

Sea to Screen

AN ANALYSIS OF SHELLFISH AND TINNED FISH CONTENT ON TIKTOK

The team

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Why tiktok matters for seafood

- Food is one of platform's fastest-growing categories
- Seafood has been appearing in unexpected but viral ways (or seafood related things)
- Opportunity: use trends to reframe shellfish for Gen Z & Millennials.



Tinned Fish Date Night



Fisherman Core



Sardine Girl Summer

Research Questions

Understand how shellfish (mussels, oysters) and tinned fish is portrayed on TikTok

**HOW ARE THEY
PORTRAYED ON SOME?**

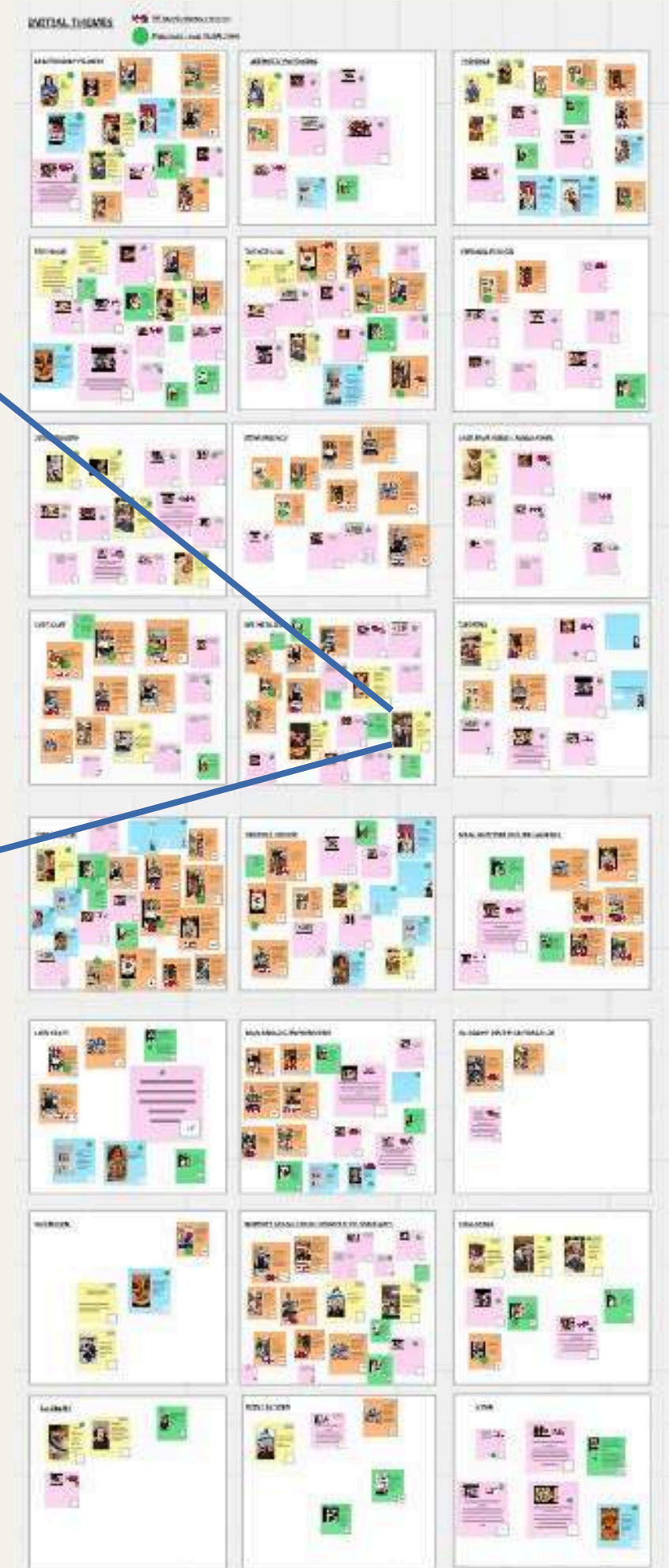
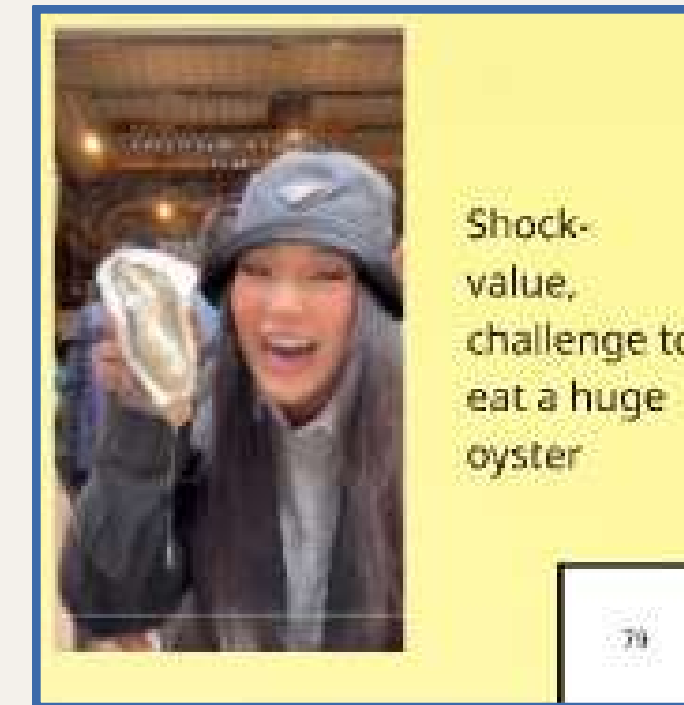
WHO ARE THE CREATORS?

