOHOL SPECTRUM DISORDER ON TIKTOK**

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**Objectives:** TikTok is a viral, hyper-personalized social media video-sharing app wherein users can shoot, edit, and share short videos. Users of the platform can follow creators and engage with videos. Disabled TikTokers commonly use the platform to tell their stories and educate the masses about disability. While recent attention has focused on the use of the app for both community building and self-identification, particularly around autism and ADHD, little formalized research has been conducted that utilizes social media like TikTok in the context of disability. Even less is known regarding how information about Fetal Alcohol Spectrum Disorder (FASD) may be created, used, and shared in these spaces. The objectives of this study are to: (1) explore the representations of FASD on TikTok and (2) explore engagement with FASD-related content on TikTok.

**Method:** An initial search of TikTok was conducted using the hashtags #FASD and #FASDAwareness to generate a broad understanding of the number, type, and content of FASD-related posts. Based upon our initial search, purposive sampling was used to identify 50 videos that were reviewed and included for analysis, including the creator’s video and caption, as well as user engagement with the video (e.g., number of likes, number of views, number of saves, comments, associated hashtags, etc.).

**Results:** Data analysis is preliminary and ongoing. However, preliminary findings indicate that FASD-related content on TikTok remains limited compared to larger disability communities. For example, videos tagged with #FASD have a total of 32.7 million views, compared to videos tagged with #autism at 16.4 billion views. The variety of content creators include individuals with FASD, biological mothers, FASD educators, and disability advocates. The content of FASD-related TikToks focuses on a range of topics including the stigmatization of FASD, prevalence, symptoms, challenges and strengths, and neurodiversity more broadly. However, engagement with FASD-related TikToks, including comments and threaded videos, emphasizes the existing tensions in FASD spaces between FASD as a disability and FASD prevention. Discourses in the comments reveal competing narratives about the safety of alcohol use during pregnancy (e.g., “My doctor said I could have one drink”) and stigmatizing attitudes about women who drink during pregnancy (e.g., “Her mother drank because she wanted to get rid of her kid”).

**Discussion/Conclusions:** These findings provide evidence of the constant tension and debate about FASD as a disability and FASD prevention. Furthermore, these findings reveal the reduced engagement with FASD-related content on TikTok compared to other disabilities with high levels of engagement on the platform, such as autism and ADHD. This difference is possibly due in part to the stigmatization of FASD which remains distinctly different from other neurodivergent conditions. Recent scholarship has explored misleading information on TikTok, particularly ADHD (Yeung et al., 2022), wherein half of the analyzed videos were coded as misleading by the authors. Future work must also explore the accuracy of information provided on FASD and draw scholars’ and clinicians’ attention to the widespread dissemination of health misinformation on social media platforms. Furthermore, further exploration is required to understand if creators with FASD also experience “shadowbanning” or algorithmic oppression which has been identified among many queer, trans, and disabled creators on the platform (Sage Rauchberg, 2022), which may in part explain the low-level of interest or engagement with FASD-related content.

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