



PERCEPTION OF YOUNG ADULT TOWARDS TIKTOK AND DOUYIN APPLICATION

DU MIAO

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF MEDIA AND CREATIVE STUDIES (HONOURS)
FACULTY OF CREATIVE INDUSTRIES
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Thanks to my country and thanks to myself.

To every one of you, I express my gratitude. This thesis was accomplished through all of your efforts and contributions.

DU MIAO

APPROVAL FORM

This research paper attached hereto, entitled “Perception of Young Adult Towards Tiktok and Douyin Application” prepared and submitted by Du Miao in partial fulfillment of the requirements for the Bachelor of Communication (Honours) Media and Creative Studies is hereby accepted.



Date: _____

Supervisor

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ABSTRACT

The study is conducted to determine the perception of young people towards the applications TikTok and DouYin. This study also aims to investigate the different feedback and psychology of young people towards the difference between TikTok and DouYin, and to determine the various impacts of TikTok and Douyin on young people's decision to use short video apps. In this study, quantitative research via a questionnaire to collect primary data such as population profile, frequency and intensity of use, and reasons for use. The Use and Gratification were used as a theoretical framework to examine the interaction and evolution between DouYin and TikTok. Descriptive analysis, cluster population analysis, and significant difference analysis were used to explore the different characteristics, habits, attitudes, satisfaction, needs, and usage patterns of the two applications. Summarize the specific differences between the two applications and conduct a comprehensive study and analysis to reveal the different evaluations of TikTok and DouYin among young people. The results of this study show that DouYin's app design and content are more attractive than TikTok's, and that younger groups are more inclined to use Douyin for browsing or posting, although Douyin is limited to the Chinese market. The study concludes that the content, app design, duration, music, and limitations of short video apps will influence young people's choices. To occupy the local market, the short videos of foreign brands need to use a relatively large number of channels to optimize communication opportunities and integrate local culture to arouse empathy and resonance for Chinese culture among foreign users, especially among certain age groups with high satisfaction, which need to increase the stickiness of users. This research is also relevant to the expansion of other short video apps in the overseas market.

Keywords: TikTok, DouYin, Young adult, Psychology, Perceptions, Effect

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgment has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Date : 10th May 2023

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LIST OF ABBREVIATIONS

Abbreviations

MAU	Monthly Active Users
IV	Independent Variable
DV	Dependent Variable

CHAPTER I

INTRODUCTION

1.1 Background of the study

The content on the Internet is constantly iterating from text, and pictures to video. In 2017, the short video became one of the fastest outlets in the content field, and it is also the target of the capital industry scrambling to throw olive branches. The short video segment has continued to maintain stable development in the past few years, with the number of users reaching 934 million MAU in 2021. Moreover, the active user penetration rate has exceeded 80% due to the continuous supply of short video content and the continuous improvement of the platform ecology (The WeChat Agency, 2022), and the number of users and active users continues to rise. That shows the importance of the short video app market.

As we all know, DouYin is already the overlord of the short video field in China, controlling most of the market and users, and because of the epidemic, DouYin is becoming more and more important to people and society. DouYin narrows the distance between people, adds fun to life under the boring epidemic life, allows more people to become publishers, and enriches the content in the Douyin app at the same time. Not only people in mainland China are using it, but many people in foreign countries also choose DouYin.

However, the influence of DouYin's international version - TikTok - should not be underestimated. In recent years, as the domestic Internet traffic dividend gradually peaked, the stock market competition tended to saturate, and 4G/5G technology advancement drove the popularity of mobile Internet, the development of the Internet overseas has become a major trend in the industry. A large number of Internet pioneers have emerged in e-commerce, games, social networking, pan-entertainment, financial technology, and other tracks, but most of China's Internet development overseas is concentrated in emerging market countries represented by Southeast Asia, and fewer products can successfully enter developed markets.

TikTok has successfully entered the European and American markets and is the first Chinese Internet product to achieve globalization in a real sense.

According to the positioning of TikTok and DouYin as designed by ByteDance, TikTok is for overseas users and DouYin is for Chinese users. The registration methods for DouYin include cell phone numbers, WeChat, QQ, Headline, and Weibo. TikTok registration methods have overseas cell phone numbers, Facebook accounts, Ins accounts, Online accounts, Kakao accounts, and Twitter accounts. Overall, there is no interoperability between the two apps and there are restrictions depending on the region, but you can still see a lot of people using DouYin overseas and would rather have the trouble of breaking the restrictions to watch the Chinese version of DouYin instead of TikTok, so this study will explore the reasons for this phenomenon, the different psychology and choices people make when facing DouYin and TikTok, and what are the differences between DouYin and TikTok that make people make different choices.

Among the users of DouYin, 20.5% are under 24 years old (Shreya, 2022). According to the data given by TikTok, among the users who use TikTok, 32.5% are 10 to 19 years old, and 29.5% are 20 to 29 years old (Doyle, 2022). According to the above data, it can be seen that a large part of TikTok users as members of Generation Z, and members of Generation Z will be trendsetters. Therefore, the survey object of this study will be young people, start from the perspective of young people, and investigate young people's different views and choices on TikTok and DouYin.

1.2 Statement of the research problem

TikTok is one of the social media platforms that have risen to prominence in the past few years, with its popularity peaking in the wake of a global pandemic. According to AppTrace, there were more than 738 million downloads of TikTok worldwide in 2019, which is a

significant increase from the 655 million downloads recorded in 2018, and TikTok downloads crossed the 1.5 billion threshold in November 2019 (Geyser, 2022). Today, in Malaysia, TikTok has up to 4 million users, of which 41% of the viewers and creators are teenagers and young adults (Seto, 2021).

Launched on September 20, 2016, DouYin is a short video community platform for all ages, which allows users to select songs and shoot music to form their own compositions. In 2022, the number of DouYin users has reached around 809 million, with more than 700 million daily active users (Iqbal, 2022).

TikTok and DouYin, two of the fastest-growing short-form video platforms in the world and both owned by Chinese tech giant ByteDance, have many similarities in terms of look, positioning, and platform affordability. However, TikTok is a short-form social video platform owned by ByteBeat, while DouYin is a product owned by ByteBeat. The two applications are not directly related and they also differ in terms of functions, features, and availability in different parts of the world (Shreya, 2022). For example, DouYin's app is only available to those in mainland China and can only be downloaded from the Chinese app store. Likewise, Chinese users cannot access TikTok, the international version of DouYin, which can be downloaded from the Google Play Store or the overseas Apple Store.

TikTok and DouYin both belong to ByteDance and have similar application designs and short video positioning, so it can be said that TikTok is the overseas version of DouYin, but ByteDance has different details, functions, and restrictions in the app to adapt TikTok and DouYin to different markets. Moreover, TikTok and DouYin are two of the most popular short video apps, and young Malaysians can often be seen swiping short videos, but because of the differences between the two apps, young people have different opinions and mentalities about TikTok and DouYin. This article will examine the differences between TikTok and

DouYin, what kind of decisions and psychology these differences make for young people, and how these differences affect the market differently.

1.3 Research questions

The research aims to study the following questions:

1. What are the perceptions and psychology of young people on the difference between TikTok and DouYin?
2. Among young people, what are the impacts of TikTok and DouYin?

1.4 Research Objectives

The research objectives are shown as follows:

1. To study the perceptions and psychology of young people regarding the differences between TikTok and DouYin.
2. To identify the impacts caused by the differences between TikTok and DouYin among young people.

1.5 Significance of the Study

DouYin not only occupies half of the market in China but also becomes the first successful short video app to develop outside of other countries. On January 10, 2017, DouYin was named TikTok after merging with the local Musical.ly APP in the United States and was officially released in countries other than China. The overseas market of DouYin is most typical in the U.S. market, jumping to the first place in the charts after it hit the U.S. APP store. In the process of integrating with the local music videos in each country, DouYin has been able to take advantage of the strengths and weaknesses of each country, occupying a certain market position and absorbing a large number of users. But at the same time, because

of the different cultures, user groups, attitudes, and motivations, there are also a lot of potential problems. The obtained research is of great significance in helping authorities understand the development prospects of short videos.