**WHAT COMMUNICATION FUNCTIONS
ARE IMPLEMENTED?**

Approach

- Scraped 100 videos from Apify
- Conducted inductive thematic analysis

#tinnedfish	25
#shellfish	25
#mussels	25
#oysters	25



416.5 M VIEWS

31.6 M LIKES

1.45 M SHARES

**~7.9%
ENGAGEMENT RATE**

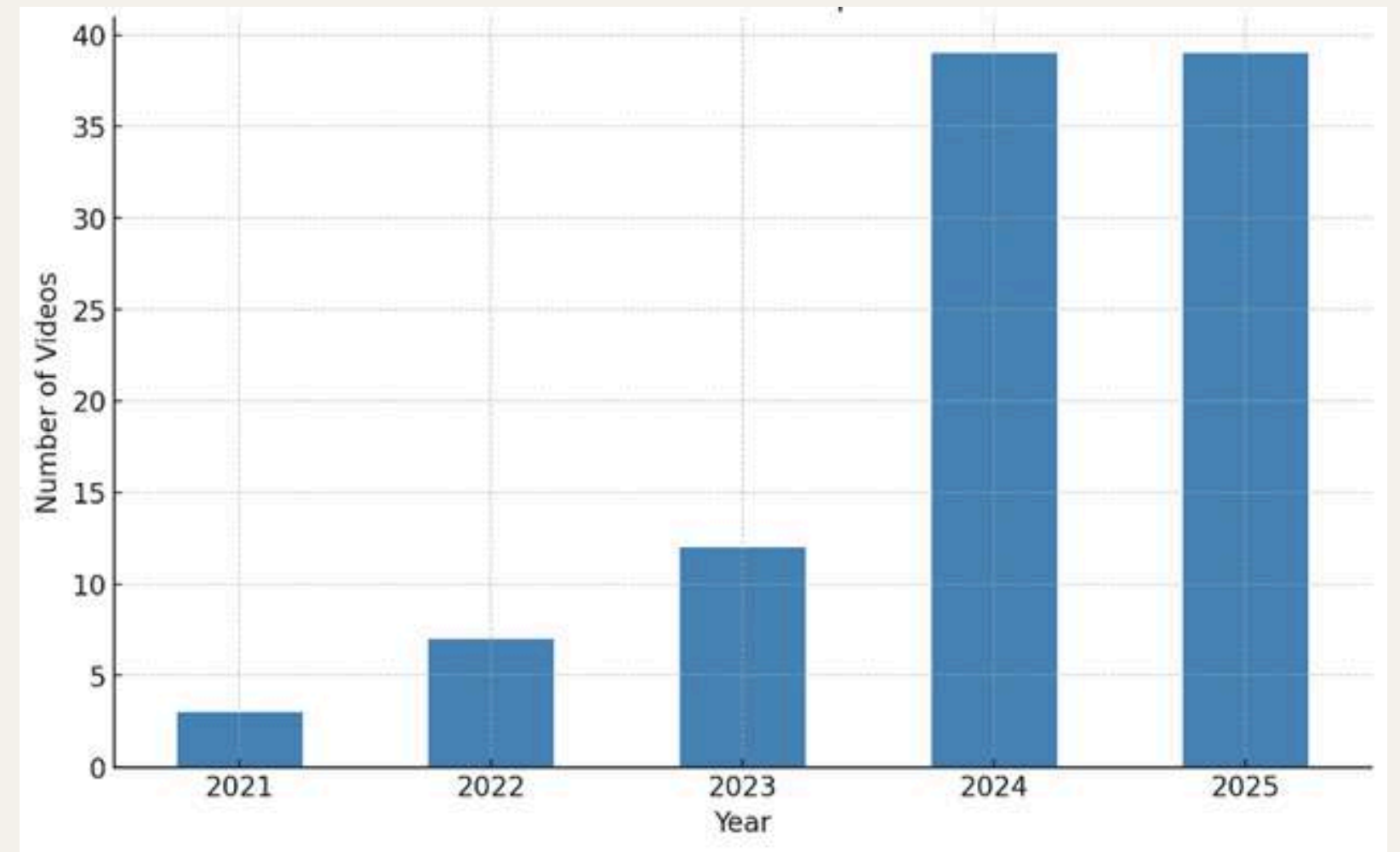
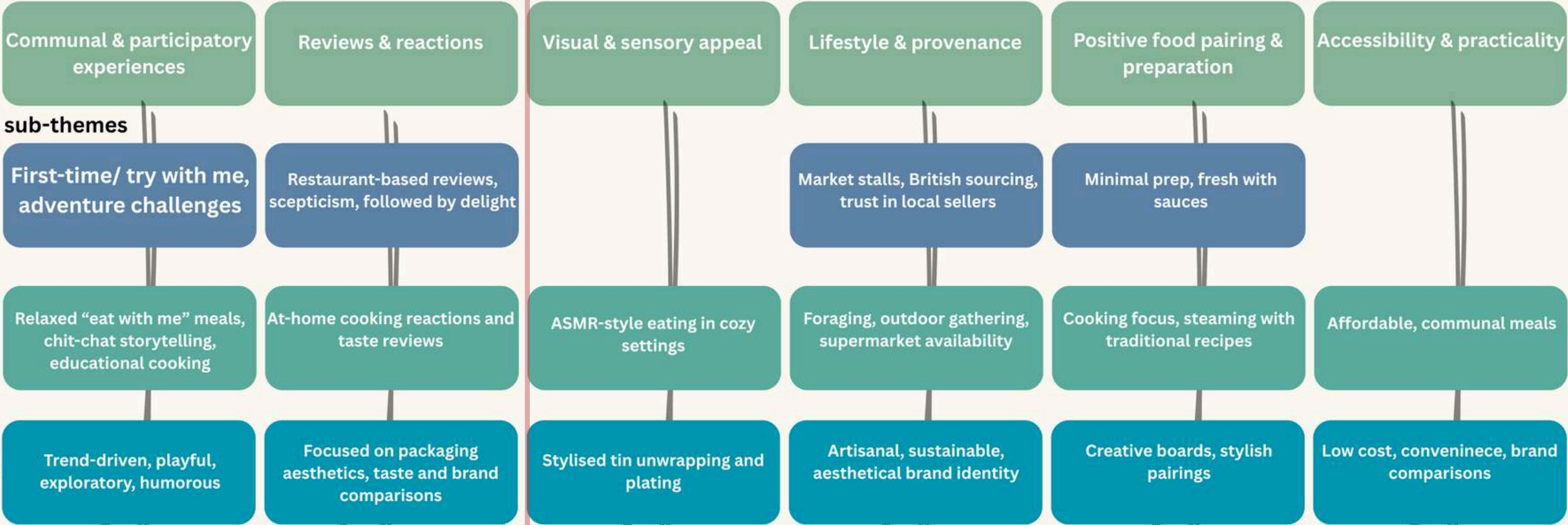


