**TIKTOK USAGE** 

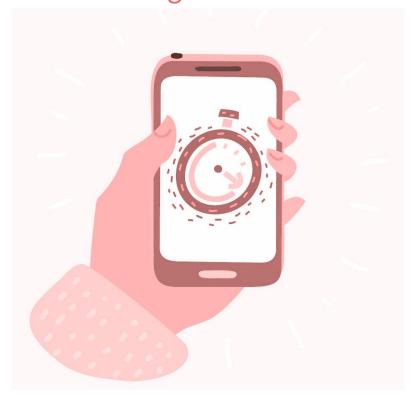
& THE

COVID-19

**LOCKDOWN** 

Group Members: Mustafa Naeem, Rebecca Solomon, Francis Crawford, Isabelle Roetcisoender, & Sabrina Fernandez

## Screen Time Increase During COVID-19



Increase in children's screen time during the COVID-19 Pandemic rose 52%.

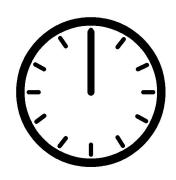
#### Pre-pandemic

Average 162 minutes/day



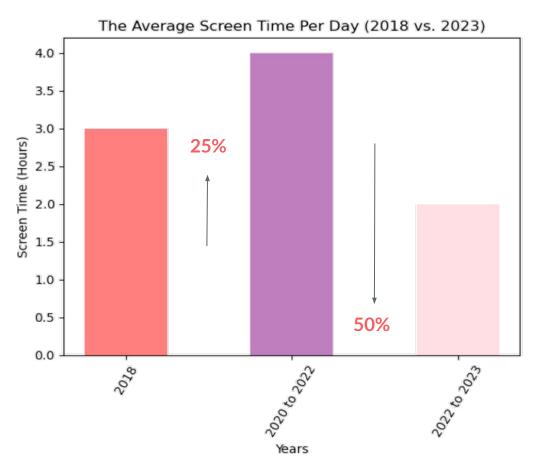
#### During pandemic

Average 246 minutes/day



source: webmd

#### Average screen time from 2018 to 2023:



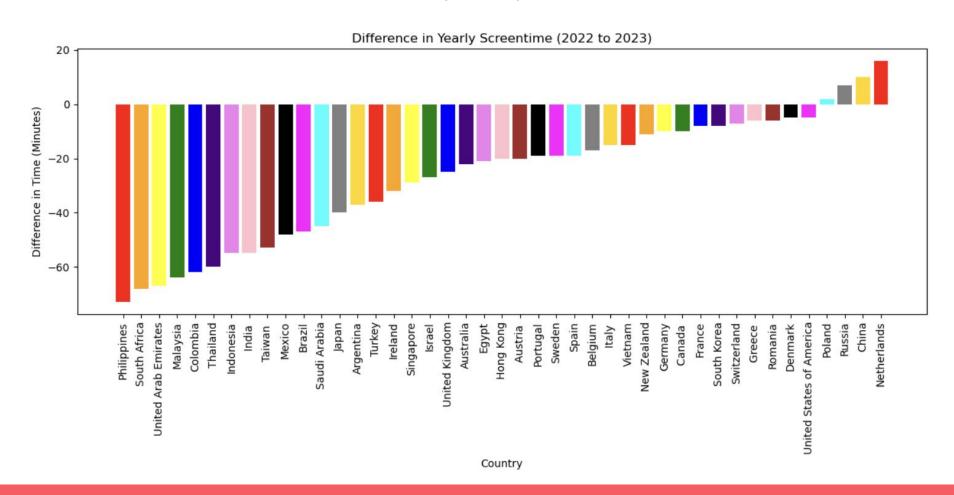
# Cambridge study showing an increase in screen time from 50.8% to 65%

		n studies (k outcomes)	n participants	Increased(95% CI)	No change(95% CI)	Decrease(95% CI
Total screen time	Adults	13	59,405	50-8%	39-0%	7.0%
		(26)		(44-0-57-6%)	(32-9-45-5%)	(5.1-9.4%)
	Children	12	34,467	67-3%	26-8%	4.0%
		(21)		(59-8-74%)	(21-1-33-3%)	(2.7-6.0%)
Leisure screen time	Adults	4	6733	52-4%	38-0%	6.7%
(non-work/non-academic)		(6)		(38-3-66-2%)	(26-8-50-5%)	(4.8-9.3%)
	Children	3	3805	59-4%	29-5%	9.0%
		(6)		(49-6-68-5%)	(24-2-35-3%)	(5.7-13.9%)

Table 3: Pooled changes in screen time over the COVID-19 pandemic reported as percentages.

