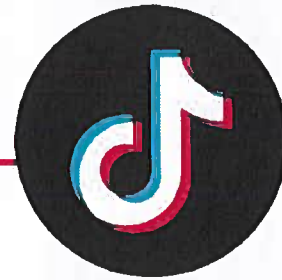


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TikTok & young people

Q #Discover

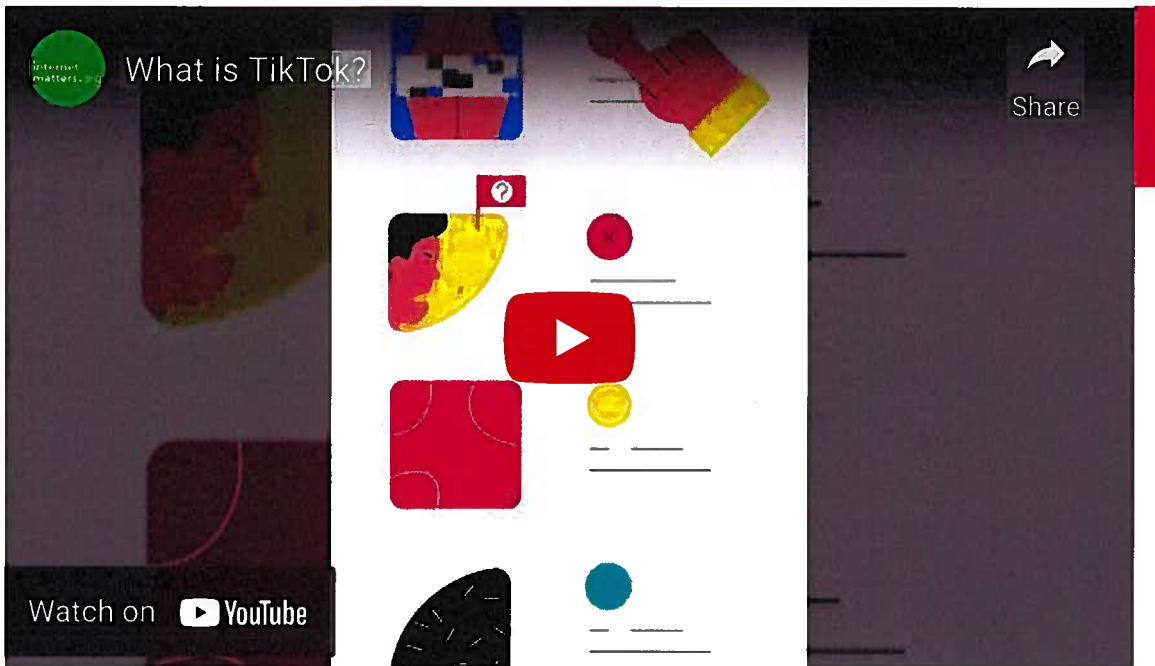


- What is TikTok?
- Why is TikTok so popular with young people?
- What do young people share and watch on the app?
- Positives
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download TikTok App

What is TikTok?



TikTok is an entertainment platform that lets you create, share and watch short-form videos. The platform is popular because of its range of creative, entertainment and educational content. While viral dances, lip-syncing and DIY tutorials drove its initial popularity, it is now recognised as a valuable place to learn new skills - with content under **#BookTok** and **#LearnOnTikTok** receiving hundreds of billions of views.

All users have to go through an age gate to open an account. The minimum age to create a TikTok account is 13.

Currently, the app is available in 75 languages with over 1 billion users (Jan 2021).



Why is TikTok so popular with young people?

It's entertaining



One of the main reasons TikTok is popular with young people is because it is entertaining, and the short length of videos makes content easy to watch. There is a huge variety of content on the platform, which means there is something for all types of interests.

Some examples include #BookTok, #GuitarTok, #MagicTok and #FoodTok. The algorithm is also designed to provide you with more of the content you like. For example, if you like and comment on videos of book reviews, you are likely to see more videos related to books and reading in your feed. At the same time, the algorithm is deliberately designed to broaden your horizons, so even if you enjoy book content, you will occasionally see something different in your feed, such as cooking or animal videos, to surface new interests.

While the content is fun to watch, it also allows young people to develop their skills and passion and contributes to their development.

It facilitates self-expression and creativity



TikTok features special effects creators that young people can have fun with and use to make their videos more unique. For example, a user could make his or

her voice sound like an animal, decorate your video with stickers or use a song from TikTok's music library.

Creating content on TikTok is also a way for young people to express themselves authentically. Whether it's through drawing, drama sketches, comedy or video diaries, the platform offers an outlet for self-expression and human connection.

It celebrates community



TikTok also fosters a sense of community. It helps young people engage with other users who share the same passions, and these positive connections can lead to more creative inspiration and feelings of support and validation.