Figure 1. Total number of videos per year

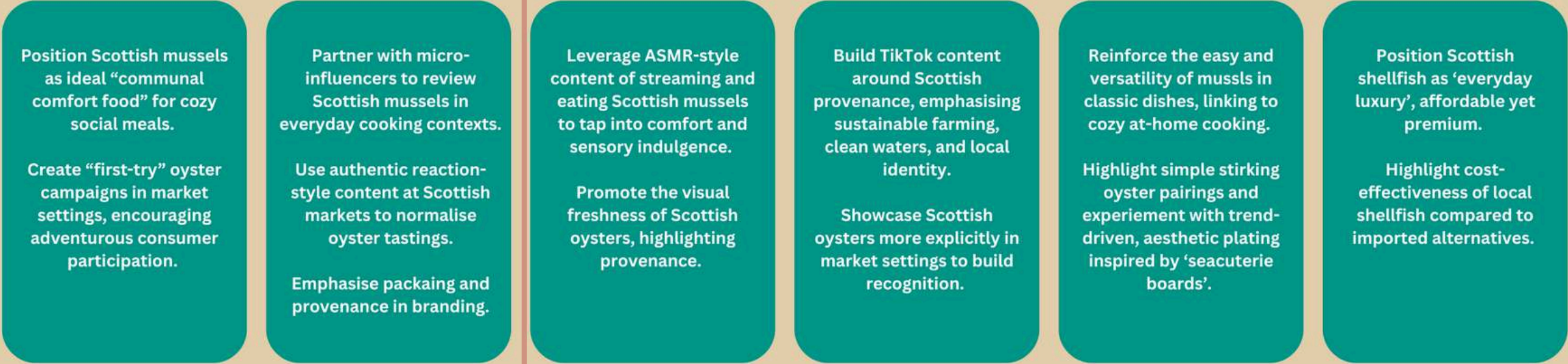
- Popularity of seafood related content

Themes

Species sub-themes



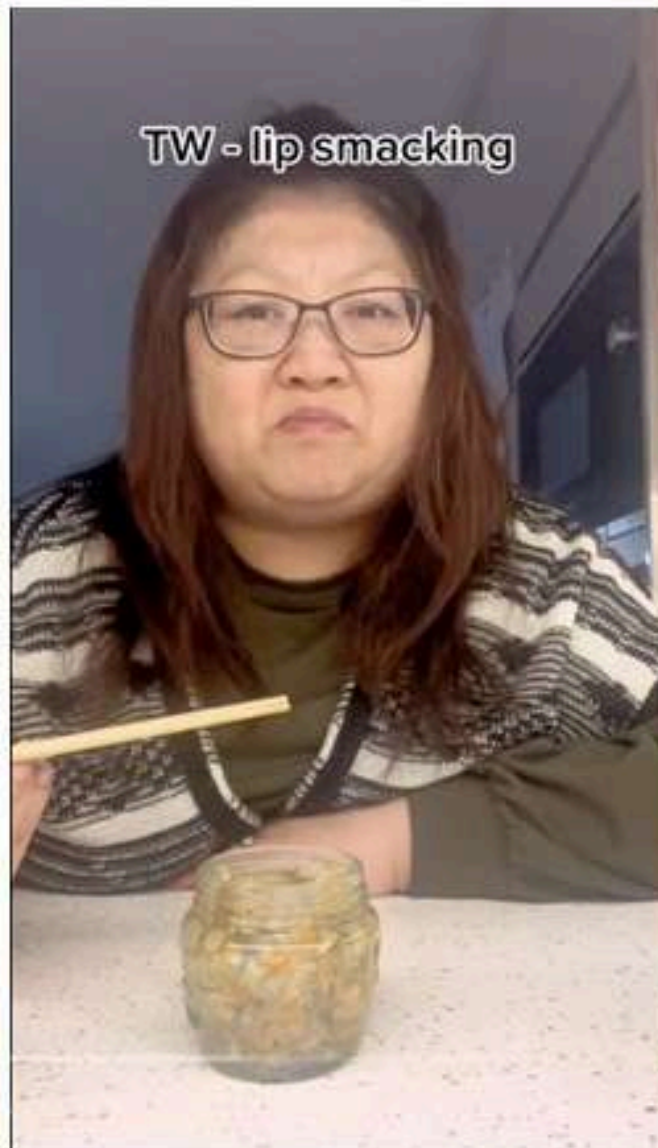
Opportunities for Scottish Shellfish



COMMUNAL & PARTICIPATORY EXPERIENCES



REVIEWS & RATINGS



Hot Wings and Real Things

Why the Good Food Movement Must Trade Information for Emotion



MIKE LEE

SEP 02, 2025



8



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Share



The sustainable and healthy food movement needs to find our equivalent of hot sauce... Stop educating people into caring. Start creating moments they can't forget."