Apart from that, the successful fission and duplication of the Douyin App have attracted widespread attention from scholars and researchers. There is much relevant research literature on Douyin users in China, but the overseas version of Douyin (TikTok) users and their use of behavioral analysis is more. Therefore, from the perspective of the development of the international version of Douyin and the current theoretical research status, it is of great practical value and theoretical significance to study the differences in overseas users of Douyin and their usage behavior.

Lastly, this study combines the research of TikTok and DouYin. It investigates the different psychology of users regarding the difference between TikTok and Douyin, and the different effects of the difference between the two applications. This research is of great significance for the sustainable development of the international version of the DouYin App and the localization of overseas markets, as well as for the overseas market expansion of other short video apps in China. The study obtained is significant to have a clearer understanding of the design and operation of short videos, to better develop and expand the short video market.

1.6 Scope/Limitation of the Study

This study focused on young adults' different perceptions of TikTok and DouYin. The target population for this study is 50 young adults between the ages of 18 and 29; other young adults who are not between the ages of 18 and 29 are not included in this study. This study will be

done through a questionnaire survey of students as a basis and reference. Through this, the researcher will be able to know the different perceptions and psychology of young adults aged 18 to 29 years old regarding the differences between TikTok and DouYin.

CHAPTER II

LITERATURE REVIEW

2.0 Chapter Overview

TikTok and DouYin can be regarded as benchmarks for the success of the short video application market, but there are also potential problems. China has developed a "self-sustaining social media ecosystem" (McLelland et al., 2022) as the Internet in mainland China is constrained by the "Great Firewall". As products of the same company ByteDance, they will be compared. In this chapter, an in-depth understanding of the research topic will be gained by reviewing previous literature. To study the specific differences between the two apps, TikTok and DouYin, both of which are part of ByteDance, the factors that lead to the differences between the two apps, and how these differences will affect the market and users differently.

2.1 Geographical & Cultural differences

The significance of the TikTok and DouYin study lies in the extremely high popularity of the two apps and their similar media formats, but their respective presentations are very different in their main markets overseas and in China. Each market is independent and therefore relatively close to each other in terms of video story content. When the two apps are developed in different regions, will the content be adapted to the local context? Does the content change based on the unique habits and values of the users?

With frequency statistics, it was found that users from different countries and cultures tend to have different expressive habits and behaviors (Li Sun et al., 2020). The researchers used the software's tags to conduct statistical analysis and found that DouYin and TikTok have strengths in different categories, for example, DouYin leads significantly in food and

family which usually occur in the home, while TikTok leads in work and daily behavior which are more self-reflective. This means that DouYin users value family more, while TikTok users value independent lifestyles.; the tag-people, DouYin videos are more often related to family members' Indoor projects, while TikTok users shoot videos by going outdoors and interacting with friends and strangers.

To engage the Chinese audience on DouYin, brands must curate and localize their content specifically for the Chinese market, while brands promoting on TikTok need to focus on encouraging users to create attractive, engaging, and spontaneous content (Shreya, 2022). Because of the geographical and cultural differences between China and overseas, the markets will be completely different. Brand spokespersons are chosen differently depending on the regional target audience, not to mention the promotion on the software. Promoting brands in different countries requires the use of different marketing strategies to meet the unique needs of users on these applications so that the psychology of the target audience can be accurately captured.

2.2 Software design

"Short videos" refer to video content that is distributed through digital media platforms and is shorter than five minutes. Characteristics of short videos include low-cost production, highly distributable content, and blurred boundaries between producers and consumers. Both DouYin and TikTok are short-form video platforms featuring 15- to 60-second videos that consist primarily of user-generated content (UGC) rather than professionally generated content (Kong, 2018).

Both applications have a similar user interface and mainly share videos for entertainment purposes. However, while there are few differences in design and concept, the content of the two apps differs significantly. For example, unlike TikTok, DouYin users can find more videos of corresponding influencers through facial recognition. The algorithms of the two Chinese apps are also different. On DouYin, large accounts carry more weight, while on TikTok, even a small amount of content on a "for you" page can go viral (Kolsquare, 2022). TikTok users showed a tendency to capture different items, while many of DouYin's videos consisted of a clear theme and content focus.

2.2.1 Search and Push Rules

Both DouYin and TikTok are also evolving into search engines, and some in the industry are asking the question: Will the TikTok Universe ever exist? After all, TikTok is quickly becoming the search engine of choice for Generation Z (Gab China, n.d.). Both apps use their algorithms to recommend content to users on their "for you" pages. These recommended videos appear when users do not like or share the content, a feature that holds onto users' preferences.

Both platforms have trending hashtags and banner ads, but DouYin's homepage also shows rankings for top accounts in a range of categories, including celebrities and brands. In addition, its keyword search algorithm ranks content from accounts with more followers and verified business accounts higher, providing a huge opportunity for brands. However, TikTok's algorithm is based on the number of likes, comments, reposts, and engagement rates of posts (Jacob, 2022).

The search rule of DouYin is based on keywords, and the accounts with more followers and more likes will be ranked first; TikTok also pushes content based on the above,

but the biggest difference between TikTok and DouYin is that TikTok tends to be more localized, giving priority to video content from their own country and region, and will The order of comments will change depending on the country or region (QingYiKuaJingTK, 2022).

2.2.2 TikTok vs. DouYin Content

The content styles of the two apps differ in some ways, with TikTok, which started with lip-syncing and dance videos, now having more mainstream content. However, there is still plenty of "artsy" content there, which allows a large variety of amateur performers to showcase their skills, whether it's singing, cooking, crafting or painting. DouYin covers a wide range of topics, from life skills (how to do things) to science, workplace, art and culture, education, and fitness. In China, you can observe certain trends between city tiers about which kind of content they like to consume. Tier 1 and Tier 2 cities are the main consumers of financial and economic content. Tier 3 and 4 cities are the largest consumers of educational content. The lower tiers are dance videos and other "arts" (Read, 2022).

2.3 E-Commerce Features

In this segment of e-commerce, DouYin is more mature than TikTok. DouYin's strength lies in its unique combination of short video + live streaming, this model has become a marketing strategy for many companies (Gab China, n.d.). Brands can build relationships with their fans through real-time interaction with them. They can share dynamic links to items and services in the live stream, while also demonstrating how to use or apply the product, increasing their credibility and sales opportunities.

From the user's point of view, when users post videos or host live broadcasts, they can link directly to products on sites such as Taobao and Jingdong, and users can purchase products in the videos with just three clicks. From the company's perspective, DouYin is also a more powerful marketing platform for brands and advertisers. Brands can partner with KOLs to not only build awareness and consideration for their brands but also to gain direct sales for their products(Shreya, 2022). KOLs usually feature products on their "product recommendation" pages, but also put links to their Tmall or in-app DouYin stores on their profiles. Brands looking to increase brand awareness should consider using DouYin. In addition, brands looking to use social media marketing strategies to generate sales can take advantage of the in-app purchase feature. In contrast, TikTok influencers do not have access to the "product recommendation" feature. They are only allowed to mention the sponsored product in their bio with a link to it (GMA, 2023).

On the other hand, linking to Amazon and Shopify from TikTok is possible, but it is limited. The ability to link to Amazon and Shopify is restricted to certain regions and users (as of 2022, only the UK, Indonesia, Malaysia, Thailand, Vietnam, Singapore, Philippines and the US (fusion stores) have shopping capabilities) on TikTok Brands that are not upgraded to global cross-border stores can only be seen in locals' stores (QingYiKuaJingTK, 2022). Malaysians can only see TikTok Malaysia's online store. However, if TikTok is upgraded to a global cross-border store, people in the 8 countries mentioned above and those who will join in the future will be able to see it. This limits its use in e-commerce.

2.4 Security and Privacy Analysis

Pellaeon Liny an information control researcher, in collaboration with the Citizen Lab at the University of Toronto, examined the technical features of TikTok and Douyin by analyzing the source code of their Android applications. The study examined privacy, security, and

ensorship in TikTok and Douyin. Neither application collects contact lists, records and sends photos, audio, video or geolocation coordinates without the user's permission. While not exhibiting overtly malicious behavior, Douyin contains features that raise privacy and security concerns, such as dynamic code loading and server-side search censorship, which TikTok does not include.

Both TikTok and Douyin have source code for restricting search results for content flagged as "hate speech," "suicide prevention," and "sensitive. Evidence collected by the researchers was inconclusive as to whether TikTok censored user posts politically, but they were restricted from some political terms in DouYin searches, but TikTok did not restrict any of the keywords they tested (Lin, 2021).

