

## **The Motivation for Using the Social Media Platform TikTok from the Perspective of the Uses and Gratifications Theory**

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### **Abstract**

The way we communicate on a daily basis has changed significantly since the turn of the 21<sup>st</sup> century. Besides communication platforms, social media has become the leading generator of opinions, ideas, thoughts, and emotions, especially among younger populations. The circumstances of the COVID-19 pandemic further stimulated the popularity of certain social media platforms, with TikTok being at the forefront (Fratila, 2021; Kennedy, 2020). Previous research has shown a wide range of motivational factors for using the TikTok social media platform, including entertainment, which is the most prominent, followed by social interaction and connection. Additionally, social media is often used for leisure, self-expression, archiving, escapism, learning new skills, following celebrities and influencers, trends, and more (Berthon et al., 2008; Muntinga et al., 2011; Omar & Dequan, 2020; Yaqi, Lee & Liu, 2021; Khairul Nuzuli, 2022). The theoretical framework of the study is based on the Uses and Gratifications approach, which will be used to interpret the results. The aim is to examine which gratifications drive the use of TikTok. The sample consists of 135 students from the Faculty of Philosophy at the University of Niš. The data collection method used is a questionnaire. The questionnaire includes items that were developed and used by Omar & Dequan, (2020) and Khairul Nuzuli, (2022), covering five categories of motives: information, personal identity, interaction and social integration, entertainment, and self-expression.

*Keywords:* social media, TikTok, usage motives, uses and gratification, youth

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### **Introduction**

Social media have become dominant platforms for establishing personal and professional connections, maintaining relationships with close friends and a broader

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circle of acquaintances, as well as increasingly prevalent means of advertising and political propaganda. Moreover, social media are recognized as successful channels for spreading and distributing information among official media. The context in which the number of users of any network increases is an important indicator of the reasons for its popularity, and thus the circumstances of the coronavirus pandemic have led to an increase in the number of users of most social media, as well as the expansion of the media that was not previously attractive to users. This social media is TikTok, which joined the community of other networks in 2016. It was launched in China in September 2016, and already in the following year, ByteDance company launched the international version of this network<sup>4</sup>. TikTok, a video-based social network, quickly gained immense popularity (Khairul Nuzuli, 2022) and became the most downloaded app in 2019, with 693 million downloads, and in 2020, with 850 million downloads<sup>5</sup>. The TikTok “fever” has spread worldwide, and Serbia is no exception, aligning with global statistics that indicate the growing popularity of this new platform.

For years, the most popular applications worldwide, Facebook and Instagram, have been surpassed by TikTok, whose community is rapidly growing. Compared to the number of Facebook users, TikTok is growing faster on an annual basis<sup>6</sup>. According to the data from the Statistical Office of the Republic of Serbia in 2021, the number of Internet users increased by 7% compared to 2020, with 81.2% of the population using the Internet during the previous year. The highest percentage of younger people aged 16 to 34 used the Internet for accessing social media platforms (96.2% for those aged 16-24 and 92.3% for those aged 25-34). According to research conducted in Serbia by the agency Pioniri in collaboration with the research agency Smart Plus Research in 2022, the social media platform TikTok experienced the highest annual growth in the number of users. While in 2021, 20% of Internet users had a TikTok account, there was an increase to 25% in 2022, meaning that one-quarter of Internet users have access to and use this new video social network. The data from this research also reveal the motivation of using TikTok among participants in Serbia, with 67% using the platform for entertainment and time consumption, 33% for following TikTok creators, and 28% for finding new ideas and inspiration. An equal number of users are looking for interesting tips on TikTok<sup>7</sup>.

The rapid growth of TikTok is explained by the characteristics of short video clips, which can more easily attract and retain the attention of an increasingly distracted, selective, and interactive audience (O’Hara et al., 2007; Wang, 2020). The trend of consuming shorter video clips is related to modern lifestyles, and despite their duration being less than 15 seconds, these videos can contain significant content (Wang, 2020), users communicate with each other by watching, liking, commenting on, and

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<sup>4</sup> Data taken from the website: <https://www.businessofapps.com/data/tik-tok-statistics/>

<sup>5</sup> <https://www.businessofapps.com/data/tik-tok-statistics/>

<sup>6</sup> <https://www.cenzolovka.rs/svet/tiktok-presao-instagram-i-fejsbuk-najpopularnija-aplikacija-u-2021/>

