**Thank you for joining us today. Your insights are greatly appreciated. I am collecting data for a research project about Tik-Tok, is it alright if I use your response as part of my project? You may find some of my questions too personal, if you are uncomfortable with answering them just let me know and I will move on. I want to assure you that your responses will remain confidential. Do you have any questions for me before I start?**

*You're welcome, and I'm happy to participate in your research project. You have my permission to use my responses as part of your project, and I understand that the information will remain confidential. I don't have any questions for you at the moment, so please go ahead and ask your questions, and I'll do my best to provide insightful responses.*

-----Warm Up----

**Q1. Please provide some basic demographic information:**

*I'm a 28-year-old man with a bachelor's degree in computer science. I'm currently single, living on my own.*

**Q2. Let us start, could you briefly describe your typical day or routine, including how Tik-Tok fits into your daily life?**

*My typical day often revolves around my work as a software engineer. I start the day by checking and responding to emails and then delve into my coding tasks. After work, I like to spend some time on my personal projects, which usually involve computer programming, game development, or music production. Tik-Tok fits into my daily life in the evenings when I take short breaks to unwind. I enjoy scrolling through the platform, watching entertaining content, and staying updated on the latest trends. It provides a bit of relaxation and inspiration during my leisure time.*

-----Main Body-----

* Topic 1: Tik-Tok Usage and Experience

**Q1. Can you tell me about your experience with Tik-Tok? How often do you use it, and what kind of content do you engage with the most?**

*My experience with Tik-Tok has been quite enjoyable. I use the platform a few times a week, usually for about 20-30 minutes at a time. I'm most engaged with content related to technology, game development, and electronic music. These areas align with my interests, and I find Tik-Tok to be a great source of inspiration in these fields.*

**Q2. What do you find most enjoyable about Tik-Tok? Conversely, are there any challenges or issues you've encountered while using it?**

*What I find most enjoyable about Tik-Tok is the diverse and creative content that users produce. It's a great platform for discovering new ideas, especially in the fields of technology and music. However, one issue I've encountered is that the algorithm sometimes shows repetitive content, which can get a bit monotonous. I'd appreciate more variety in recommendations.*

**Q3. How has Tik-Tok impacted your daily life or routines? Can you provide specific examples of how you've used Tik-Tok for various purposes?**

*Tik-Tok hasn't had a significant impact on my daily life or routines. I use it primarily for leisure and inspiration, but I haven't used it for specific purposes. However, it has sparked some creative ideas for my personal projects in game development and music production.*

**Q4. Have you ever created content on Tik-Tok? If so, what motivated you to start creating, and what has been your experience as a content creator?**

*I haven't created content on Tik-Tok. While I find it fascinating to watch and engage with content, I haven't been motivated to become a content creator on the platform. I prefer to focus on my own personal projects in game development and music production.*

**Q5. Are there any specific goals or objectives you have in mind when using Tik-Tok? What do you hope to achieve or gain from your interactions on the platform?**

*I don't have specific goals when using Tik-Tok. My primary objective is to find inspiration and entertainment. It's a platform that fuels my creativity and keeps me informed about the latest trends in my areas of interest.*

* Topic 2: Content Discovery and Interactions

**Q1. How do you discover new content and creators on Tik-Tok? Do you engage with specific trends or challenges?**

*I primarily discover new content and creators on Tik-Tok through the "For You Page." This feature recommends videos based on my interactions and interests. I also explore specific trends or challenges related to technology, game development, and electronic music. These trends align with my interests, and I find them engaging.*

**Q2. Can you describe your interactions with other Tik-Tok users, such as likes, comments, or sharing content? How important are these interactions to you?**

*I occasionally like videos that I find interesting or informative, and I sometimes leave comments to engage with the creators. While these interactions are not the primary focus of my Tik-Tok experience, they do add a social element and allow me to connect with like-minded individuals. It's enjoyable, but not a central aspect of my usage.*

**Q3. Have you participated in any Tik-Tok challenges or trends? If yes, please share your experience and whether it influenced your content creation or viewing habits.**

*I haven't actively participated in Tik-Tok challenges or trends. While I find them intriguing and often informative, they haven't significantly influenced my content creation or viewing habits on the platform. I prefer to be a viewer rather than a content creator.*

**Q4. What are your preferences when it comes to the types of content you enjoy on TikTok? Are there specific genres or themes that resonate with you?**

*I'm particularly drawn to content related to technology, game development, and electronic music. These genres align with my interests and are the ones I enjoy the most on Tik-Tok. I appreciate content that's educational and informative in these areas.*

**Q5. Do you feel that Tik-Tok's algorithm effectively tailors content to your interests, or do you sometimes encounter content that doesn't align with your preferences?**

*Tik-Tok's algorithm does a reasonably good job in recommending content that aligns with my interests. However, it's not always perfect, and occasionally I do come across content that doesn't resonate with me. I believe there's room for improvement in fine-tuning the algorithm to provide even more relevant and diverse content.*

* Topic 3: Privacy and User Experience

**Q1. Tik-Tok has faced privacy concerns in the past. How do you feel about the privacy and security of your data on Tik-Tok, and what precautions, if any, do you take?**

*Privacy is a significant concern, and I'm cautious about sharing personal information on Tik-Tok. Given the platform's past privacy controversies, I'm mindful of the data I provide and regularly review my privacy settings. I also use strong, unique passwords and enable two-factor authentication for added security. Protecting my data is a priority.*

**Q2. How satisfied are you with the user interface and design of the Tik-Tok app? Are there any features or improvements you'd like to see?**

*I find the Tik-Tok user interface to be user-friendly and visually appealing. However, I believe there's room for more personalization in content recommendations. It would be great if Tik-Tok allowed users to have greater control over the types of content they see. Additionally, enhancing the tools available for content creators could further improve the platform.*

**Q3. Are there any concerns or issues related to Tik-Tok's content moderation, algorithms, or community guidelines that you'd like to address?**

*While I'm not an active content creator or commenter, I've heard concerns from others about inconsistent content moderation. It's vital for Tik-Tok to continue refining its content moderation efforts to maintain a safe and welcoming environment. Promptly removing inappropriate content is essential for the platform's integrity.*

**Q4. How do you handle your Tik-Tok usage in terms of screen time and managing its impact on your daily life?**

*I manage my Tik-Tok usage by setting time limits for myself. It's essential to balance my use of the app with other aspects of my life, particularly my work and personal projects. Regularly monitoring my screen time helps me strike this balance and avoid excessive use.*

**Q5. Looking ahead, what do you think Tik-Tok could do to enhance your overall experience on the platform?**

*In the future, Tik-Tok could enhance my experience by further refining the content recommendation algorithm to provide more relevant and diverse content. Additionally, providing more context about content creators and their creative process would enrich the platform. Strengthening privacy protection and data security measures would also be reassuring for users.*

-----Closing-----

**Is there anything else you'd like to share or any additional feedback you have about your Tik-Tok experience?**

*Thank you for the opportunity to share my thoughts on Tik-Tok. Overall, it's a platform that provides a lot of inspiration and entertainment, especially in my areas of interest. However, I'd like to emphasize the importance of continually addressing privacy concerns and ensuring content moderation remains effective, particularly for the younger users who engage with the platform.*

*I also believe Tik-Tok has the potential to further empower content creators by providing more tools and resources. Additionally, a more personalized content recommendation system that reduces repetition and increases diversity would enhance the overall experience for users like me.*

*If Tik-Tok can continue to work on these aspects while maintaining a safe and enjoyable environment, it will likely retain its appeal for a broad range of users.*