Usability Evaluation of Popular Social Media Applications: A study to compare Instagram and Tiktom

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ABSTRACT
In this paper, a report on the usability evaluation of Instagram and TikTok for UTM-MJIIT students. A usability testing was conducted using participants from Universiti Teknologi Malaysia. Ten (10) students participated in the survey. Using the System Usability Scale (SUS) questionnaire evaluation, the study takes a look at the usability of both platforms to be compared

Keywords
SUS, Usability, Tiktok, Instagram, Social Media, User Satisfaction

1. INTRODUCTION
Social media platforms have driven many individuals to be creators and have shaped the way the way modern society interact and browse with content. These days Instagram and TikTok are the two leading platforms globally and offer unique features and functionalities so that each user has a different experience with the application. This report evaluates the usability of the two applications focusing on the user experience on each platform and to identify which application provides a better and engaging for users

2. METHODOLOGY
To assess the usability of Instagram and Tiktok, a System Usability Scale (SUS) survey with a sample group ofusers familiar with both platforms with ten participants. The SUS is a reliable 10-question survey that captures the users' perception of an application.

The questionnaire survey was sent out to a selected group of students who were familiar with the applications mentioned through Google Form. After all participants have answered, an analysis of the data gathered was done. The questionnaire asked 10 questions as per SUS guidelines where users had to rate from 1 (Strongly Disagree) to 5 (Strongly Disagree).

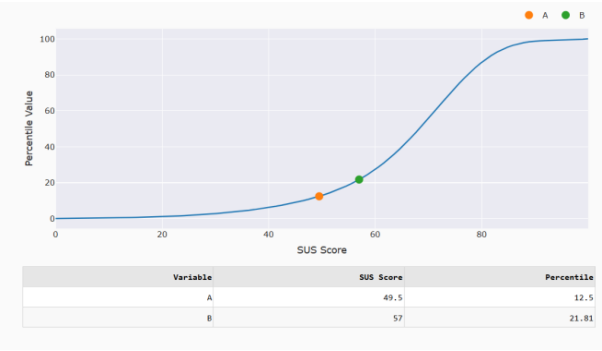
3. RESULTS AND DISCUSSION
Based on the analysis of the SUS, it is shown in Figure 1,2 and 3 that there is some differences between the two platforms regarding the usability.

Firstly in Figure 1 which is a conclusiveness chart, it is noticed that both Platforms has a conclusiveness of 80% with a sample size of 10 where Variable A is Instagram and Variable B is TikTok. Therefore we can take note that the level of confidence in the interpretation of the usability is quite high and can be representative of other user's experiences.

Figure 2 is the SUS Score where Variable A represents Instagram and Variable B represents TikTok, same as Figure 1 and 3 as well. It is noted that A (Instagram) achieved a SUS Score of 49.5 which falls below 50 and that indicates that the application has poor usability. It can be interpreted as some users struggled with the system interface or has an unsatisfactory experience with the application.

Meanwhile Variable B (TikTok) has a SUS Score of 57 which places it above 50. That means that it is somewhat better than Instagram and while it may hint that users can have issues with the application, it is below average but not as low as A.

In Figure 3 which is the SUS score on a percentile curve, A is in a lower percentile (12.5) while B is in quite a higher Percentile (21.81) which means it is quite low and there is much more improvements that can be made.



Variable	SUS Score	Percentile
A	49.5	12.5
B	57	21.81

Figure 1, Conclusiveness Chart

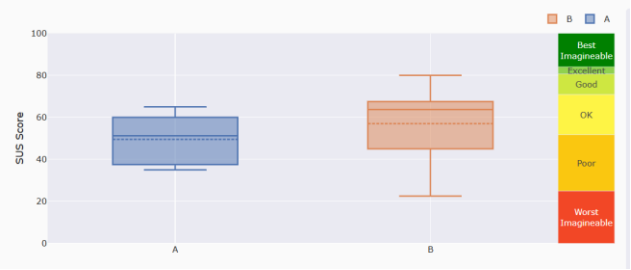
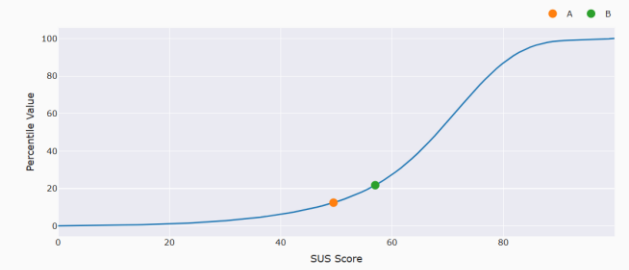


Figure 2, SUS Score



Variable	SUS Score	Percentile
A	49.5	12.5
B	57	21.81

Figure 3, SUS Score plotted on a Percentile Curve

4 CONCLUSION

In conclusion, it is noted that both applications have below average usability and quite poor user experience when compared to each other.

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