TikTok collects data about your search history, messages, IP address and location. It monitors your interactions with advertisers and also tracks your interactions with advertisers, collects your social contacts and phone numbers if you provide access, and also has access to your photos and videos. TikTok's privacy policy states that it does not sell user information, but the company also states that it may send user data to data centers outside of the user's location for processing and storage. In addition, it notes that the data will be shared, including with parties outside the user's jurisdiction (Bull, 2022).

Compared to TikTok, Douyin collects more information about your device and usage patterns. Some of the information collected is sent directly to Douyin's servers and some are sent to other Chinese companies including AliCloud, Xiaomi and Taobao. Douyin uses proprietary encryption technology to collect the MAC addresses of devices, which are unique identifiers that come with the device and cannot be reset. This level of data collection goes beyond what is typically collected by popular international platforms. douYin includes features to block content in order to present content favorable to the Chinese government, and DouYin's code contains unusual features such as silent background updates, which may allow

DouYin to execute any code pushed by its servers. Similar content control and privacy issues have been found in other popular Chinese applications, including web browsers and chat applications (Lin, 2021).

2.5 Related Theories

This study adopted the Use and Gratification Theory proposed by Katz et al. in 1973 as the theoretical basis. According to Bloomer and Katz, audiences choose and use a media to satisfy Cognitive needs, Affective needs, Integrative needs, Social integrative needs and Tension-release needs. Specifically to divert attention or entertainment, as a substitute for real emotions and interpersonal interactions, to connect with characters in texts and television programs, so they can learn their behaviors and values, to reinforce the need for confidence, status or credibility, and finally to satisfy their need for information (Gordon, 2022).

In contrast to media theories that consider media users to be passive, use and gratification theories consider users to be active, that they have control over their media consumption, and that they know their reasons for choosing different media. (Vinney, 2019). From this, the reasons and psychology of why respondents choose TikTok or DouYin can be obtained.

Satisfaction theory can help researchers understand why people consume certain media content and give people insight into their motivations, preferences, and behaviors. This study takes the audience's standpoint, examines the psychological and behavioral utility of DouYin and TikTok by analyzing the audience's motivation to use and obtain need satisfaction for these two software programs, respectively.

2.6 Research Framework

Figure 2.1 is the proposed conceptual framework showing the relationship between the independent variable (IV) and the dependent variable (DV) of this study. The independent variables include Geographical & Cultural differences, Software design, E-Commerce Features, and Security and Privacy Analysis. On the other hand, the dependent variable is the perspectives and psychology of young people on TikTok and DouYin, the relationship between them will be tested. In addition, the impacts caused by the differences between TikTok and DouYin among young people will be studied.

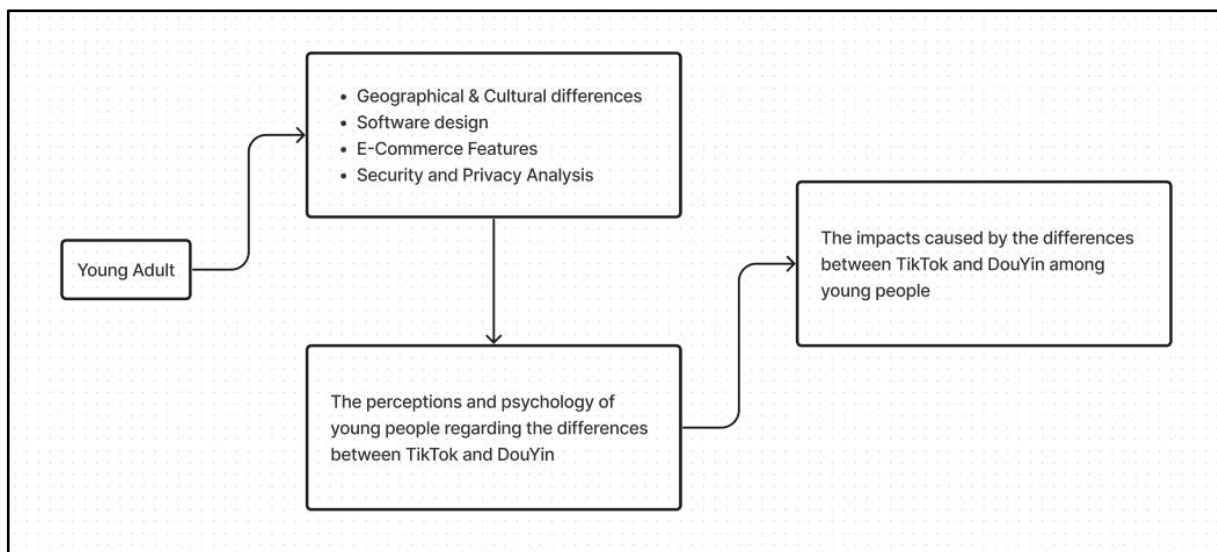


Figure 2.1 Research Framework Concept

CHAPTER III

METHODOLOGY

3.0 Chapter Overview

This chapter will discuss the methodology used in this study. It includes the research design, sampling design, data collection methods, data analysis tools, and constructed measures.

3.1 Research Design

3.1.1 Quantitative Research

This study adopted a quantitative approach as the research design. Quantitative methods are the dominant research framework in the social sciences. It refers to a set of strategies, techniques, and assumptions for studying psychological, social, and economic processes by exploring numerical patterns (Coghlan, 2023). Quantitative studies can be used to find patterns and averages, make predictions, causality tests, and generalize results to a broader population (Bhandari, 2020), and it produces objective data that can be communicated clearly through statistics and numbers (Williams, 2021). Quantitative research focuses on numerical and unchanging data and detailed convergent reasoning, rather than divergent reasoning (such as generating ideas about a research question spontaneously, free-flowingly) (Muijs, 2023).

3.2 Sampling Design

3.2.1 Target Population

The target population is the population that the intervention is intended to study and conclude (M. Rao & A. Beckingham, 2022). It also refers to the range of information and estimates needed for the survey (KOMUSO, 2019). This study focused on young adults' different perceptions of TikTok and DouYin. The target population for this study is young adults because of a large part of TikTok users as members of Generation Z who are active social

media users. A 2018 Adobe report explained that compared to millennials (those born between the early 1980s and mid-90s), Gen Z users are spending significantly more time through digital devices than their predecessors (Walker, n.d.). According to Piper Sandler's research, social media usage among Generation Z declined in every major app in 2021, except TikTok. This new generation of users will undoubtedly change the social media landscape (De Rycker, 2023). The target population of this study was students from various universities in Malaysia and the majority of questionnaire responses received were Utarian.

3.2.2 Sampling Location

This study used a Google online form to administer the questionnaire, so there were no locational restrictions. An important use of Google Forms is its cross-platform compatibility, from desktop browsers to smartphones. This mobile-friendly quality is a huge advantage, as a large percentage of the world's web traffic is filtered through smartphones. By having this responsive interface, Google Forms has the potential to deliver higher-than-expected response rates (Edelmayer, 2020). This approach is beneficial in understanding and comparing perceptions of DouYin and TikTok among people of different ages and identities in a variety of locations, including countries, cities, suburbs, and rural areas.

3.2.3 Sampling Technique

This study used non-probability sampling, a technique that relies more on the researcher's ability to select sample elements. Convenience sampling is selected based on availability, and this method is used when the availability of the sample is small and costly (Singh, 2018). It allows researchers to obtain basic data and trends about their studies without the complications of using random samples (Blakstad, n.d.). This sampling technique allows for quick data collection, is relatively inexpensive to create and easy to study, and ends up

requiring fewer rules to be followed, making it ideal for use in this quantitative study to examine the different views of young people on TikTok and DouYin.

3.3 Data Collection Method

3.3.1 Primary Data

Primary data consists of data generated by the researcher themselves, surveys, interviews, and experiments specifically designed to understand and address the research question at hand.

Primary data are usually collected from the source of the data and are considered to be the best type of data to use in research (Blog, 2020). Although it takes a longer time to collect data, this study will use a questionnaire to collect 50 sets of raw data from the target respondents. This is because it can more easily meet the needs of the researcher, i.e., test the proposed research questions. Besides, primary data collection allows for more accurate and reliable results because it is closer to the source (Maione, 2022).