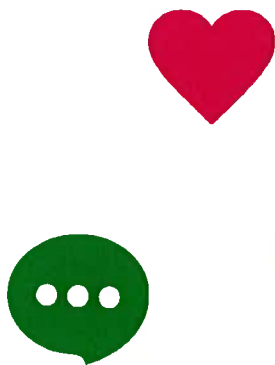
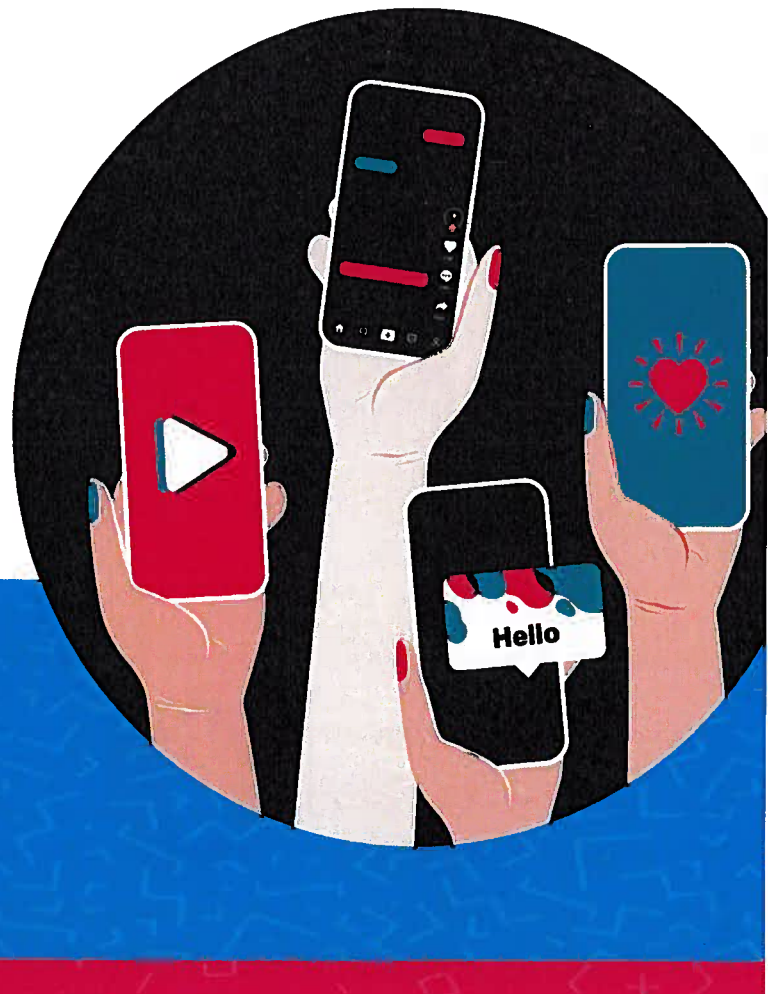
The platform is popular with older audiences as well. It is common for whole families to use TikTok together, and educational content has grown significantly since 2020. As a result, TikTok worked with hundreds of experts and institutions to create educational content for the platform, such as English Heritage and mathematician Rachel Riley, and the videos tagged with #LearnOnTikTok has a combined 266 billion views. Users can learn anything from interesting medical facts to how to speak different languages.

What young people share and watch on the app?



The most popular types of content shared and watched by young people are comedy sketches, music-based content, beauty videos, video diaries and gaming or e-sports. These types of videos are commonly shared by some of the most popular TikTok creators in the UK, such as [@jessicabakes_x](#) and [@chewkz](#).

However, each person's TikTok feed is tailored according to their interests. For example, if you like and comment on a lot of gaming and comedy content, TikTok will recommend more of these videos in your feed. If you don't interact with a certain type of content or indicate that you are not interested, you will see less of these in your feed. But the algorithm also tries to diversify your interests and will regularly share different types of content to see if you're interested.



Positives - How can video-sharing apps like TikTok benefit young people?



It's a platform for creativity

One of the main benefits of TikTok is that it gives young people a creative outlet to express who they are and how they feel. The app has also provided a space to fulfil a social need by giving young people a space to share their ideas, watch other people's experiences and connect with their peers.



Celebrates diversity

Diversity is strongly celebrated on TikTok, and young people can also benefit from feeling like they belong to a community. They can follow creators they relate to, based on a range of things such as culture, religion, hobbies and interests.

Allows users to learn & grow

Another benefit is that there is a huge amount of educational content on TikTok. There are billions of videos tagged with #EduTok, and TikTok has created its own #LearnOnTikTok program by collaborating with over 800 educators, experts and non-profits.

Encourages positive change

Additionally, TikTok has several initiatives to support young people and create a positive impact in real-world communities:

- The Well-Being Guide provides advice on how to share mental health stories safely and how to support distressed community members
- The #BetterMeBetterInternet challenge encourages positive online habits
- TikTok for good helps organisations supporting worthy causes grow and activate their audience on the platform

The role of social media in young people's development

As teens grow, it's important for them to develop cognitive-emotional development (i.e., critical thinking skills) and psychosocial development (i.e., social approval/self-scrutiny). Platforms like TikTok can help young people obtain these skills by allowing them to create content, thereby developing a deeper understanding of how content is made online.

Furthermore, these platforms give young people the opportunity to maintain relationships and express themselves. This gives them the space to share what they are passionate about and to get involved in communities that reflect who they are.

Concerns - What are young people concerned about when using video-sharing apps ?



Seeing inappropriate content

Young people have expressed concerns about seeing inappropriate or sensitive content online. They are also becoming increasingly aware that repeatedly seeing potentially inappropriate content can have a significant impact on their wellbeing. TikTok has strict rules, which safeguard its community, and a global moderation team to protect its users.

Recognising online hoaxes

Many young people have also said they want more information about understanding risk to support their critical thinking, particularly when it comes to online challenges and hoaxes.

Impact of negative comments

Young people's self-confidence can also be impacted when other users leave negative comments on their videos, or when they compare themselves to other creators.