Research on "Uses and Gratifications" of TikTok Users

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Abstract: The rapid development of the mobile Internet era has given rise to various new forms of digital entertainment. Among them, the short video platform is deeply loved by users for its relaxed, vivid, and intuitive characteristics. Among the many short video platforms, TikTok has become a leader in the trend with its innovative content presentation method, extensive user group, and good user experience. TikTok platform provides a vast platform for users to choose their favorite video types and speak freely.This study aims to deeply explore the usage characteristics and psychological motivations of TikTok users by applying the "Uses and Gratifications Theory" framework, to provide a deeper understanding of the development and user experience of the short video platform. Among them, TikTok is represented. This study analyzes the audience's usage preferences based on the "Uses and Gratifications Theory" and further studies the psychological motivations of TikTok users of different age groups through interview methods.

Keywords: Mobile short video, TikTok, satisfaction, motivation

1. Introduction

TikTok has wide popularity, a high usage rate, and strong user stickiness in the current digital entertainment market, and has become a typical representative leading the short video trend. Through TikTok, users can easily share snippets of their lives, appreciate other people's creative works, build social networks, and form a unique user community. In this context, it is necessary to have a deep understanding of how users use this platform and the satisfaction they get from using it. Secondly, the uses and gratifications theory provide a useful theoretical framework for understanding users' needs and experiences with digital entertainment products. This theory believes that users' needs drive their use of products, and the experience during use is directly related to users' satisfaction with the product. By applying this theory, people can better understand the motivations and expectations of TikTok users during their use, thereby revealing the deep psychological factors behind user behavior [1].

2. Features of TikTok

First of all, one of the outstanding features of TikTok is its creative presentation method of short videos. Users can show their creativity and life through short 15-second videos. This unique design leads the trend of the short video era. Through TikTok, users can easily and flexibly create personalized video content, share life moments, and express emotions, which has generated strong social interactivity among users.

Secondly, TikTok focuses on the construction of social networks. Users can follow other users, like, comment, and share their creations, forming a huge user community. This social design not only increases user stickiness but also enables users to better share and communicate with each other, shortening the distance between users. In addition, TikTok has also launched various social challenge activities to further stimulate users' interest in creation and create a more active social atmosphere. Third, TikTok emphasizes the simplicity of user experience. Through intelligent recommendation algorithms, TikTok provides each user with personalized content recommendations, making it easier for users to find videos that match their interests and preferences. The simple operation interface and easy-to-use functional design enable users to get started quickly and enjoy the fun of short video creation and browsing. This user-friendly design greatly improves user stickiness.

In addition, TikTok actively advocates "original culture" and encourages users to show their true, unique, and interesting side. This cultural concept makes TikTok a platform for mutual promotion and mutual growth between creators and audiences. Users can find more interesting and authentic content through TikTok, forming a new and open cultural atmosphere.
In terms of technology, TikTok uses advanced artificial intelligence technology to analyze users' interests and hobbies through algorithms and recommend content that is more in line with their tastes. This kind of personalized recommendation technology makes it easier for users to find content of interest when using TikTok and improves the user experience.

3. Research design

The interview method is an important qualitative research method. The researcher collects primary data from the research through conversations. The interview is a process in which the interviewer and the respondent interact to jointly construct "facts" and "behavior"[2]. Interview methods are divided into structured, semi-structured, and unstructured [3]. This study used semi-structured interviews to conduct in-depth interviews, to analyze the true inside story and the true meaning of the interviews [4]. An interview outline was developed based on the previous research on uses and gratifications presented in the literature review, and the different motivations and psychological activities of the interviewees were explored based on their actual different situations to provide a basis for further analysis of the research. The interview subjects were randomly sampled. After a series of evaluations and understandings, 10 users who habitually used TikTok were selected as interview subjects, and participants with diverse feelings were selected as interview subjects. 5 of the interviewees were 30 years old and below, and the other 5 respondents were above 30 years old. Based on the inner activities of the interviewees and starting from the motivation for the behavior, an interview outline was designed and the interview was conducted. The interviewer's recording was then converted into text [5].

