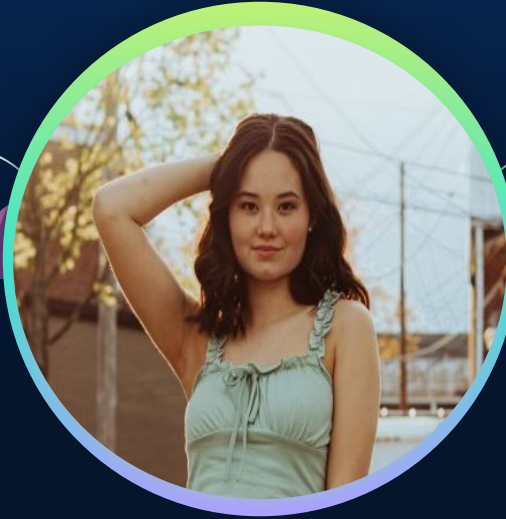


# TikTok, A New Form of Communication or A New Complication?



# HELLO!



**I am Isabelle Zimmerman**

I am here to give my Senior Presentation about TikTok as form of communication and how it affects us!

# TikTok, A New form of Communication or A New Complication?



## What to address:

- ▷ What it is
- ▷ Why we should question this “cool” new app
- ▷ Background
- ▷ How it is used and what it is used for
- ▷ How it works as a new Medium (form of communication)
- ▷ Is TikTok more beneficial or detrimental to society?

# PT 1: Research

So “Why?”

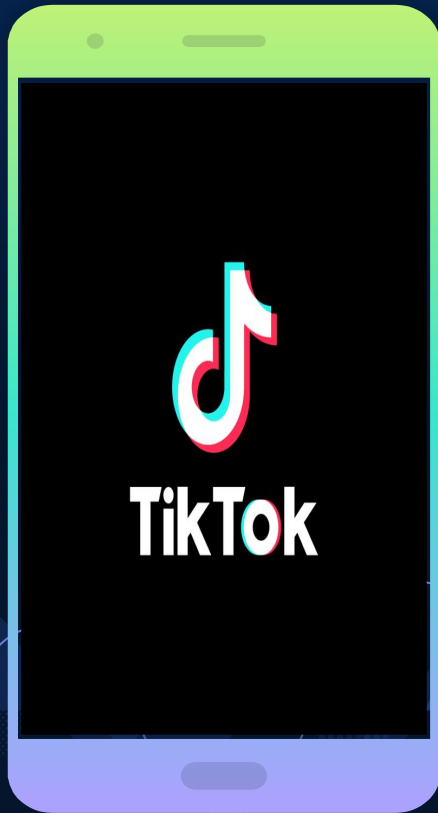
# Purpose?




The effects of social media has been questioned very much recently. Do the pros outweigh the cons? How does it affect us? How does it function as a communication? Let's dive in..

# What is TikTok?

# What is TikTok?



- ▶  TikTok, is “a social media app that allows users to share short-form video content (Caffrey).”
- ▶ “Douyin (2016)” + “Musical.ly (2014)” = “TikTok” (2018)
- ▶ In between the years of 2010-2019, it was the seventh most downloaded app (Caffrey)
- ▶ TikTok quickly created competition. Causing other apps to create “sections” within their app to compete.
- ▶ TikTok- FYP



# Safety

# Safety



Some technology experts wonder about the true validity and safety of TikTok. Some claim that the “app is a cybersecurity risk for users due to the app’s built in biometrics and location-tracking features (Caffrey).” However, many apps based in America do the same thing, but TikTok was originally based in China so many government officials felt this was a threat to our country’s security. TikTok was forced to sell to an American company in order to be able to keep its’ American users (Leary, McKinnon).

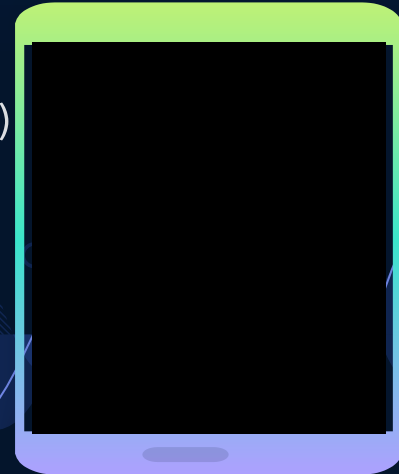
# Marketing and Entertainment

# MARKETING

Companies on TikTok generally use TikTok influencers to advertise their products/ services. While ads still exist on TikTok, there are very few. Companies offer “brand deals” and “sponsorship” to large creators and verified influencers on the app.

# ENTERTAINMENT

- ▶ TikTok’s major purpose is entertainment.
- ▶ 80 million monthly active users in the United States
- ▶ Comedy, Fashion, Dance, Cooking, etc.
- ▶ For You Page (FYP)



# Communication

“...the complex, continuous, two-way process of sending and receiving information in the form of messages. Communication engages all the senses and involves speech, writing, and myriad nonverbal methods of data exchange (Ewing).”