<sup>7</sup> <https://pioniri.com/sr/socialserbia2022/>

sharing video clips (Jenkins et al., 2006; Wang, 2020). Members of Generation Z are the primary consumers of short video clips on TikTok, and their emotional and social immaturity increases vulnerability to the content they are exposed to (Fan, 2023). A positive correlation has been found between the mental health of users and their use of TikTok, with depression, anxiety, and stress increasing with continuous and intensive use of this social network (Maguire & Pellosmaa, 2022). These findings are in line with previous studies on the mental health of users and the use of social media (Beerres et al., 2021; Houghton et al., 2018, as cited in Fan, 2023). Adolescents are particularly sensitive to the TikTok content through which they construct their self-image and form relationships with others. Research has shown that their stress and anxiety levels increase with more time spent on TikTok, which can be explained by the specific developmental tasks, socio-emotional, biological, and cognitive changes that adolescents go through as they navigate the challenges of building relationships with their peers (Fan, 2023). Furthermore, besides impacting the health of younger users, content posted on social media also has a significant effect on users' cognitive assessments, with younger adolescents lacking the ability to distinguish between reliable and false information and not critically evaluating stereotypical messages (Fan, 2023). In addition to the negative impacts, positive effects of TikTok have been recognized, including its marketing potential, which helps advertisements for certain products reach a wider audience (Dewa & Safitri, 2021, as cited in Khairul Nuzuli, 2022). Simplified video production processes enable anyone to promote their creative abilities and talents, making TikTok a platform for personal branding (Susilowati, 2018, as cited in Khairul Nuzuli, 2022). Besides the marketing potential of TikTok, young people see TikTok as a platform for connecting with others, for fun and relaxation (Dilon, 2020). Furthermore, youth perceive TikTok as a tool to enhance their self-esteem, to promote their talents or skills, to share their beliefs, or for realization of their self-actualization (Guo, 2022). Some authors also emphasize the use of this application for educational purposes to illustrate an idea or example, to draw attention to a social issue, and to make appeals for help (Guo 2021; Jaffar et al., 2019).

In the digitized world that encourages open and free content creation and distribution through various platforms and networks, the central idea revolves around a personalized approach, tailoring content delivery to individual users. TikTok not only follows this trend but also successfully implements the core idea, thanks to the analysis of big data. By understanding users' interests and needs, TikTok can recommend desired content to them effectively (Jaffar et al., 2019). With users playing an increasingly active role, searching, selecting, creating, sharing, and publishing information and content, the question of what needs are met through the use of social networks arises. The uses and gratification approach is commonly used as a theoretical framework to provide an interpretation of responses to such questions. This theoretical model has gained significance, particularly with the emergence of the Internet, online services, and new forms of communication in the online space (Ninković Slavnić, 2016), where user-initiated actions are perceived as the first step, and understanding their needs and motivations takes center stage in research.

This study is dedicated to identifying the dominant ways in which students at the Faculty of Philosophy, University of Niš, use the TikTok social network. Data were collected through a questionnaire, gathering information on the reasons why and how the respondents use this increasingly popular social network. The questionnaire considered five categories of motives: information, personal identity, interaction and social integration, entertainment, and self-expression. The SPSS program and descriptive statistical methods were used to analyze the collected data.

### **Uses and Gratifications Theory in the Digital Environment**

The main objectives of the research within the framework of this tradition, according to scholars like Elihu Katz, Jay G. Blumler, and Michael Gurevitch, are to interpret how people use media to meet their needs. This leads to an understanding of audience behavior motives and the identification of media functions (Rubin, 2009: 166–167). The authors mention five fundamental elements of the uses and gratifications model:

1. The audience is active, and media use serves a specific purpose.
2. Individuals manage the relationship between meeting needs and media choices.
3. Media compete with other sources in meeting needs (human needs are diverse, and some can be satisfied through media use while others through different means, with the level of need satisfaction through media being variable).
4. Methodologically, it is important that people consciously use media and can identify interests and motives that provide an appropriate image of media usage.
5. Audience orientation should be investigated from individuals' personal perspectives, separate from value judgments about the cultural significance of mass communication (Katz, Blumler & Gurevitch, 1973: 510–511).

