



WHISTLE

THE SPECTACULAR RISE OF TIKTOK

JULY 2020

Overview

GOAL:

Find what drives Gen Z to TikTok and what they want the platform to become

METHODOLOGY:

Whistle Wise surveyed 316 members of Gen Z (13-24 years old) using Qualtrics in June, 2020

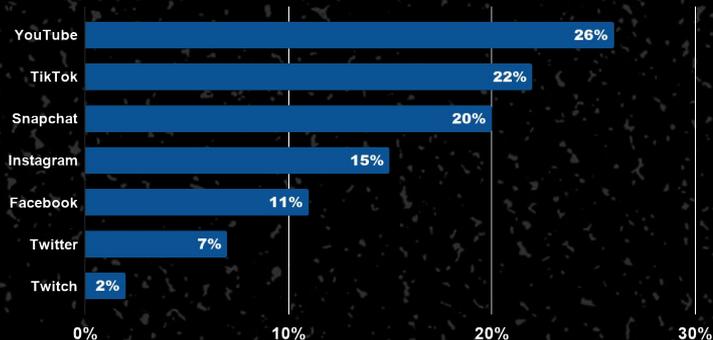
KEY HIGHLIGHTS:

1. TikTok is Gen Z's 2nd favorite social media platform overall, and the #1 favorite platform among Gen Z females
2. Over half of Gen Z are going to TikTok for humor, more than any other social media platform
3. TikTok is changing what it means to be popular by moving social currency from in-person to online
4. Gen Z recognizes that the TikTok algorithm favors provocative content, and they want this to change
5. Users are eager to keep TikTok as their own and avoid a wave of parents joining the platform



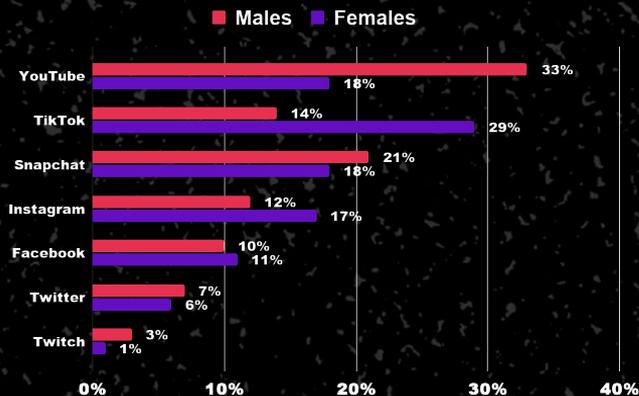
TikTok is Gen Z's 2nd Favorite Social Media Platform

Which of the following is your favorite social media platform?



TikTok has catapulted itself into the top echelon of social platforms amongst Gen Z, with **22%** saying that it is their favorite social platform.

Which of the following is your favorite social platform?



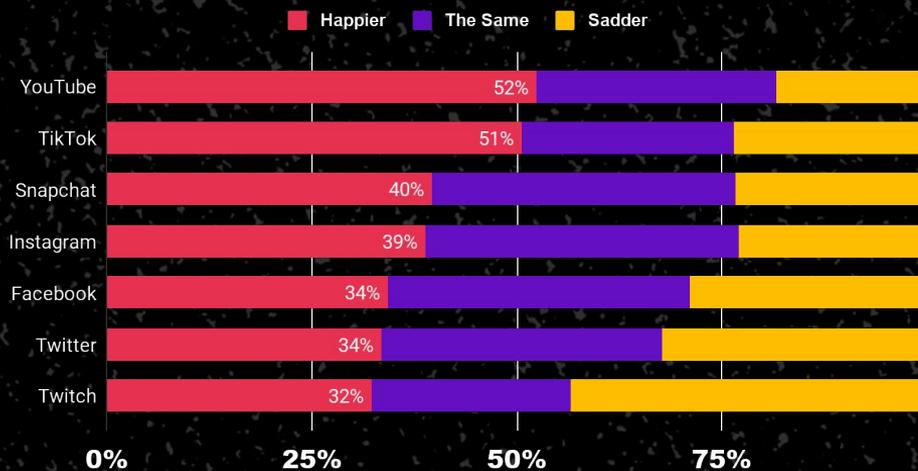
Amongst females, TikTok has taken the number one spot with **29%** saying that it is their favorite platform, higher than YouTube (18%)



TikTok Makes Gen Z Happier Than All Social Media Platforms Except YouTube

Over half of Gen Z TikTok users report feeling happier after using the app, significantly higher than Snapchat, Instagram and other social platforms

How do you typically feel after using each of the following social media platforms?