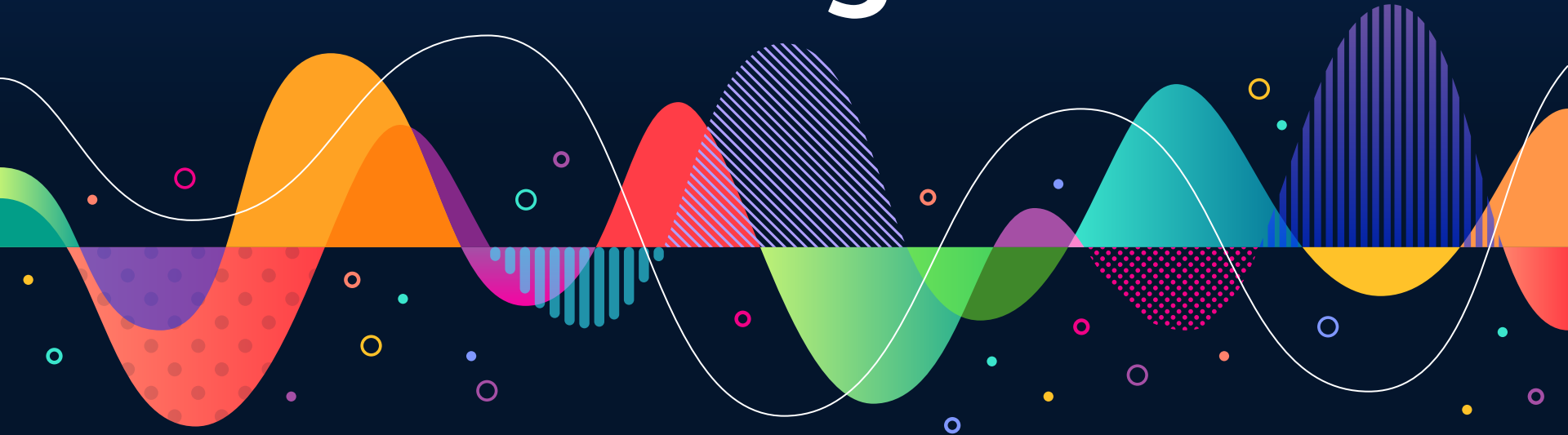
# Communication



- ▷ “Ladies and gentleman, the volume inside of this bus is astronomical!” “Swing, Snap, Rock!”, “Anyways, chile..”. Ahh, the sound of a new form of communication-- or is it?
- ▷ This app is changing our language, world views, and sometimes even values and opinions. It can both educate and spread lies with how easy it is to post!
- ▷ On TikTok, people are constantly exchanging ideas, thoughts, and opinions. A quick and easy way to express these things to literally millions of people, whether that be through video or through the comments section

**Is TikTok more  
beneficial or  
detrimental to society?**

# Mental Health & Body Image





# How Social Media affects Mental Health and Body Image



- ▷ Social Media can feel *addicting*
- ▷ It can influence:
  - ▶ Body Dysmorphia
  - ▶ Depression
  - ▶ Anxiety
  - ▶ Eating Disorders

“Although technology provides access to information and social connection for youth, it also creates platforms where children can be exposed to disturbing content, peer pressure, cyberbullying, and encouragement to participate in activities that could cause potential physical harm or even death (Kriegal et al, 2021).”

## Opinion on Mental Health from a Creator's Standpoint



“I feel like a lot of younger kids are using TikTok more to be on their phones and aren’t using “healthier” forms of social media communication the way they should. Now, kids can share a post about sex or gender identity and make fun of what they see, or they can make videos using inappropriate content for their age demographic. It’s a difficult thing to discuss, but I feel like TikTok is meant for teens and older instead of kids.”

-Kinley Block (@kinleyblock, 35.8k followers on TikTok, current Student-Athlete in College)

# PT 1: Tests and Results

# Creator Questionnaire and Response Pt1



Q: How has TikTok affected you personally from a CREATOR'S standpoint? (Effects on on mental health, ideology, etc)

Q: Does your FYP contain more positive/ negative content?

