

Introduction

We are witnessing a major shift in social media consumption and engagement, driven by emerging trends and the growing popularity of short-form videos. In this trend, TikTok is a leading platform which combines traditional social networking with short-format video sharing (Iqbal, 2024). It officially launched internationally in 2017, allowing users, especially young people, to express themselves through singing, dancing, comedy, and lip-syncing (Iqbal, 2024). Moreover, the app’s personalised feeds, featuring catchy short videos with music and sound effects, are known for their addictive nature and high engagement levels, making TikTok one of the fastest-growing social networks ever.

Aim

To analyze the impact of age on addiction levels and user satisfaction on TikTok

Research Questions

- Which professions use TikTok, and what could be the reasons for watching content on the platform?
- How do addiction levels vary among TikTok users within different age groups?
- What is the relationship between addiction levels and satisfaction within each age group on TikTok?

Research Methodology

I used the dataset from Kaggle, the "Time-Wasters on Social Media" dataset, which offers a detailed examination of user behaviour and interaction across multiple social media platforms (Riaz, 2024). This dataset, created with synthetic data tools such as NumPy and Pandas, is intended to simulate real-world social media interaction patterns, making it an invaluable resource for researchers, marketers, and social scientists interested in the complexities of social media use (Riaz, 2024). Furthermore, I used many tools for my study, including Pandas, NumPy, Matplotlib, Seaborn, and Google Colab and Jupyter Notebook, to process and analyse the data.

Findings

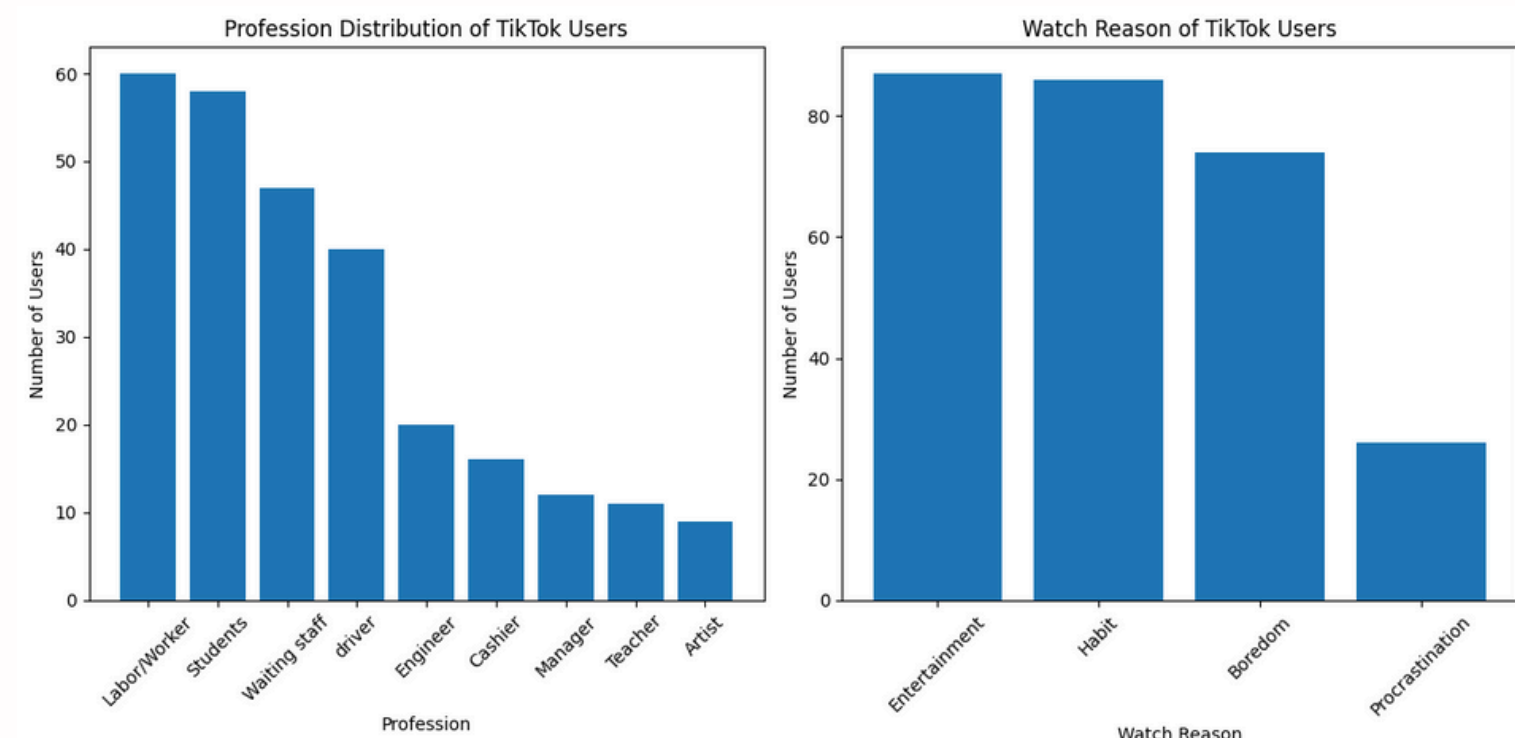


Fig 1

Labour/Workers, Students, and Waiting Staff are the most active TikTok users, and then, they primarily watch content for entertainment and as a habitual activity.