Katz et al., (1973) investigated the role of media in meeting psychological and social needs. They highlighted that media can contribute to understanding oneself, family, friends, others, and society; personal and social status and connecting with family, friends, culture, and society (Rubin, 2009: 168). Additionally, Rubin distinguishes between two different types of media use: ritualistic and instrumental media use. While ritualistic media use involves using media to fill leisure time and divert attention from problems, instrumental media orientation is based on actively seeking content that will satisfy the need for information. Instrumental media use emphasizes the purposefulness and usefulness of content, intention, selectivity, and active user engagement (Rubin, 2009: 171-173).

The activity of the audience depends on many factors, among which are social context, opportunities for interaction, and expression of opinions. Reflecting on social situations that stimulate the need for media, Katz, Blumler, and Gurevitch pointed out the following factors: 1. Social situations create tension and conflicts, and media content can offer guidance for problem-solving (seeking advice, instructions, etc.).

2. In social situations, awareness of existing problems can increase, and people can inform themselves through media sources. 3. Media can serve as a substitute and can fulfill needs when social situations reduce the possibilities of satisfying them in other ways. 4. Social situations reveal certain values that the media can reinforce. 5. Social situations can impose knowledge of a specific type of media content, which then becomes an identifier of group membership (Katz et al., 1973: 517).

Considering the interactivity and increased user engagement in the era of digital media and social networks, many authors have perceived the Uses and Gratifications Theory as an adequate model for interpreting the motives behind Internet and social media usage. The categorization of motives operationalized in research is diverse, and some authors highlight motives such as informational-cooperative use, relational, expressive, and strategic motives (Eginli & Tas, 2018), cognitive and affective needs, personal and social integration needs (Papacharissi, 2002), utilitarian motives, the need for leisure fulfillment, the need for information, the need for emotional release, and the need for entertainment (Khairul Nuzuli, 2022).

Studies on the motives for using TikTok, related to the youth, have found similar categorizations of needs, such as informational motives, personal identity motives, integration and social interaction motives, and the need for entertainment (Khairul Nuzuli, 2022). The results of a study conducted with a sample of Semarang residents (Indonesia) who use and post videos on TikTok showed that the dominant motives are integration, social interaction, and entertainment. Additionally, in one study, factor analysis identified three groups of needs: 1. The need to fill leisure time (relaxation, stress relief, escape from boredom, and achieving happiness) and social needs (the need to communicate and discuss with others, commenting, sharing content with others); The need for knowledge and information (the need for information that is difficult to obtain through other means, personal interests, the ability to record information about one's own life); Business-related needs (the need to buy, sell, advertise, and sponsor something) (Yaqi et al., 2021). Research on the roles of personality traits and motivation as predictors in the context of consumption, participation, and content production on TikTok has shown that personality traits are not significant predictors of behavior on TikTok. The types of motivation considered by the author are social interaction, archiving, escapism, self-expression, and peeking into the lives of others. Unlike personality structure, social interaction, archiving one's life events, and escapism are significant predictors of consumption as a form of behavior on this platform. Participants engage in TikTok to express themselves, to communicate with others, and to escape from everyday obligations. The motivation to produce video content on TikTok arises from the desire to fulfill the need for self-expression and archiving (Omar & Dequan, 2020). Similar results have been found by other researchers who emphasize that TikTok's popularity is also driven by the opportunity to follow celebrities and influencers, express one's own ideas, and achieve what is referred to as "micro-fame" (Jaffar et al., 2019). Jaffar and colleagues provide a roadmap to micro-fame, which is manifested through recognition by others, becoming social influencers, various opportunities in the entertainment industry, and the number of online followers (Jaffar et al., 2019: 192).

Hence, the active involvement of TikTok users, manifested both in sharing other people’s video content and creating their own content online, is driven by the need for users to express themselves publicly (Omar & Dequan, 2020).

### Methodology

Given the diverse needs underlying the use of the social network TikTok, the research focuses on the motives for using this social network. The goal of this research is to determine which motives for using this social network are dominant, i.e., what needs the respondents satisfy by using TikTok. The data collection technique used was a questionnaire. It encompasses five dimensions of motivation: the information motive, personal identity motive, integration and social interaction motive, entertainment motive, and self-expression motive. Each of these motives is presented as items in the questionnaire, and the investigation of these four motives was conducted using items and questions that researchers have used in previous studies (Omar & Dequan, 2020; Khairul Nuzuli, 2022). The sample consists of 135 students from the Faculty of Philosophy at the University of Niš.