3.3.2 Questionnaire Design

Questionnaire design is a multi-stage process that requires attention to many details at once. Designing a questionnaire means creating valid and reliable questions that address your research objectives, placing them in a useful order, and choosing an appropriate method to administer them (Bhandari, 2021). This study will use an online Google Forms survey as the questionnaire design. The questionnaire will be distributed on different social media platforms, such as WeChat, Microsoft Teams, WhatsApp, etc. Microsoft Teams has a large number of university classmates, which belong to the target population of this study and can ensure the basic number of responses to the questionnaire. The number of questions is limited to about 20 to prevent inaccurate answers caused by user fatigue.

The questionnaire consists of three sections, Demographic Profiles, Psychographic Profiles, and TikTok VS. DouYin. demographic questions, including age, gender, occupation, and race. Psychographic questions include time, frequency, reason, type, etc. The last section is a comparison between TikTok and DouYin to allow users to choose different levels of satisfaction.

Respondents will be asked to answer all questions in these three sections to better understand the psychology and choices of the target population. In the "Demographic Profiles" section, respondents will be asked to answer 5 questions for the researchers to understand the respondents' background. Next, the "Psychographic Profiles" section consisted of eight questions about respondents' attitudes, habits (frequency and duration of use) and interests in using short-form video apps. Finally, in the section "TikTok vs. DouYin", the results obtained will be used to test RQ1 and RQ2, i.e. to examine the different perceptions and psychology of young people towards TikTok and DouYin, and to determine the different effects of the differences between TikTok and DouYin among young people.

Structured questionnaires were used extensively throughout the questionnaire, with structured questionnaires collecting quantitative data. The questionnaire was planned and designed to collect precise information (Bhat, n.d.). Also, closed-ended questions were used throughout the text, referring to any question for which the researcher provided respondents with alternative answers (White, n.d.). The reason for using closed-ended questions is that for surveys, using closed-ended questions results in a higher response rate because when users do not need to type as much. In addition, the answers to closed-ended questions can be easily analyzed statistically.

3.4 Constructed Measures

3.4.1 Nominal Scale

A nominal scale is a named scale in which variables are simply "named" or labeled without a specific order (Bhat, n.d.). For example, gender, marital status, religion, race, country, etc. are examples of nominal scales and do not require hierarchy or order (Voxco, 2021). Paulhus (1984) found that people reported more desirable personality traits when they were asked to write their name, address, and phone number on a questionnaire than when they were told not to put identifying information on the questionnaire (McLeod, n.d.). This is used in the Demographic Profile section of the questionnaire

3.4.2 Ordinal Scale

For ordinal scales, it is the order of the values that is important and meaningful, but the differences between each value are not really understood (MARKET RESEARCH GUY, n.d.). These scales are generally used to describe non-mathematical concepts, such as frequency, satisfaction, happiness, etc (Bhat, n.d.). This scale is used in the section TikTok vs. DouYin, Very Satisfied (1), Satisfied (2), Neutral (3), Dissatisfied (4), and Strongly Dissatisfied (5).

3.4.2.1 Likert Scale

Researchers use a Likert scale to collect respondents' attitudes and opinions, which is a unidimensional scale. Researchers use this psychometric scale to understand people's perceptions and opinions about a brand, product, or target market (Fleetwood, n.d.). This psychological scale was used in the section TikTok vs. DouYin, Strongly Agree (1), Agree (2), Neutral (3), Disagree (4), and Strongly Disagree (5). Likert scales allow for varying degrees of opinion or even no opinion at all rather than a simple yes/no response. Thus, quantitative data are available, which means that they can be analyzed relatively easily (McLeod, n.d.).

CHAPTER IV

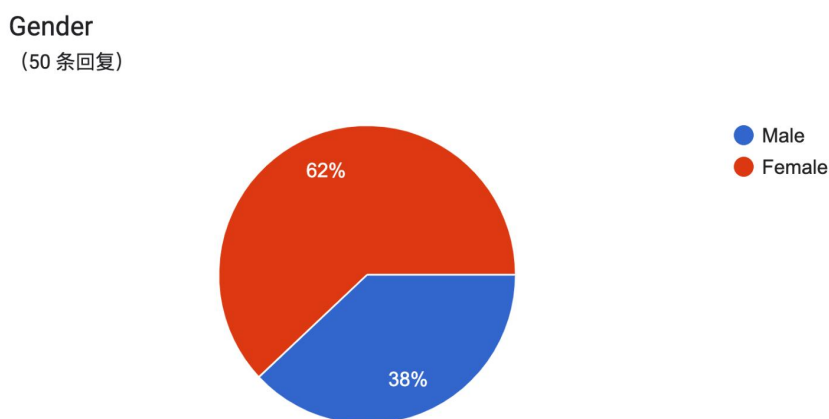
FINDINGS & ANALYSIS

4.1 Descriptive Analysis

4.1.1 Demographic Profile

4.1.1.1 Gender

Pie Chart 4.1 shows the gender distribution of respondents. More women participated in the survey than men, with 31 female respondents accounting for 62% of the total number of respondents, and the remaining 38% being 29 males.



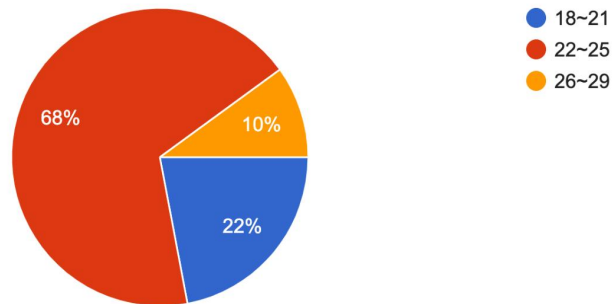
Pie Chart 4.1

4.1.1.2 Age

Pie chart 4.2 shows the age range of the respondents in this study. Among the 50 eligible respondents, the least percentage of respondents was 26 to 29 years old, accounting for only 10%. 34 respondents aged 22 to 25 years old were the most represented, accounting for 68%. The remaining 11 respondents were between the ages of 18 and 21, accounting for 22%.

Age

(50 条回复)



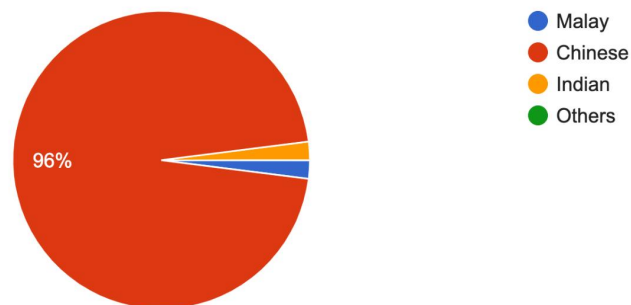
Pie Chart 4.2

4.1.1.3 Race

Pie chart 4.3 shows the respondents of different ethnicities. The largest number of respondents were Chinese, with 48 representing 96%. The remaining respondents were Malay and Indian with 1 respondent each accounting for 2% each.

Race

(50 条回复)



Pie Chart 4.3

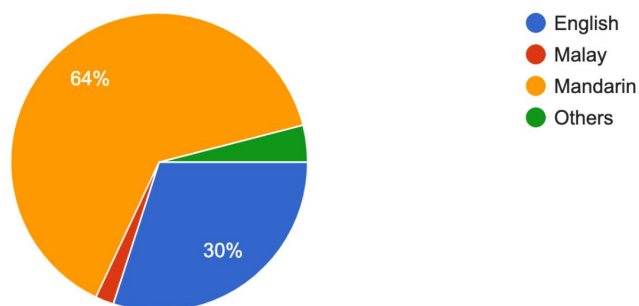
4.1.1.4 What is your preferred language?

Pie chart 4.4 shows the languages preferred by the respondents. The most popular answer was Mandarin, which was chosen by 32 respondents, accounting for 64%, followed by English,

which was chosen by 15 respondents, accounting for 30%. 2 people choose other languages, accounting for 4%, and 1 person chooses Malay, accounting for 2%.

What is your preferred language?

