

Evaluation of User Experience in Content Creation, Browsing, and Interaction: Instagram vs. TikTok

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ABSTRACT

This report evaluates the user experience (UX) of two platforms, which are Instagram and TikTok. A usability evaluation was conducted focusing on content creation, browsing, and interaction by using the System Usability Scale (SUS). The data collected from 10 participants in Universiti Teknologi Malaysia, UTM. The results indicate that Instagram provides a better user experience. Instagram contains a smooth browsing and well-integrated interaction features such as likes, comments, share, and messaging which are user friendly. TikTok had a lower overall user satisfaction than Instagram. Therefore, Instagram is the ideal platform for improving user satisfaction and content usability as the integrated experience and effective interaction features.

Keywords

Usability evaluation, Content creation, Browsing, Interaction, Instagram, TikTok

INTRODUCTION

The social media platforms have become important to digital interaction, including domains for content creation, browsing, and user interaction. This paper comparing the user experience of two platforms, Instagram and TikTok. The reason for this is to determine which platform provide a more satisfying user experience. Instagram is well-known for establishing photo and video sharing [1], whereas TikTok is more focusing on creating and sharing short videos, typically set to music [2]. This study aims to evaluate these two platforms' performance based on the user feedback regarding to the usability in important areas of content creation, browsing, and interaction.

METHODOLOGY

This study applies the System Usability Scale (SUS) for a comprehensive evaluation. Ten participants were selected to share their user satisfaction for Instagram and TikTok. The System Usability Scale (SUS) is a Likert Scale [3] which includes 10 questions [4] which users will answer [5]. Based on the user level of satisfaction with the statement they are reading, participants will rate each question on a scale of 1 to 5. A score of 5 indicates 'Strongly Agree', whereas a score of 1 indicates 'Strongly Disagree'.

Participant: The study involved 10 participants from Universiti Teknologi Malaysia with different levels of experience on using both Instagram and TikTok.

Survey Form: The participants completed the System Usability Scale (SUS) questionnaire for both platforms. The questions are:

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.

3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

Data Collection: The survey was completed through online, the responses of participants were collected over two weeks.

Data Analysis: The System Usability Scale (SUS) results for each platform were summarized from the responses of each participant by converting them to the range 0 to 100 [6].

RESULTS AND DISCUSSION

I. RESULTS

Instagram

Question 1: I think that I would like to use this system frequently.

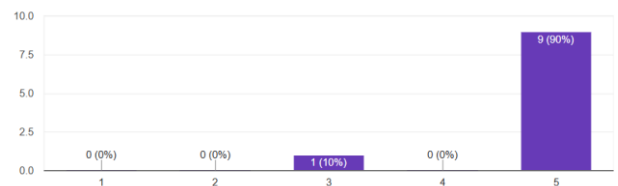


Figure 1: Result for “I think that I would like to use this system frequently.”

Based on the figure shows, there are 90% of participants think that they would like to use Instagram frequently. It indicated that mostly users are interested in using Instagram and they volunteered to spend time on using it.

Question 2: I found the system unnecessarily complex.

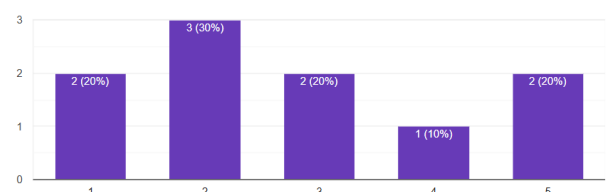


Figure 2: Result for “I found the system unnecessarily complex.”

Based on the figure, the bar chart shows that 30% of participants was disagree about Instagram was unnecessarily complex. There is also have 20% of participants are agreeing with that Instagram was unnecessarily complex.

Question 3: I thought the system was easy to use.