Check out our summary



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Creators

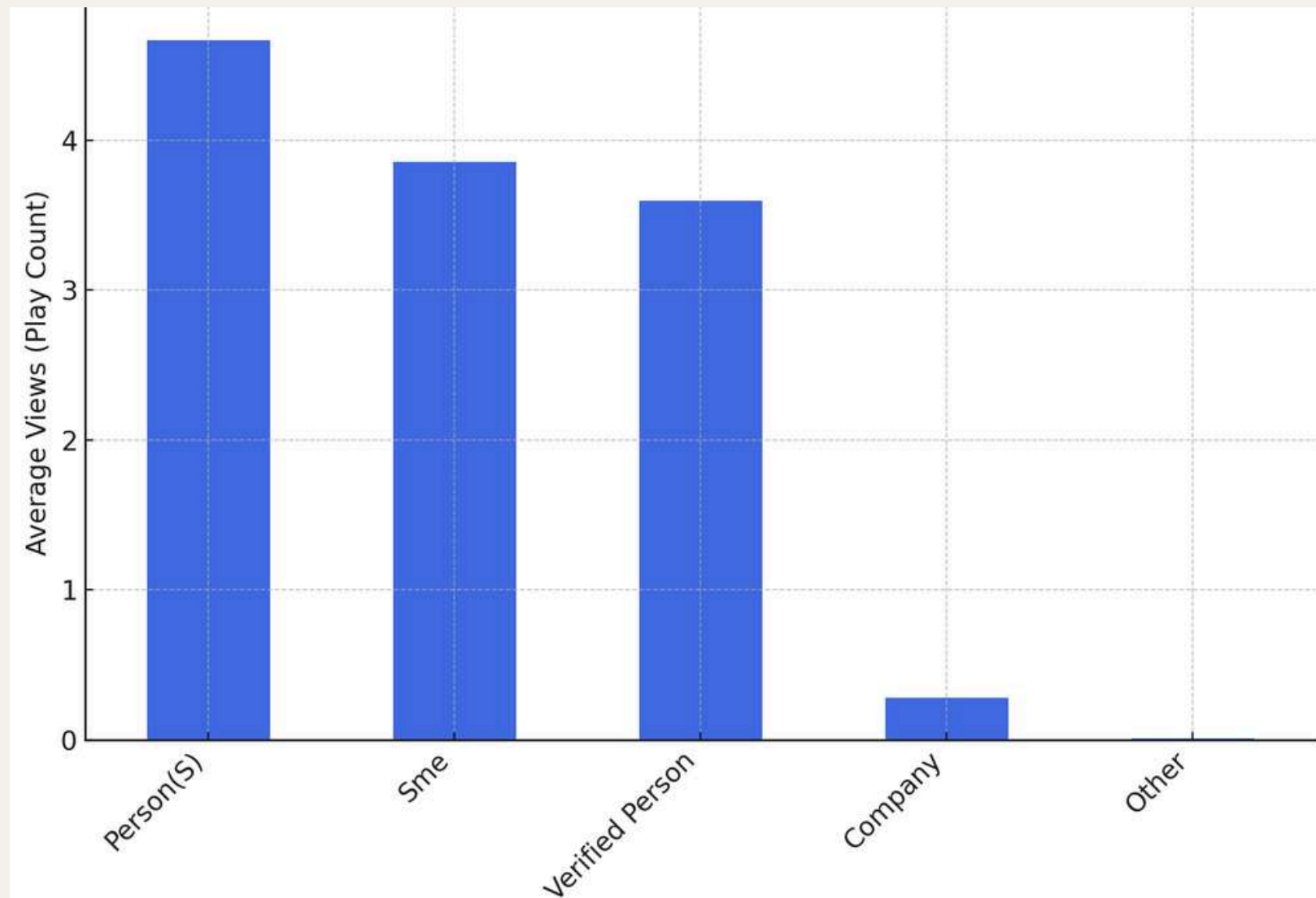


Figure 2. Views per creator type

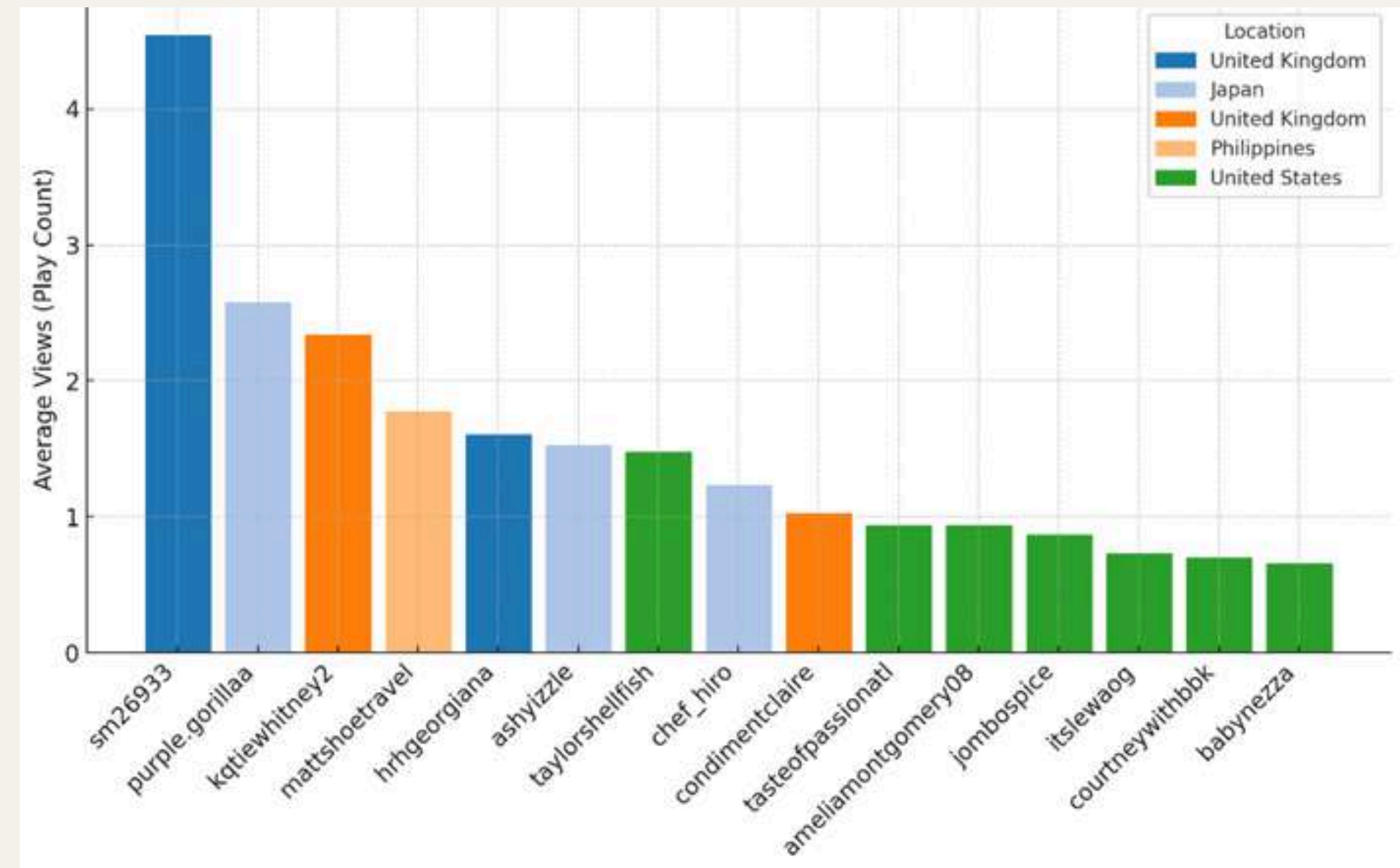


Figure 3. Total number of videos per year

- Popular creators achieve high engagement not just with the largest following
- Audiences prefer personal storytelling from people rather than from brands