(50 条回复)



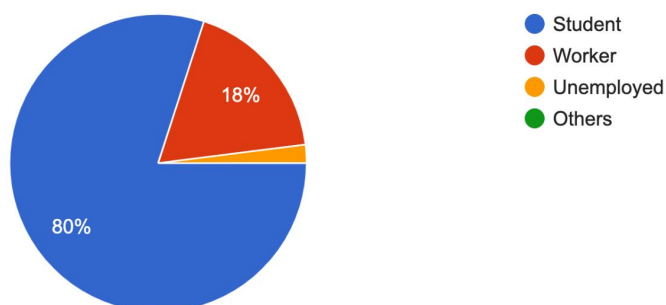
Pie Chart 4.4

4.1.1.5 What is your occupation?

Pie chart 4.5 shows the occupations of the respondents. 40 respondents are students, accounting for 80%, followed by 9 workers, accounting for 18%, and the last one is unemployed, accounting for 2%.

What is your occupation?

(50 条回复)



Pie Chart 4.5

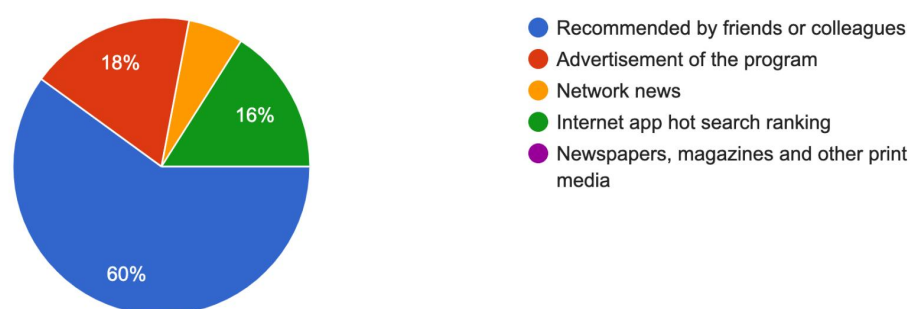
4.1.2 Psychographic Profile

4.1.2.1 Through what channel did you learn about TikTok/DouYin?

Pie chart 4.6 shows the channels through which respondents learned about the software TikTok/DouYin. The largest share is "Recommended by friends or colleagues", with 30 people choosing this option, accounting for 60%. This was followed by "Advertisement of the program" and "Internet app hot search ranking", accounting for 18% and 16% respectively. Lastly, "Network new" was chosen by only 6% with 3 people.

Through what channel did you learn about TikTok/DouYin?

(50 条回复)

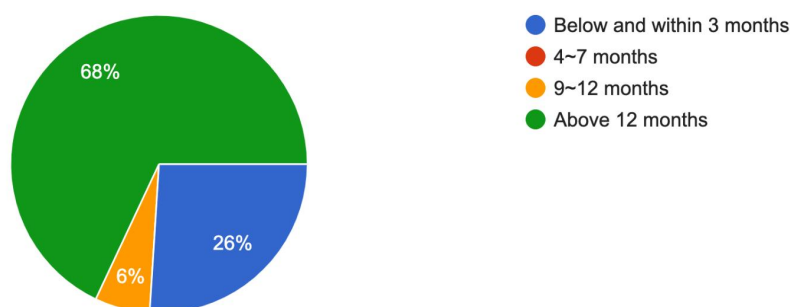


Pie Chart 4.6

4.1.2.2 How long have you been using TikTok/DouYin?

Pie chart 4.7 shows how long respondents have been using TikTok/DouYin. The largest proportion is "Above 12 months", with 34 people choosing this option, accounting for 68%, indicating that this group of people is more familiar and satisfied with TikTok/DouYin and has this habit of using short videos continuously. Next is "Below and within 3 months" chosen by 13 people, accounting for 26%, this category of people is still exploring the video app. 3 people chose "9~12 months" accounting for 6%, which means that these people have some understanding of video apps and are willing to continue to use them.

How long have you been using TikTok/DouYin?
(50 条回复)



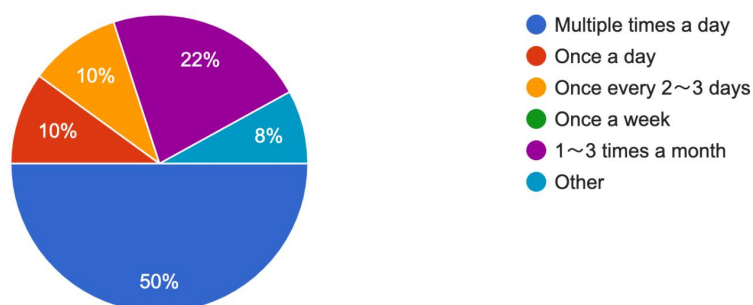
Pie Chart 4.7

4.1.2.3 What is the frequency of your use of TikTok/DouYin?

Pie chart 4.8 shows the frequency of respondents' use of TikTok/DouYin. Fifty percent of them chose "Multiple times a day", implying that this group is very satisfied with TikTok/DouYin and the short video app is integrated into their lives, so they have this habit of using short videos frequently. The next is "1 to 3 times a month" chosen by 11 people, accounting for 22%, meaning that this group of people is not more interested in short video apps. 5 people chose "Once every 2-3 days" and "Once a day" respectively, accounting for 10% each, these two groups of people are interested in the short video, will consciously open short video browsing. Finally, "Others" accounted for 8%.

What is the frequency of your use of TikTok/DouYin?

(50 条回复)



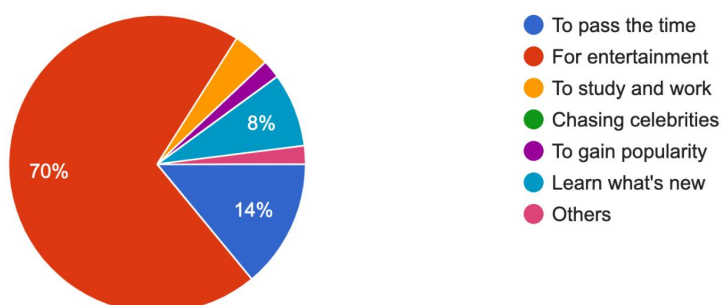
Pie Chart 4.8

4.1.2.4 What makes you use TikTok/DouYin?

Pie chart 4.9 shows the reasons why respondents use TikTok/DouYin. With 70% of them choosing "For entertainment", short videos are ideal for social media because users usually scroll quickly and their time is limited. Videos in short video apps have a higher retention rate, making them more likely to capture viewers' attention - and for a longer period (Pcmag Staff, 2022). This is followed by "To pass the time" chosen by 7 people (14%), "Learn what's new" chosen by 4 people (8%), and "To study and work" chosen by 2 people (4%); Lastly, "To gain popularity" and "Others" were chosen by 1 person each.

What makes you use TikTok/DouYin?

(50 条回复)

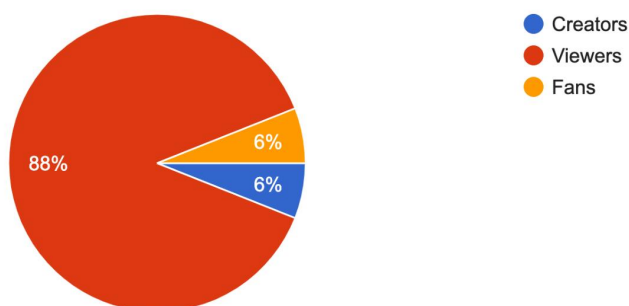


Pie Chart 4.9

4.1.2.5 Which user would you prefer to be in TikTok/DouYin?

Pie chart 4.10 shows the respondents' roles in TikTok/DouYin. The vast majority of people chose "Viewers", with 44 people choosing it and accounting for 88%; 3 people each chose "Creators" and "Fans", accounting for 6% each. The reasons people prefer to be viewers rather than creators maybe 1) Lack of confidence: Many people feel they don't have the creativity or skills to create compelling content that will be popular with their audience. 2) Time constraints: Creating TikTok or Douyin videos can be time-consuming. Due to work or personal commitments, many people may not have the time to create content. 3) Fear of criticism: There is always the risk of negative feedback or criticism when you put yourself out there as a creator. 4) Enjoy passive consumption: Some people simply enjoy passively consuming content rather than actively creating it. Overall, many factors can influence a person's decision to be a viewer on TikTok or Douyin rather than a creator, and there will also be fans in will follow their favorite celebrities on TikTok/DouYin.

