



Hi!

My name is Asia, and I'm a Master's student at a university in Sweden. I'm currently conducting research for my thesis on how members of Generation Z recognise and interact with advertisements on TikTok. If you're between 18 and 25 and use TikTok, I'd love to hear your perspective! The survey is completely anonymous and takes just a few minutes to complete.



Your input will really help me understand user behaviour and improve future ad experiences. Thank you so much for supporting my research!