# Question 1 Response

**Q: How has TikTok affected you personally from a CREATOR'S standpoint?**



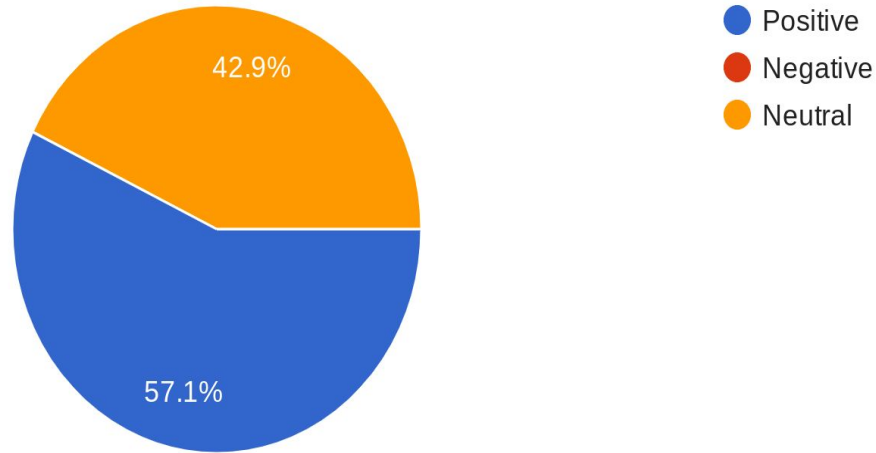
- ▶ “Yes definitely. Being a creator has caused lots of fun/excitement, but also lots of stress. (@masonbarns Verified Creator, 2.6 millions followers)”
- ▶ “TikTok has shown me what a love/hate relationship really is. I’ve had moments where things aren’t going well and it’s ruined my entire day and I’ve had life changing moments that push me harder than ever. But overall TikTok has had a pretty positive impact on my life (@hahadylan-- YouTube & TikTok Creator w/ 123k on TikTok and 22k on YouTube, 3 time Snapchat spotlight winner).”

# Question 2 Response

Does your FYP contain more positive/ negative content?

Q3: Does your FYP contain more positive/ negative content?

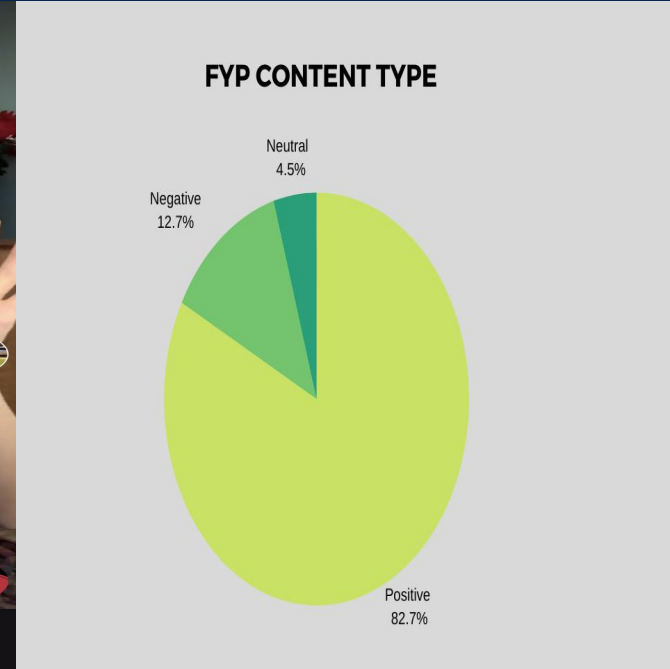
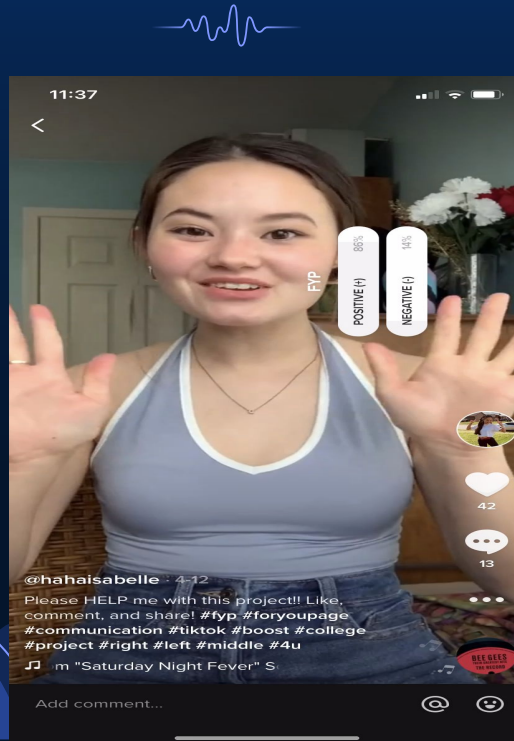
7 responses



# Audience Test and Results

<https://vm.tiktok.com/ZMemE6vPC/>

- ▷ Hashtags: #fyp #foryoupage #communication #tiktok #boost #college #project #right #left #middle #4u
- ▷ Background Song: More than a Woman (trending song)
- ▷ Audience Reached: 200, Ran for about 30 hours
- ▷ 110 voters (91 positive, 14 negative, 5 neutral)



# Conclusion



# “TikTok a New Form of Communication or a New Complication?”



- ▶ To answer the question: it depends who we are considering the audience.
- ▶ TikTok should definitely not be marketed towards children, there is information and videos on there that children are definitely not yet mature enough for.
- ▶ However, from the standpoint of an older audience, most agree it is a benefit and a new communication. It is truly up to the user to decide how they want to use TikTok because of how specific the algorithm is, and it is ultimately their choice to use this new form of communication.

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Zimmerman, Isabelle L--TikTok Personal Interview #3 with Kinley Block

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# Q & A