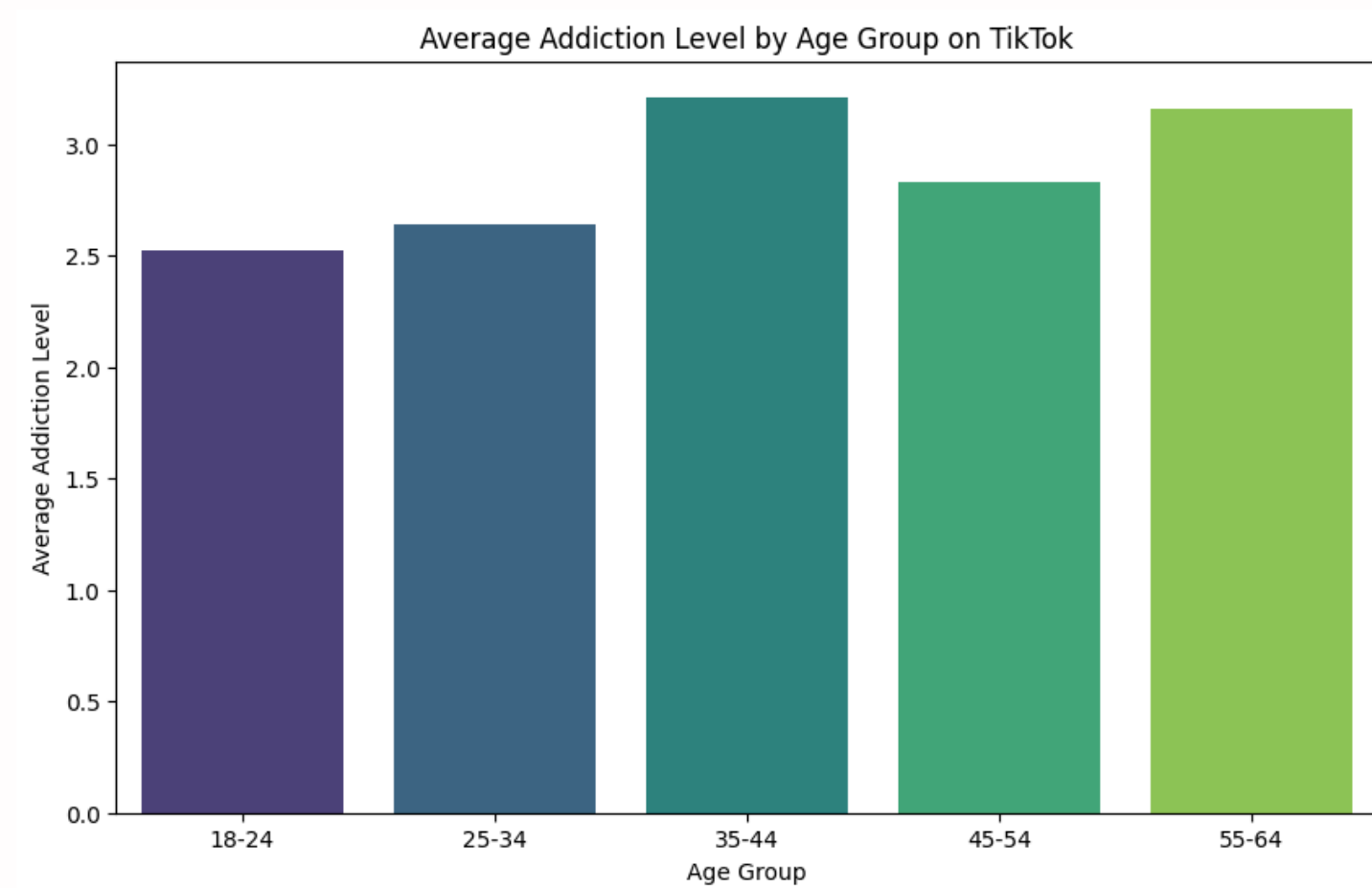


Fig 2

The main finding from Fig 2 is that Addiction levels on TikTok are highest among users aged 35-44, followed by those aged 55-64, with lower addiction levels observed in younger age groups (18-34).