Children Screen time > Adults Screen time

#### Post-COVID Screen times by Country saw Decrease in General



# Business Closures Due to Covid-19

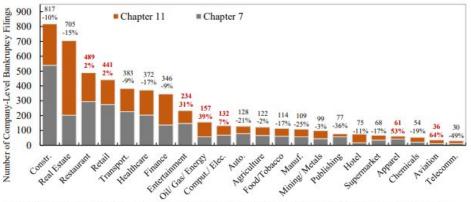
"In recent years, about 600,000 establishments have permanently closed per year, or about 8.5%, according to the study." - WSJ, 2021

Table 1: Bankruptcies by Select Industries Relative to Total Filings

dustry		% of 2020 Bankruptcies
1.	Construction	16.2%
2.	Real Estate	14.0%
3.	Restaurant	9.7%
4.	Retail	8.7%
5.	Transportation	7.6%
6.	Healthcare	7.4%
7.	Finance	6.9%
8.	Entertainment	4.6%
9.	Oil, Gas, and Energy	3.1%
10.	Computer and Electronics	2.6%
TOTAL		80.7%

Source: NGR; Industries as defined by NGR; Includes grouped (company-level) chapter 7 and 11 filings for 2020

Chart 4: Company-Level Chapter 7 and Chapter 11 Bankruptcy Filings by Industry for 2020



Sources: NGR, Staff Calculations; Data labels represent total count (top) and year-over-year change (bottom). Those that experienced positive changes over this period are highlighted in red.

#### **Stock Prices Social Media**

#### Twitter:

- o 2018 Yearly Stock Change: +4.67
- o 2019 Yearly Stock Change: +3.80
- o <u>2020</u> Yearly Stock Change: <u>+21.84</u>
- o 2021 Yearly Stock Change: -11.27

#### Snapchat:

- 2018 Yearly Stock Change: -9.18
- o 2019 Yearly Stock Change: +10.95
- 2020 Yearly Stock Change: +33.45
- o 2021 Yearly Stock Change: -3.41

#### • Pinterest:

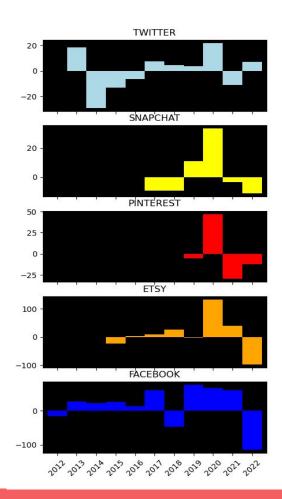
- o 2019 Yearly Stock Change: -5.11
- o <u>2020</u> Yearly Stock Change: <u>+47.10</u>
- 2021 Yearly Stock Change: -29.65

#### • Etsy:

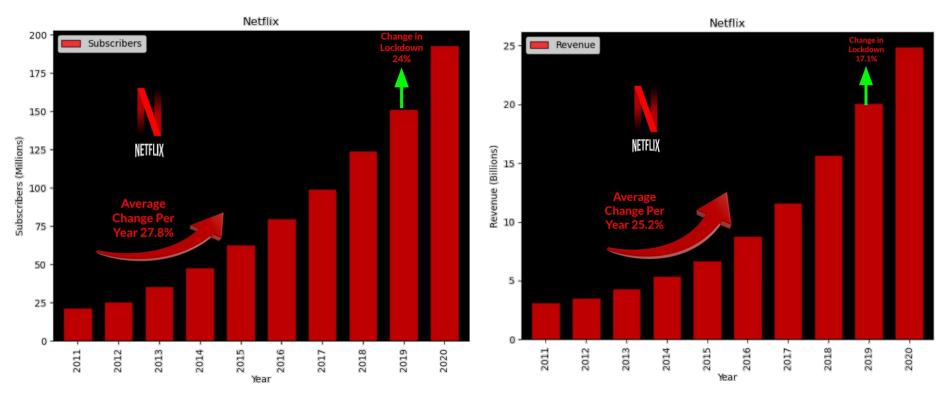
- 2018 Yearly Stock Change: +27.07
- o 2019 Yearly Stock Change: -1.93
- o <u>2020</u> Yearly Stock Change: <u>+133.2</u>(
- o 2021 Yearly Stock Change: +39.42