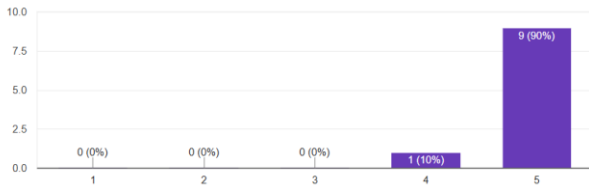


Figure 3: Result for “I thought the system was easy to use.”

Based on the figure above, there are 90% of participants are strongly agree with the statement that Instagram was easy to use. The design and features of Instagram were user-friendly so that user are enjoying using Instagram.

Question 4: I think that I would need the support of a technical person to be able to use this system.

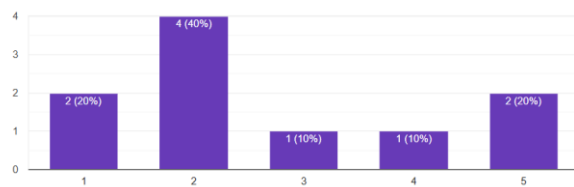


Figure 4: Result for “I think that I would need the support of a technical person to be able to use this system.”

Based on the figure, the results shows that 60% of participants are disagreeing that they would need the support of a technical person to be able to use Instagram.

Question 5: I found the various functions in this system were well integrated.

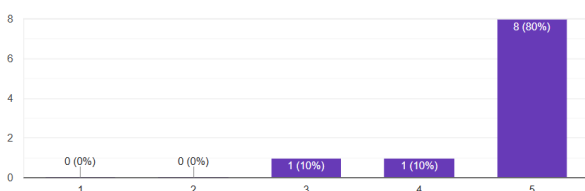


Figure 5: Result for “I found the various functions in this system were well integrated.”

Based on the figure, it shows about 80% of participants found that the various function in Instagram were well integrated.

Question 6: I thought there was too much inconsistency in this system.

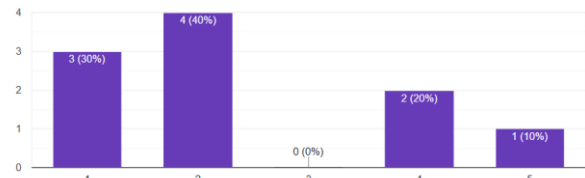


Figure 6: Result for “I thought there was too much inconsistency in this system.”

Based on the figure, 70% of participants were thought there was not too much inconsistency in Instagram. 30% of participants thought there was too much inconsistency in Instagram.

Question 7: I would imagine that most people would learn to use this system very quickly.

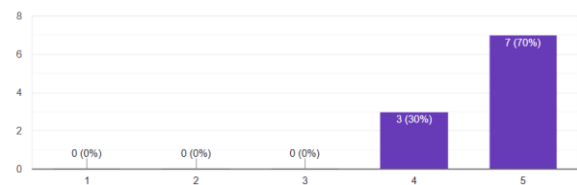


Figure 7: Result for ‘I would imagine that most people would learn to use this system very quickly.’

Based on the figure shown, almost all participants are strongly agree to the statement of imagine that most people would learn to use Instagram very quickly.

Question 8: I found the system very cumbersome to use.

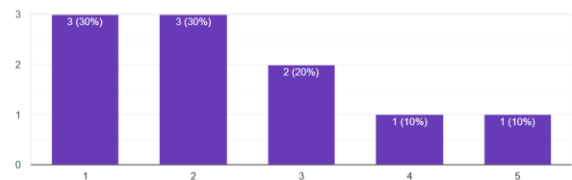


Figure 8: Result for “I found the system very cumbersome to use.”

Based on the figure, 60% of participants found that Instagram not very cumbersome to use. There are 20% of participants found that Instagram very cumbersome to use.

Question 9: I felt very confident using the system.

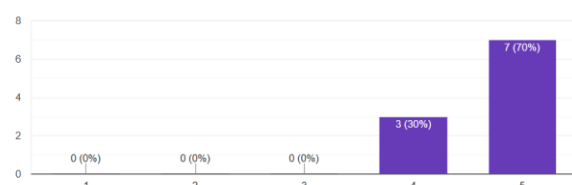


Figure 9: Result for “I felt very confident using the system.”