Which user would you prefer to be in TikTok/DouYin?
(50 条回复)



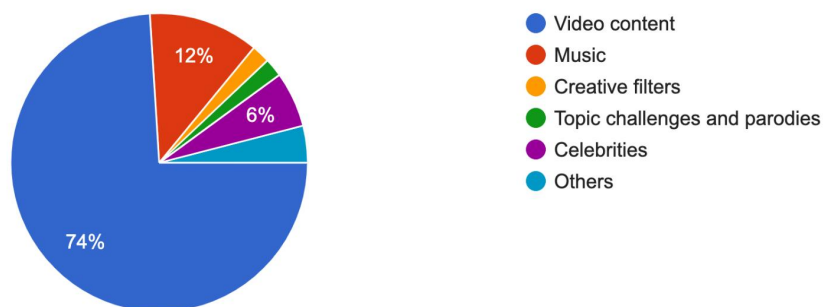
Pie Chart 4.10

4.1.2.6 What do you think is the most attractive part of TikTok/DouYin?

Pie chart 4.11 shows what respondents found to be the most appealing part of TikTok/DouYin. An overwhelming majority chose "Video content", with 37 people choosing 74%. From this result, it is clear that video content is one of the most important major factors in capturing fans; for example, users who are creative and produce entertaining content tend to attract a large following, and those who provide value to their audience through their content can also gain popularity on these platforms. Ultimately, the key to success on TikTok/DouYin is to create content that resonates with your audience and engage with them consistently.

Next is "Music," chosen by six people at 12 percent. Music plays an important role in TikTok and DouYin because TikTok's platform allows users to create content with a variety of sounds, including their favorite pop songs as well as self-recorded tracks. Many users incorporate music into their videos through a large library of music on this platform that users can choose from when making videos (Wang, 2022). The algorithms of TikTok/DouYin also play a role in promoting popular songs, which can lead to the creation of viral trends based on specific songs or music genres. Moreover, users can also search for specific songs and use them to create their own challenges or trends; 3 people chose "Celebrities" with 6%, "Creative filters" and "Topic challenges and parodies" were chosen by 1 person each with 2%.

What do you think is the most attractive part of TikTok/DouYin?
(50 条回复)



Pie Chart 4.11

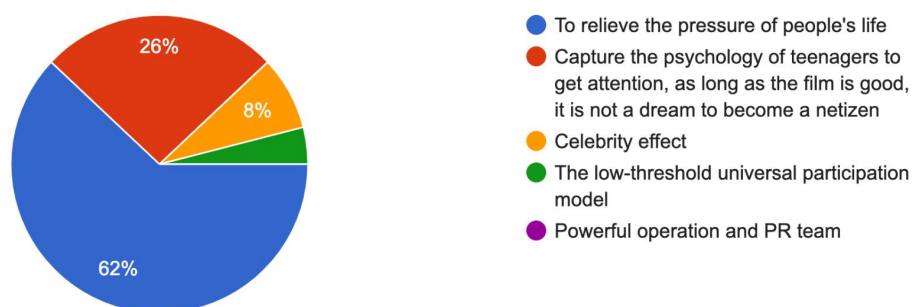
4.1.2.7 Why do you think DouYin/TikTok is hot?

Pie chart 4.12 shows what respondents think are the reasons why TikTok/DouYin is so hot.

The vast majority of people chose "To relieve the pressure of people's life", with 31 people choosing 62%, because firstly, short videos are usually light-hearted and pleasant content, such as funny skits, cute pets, food, etc., which can make people relax and enjoy themselves after a stressful day at work or school. Second, because the length of short videos is very short, usually only a few tens of seconds to a minute or so, it does not take much time and energy to watch, and can be quickly consumed in between busy work or life. Third, short video platforms usually have powerful social interaction features, such as likes, comments, sharing, etc. These interactive features allow users to participate in short video content, and interact and communicate with other users, thus relieving stress and loneliness. Finally, short videos allow people to temporarily forget their worries and stress and focus on interesting video content, thus helping people to shift their attention and relieve tension and anxiety.

The next is "seize the psychology of teenagers to get attention, as long as the film is good, it is not a dream to become a net star", 13 people choose it, accounting for 26%; 4 people choose "celebrity effect", accounting for 8%; 2 people choose "low threshold universal participation mode", accounting for 4%.

Why do you think DouYin/TikTok is hot?
(50 条回复)



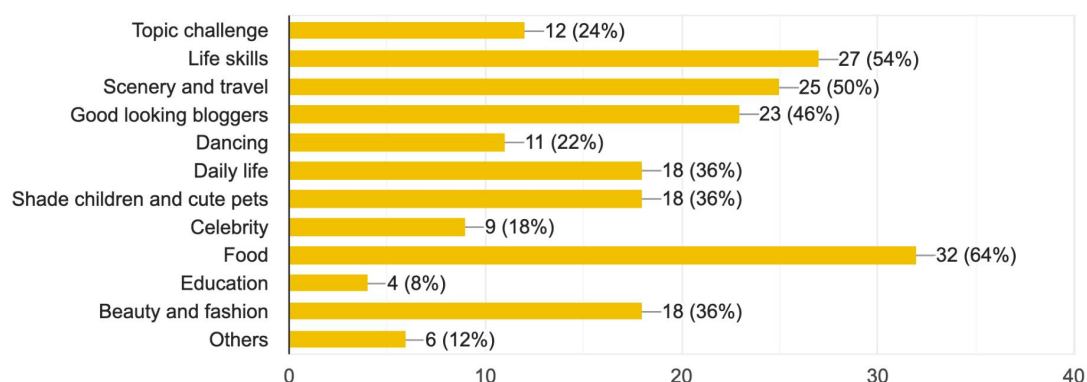
Pie Chart 4.12

4.1.2.8 What do you think is the most attractive type of TikTok/DouYin video for you?

This question was set as a multiple choice question, as shown in Bar Chart 4.1, "Food" was the most popular, with 32 people choosing it, followed by "Life skills" "Scenery and travel" and "Good looking bloggers", chosen by 27, 25 and 23 people respectively. Scenery and travel" and "Good looking bloggers" were chosen by 27, 25 and 23 people respectively; "Daily life" and "Shade children and cute pets" were chosen by 18 people each. This shows that most people prefer easy, interesting and useful content.

What do you think is the most attractive type of TikTok/DouYin video for you?

(50 条回复)



Bar Chart 4.1

4.1.3 TikTok VS. DouYin

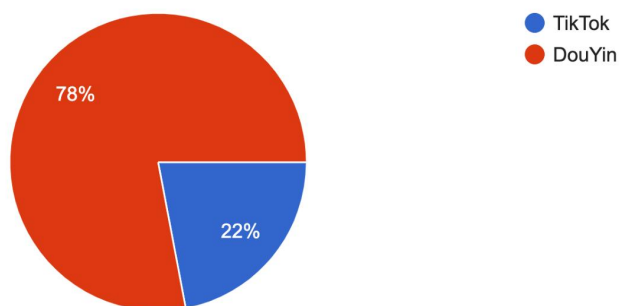
4.1.3.1 Do you prefer to use TikTok or DouYin?

As shown in Pie Chart 4.13, many more people use DouYin than TikTok, with 39 people prefer DouYin to TikTok (78%) and 11 people prefer TikTok (22%). The majority of the interviewees were Malaysians, who are overseas and not part of DouYin's target audience, so it is clear that DouYin must be better than TikTok in some ways, which is why overseas

people prefer to use DouYin even if it is more difficult to register. The reason for this result can be found in 2.2 of this article.

Do you prefer to use TikTok or DouYin?