#### Facebook:

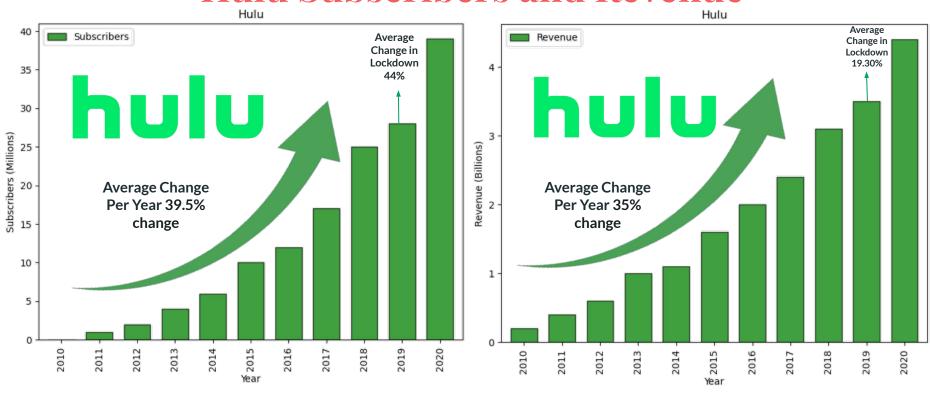
- 2018 Yearly Stock Change: -46.59
- o 2019 Yearly Stock Change: +76.26
- o <u>2020</u> Yearly Stock Change: <u>+66.41</u>
- 2021 Yearly Stock Change: +61.57



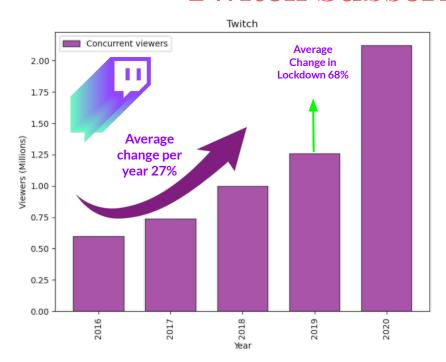
## Increase in Revenue and Subscribers on Streaming Platforms was an average of

