**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 48-year-old woman with a high school education. I'm married and have two children, a 22-year-old son and a 19-year-old daughter. My interests include outdoor activities like fishing and camping, watching sports, particularly soccer and basketball, and gardening. I work as a cashier in a small grocery store, and I've been in this job for over 20 years.*

**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 starts early. I head to the grocery store, where I work as a cashier. After a long day at work, I come back home, prepare dinner for my family, and catch up on household chores. Tik-Tok is something I use occasionally when I have some free time. It's a way to relax and unwind after a busy day. However, I do have concerns about the amount of time younger folks spend on it and the kind of content they might come across.*

-----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?**

*I use Tik-Tok occasionally, maybe a few times a week, and usually for about 15-20 minutes at a time. I often find myself watching funny or entertaining videos, especially those related to gardening or cooking. However, I've noticed that Tik-Tok can be quite addictive, and it worries me when I see young people spending so much time on it.*

**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 is the humor and the creativity that some users showcase. It can be a good source of amusement. However, I'm concerned about the potential negative impact it can have on the younger generation, especially in terms of screen time and exposure to inappropriate content.*

**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 sparingly, mostly for entertainment. I haven't used it for any particular purposes or learned much from it in 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?**

*No, I haven't created content on Tik-Tok. It doesn't align with my interests or skills, and I prefer to be a viewer rather than a creator on the platform.*

**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. It's just a way to relax and have some entertainment. My primary hope is to find amusing and lighthearted 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 mostly discover new content through the "For You Page," where Tik-Tok recommends videos based on my interactions. Occasionally, I'll explore specific trends or challenges, especially those related to cooking and gardening. It's a fun way to discover new ideas.*

**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'll sometimes like videos that I find entertaining or informative, but I'm not very active in terms of comments or sharing. These interactions are not a significant part of my Tik-Tok experience. My primary focus is on viewing content.*

**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.**

*No, I haven't participated in Tik-Tok challenges or trends. I'm more of a passive viewer and prefer to enjoy the content created by others. These trends haven't influenced my content creation or viewing habits as I'm not a content creator on the platform.*

**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 content related to cooking, gardening, and nature. As someone who appreciates the outdoors and simple living, these themes resonate with me. I prefer content that's informative and practical, giving me ideas I can apply in my daily life.*

**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, Tik-Tok's algorithm does a decent job in recommending content that aligns with my interests, but it's not always perfect. Sometimes, I come across content that doesn't resonate with me, which can be a bit frustrating. I'd appreciate more options to fine-tune the algorithm to my preferences, ensuring I get the most relevant content.*

*I must emphasize my concerns about the content younger users are exposed to. Tik-Tok needs to implement stronger controls to prevent inappropriate content from reaching them.*

* 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 do have concerns about Tik-Tok's privacy and data security. Given its past controversies, I worry about the protection of my personal information. To address this, I take precautions such as limiting the amount of personal data I share on the platform and regularly reviewing my privacy settings. I also make sure my account has a strong password and enable two-factor authentication for added security.*

**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 user interface of Tik-Tok quite user-friendly and easy to navigate. However, I'd appreciate more options for personalization. It would be great if Tik-Tok allowed users to have more control over the content recommendations they receive. Additionally, improved tools for content creators would enhance the platform's appeal.*

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

*I'm not a frequent commenter or content creator on Tik-Tok, but I've heard concerns from others about inconsistent content moderation. It's essential that Tik-Tok continues to refine its moderation efforts to maintain a safe and welcoming environment. Ensuring that inappropriate content is promptly removed is crucial.*

**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 to avoid excessive screen time. It's crucial to balance my use of the app with other aspects of my life, especially my work and family responsibilities. Regularly monitoring my screen time helps me maintain this 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 refining its content recommendation algorithm to provide more relevant and personalized content. More context about content creators and their creative process would enrich the platform. Additionally, strengthening privacy protection and data security measures would be reassuring for users like me.*

-----Closing-----

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

*In closing, I'd like to reiterate the importance of ensuring that Tik-Tok remains a safe and secure platform, particularly for young users. It's crucial that the platform continues to address privacy concerns and works on improving content moderation to maintain a positive experience for all users.*