Based on the figure, almost all the participants felt that they were very confident using Instagram. 70% of them choose 5 which is strongly agree to this statement.

Question 10: I needed to learn a lot of things before I could get going with this system.

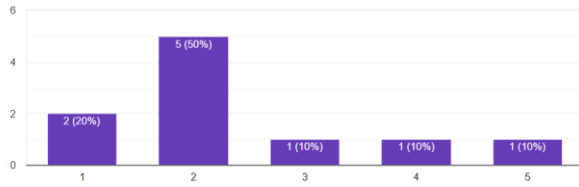


Figure 10: Result for “I needed to learn a lot of things before I could get going with this system.”

Based on the figure shown, 70% of the participants choose 1 and 2 which means strongly disagree that they need to learn a lot of things before they could get going with Instagram.

TikTok

Question 1: I think that I would like to use this system frequently.

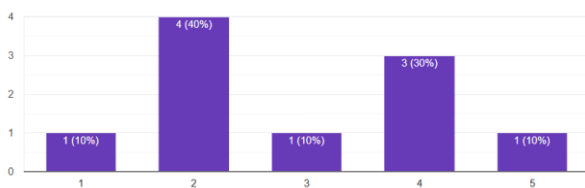


Figure 1: Result for “I think that I would like to use this system frequently.”

Based on the figure shows, there are 50% of participants think that they would not like to use TikTok frequently.

Question 2: I found the system unnecessarily complex.

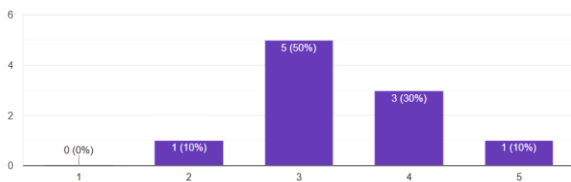


Figure 2: Result for “I found the system unnecessarily complex.”

Based on the figure, the bar chart shows that 50% of participants was ranking 3 for agreement about TikTok was unnecessarily complex. There is also have 40% of participants are agreeing with that TikTok was unnecessarily complex.

Question 3: I thought the system was easy to use.

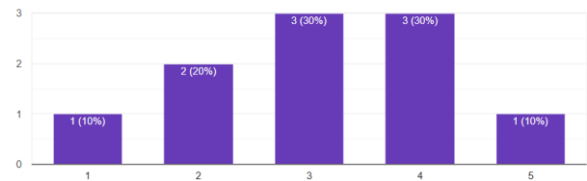


Figure 3: Result for “I thought the system was easy to use.”

Based on the figure above, there are 40% of participants ranking 4 and 5 to the statement that TikTok was easy to use. There are also 30% of participants ranking 3, 10% of them ranking 1 and 20% of them ranking 2 which is not thinking that TikTok was easy to use.

Question 4: I think that I would need the support of a technical person to be able to use this system.

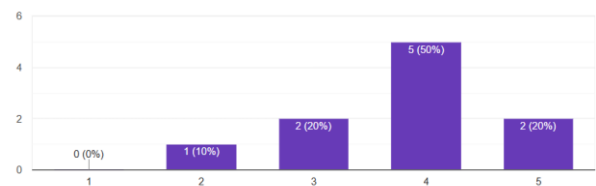


Figure 4: Result for “I think that I would need the support of a technical person to be able to use this system.”

Based on the figure, the results shows that 70% of participants are agreeing that they would need the support of a technical person to be able to use TikTok.

Question 5: I found the various functions in this system were well integrated.