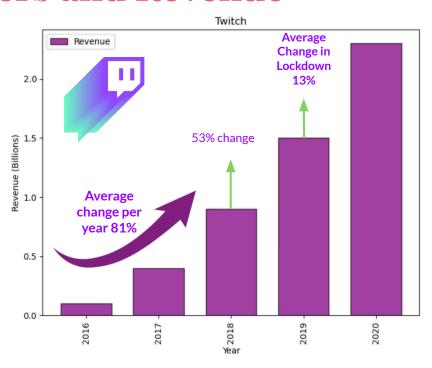


#### **Hulu Subscribers and Revenue**

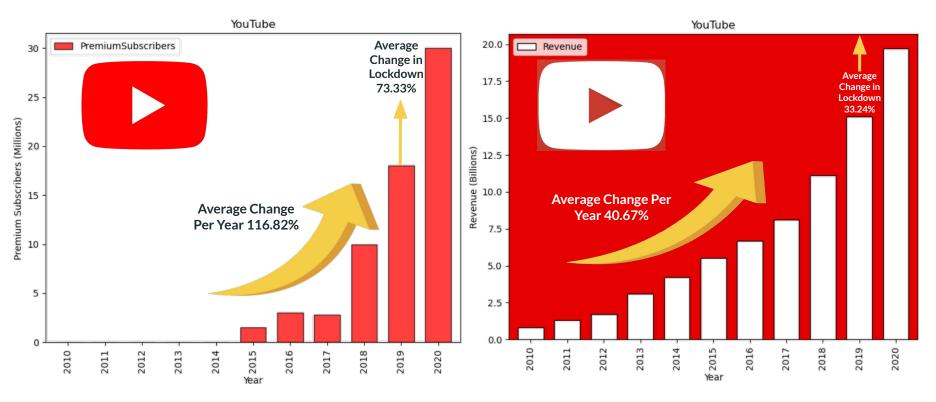


#### **Twitch Subscribers and Revenue**

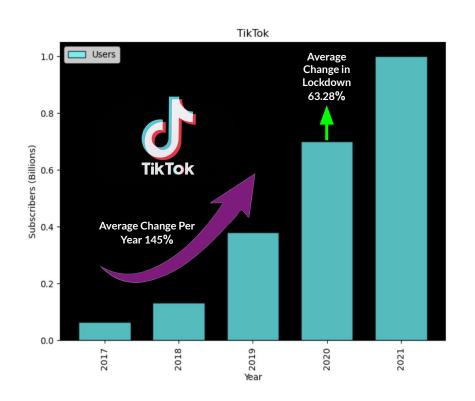


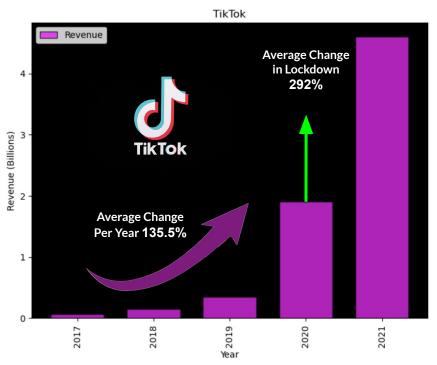


#### **YouTube Subscribers and Revenue**



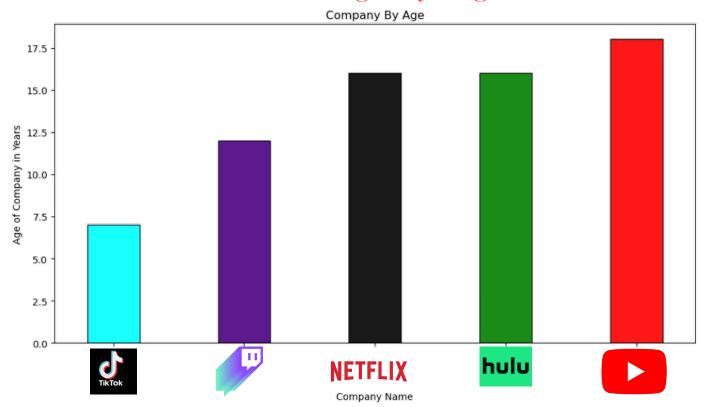
#### **TikTok Subscribers and Revenue**





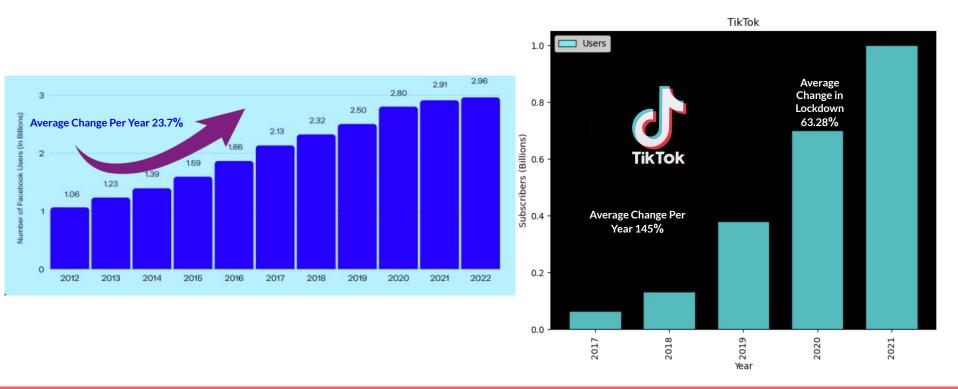
## Why the focus on TikTok?

.) TikTok competing with companies that are far better settled in the Industry, while being the youngest

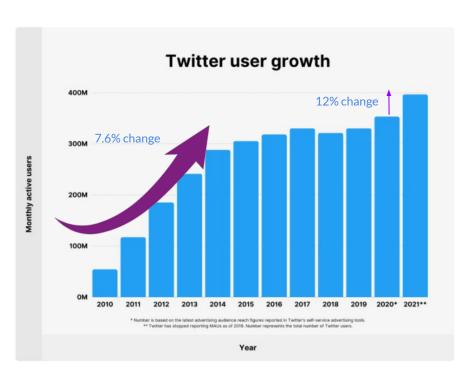


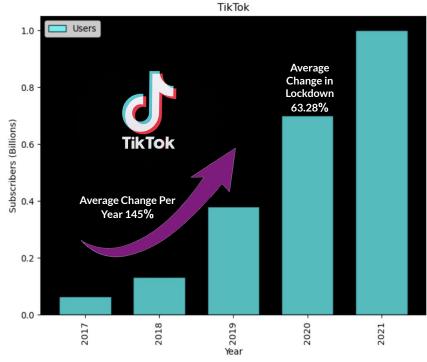
#### 2.) TikTok's significant increase in popularity from 2020 to 2021

