**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 of course, you can use my responses for your research project. I understand the need for candid answers, and I'm ready to provide my subjective perspective. I don't have any questions at the moment, so please feel free to start with your first question.*

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

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

*I'm a 42-year-old woman, married with two children, an 11-year-old boy, and an 8-year-old girl. I hold a master's degree in educational psychology and work as a mental health counselor at a large non-profit organization.*

**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 begins around 6:00 AM when I wake up to prepare breakfast for my family. After getting the kids ready for school, I start my work as a mental health counselor. My work involves individual counseling sessions, case management, and addressing clients' mental health needs.*

*During lunch breaks, I often spend some time in our garden, tending to the plants and enjoying the fresh air. Tik-Tok is a part of my daily life, and I usually use it for a short break and entertainment. I might spend about 15-20 minutes during my lunch break and another 10-15 minutes in the evening watching Tik-Tok videos.*

*In the evenings, I focus on family time, helping the kids with their homework, cooking dinner, and engaging in activities like reading together or practicing yoga. After the kids are in bed, I might spend a bit more time on Tik-Tok as a way to unwind before my bedtime routine. 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?**

*My experience with Tik-Tok has been quite enjoyable. I use it on a daily basis, usually in my breaks or downtime, spending around 20-30 minutes each time. I find myself engaging the most with content that revolves around mental health, self-care, and motivational tips. It's a great source of positivity for me.*

**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 diversity of content it offers. It's a quick way to get inspired, learn something new, or simply be entertained. However, one challenge is managing my time. Sometimes, I can get lost in scrolling through videos, which can be a time sink.*

**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. I've integrated it into my self-care routine. I've learned about meditation techniques, relaxation exercises, and even picked up some healthy recipes from the platform. Tik-Tok has helped me incorporate more mindfulness practices into my daily life.*

**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've created content on Tik-Tok. My motivation was to share mental health tips and strategies that could benefit others. It's been a rewarding experience, and I've received positive feedback. It's a way for me to give back and connect with a community of like-minded individuals.*

**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 provide support and encouragement to others. I want to share knowledge about mental health and well-being. My objective is to create a positive and informative space on Tik-Tok, and I hope to help people improve their mental health and self-care practices through my content.*

* 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 "For You Page," which suggests videos based on my interactions and interests. I enjoy engaging with specific trends, especially those related to mental health, self-care, and personal growth.*

**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 frequently like and comment on videos that resonate with me. Interactions are essential as they create a sense of community and provide feedback to creators. It's a way to express support, gratitude, or share my perspective.*

**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 a few Tik-Tok trends related to self-care and mental well-being. It was a positive experience, and it encouraged me to create more content in these areas. These trends influenced my content creation by inspiring me to explore new topics and approaches.*

**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 drawn to content related to mental health, self-improvement, and personal development. Additionally, I enjoy content about nature, travel, and inspirational stories. These genres resonate with me because they align with my personal interests and values.*

**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?**

*Overall, I find Tik-Tok's algorithm to be effective in tailoring content to my interests. It does a good job of recommending content that aligns with my preferences. However, there are occasional instances when I come across content that doesn't resonate with me, but these are relatively rare, and it doesn't significantly impact my experience on the platform.*

* 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 have some concerns about Tik-Tok's data privacy, given its past issues. To address this, I've taken precautions such as reviewing my privacy settings, minimizing the personal information I share, and regularly auditing the app's permissions. Additionally, I 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 user-friendly and easy to navigate. However, I'd appreciate more personalization options that allow users to have more control over their content recommendations. It would also be great to see improved tools for content creators.*

**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 generally work well. However, there are occasional controversies and inappropriate content that arise. I hope Tik-Tok continues to improve its moderation efforts 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 prevent excessive screen time. It's essential to avoid distractions from my work and family life. Regularly monitoring my screen time helps me maintain a healthy balance.*

**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 improving its content recommendation algorithm to better align with users' interests. Providing more context about content creators and their creative process would also enrich the platform. Additionally, strengthening privacy protection and data security measures would instill more trust in users.*

-----Closing-----

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

*I believe I've covered most of my thoughts and feedback regarding my Tik-Tok experience. It's a platform I enjoy, but I do have some privacy concerns. Overall, I appreciate the entertainment and community it offers.*