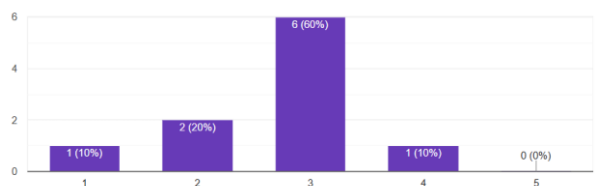


Figure 5: Result for “I found the various functions in this system were well integrated.”

Based on the figure, it shows about 60% of participants chosen 3 for the statement of finding that the various function in TikTok were well integrated. 10% of participants chosen 1 and 20% of participants chosen 2 for this statement.

Question 6: I thought there was too much inconsistency in this system.

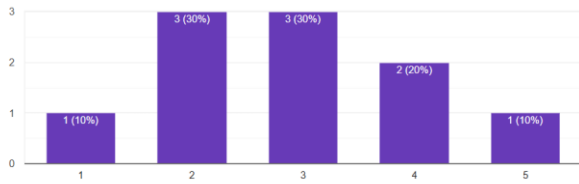


Figure 6: Result for “I thought there was too much inconsistency in this system.”

Based on the figure, 30% of participants chosen 3 for statement of thinking that there was not too much inconsistency in Instagram. 40% of participants disagree that there was too much inconsistency in TikTok.

Question 7: I would imagine that most people would learn to use this system very quickly.

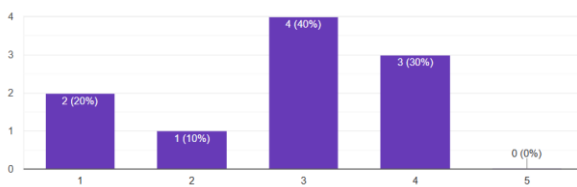


Figure 7: Result for ‘I would imagine that most people would learn to use this system very quickly.’

Based on the figure shown, 40% of the participants are ranking 3 to the statement of imagine that most people would learn to use TikTok very quickly. 30% of the participants ranking 1 and 2 which is disagree with this statement.

Question 8: I found the system very cumbersome to use.

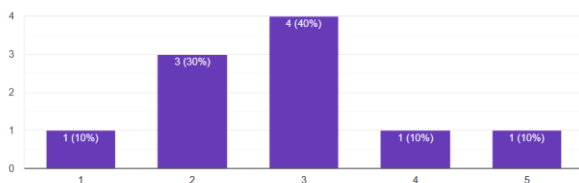


Figure 8: Result for “I found the system very cumbersome to use.”

Based on the figure, 40% of participants chosen 3 for statement of finding that TikTok very cumbersome to use. There are 40% of participants found that TikTok not very cumbersome to use.

Question 9: I felt very confident using the system.

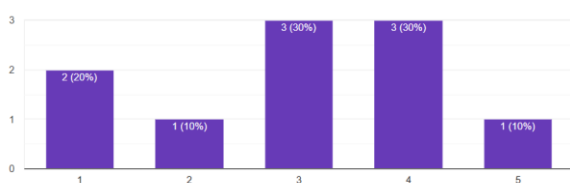


Figure 9: Result for “I felt very confident using the system.”

Based on the figure, 40% of the participants chosen 4 and 5 which felt that they were very confident using TikTok. 30% of them chosen 3 and 30% of them chosen 1 and 2 which is strongly disagree to this statement.

Question 10: I needed to learn a lot of things before I could get going with this system.

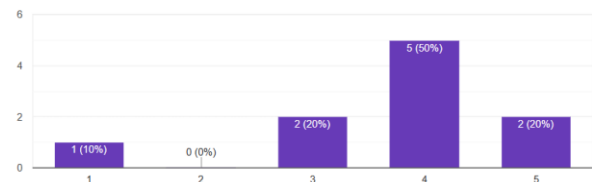


Figure 10: Result for “I needed to learn a lot of things before I could get going with this system.”

Based on the figure shown, 70% of the participants choose 4 and 5 which means strongly agree that they need to learn a lot of things before they could get going with TikTok.