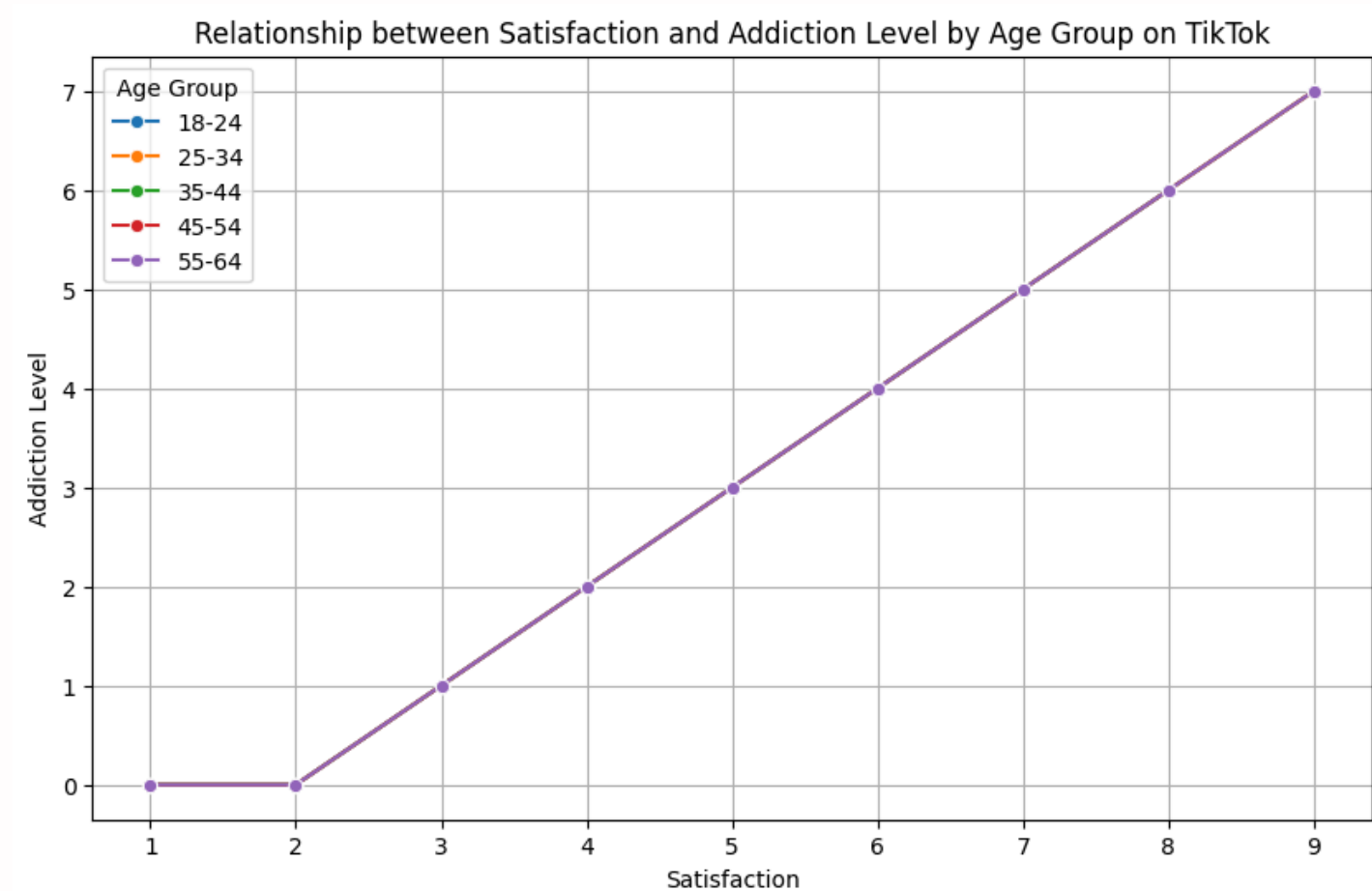


Fig 3

The relationship between addiction levels and satisfaction on TikTok is consistently strong across all age groups, with higher satisfaction levels correlating directly with higher addiction levels.

Discussion

The analysis of how TikTok users behave in various professions, and age groups, and their reasons for using the platform reveals some important trends. Labour/Workers, Students, and Waiting Staff are the most active users, primarily engaging with TikTok for entertainment and habitual use. This suggests that TikTok is appealing to professionals who have flexible schedules or a lot of free time. Addiction rates are indicating that middle-aged and older users may be more vulnerable to the platform's addictive nature. Potentially as a result of a more balanced approach to consumption, younger age groups report lower levels of addiction. Furthermore, the results demonstrate a strong positive link between addiction levels and satisfaction across all age groups, implying that as users find content more appealing, their likelihood of adopting addictive behaviours increases. These findings highlight the need to balance user engagement with attempts to reduce addictive behaviours across demographics.

Further Recommendation

- **Platform Interventions:** TikTok should consider implementing features that promote healthier usage patterns, such as usage reminders or content breaks, particularly for users showing signs of high addiction levels (Hutchinson, 2022).
- **Targeted Campaigns:** Content creators and marketers should be mindful of the age-related differences in addiction levels, crafting content that appeals to older users while promoting balanced consumption habits.

Conclusion

TikTok's influence varies across age groups, with significant implications for user addiction and satisfaction. This highlights the need for strategies that balance user engagement with promoting healthier usage patterns, particularly among demographics more susceptible to addictive behaviours.

References

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