Functions

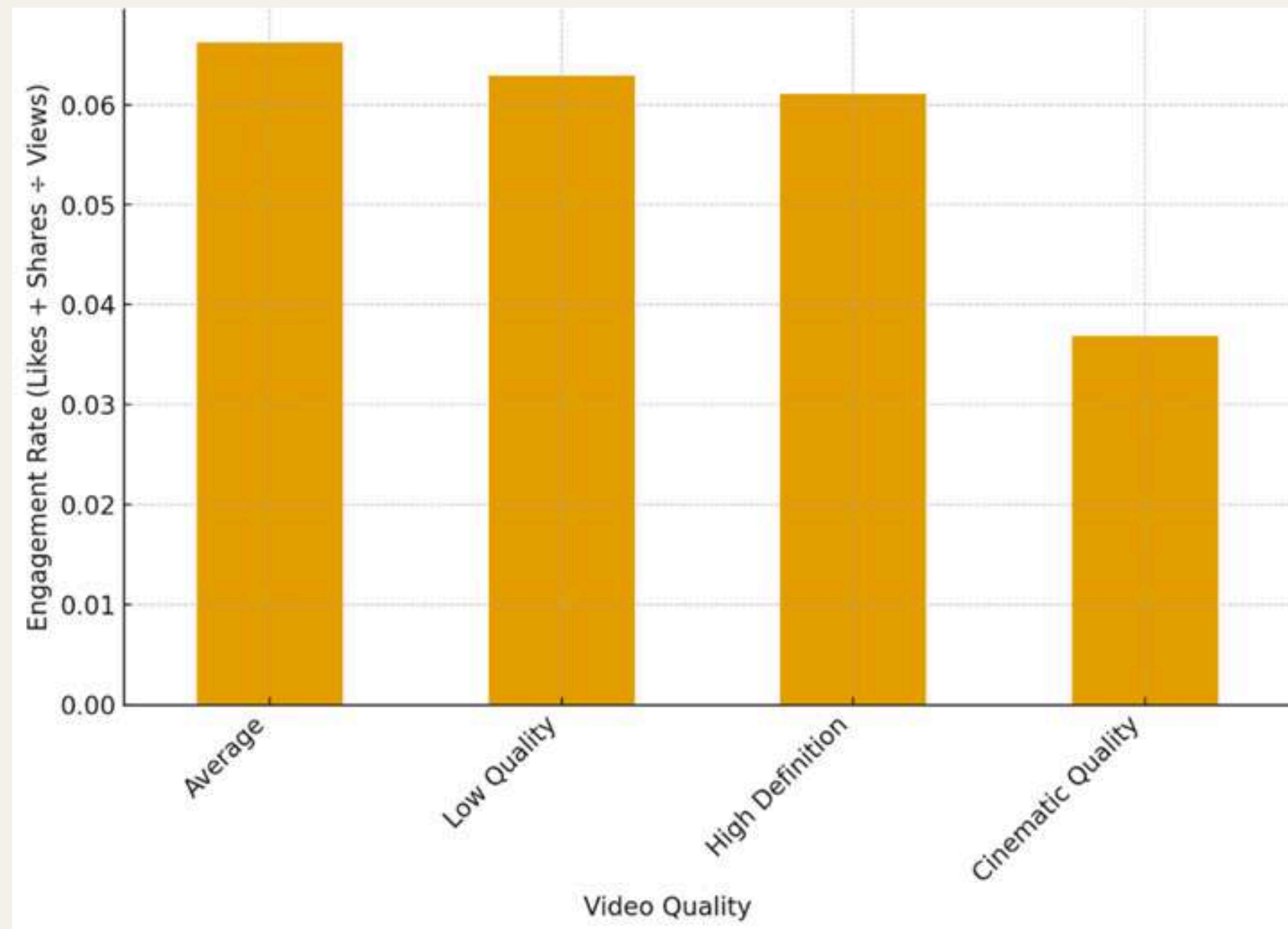


Figure 5. Engagement rate across video

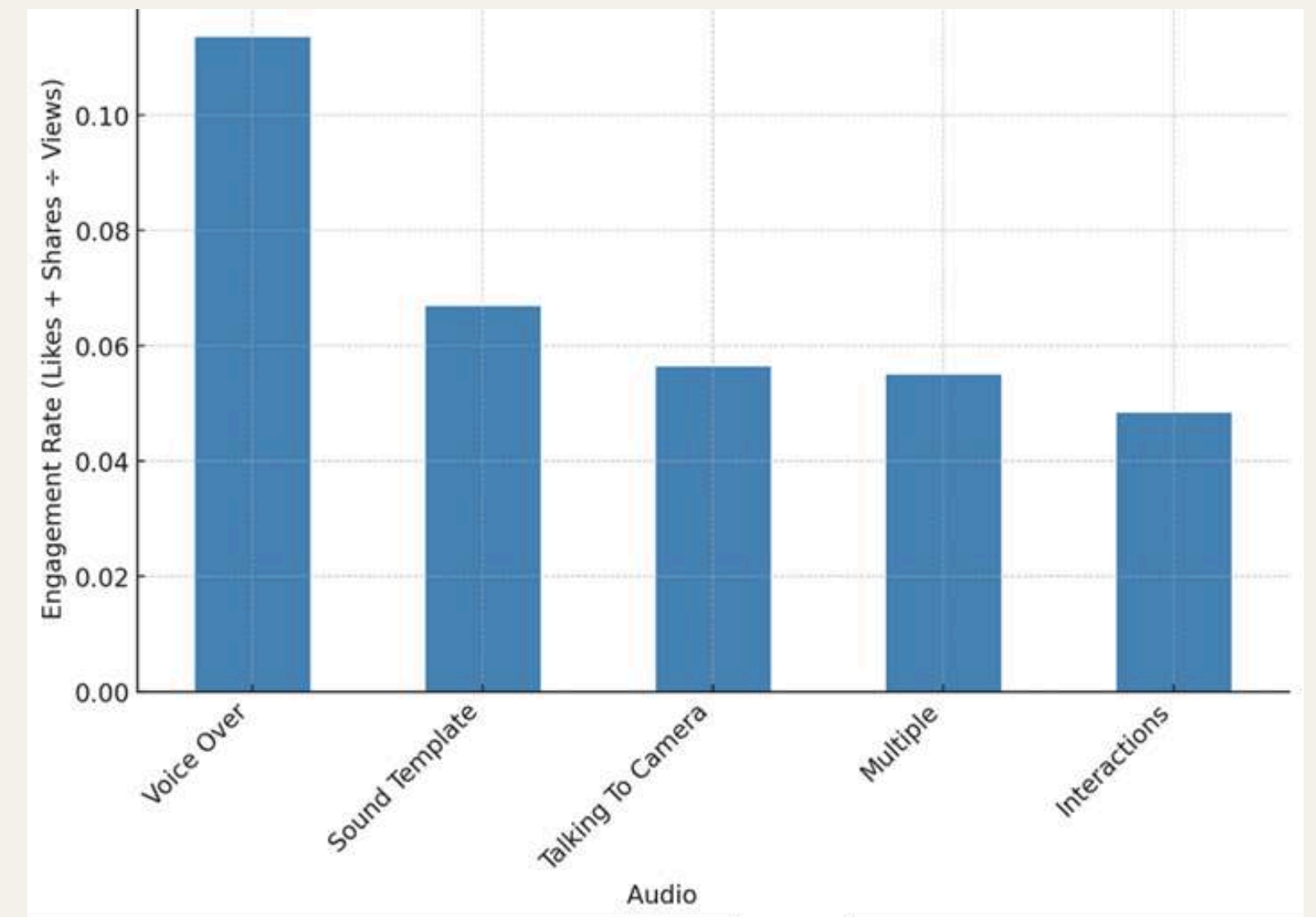


Figure 3. Engagement rate across audio

- Original sound (talking to camera, voice overs) drove more reach.
- Voice overs stand out, while fewer people watch them, they are more likely to be shared and interacted with, useful for storytelling