II. DISCUSSION

Based on the results shown in all figures above, the results shows that Instagram overall evaluation is higher than TikTok overall evaluation. In question 1, 90% of participants strongly agree that they would like to use Instagram frequently, whereas there are only 10% of participants strongly agree that they would like to use TikTok frequently. In question 2, 50% of participants ranking 1 and 2 about they found Instagram unnecessarily complex, whereas there are only 10% ranking 2 and 50% of participants ranking 3 that they found TikTok unnecessarily complex. In question 3, 90% chosen 5 which is strongly agree that Instagram was easy to use but only 10% chosen 5 to strongly agree that TikTok was easy to use. In question 4, 60% of participants thought that they would not need the support of a technical person to be able to use Instagram, whereas 70% chosen 4 and 5 that they would need the support of a technical person to be able to use TikTok. In question 5, 80% of participants found the various functions in Instagram were well integrated but for TikTok, 60% of participants ranking 3 for this statement which is not very agree to it.

In question 6, 70% of participants disagree that there was too much inconsistency in Instagram but 40% of respondents disagree that there was too much inconsistency in TikTok. In question 7, 70% of respondents ranking 5 to the statement that they would imagine that most people would learn to use Instagram very quickly, whereas there are 40% of respondents ranking 3 and none of them ranking 5 to this statement for TikTok. In question 8, 60% of respondents ranking 1 and 2 to the statement of finding Instagram very cumbersome to use, but 40% of respondents ranking 1 and 2 to this statement for TikTok. In question 9, 70% of respondents ranking 5 which is strongly agree that they felt very confident using Instagram,

whereas only 10% of respondents ranking 5 to this statement for TikTok. In question 10, 70% of respondents ranking 1 and 2 to the statement which disagree that they needed to learn a lot of things before they could get going with Instagram, whereas 70% of them ranking 4 and 5 which agree that they needed to learn a lot of things before they could get going with TikTok.

CONCLUSION

The evaluation of two platforms, Instagram and TikTok using the System Usability Scale (SUS) has provide important findings on how users create content, browse, and interact with them. According to the results, Instagram scores a higher overall usability than TikTok. It shows that users thinking that Instagram is easier to be use than TikTok and more common than it.

For content creation, Instagram provide user-friendly features for photo and video editing received high satisfy form respondents. There are 90% strongly agreement from them that they would use Instagram frequently. Instagram can upload, taking, and sharing photos and videos with using filters [7] when editing the content, along with a caption. For TikTok, there are just 10% of respondents strongly agree to frequently use TikTok, even though it provides expert video editing features. However, a lot of users use TikTok just to watch the short videos online [8] but not uploading, taking, and sharing their content. This also means that although TikTok is ideal for creative choices, for those who are unfamiliar with TikTok's user interface may felt difficult to use it.

For browsing, users were satisfied with Instagram's straightforward browsing experience through the stream, accounts, and explore subjects with hashtags [9]. Most of the respondents in this study indicated that Instagram was easy to use, and the content was well-integrated. Regardless of the innovative design, TikTok's "For You" page [10] was considered as more confused and overwhelming, causing the browsing unfamiliar.

For user interaction, 70% of respondents felt confident and participated when making use of Instagram's improved integration features including direct messaging, likes, and comments, connecting users with their friends, family, and a global audience [11]. TikTok's interactive elements like collaborations and stitches did not requests to users as much while being innovative. It means they frequently needed further help to effectively use them. This indicates that Instagram is capable to provide a reliable and constant interaction framework, that supports higher participations from users.

In conclusion, Instagram's great abilities for content creation, browsing, and user interaction indicate its usability and popularity. The user interface focuses an importance overall integration and usability, resulting in an ideal choice for users aiming for an integrated easy social media experience.

Besides, a longer learning process and more complicated interface may negate TikTok's new features, suggesting regions for improvement to increase user satisfaction.

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AUTHORS PROFILE



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