



Analysis Report

Evaluating difference in usability of Instagram and Tiktok

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Evaluating Differences in Usability of Instagram and Tiktok

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ABSTRACT

This paper is a report on the usability evaluation for Instagram and TikTok. A System Usability Scale (SUS) test was conducted on a group of 10 people aged between 19-24, who are all active users of both applications. The outcome of the analysis indicates that TikTok needs to make several improvements to their application, as several participants have shown overall dissatisfaction with its features and performance, compared to Instagram, which overall rated significantly higher in usability.

Keywords

System Usability Evaluation, Social Media, Technology, Qualitative Analysis, Quantitative Analysis, TikTok, Instagram, User Satisfaction, Social Media Usability.

1. INTRODUCTION

With the rapid advancement of technology, social media has transformed the way people communicate globally. Platforms like Instagram and TikTok offer innovative avenues for real-time information sharing, and broaden access to diverse perspectives, as well as serve as a powerful tool for personal expression, brand building, and social movements. [3]

However, with the increase in features provided by these applications, users may experience cluttered interfaces and potential confusion as platforms continually evolve to capture attention in a competitive digital landscape. In this context, usability evaluation becomes essential, as it directly impacts user retention and engagement. According to Kietzmann et al. (2011), platforms that are overly cluttered or confusing often lead users to seek alternatives with simpler, more intuitive designs (Interaction Design Foundation, n.d.). By maintaining a seamless, intuitive experience, platforms like Instagram and TikTok can enhance user satisfaction and foster long-term loyalty, critical for their growth in a competitive landscape. [1,5]

2. METHODOLOGY

This section explains the methodology used for this study. A group of 10 participants were provided with an online questionnaire designed to gather data on their experiences with 2 social media applications, TikTok and Instagram.

The System Usability Scale (SUS) questions were used as basis for this survey due to their reliability and conciseness [4,6-9]. The survey consists of 20 close-ended Likert scale questions which allow for a standardized assessment of participants' perceptions regarding the usability of each platform [10]. In addition, there are several open-ended questions to capture more nuanced insights into participants' thoughts and feelings about their interactions with the applications.

The responses from the closed-ended questions were analyzed using the SUS scoring method, which provides a composite score reflecting the overall usability of the platforms [6-9]. Additionally, to better understand the scores, Box and Whisker Plot and Percentile Value chart were used in the analysis to obtain a visual representation of the results [2,6].

The open-ended responses were qualitatively analyzed to gain a deeper understanding of the participants' experiences and to complement the quantitative findings. The results were then evaluated to assess the overall usability of the social media applications under review and to identify areas for improvement based on user feedback.

The main aim of this study is to assess the usability of the two social media applications, then compare both respectively.

3. RESULTS AND DISCUSSION

3.1 Qualitative Analysis

This section summarizes the qualitative findings from participants' responses to the open-ended survey questions. The majority of respondents indicated that they primarily use both TikTok and Instagram for viewing videos (80%) and chatting with friends (60%). When asked to compare the two platforms, 60% reported finding both applications equally easy to use. However, a larger portion of participants (60%) expressed a preference for Instagram when it came to content discovery, as they felt it offered a more streamlined and accessible experience.

Regarding customization, 20% of users mentioned experiencing limitations with TikTok's customization features, with most of these users (60%) favouring

Instagram in this area. In terms of responsiveness, 40% of respondents felt that Instagram provided a quicker and more responsive user experience, while only 30% felt similarly about TikTok.

Finally, when asked which platform they would choose if they could use only one, a significant majority (70%) opted for Instagram, citing its broader range of features and overall user experience as deciding factors.

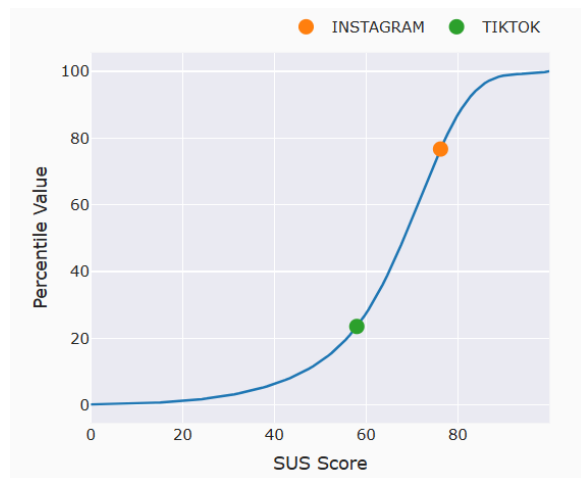
3.2 Quantitative Analysis

The results of the quantitative analysis are as follows:

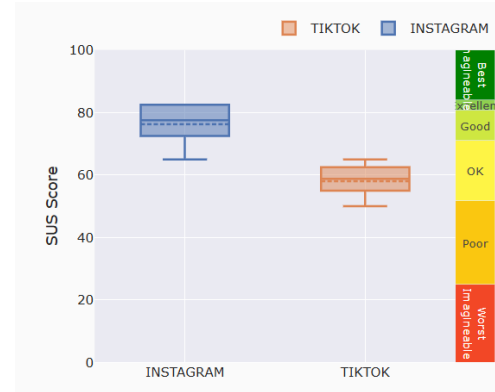
The System Usability System awards a score ranging from 1-5 based on user responses, 1 indicating Strongly Disagree, and 5 indicating Strongly Agree. To every question for each application, the responses are evaluated and assigned a score. This score is then used in a series of calculations done by a digital calculator to receive the final SUS and Percentile results.

The final calculated SUS scores for Instagram and TikTok were 76.25 and 58 respectively.

(fig1. Percentile Value Chart)



(fig2. Box and Whisker Diagram)



The Box and Whisker diagram above indicates the Grade-Adjective Scale, as well as average values for the scores.

3.3 Discussion

This section examines the quantitative and qualitative results on a deeper level.

Quantitative: If we were to follow the Grade-Adjective Scale, the grade for Instagram would be a B, which is “Good”, and for TikTok it would be a D which is an “OK”. Additionally, using the Percentile Value chart, we gather that Instagram achieved a much higher result (76.23%) than TikTok (23.54%).

Qualitative: Upon evaluating the open-ended questions, we would also see that the vast majority of people had more issues with TikTok, and found Instagram was overall the easier application amongst the two to use.

4. CONCLUSION AND OVERVIEW

In conclusion, the results of this usability evaluation indicate that Instagram outperforms TikTok in terms of overall usability and user satisfaction. The higher SUS score for Instagram (76.23%) compared to TikTok (23.54%) suggests that Instagram provides a more intuitive and user-friendly experience, particularly in areas such as content discovery, responsiveness, and feature variety. While both applications serve their purpose for video viewing and social interaction, Instagram’s broader feature set and better customization options appear to offer a more satisfying user experience.

The quantitative analysis, supported by the qualitative insights from the open-ended survey questions, highlights specific issues with TikTok, such as its responsiveness and customization limitations, which seem to hinder users' overall experience. On the other hand, Instagram’s more polished features, particularly in content discovery and ease of use, garnered more favorable feedback from the majority of participants.

These findings suggest that, while TikTok has established itself as a powerful platform, it could benefit from addressing these usability concerns to enhance user engagement and satisfaction. Future improvements in

areas such as responsiveness and customization could make TikTok a stronger competitor to Instagram, but for now, Instagram maintains a clear edge in terms of usability and user experience.

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