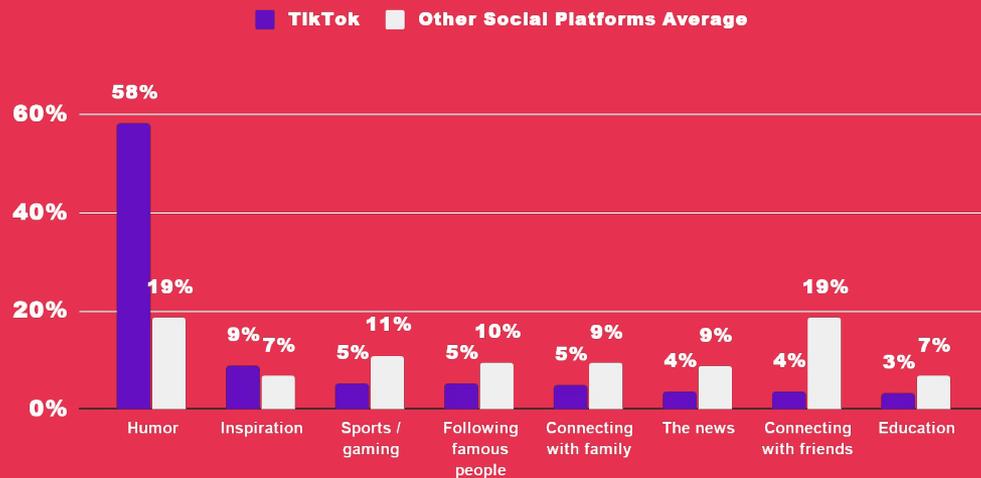


Gen Z seeks humor on TikTok

Finding humor and inspiration are the top two ways Gen Z are using TikTok, which helps explain why TikTok is making Gen Z happy

TikTok's [recent push into educational content](#) is an attempt to diversify into more types of brand safe videos

What is Your Primary Use of the Following Social Platforms





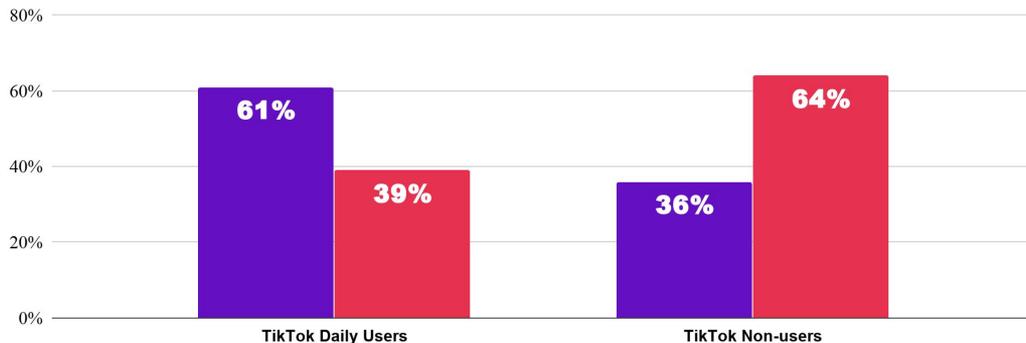
For TikTok Users, the Path to Popularity Has Changed

TikTok is changing what it means to be popular by moving social currency from in-person to online

TikTok users see success on social media as a result of social media skill, while those who do not use TikTok consider success on social media as a result of being popular in real life.

Which of the following statements do you most agree with?

■ Popularity comes from being good at social media ■ Being good at social media is the result of being popular in real life





Provocative Posts Get Engagement; Users Seek Cleaner Content

Although TikTok users love the platform, they feel that it's algorithm can improve

There is a desire to move away from videos that are not brand safe

66%

**Agree TikTok posts
that are provocative
get the most likes**

67%

**Wish Social media
platform algorithms
pushed cleaner
content viral**



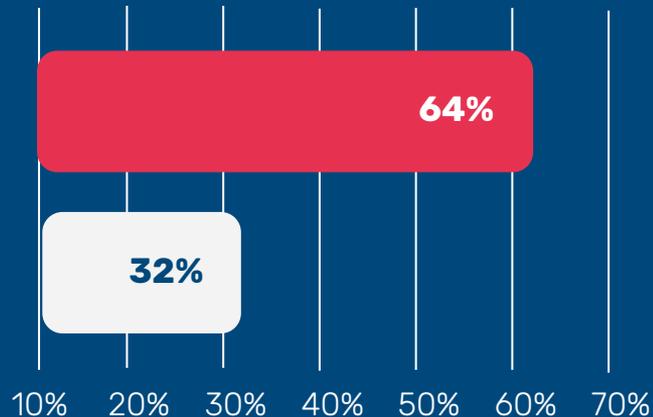
As Parents Join TikTok, Gen Z May Flee

TikTok users feel like the platform is their own

Daily users are **2X** as likely as non-users to agree that they are less likely to use a social platform if their parents join

I am less likely to use social media platforms if my parents join

TikTok Daily Users TikTok Non-Users



Thank you

WHISTLE

insights@thewhistle.com