(50 条回复)



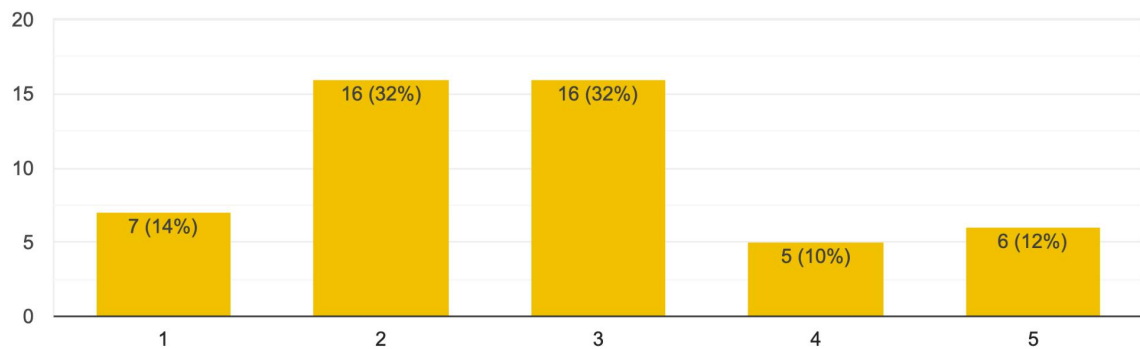
Pie Chart 4.13

4.1.3.2 Do you think DouYin's application design is better than TikTok's application design?

As shown in Bar Chart 4.2, 16 people have a neutral opinion on whether DouYin's application design is better than TikTok's application design (32%); 16 people agree with the opinion that DouYin's application design is better than TikTok's application design (32%); 7 people strongly agree with the opinion that DouYin's application design is better than TikTok's application design (14%); 5 people disagree with the opinion (10%); 6 people strongly disagreed that DouYin is better than TikTok (12%). To sum up, among the respondents, a larger proportion of respondents think that DouYin's application design is better than TikTok's application design.

Do you think DouYin's application design is better than TikTok's application design?

(50 条回复)



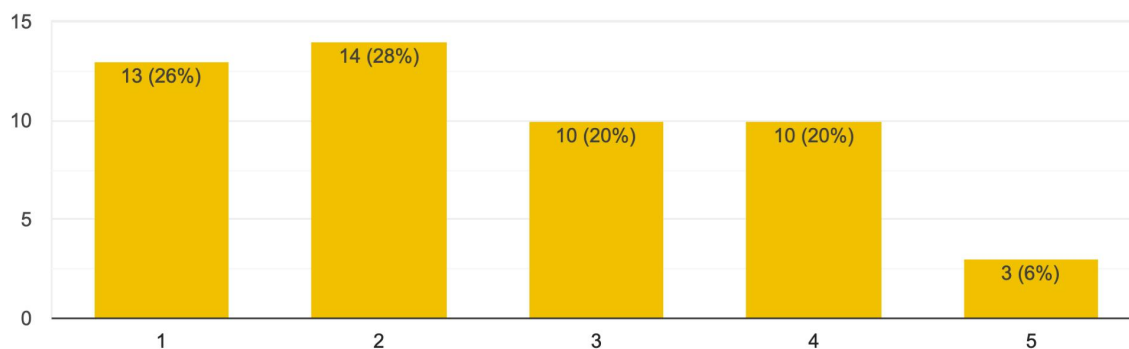
Bar Chart 4.2

4.1.3.3 Do you think the videos in DouYin are more interesting than the videos in TikTok?

As shown in Bar Chart 4.3, 10 people have a neutral opinion on whether DouYin is more interesting than TikTok (20%); 14 people agree with the opinion that DouYin is more interesting than TikTok (28%); 13 people strongly agree with the opinion that DouYin is more interesting than TikTok (26%); 10 people disagree with the opinion that DouYin is more interesting than TikTok (20%); 3 people strongly disagreed that DouYin is more interesting than TikTok (6%). It can be concluded from the above data that more respondents think DouYin is more interesting than TikTok, and more than one-fifth of the respondents strongly agree.

Do you think the videos in DouYin are more interesting than the videos in TikTok?

(50 条回复)



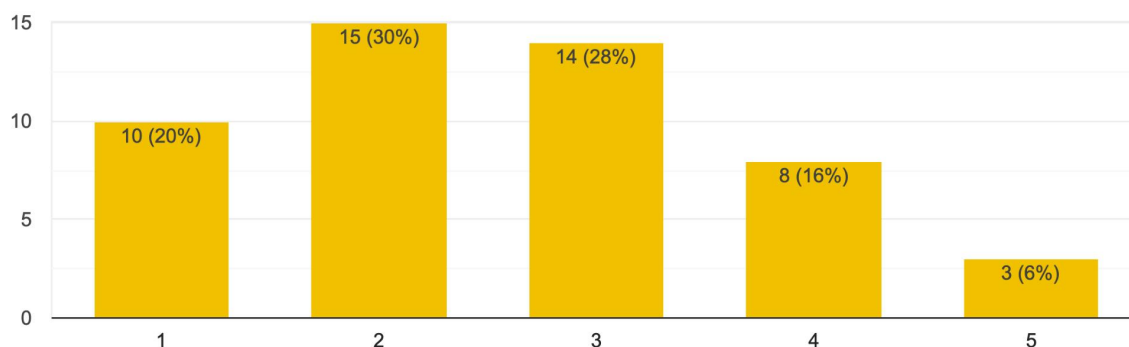
Bar Chart 4.3

4.1.3.4 Do you think the videos and content in DouYin are more comprehensive and extensive than the videos and content in TikTok?

As shown in Bar Chart 4.4, 14 people have a neutral opinion on the fact that DouYin's videos and content were more comprehensive and extensive than Tik-Tok's videos and content (28%); 15 people agree with the opinion (30%); 10 people strongly agree with the opinion (20%); 8 people disagree with the opinion (16%); 3 people strongly disagreed that the fact that DouYin's videos and content were more comprehensive and extensive than Tik-Tok's videos and content (6%). As the data below shows, DouYin's video content is indeed more comprehensive and extensive than TikTok's videos and content, and many more respondents agree with this opinion than those who disagree. The reason for this result can be referred to in 2.2.2 of this article.

Do you think the videos and content in DouYin are more comprehensive and extensive than the videos and content in TikTok?

(50 条回复)



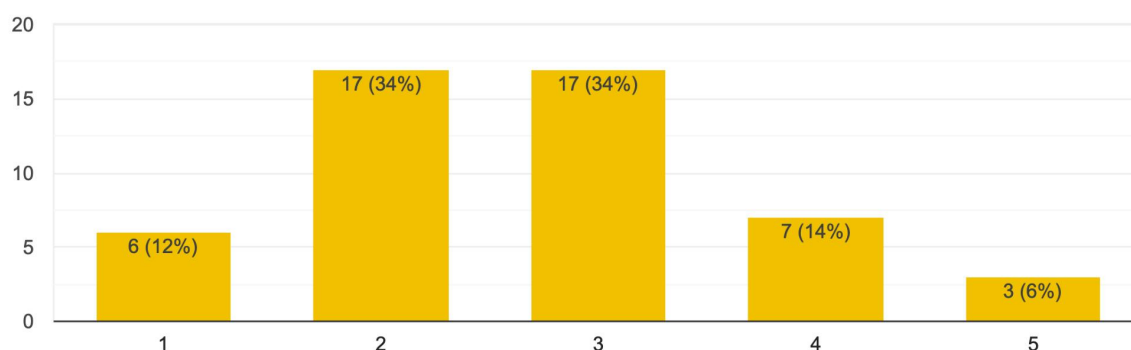
Bar Chart 4.4

4.1.3.5 Do you think the videos in DouYin are more useful than the videos in TikTok?

As shown in Bar Chart 4.5, 17 people have a neutral opinion on whether DouYin is more useful than TikTok (34%); 17 people agree with the opinion that DouYin is more useful than TikTok (34%); 6 people strongly agree with the opinion that DouYin is more useful than TikTok (12%); 7 people disagree with the opinion that DouYin is more useful than TikTok (14%); 3 people strongly disagreed that DouYin is more useful than TikTok (6%). From the above data, it can be seen that most respondents find DouYin more useful than TikTok.

Do you think the videos in DouYin are more useful than the videos in TikTok?

