

THE NUMBERS BEHIND THE MISLEADING DEMENTIA ADVICE VIDEOS



Dementia is a highly emotive issue, and both caregivers and clients report many different experiences. However, TikTok may not be the best place to research what to do or expect. We found that **two-thirds** of the most watched TikTok videos offering advice or information about dementia and Alzheimer's are misleading.



60 MILLION VIEWS

The combined viewership for the 223 most watched dementia advice TikToks with misleading information.

60.46M
TOTAL VIEWS

5.0M
TOTAL LIKES

62.80M
TOTAL FOLLOWERS

With an average follower base of at least **200,000**, the most watched TikTok dementia influencers find themselves with a major platform to share dementia advice.

271,120
AVERAGE VIEWS

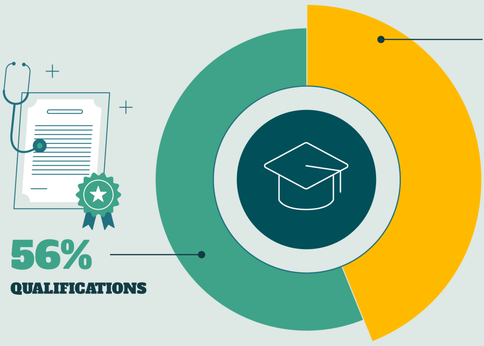
22,238
AVERAGE LIKES

281,625
AVERAGE FOLLOWERS



44% OF CREATORS HAD NO QUALIFICATIONS

Nearly half of the top misleading dementia videos were made by creators with no relevant qualifications.



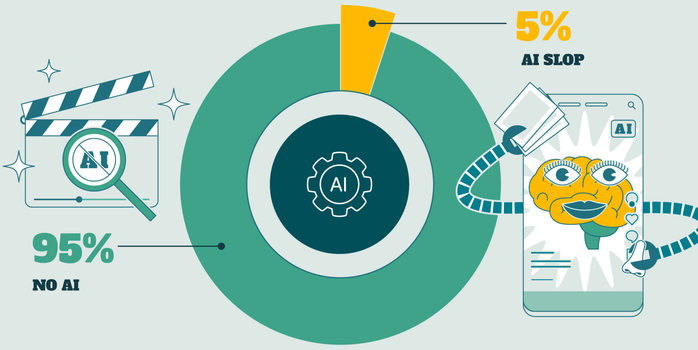
93% OF VIDEOS HAD NO DISCLAIMER

Despite the lack of dementia care qualifications among creators, more than 9 out of 10 misleading dementia TikToks were published without a disclaimer to contextualize their advice.



5% OF VIDEOS WERE AI SLOP

AI slop refers to low-quality content created with generative AI tools, often with little regard for accuracy or quality.



Following misguided dementia advice can cause clients emotional distress or put them in physical danger. It can also make caring and supporting harder for the caregiver.

Methodology: We collected a sample of the most watched 500 videos across four hashtags: #alzheimerstips, #alzheimers, #dementiatips and #dementia and asked Jennifer Winanski, Homewatch CareGivers Senior Manager of Care Operations and Quality, to analyze the 336 of these that offered advice/information about these conditions for accuracy. We also recorded likes, views and follower counts for each video along with other qualitative aspects about its creator and content.

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