**Table 1:** *The sample structure according to gender, years of study/age, the social network most frequently used by respondents, and the time spent on social networks is as follows:*

Gender	Male		Female		
	26 (19,3%)		109 (80,7%)		
Year of study	Second	Third	Fourth		
Age	(20-21 years)	(21-22 years)	(22-23 years)		
	15 (11,1%)	57 (42,2%)	63 (46,7%)		
The social network most frequently used	Facebook	Instagram	Twitter	TikTok	Other
	13 (9,6%)	88 (65,2%)	3 (2,2%)	27 (20%)	4 (3%)
The time spent on social networks on a daily basis	Around half an hour	From half an hour to one hour	Up to two hours	From two to five hours	More than five hours
	4 (3%)	5 (3,7%)	58 (43%)	48 (35,6%)	20 (14,8%)

In the sample, a larger percentage of female respondents (80.7%) participated compared to male respondents (19.3%). Fourth-year students accounted for the highest percentage of participants (46.7%). Respondents most frequently use the social network Instagram (65.2%), but TikTok is the second most used network (20%). This indicates the growing popularity of TikTok, which has been experiencing the highest annual increase in the number of users<sup>8</sup>.

<sup>8</sup> These data align with the findings reported by the agencies Pioniri and Smart Plus Research in 2022,

**Table 2:** *Distribution of responses regarding the informational motive*

Item	I completely disagree	I mostly disagree	I am undecided	I mostly agree	I completely agree
1. I use TikTok to find practical guidelines and suggestions when I need someone's opinion and when I have to make a decision.	43%	14,8%	17%	14,8%	10,4%
2. I use TikTok to satisfy my interests, hobbies, and/or curiosity.	21,5%	6,7%	16,3%	30,4%	25,2%
3. TikTok helps me with my education.	45,9%	22,2%	16,3%	11,9%	3,7%
4. After gaining knowledge through TikTok, I feel calm and peaceful.	51,9%	19,3%	23%	3%	3%

Table 2 shows that the highest percentage of respondents mostly agree (30.4%) or completely agree (25.2%) that they use TikTok to satisfy their own interests, hobbies, and/or curiosity. Additionally, nearly a quarter of the respondents (25.2%) seek practical guidelines and suggestions on TikTok to make decisions or form opinions on subjects of interest.

**Table 3:** *Results of the distribution of responses regarding the personal identity motive*

Item	I completely disagree	I mostly disagree	I am undecided	I mostly agree	I completely agree
I use TikTok to discover things that can enhance my personal values.	41,5%	18,5%	20,7%	13,3%	5,9%

which indicate that TikTok is experiencing the highest annual growth in the number of users in Serbia. In their publication, it is mentioned that one-quarter of Internet users in the age group of 16 to 24 years old use the social network TikTok. The trend of a rapid increase in TikTok users has been observed worldwide, and data suggests that in the second half of 2022, TikTok surpassed one billion monthly active users. For more detailed statistics, you can visit the website: <https://influencermarketinghub.com/tiktok-stats/>

TikTok helps me to discover patterns of behavior in everyday life.	45,2%	17,8%	15,6%	17%	4,4%
I use TikTok to help me identify with the values presented in the media.	48,1%	18,5%	17,8%	11,1%	4,4%
I use TikTok to increase my knowledge and to better understand myself.	3,8%	24,4%	14,8%	17%	5,9%
TikTok helps me find ideas that will assist me in presenting my identity and image to others.	44,4%	15,6%	19,3%	14,8%	5,9%

The results in Table 3 show how TikTok is used to enhance personal values, build the user’s identity, and improve self-understanding. In the sample, the majority of respondents do not use TikTok for these purposes. The only statement with which most respondents agree is the one stating that TikTok serves to increase knowledge and better self-understanding (22.9%). For the other statements in this section of the questionnaire, less than 20% of respondents agree.

**Table 4:** *Distribution of responses regarding the motive of integration and social interaction*

Item	I completely disagree	I mostly disagree	I am undecided	I mostly agree	I completely agree
TikTok allows me to learn more about the activities of other people.	17%	14,1%	23,7%	31,9%	13,3%
TikTok allows me to find material or topics for conversation with others.	43%	18,5%	17,8%	16,3%	4,4%
TikTok helps me fulfill social roles.	48,9%	24,4%	16,3%	8,1%	2,2%



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TikTok helps me to connect with family, friends, and the community.	57%	18,5%	13,3%	6,7%	3,7%
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Based on the distribution of responses regarding the items in the questionnaire section that examines the motive of social integration and interaction, one-third of the respondents use TikTok to inform themselves about the activities of other people (44.9%). This data supports the argument that in the participatory culture of users in Serbia, a passive style of using social networks still dominates, with a reluctance towards producing content. Such an attitude is evident in the consumption of content that others post, while very few respondents take the step towards active participation.