# TikTok growth path compared to other Social Media Companies Facebook vs. TikTok

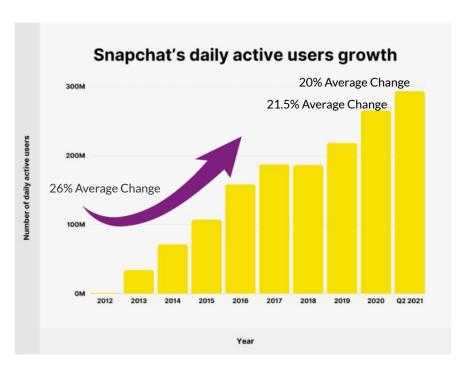


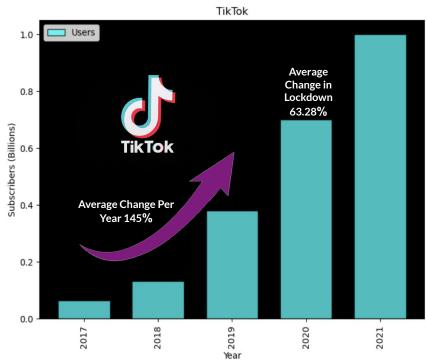
#### Twitter vs. TikTok



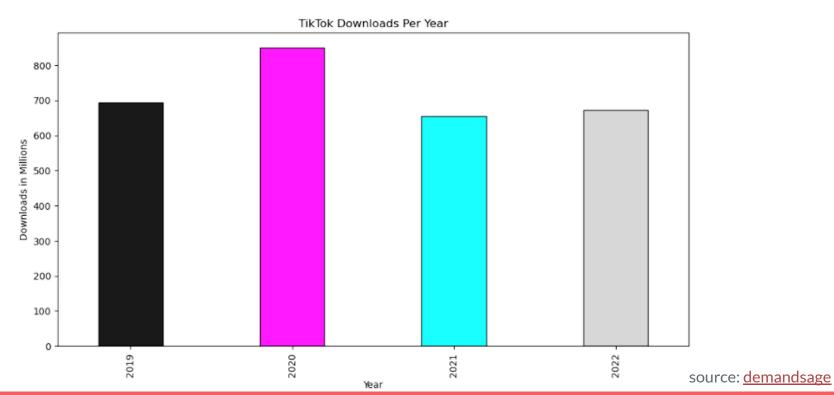


## Snapchat vs. TikTok





# TikTok downloads also increased during the COVID-19 pandemic. TikTok Downloads Per Year



#### **Reviews:**

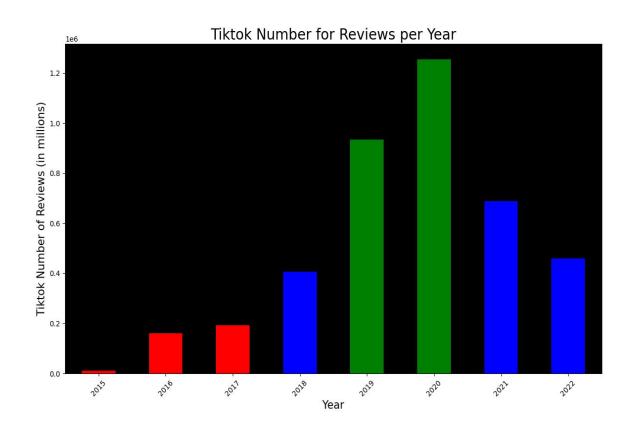
2020: 1,254,268 Total Reviews

2018→2019: 130% increase

2019→2020: <mark>34%</mark> increase

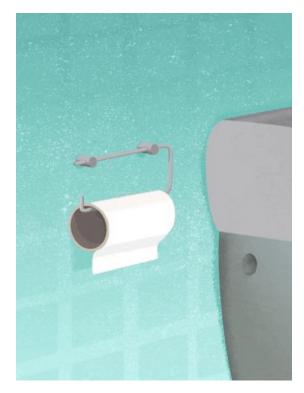
2020→2021: 45% decrease

2021→2022: 33% decrease



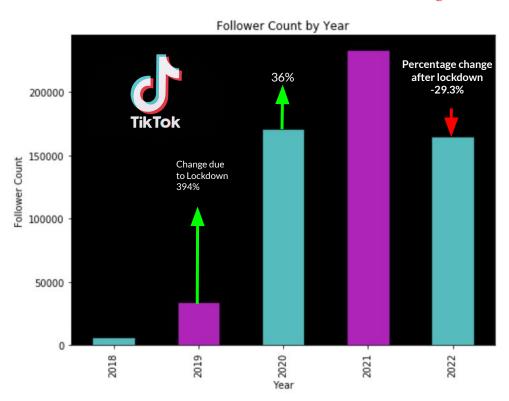
#### The Keys to TikTok's Success:

## Reason 1: Lockdown during the COVID-19 Pandemic

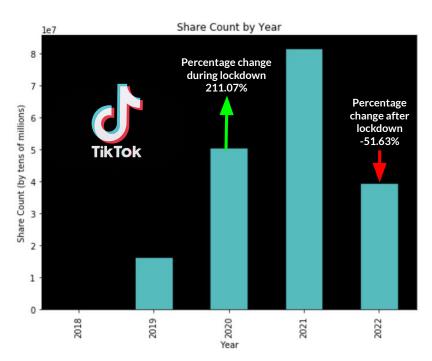


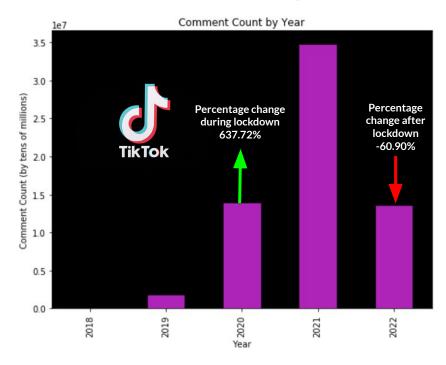


### **TikTok Follower Count by Year**

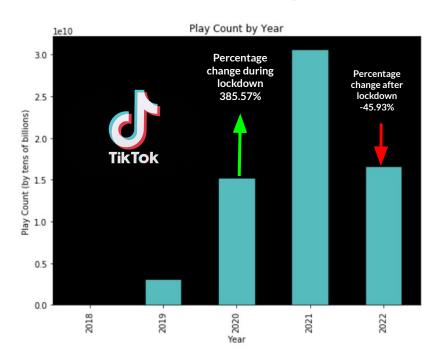


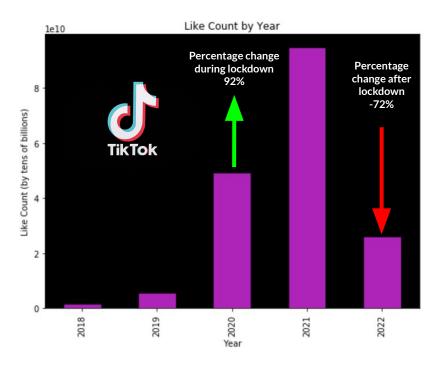
#### **TikTok Share and Comment Count by Year**



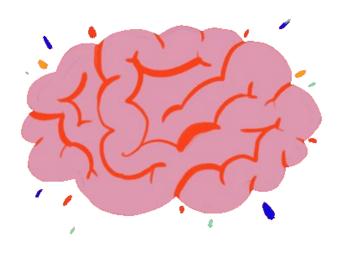


#### TikTok Play and Like (Heart) Count by Year



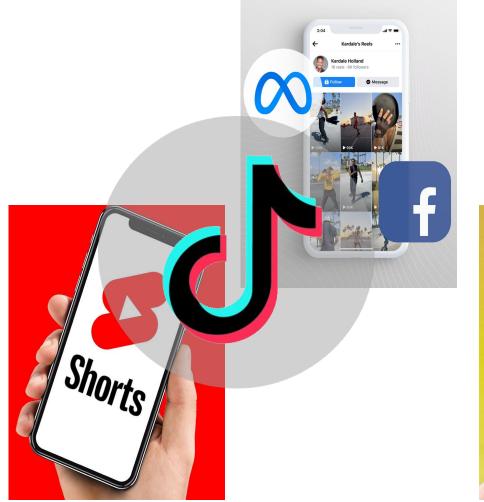


#### **Reason 2: Instant Gratification**



- Dopamine, aka the "reward center" of our brain.
- An abnormal increase in dopamine causes your brain to crave it.







## **Conclusion:**

- TikTok had a massive increase in overall usage and revenue from 2020–2021 due to the lockdown.
- The numbers plateaued come 2022 when lockdowns eased.
- Nonetheless, it is still a force in the social media world and other companies have followed suit in it's video format.

# Bonus - weather in San Jose (where TikTok Headquarters is located)

	city	lat	temp
0	San Jose	37.3394	10.01
1	Berkeley	37.8716	8.20
2	San Francisco	37.7749	8.54

