**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 help with your research project. Yes, you can use my responses as part of your project, and I understand that the information will remain confidential.*

*I don't have any questions at the moment, so please feel free to begin with your first question.*

-----Warm Up-----

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

*I'm a 35-year-old male, married with two children, a 9-year-old boy and a 6-year-old girl. I have a bachelor's degree in business management and work as a marketing manager in a multinational company.*

**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 usually begins around 6:30 AM when I wake up to prepare breakfast for my family. After getting the kids ready for school, I start my workday. As a marketing manager, my work involves meetings, strategy planning, and coordinating with the team.*

*During lunch breaks, I often take a short walk to clear my mind and check my social media, including Tik-Tok. Tik-Tok fits into my daily life as a source of entertainment and relaxation. I might spend about 15-20 minutes during my lunch break browsing Tik-Tok, especially enjoying the short, funny videos that help me unwind.*

*In the evenings, I spend quality time with my family, helping the kids with their homework, cooking dinner, and occasionally engaging in my hobbies like photography or cooking. Later in the night, after the kids are in bed, I might watch a few more Tik-Tok videos as a way to unwind before bedtime. Overall, Tik-Tok is a brief but enjoyable part of my daily routine.*

-----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?**

*Sure, I use Tik-Tok regularly, typically on a daily basis. I'd say I spend about 30 minutes to an hour on Tik-Tok each day. I engage with a variety of content, but what I enjoy the most are the humorous and funny videos. I also like content related to food, travel, and fashion.*

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

*The most enjoyable aspect of Tik-Tok for me is its quick and easy-to-digest format. I find it entertaining and often quite humorous. It's a great way to unwind during the day. However, one challenge I've encountered is that I sometimes spend more time on Tik-Tok than intended, which can be a distraction from work and daily life.*

**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 has had a positive impact on my daily life. It provides a short and fun break during busy workdays, allowing me to relax and enjoy some entertainment. I've also learned cooking techniques and exercise routines from Tik-Tok, which has influenced my daily life. For example, I've tried out new recipes and incorporated some of the workouts into my fitness routine.*

**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?**

*Yes, I have created content on Tik-Tok. I was motivated to start creating because I felt Tik-Tok offered a platform to express myself and share my interests. It's been a fun experience. I've gained some followers and connected with other content creators, expanding my social circle.*

**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?**

*My main goal is to relax and be entertained on Tik-Tok, as well as to explore new things. I don't have specific business or career goals on the platform; I just want to enjoy the content it offers and have fun.*

* 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 through Tik-Tok's recommendation algorithm. It does a good job of showing me content that aligns with my interests based on my interactions. I also enjoy engaging with specific trends and challenges, especially if they're fun or creative.*

**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 regularly like and comment on videos that I find entertaining or interesting. Occasionally, I share content with my friends. Interactions with other users are important to me as they contribute to the sense of community on Tik-Tok. It's a way to connect with others who share similar interests.*

**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.**

*Yes, I've participated in some Tik-Tok challenges. It's been a fun experience, and it has influenced my content creation by providing inspiration and ideas. Participating in challenges has increased my engagement with the platform and expanded my social connections.*

**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 enjoy a wide range of content on Tik-Tok. Humorous and funny videos are a favorite, but I also like content related to food, travel, and fashion. I appreciate the diversity of content available on the platform.*

**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?**

*In general, I find Tik-Tok's algorithm to be effective in tailoring content to my interests. It usually recommends content that aligns with what I enjoy. However, there are occasional instances where I come across content that doesn't align with my preferences, but these have become less frequent with algorithm improvements.*

* 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?**

*I'm aware of the privacy concerns associated with Tik-Tok, and they do make me somewhat cautious. I take precautions such as managing my privacy settings, limiting the information I share, and regularly reviewing the app's permissions. I also use strong passwords and enable two-factor authentication to enhance the security of my account.*

**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'm generally satisfied with Tik-Tok's user interface and design. It's intuitive and user-friendly. However, I'd like to see improvements in personalization settings that allow users to have more control over their experience and content recommendations.*

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

*Tik-Tok's content moderation and community guidelines seem to work well for the most part. However, there are occasional controversies and inappropriate content that arise. I hope Tik-Tok continues to improve in these areas to ensure a safe and welcoming environment for all users.*

**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 to avoid spending too much time on the platform. It's important for me not to let it interfere with my work or family life. Regularly reviewing my screen time helps me strike a balance.*

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

*I believe Tik-Tok could further improve its content recommendation algorithm to better align with users' interests. Providing more background information about content creators and their creative process could enhance the platform's appeal. Additionally, strengthening privacy protection and data security would increase user trust.*

-----Closing-----

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

*I think I've covered most of my experience and feedback about Tik-Tok. It's a platform I enjoy using for its entertainment value, but I also appreciate the need for privacy and security improvements. I believe Tik-Tok should continue to evolve to ensure it remains a fun and safe space for all users.*