**Table 5:** *Distribution of responses regarding the entertainment motive*

Item	I completely disagree	I mostly disagree	I am undecided	I mostly agree	I completely agree
TikTok helps me escape from problems.	59,3%	17,8%	10,4%	8,9%	3,7%
I use TikTok to relax.	18,5%	5,2%	16,3%	28,9%	31,1%
I use TikTok to achieve peace and satisfy the need for aesthetics.	37%	21,5%	18,5%	15,6%	7,4%
I use TikTok to fill my free time.	17%	13,3%	11,9%	25,9%	31,9%
I use TikTok to regulate my emotions.	68,1%	16,3%	11,1%	2,2%	2,2%

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Table 5 provides information about the types of behavior directed towards entertainment that are facilitated through the use of TikTok. Among them, leading needs such as relaxation and filling leisure time have the strongest relationship with

TikTok. Nearly half of the respondents (60%) agree with the statement that they use TikTok for relaxation as a form of entertainment, and 57.8% of the respondents use TikTok content to fill their free time. Enjoying what TikTok offers with minimal effort and without engaging in activities that require more effort, such as content creation, is in line with the findings of the research conducted by the Center for Media and Media Research at the Faculty of Political Sciences in Belgrade. Their research, conducted in 2020, showed that the highest percentage of respondents in the online environment most often rate, like, or mark as favorite a news article, indicating that activities requiring minimal engagement dominate the online space<sup>9</sup>.

**Table 6:** *Distribution of responses regarding the motive of self-expression*

Item	I completely disagree	I mostly disagree	I am undecided	I mostly agree	I completely agree
I use TikTok to showcase my personality, who I am.	78,5%	7,4%	5,9%	3%	5,2%
I use TikTok to show my interests, hobbies, and talents to others.	64,4%	18,5%	6,7%	4,4%	5,9%
I use TikTok to express my lifestyle, values, and opinions.	63,7%	17%	9,6%	5,9%	3,7%
I use TikTok to promote my business or profession and express my professional identity.	75,6%	5,2%	5,9%	5,2%	8,1%

The lack of a need to express one's own views, opinions, values, feelings, as well as personal and professional identity on TikTok is prevalent among the respondents in the sample of this research. Such data can be explained by the existing habit of concealing one's beliefs and opinions, as well as anything that represents one's authentic self, as seen on other social networks. This phenomenon can be attributed to the dominant culture in Serbia, where for decades there has been a tendency not to express personal views but rather the collective opinion, i.e., the opinion of the majority. Since any critical and analytical thinking about social events is met with condemnation from certain groups of people on social media, it can be expected that this trend of passive observation, reading, and occasional but

<sup>9</sup> <https://centarzamedije.fpn.bg.ac.rs/informisanje-u-digitalnom-okruzenju-u-srbiji/>

controlled commenting on others' content will become ingrained in the behavior of users on all social networks. Therefore, user passivity is an expected outcome in an environment that disapproves of any authentic and creative thought.

## Conclusion

The extensive usage of social media platforms as venues for engagement, communication, entertainment, and information seems to be falling short of their potential. The social media landscape has undergone changes recently, and these changes are a reflection of user interests that are more drawn to short video formats. When TikTok became one of the most popular platforms in 2016, the social media landscape underwent a change as a result of the ability to communicate a variety of content through extremely short video materials. TikTok is a network whose app is downloaded by a lot more users on a monthly basis compared to other networks like Facebook, Instagram, and YouTube, which have more users overall<sup>10</sup>. Considering that these are platforms that provide users with opportunities to fulfill various needs, from communication and interaction with others to information, entertainment, and self-expression, the data obtained from this research offer significant insights into the motivation of users in the sample. The leading motivations among the five categories are the informational motive, the motive for social integration and interaction, and the entertainment motive. Interests represent one of the key reasons for joining TikTok, as this platform is seen as a source of significant information that aligns with the needs and hobbies of the respondents (55.7%). Learning about the activities of other people on TikTok is another reason for joining this network (44.9%). In the realm of entertainment, the need for relaxation (60%) and the need to fill free time with TikTok content (57.8%) dominate. This motivational structure suggests the existence of a passive attitude among the respondents towards the possibilities of this platform. This is manifested through a consumption-oriented approach in which users maintain a position of using others' content rather than engaging in the production of their own content. Considering that respondents more often follow others, seek content on TikTok that relaxes them, and use the network to fill their free time through continuous usage, these results may lead to several conclusions. First and foremost, TikTok is not perceived as a safe space where users can freely express themselves. Hence, the majority of respondents hardly publish anything about their personal beliefs, feelings, needs, ideas, and do not use this social network to discover their own identity. Hiding behind the position of a passive consumer also reflects a trend observed on other networks, which involves minimal user participation, mainly in the form of liking or disliking, less frequently commenting, and very rarely sharing and/or producing authentic content. The reason for such an attitude towards any social network, including TikTok, can be linked to a non-critical stance, resistance