4. Research results

Videos, such as short plays, pets, cute children, and some daily vlogs, etc, are a kind of entertainment. According to the interview results, I always remember that young people under the age of 30 are more interested in entertainment videos, but they may just spend a lot of spare time browsing videos that they are interested in. To satisfy their entertainment needs, they will spend their free time, thereby obtaining a sense of pleasure. Different from them, the group over 30 years old pays more attention to current political news and social news, and they are more active than the group under 30 years old. They not only comment on videos that they are interested in but also on a wider network. Space to say what you want to say. Group comments are more concerned with the need to gain identity and obtain information [6].

5.   "Uses and Gratifications Theory" analyzes user motivations

"Uses and Gratifications Theory" means that in the process of using products or services, users' motivations mainly come from the satisfaction of needs and the sense of gain. When explaining user behavior and experience, this theory emphasizes that users' needs and satisfaction play a key role in the use and continued use of products or services. The following will provide an in-depth analysis of the application of "Uses and Gratification Theory" in the user motivation of TikTok from different dimensions [7].

First of all, TikTok implements personalized content recommendations through intelligent recommendation algorithms to meet users' needs for diverse and interesting content. This algorithm accurately grasps the user's points of interest by analyzing the user's viewing history, likes, comments, and other behaviors, and recommends short videos that are more suitable for them. Users can find rich and diverse content on TikTok, which meets their needs for novel and diversified experiences [8].

Secondly, TikTok emphasizes the construction of social networks so that users can meet their social needs during use. Users can interact with other users by following, liking, commenting, etc, forming a huge user community. This social design not only increases user stickiness but also meets users' needs for social interaction and sharing of life. Users are both creators and consumers of content in TikTok, and they gain a richer sense of satisfaction through social networks [9].

Third, TikTok focuses on the simplicity of user experience to meet users' needs for convenience and ease of use. TikTok's simple operation interface and easy-to-use functional design enable users to get started quickly and easily enjoy the creation and browsing of short videos. Users do not need to spend too much time and energy to learn and adapt, but directly enjoy the pleasure brought by the product, meeting their expectations for a simple and convenient experience.

In addition, TikTok promotes "original culture" and encourages users to show their true, unique, and interesting side. By sharing personal life, talent performances, and other content, users can gain recognition and attention from others on TikTok and gain a sense of achievement and satisfaction. This affirmation of individual value enables users to participate more actively in content creation and experience a unique sense of satisfaction [10-13].

In terms of technology, TikTok uses advanced artificial intelligence technology to provide users with personalized content recommendations through algorithms. This technical means make it easier for users to find videos that match their interests and preferences when using TikTok and improves user satisfaction with personalized services. This also further promotes users' continued use of TikTok.

To sum up, TikTok conforms to the core concept of "use and gratification theory" through intelligent recommendations, social networks, easy-to-use user experience, advocacy of original culture, and advanced technical support. Meet the diverse needs of users. This theory provides profound theoretical support for explaining the motivations of TikTok users, allowing users to better satisfy their needs and enjoy the pleasure of using TikTok.

6.   Conclusion

TikTok conforms to the core concept of "use and gratification theory" and satisfies the diversity of users through intelligent recommendations, social networks, easy-to-use user experience, advocacy of original culture, and advanced technical support. needs. This theory provides profound theoretical support for explaining the motivations of TikTok users, allowing users to better satisfy their needs and enjoy the pleasure of using TikTok. This article focuses on the needs of TikTok users of different ages to use TikTok and their preference for short videos. The study found that most young groups use TikTok mainly to meet their entertainment needs, while older groups mainly use TikTok to obtain

information, and Everyone has this need for identity. However, this article still has some shortcomings. For example, the research method adopts qualitative research, the research objects are small, and it is not comprehensive. Moreover, due to individual differences, some users do not have any fixed needs for using TikTok and may have mixed or blended needs. Purpose cannot be completely separated. In future research, the research subjects can be concentrated on a specific group of people, such as a certain occupation, and observe and study whether there are commonalities or differences in their psychological motivations for using short video platforms to obtain more comprehensive and objective conclusions.

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