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<sup>10</sup> For more information on these statistical data please visit: <https://datareportal.com/social-media-users>

to publicly expressing personal beliefs and opinions, as well as the reluctance to showcase creativity and authenticity in any online segment, especially on a platform that involves physical presence in video content. Therefore, the non-constructive practice of hiding behind watching and following other people's content, which minimally reveals users, may have its roots in a social environment that does not encourage diversity but rather reinforces existing dominant views of social reality. A social environment that does not nurture and stimulate genuine participation may contribute to the creation of passive consumers liberated from the "weight" of critical thinking and analysis towards everything. This can lead to the development of masses of apathetic, uninterested individuals who do not create different content but instead align themselves with the popular wave of mediocre and non-creative content devoid of any inventiveness.

This study focuses on examining the dominant needs of a sample of students from the Faculty of Philosophy in Niš, providing insights into the researched topic. However, it does not address the motivational profile of other demographic groups. Future research should aim to include different age groups, which might reveal a different structure of needs concerning TikTok content. Moreover, while quantitative research offers insight into common characteristics of respondents' needs in the sample, qualitative methodology, such as in-depth interviews or focus groups, would add additional value to the topic under investigation. Additionally, considering other dimensions of motivation would contribute further to understanding the needs satisfied on TikTok.

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### **Internet resources:**

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- <https://pioniri.com/sr/socialserbia2022/>
- <https://www.cenzolovka.rs/svet/tiktok-presao-instagram-i-fejsbuk-najpopularnija-aplikacija-u-2021/>
- <https://influencermarketinghub.com/tiktok-stats/>
- <https://centarzamedije.fpn.bg.ac.rs/informisanje-u-digitalnom-okruzenju-u-srbiji/>
- <https://datareportal.com/social-media-users>

## **Motivi upotrebe društvene mreže Tiktok iz perspektive teorije koristi i zadovoljstva**

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### **Apstrakt**

Početak XXI veka obeležen je korenitim promenama komunikacijske svakodnevice. Osim platformi za komunikaciju, društvene mreže postale su vodeći generator stavova, ideja, mišljenja i afekata, pogotovo među mlađom populacijom. Okolnosti pandemije koronavirusa dodatno su stimulisale popularnost pojedinih društvenih mreža,

među kojima je na prvom mestu Tiktok (Fratila, 2021; Kennedy, 2020). Prethodna istraživanja su pokazala da postoji čitav motivacioni spektar upotrebe društvene mreže Tiktok, poput zabave, koja se nalazi na prvom mestu, zatim društvene interakcije i povezivanja. Takođe, društvene mreže se često koriste radi ispunjavanja slobodnog vremena, radi samoizražavanja, arhiviranja, eskapizma, učenja novih veština, za praćenje slavni ličnosti i influensera, trendova i slično (Berthon et al., 2008; Muntinga et al., 2011; Omar & Dequan, 2020; Yaqi, Lee & Liu, 2021; Khairul Nuzuli, 2022). Cilj ovog rada je ispitati dominantne načine upotrebe društvene mreže Tiktok. Uzorak čini 135 studenata Filozofskog fakulteta Univerziteta u Nišu. Metoda prikupljanja podataka je upitnik. On obuhvata stavke koje su određeni istraživači razvili i koristili u ranijim studijama (Omar & Dequan, 2020; Khairul Nuzuli, 2022), a kojima se razmatra pet kategorija motiva: informacija, lični identitet, interakcija i društvena integracija, zabava i samoizražavanje. Teorijski okvir rada čini pristup koristi i zadovoljstva koji će poslužiti za interpretaciju rezultata.

*Ključne reči:* društvene mreže, tikotok, motivi upotrebe, korist i zadovoljstvo, mladi

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