(50 条回复)



Bar Chart 4.5

4.1.3.6 Do you think DouYin is more commercially viable than TikTok?

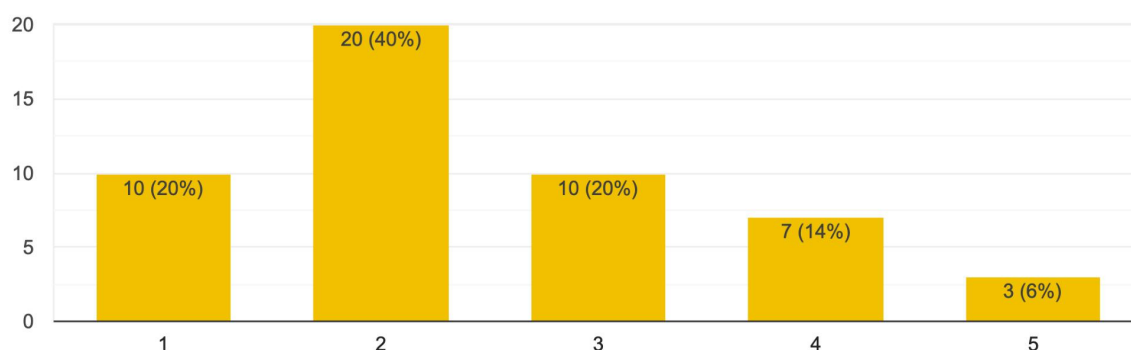
As shown in Bar Chart 4.6, 10 people have a neutral opinion on whether DouYin is more commercially viable than TikTok (20%); 20 people agree with the opinion that DouYin is more commercially viable than TikTok (40%); 10 people strongly agree with the opinion (20%); 7 people disagree with the opinion (14%); 3 people strongly disagreed that is more commercially viable (6%). Three out of five respondents agreed, one out of five respondents were neutral, and only one out of five respondents disagreed. The reason for these results can be found in 2.3.

In general, DouYin is more mature and user-friendly than TikTok in this area of e-commerce. DouYin's strength lies in its unique combination of short videos + live streaming, a model that has become a marketing strategy for many companies. Dynamic links to items and services can be shared in live streams, along with demonstrations of how to use or apply products, and brands can partner with KOLs to not only build awareness and consideration for their brands, but also to gain direct sales for their products. However TikTok influencers cannot use the "product recommendation" feature compared to DouYin, and are only allowed

to mention sponsored products in their bio with a link, and even e-commerce coverage is limited.

Do you think DouYin is more commercially viable than TikTok?

(50 条回复)



Bar Chart 4.6

4.1.3.7 How satisfied are you with the following indicators of DouYin and TikTok?

As shown in Bar Chart 4.7 and Bar Chart 4.8, in the indicator of "Richness of content", 43 people were satisfied and very satisfied with DouYin, and 13 of them were very satisfied; In contrast, only 29 people were satisfied and very satisfied with TikTok, and only 4 of them were very satisfied.

In the indicator "The variety of shooting filters", 37 people were satisfied and very satisfied with DouYin; 34 people were satisfied and very satisfied with TikTok, which shows that there is not much difference between the feedback of TikTok and DouYin respondents in this indicator.

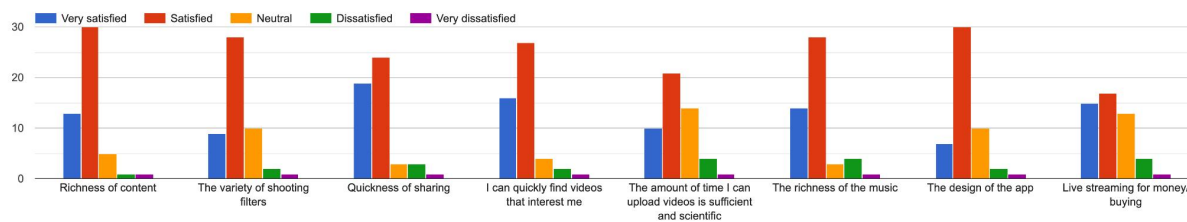
In the indicator of "Quickness of sharing", 43 people were satisfied and very satisfied with DouYin, 19 of them were very satisfied, which shows that DouYin can share videos pretty quickly; 37 people were satisfied and very satisfied with TikTok, which shows that the sharing function of TikTok is also pretty fast that most of the respondent was satisfied with it.

In the indicator of "I can quickly find videos that interest me", 43 people were satisfied and very satisfied with DouYin, of which 16 were very satisfied; 30 people were satisfied and very satisfied with TikTok, of which only 4 respondents chose to be very satisfied, so the above data can be concluded that DouYin can push videos that interest users more quickly than TikTok, and the praise rate is much higher. The reasons for this can be referred to in Chapter II 2.2.

When comparing satisfaction with the length of short video uploads, the responses were very similar between TikTok and DouYin, with no major differences. When comparing the satisfaction level of "The richness of the music", 42 respondents were satisfied or very satisfied with this feature of DouYin, while 40 respondents were satisfied or very satisfied with this feature of TikTok. This data shows that there is not much difference between TikTok and DouYin in this feature, except that DouYin has 4 more respondents than TikTok, 14 and 10 respectively, who chose the option of very satisfied.

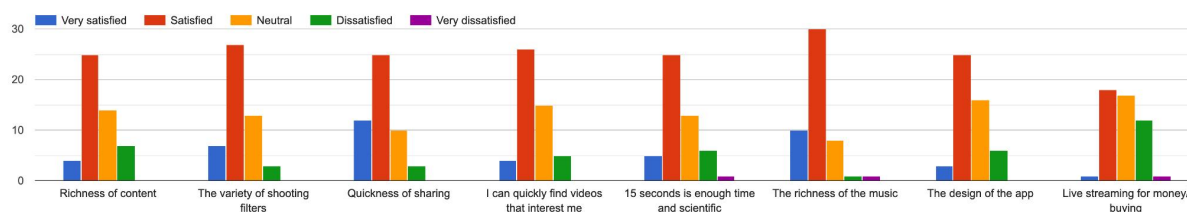
Finally, in the two indicators of "The design of the app" and "Live streaming for money/buying", DouYin's satisfaction is significantly higher than that of TikTok. The reasons can be referred to in Chapter II's 2.2 "software design" and 2.3 "E-Commerce Features" respectively.

How satisfied are you with the following indicators of DouYin?



Bar Chart 4.7 shows the respondents' satisfaction with different indicators of "DouYin"

How satisfied are you with the following indicators of TikTok?



Bar Chart 4.8 shows the respondents' satisfaction with different indicators of "TikTok"

4.2 Reliability Test

Table 4.1 shows the results of reliability tests for the comparison of different metrics of DouYin and TikTok in this study. The acceptable reliability level for Reliability is usually $\alpha > .70$ or, to a lesser extent, $\alpha > .80$ (Gugiu & Nunnally, 2017). As shown in Table 4.1, the reliability coefficient value of .878 is greater than .8, thus indicating the high quality of reliability of the study data.

名称	校正项总计相关性 (CITC)	项已删除的 α 系数	Cronbach α 系数
How satisfied are you with the following indicators of DouYin? [Richness of content]	0.621	0.867	
How satisfied are you with the following indicators of DouYin? [The variety of shooting filters]	0.514	0.872	
How satisfied are you with the following indicators of DouYin? [Quickness of sharing]	0.646	0.865	
How satisfied are you with the following indicators of DouYin? [I can quickly find videos that interest me]	0.620	0.867	
How satisfied are you with the following indicators of DouYin? [The amount of time I can upload videos is sufficient and scientific]	0.517	0.872	
How satisfied are you with the following indicators of DouYin? [The richness of the music]	0.701	0.862	
How satisfied are you with the following indicators of DouYin? [The design of the app]	0.607	0.868	
How satisfied are you with the following indicators of DouYin? [Live streaming for money/buying]	0.612	0.867	0.878
How satisfied are you with the following indicators of TikTok? [Richness of content]	0.245	0.881	
How satisfied are you with the following indicators of TikTok? [The variety of shooting filters]	0.547	0.871	
How satisfied are you with the following indicators of TikTok? [Quickness of sharing]	0.584	0.869	
How satisfied are you with the following indicators of TikTok? [I can quickly find videos that interest me]	0.237	0.881	
How satisfied are you with the following indicators of TikTok? [15 seconds is enough time and scientific]	0.554	0.870	
How satisfied are you with the following indicators of TikTok? [The richness of the music]	0.490	0.873	
How satisfied are you with the following indicators of TikTok? [The design of the app]	0.506	0.872	
How satisfied are you with the following indicators of TikTok? [Live streaming for money/buying]	0.294	0.880	

Table 4.1 Satisfaction with different indicators of DouYin and TikTok

CHAPTER V

DISCUSSION & CONCLUSION

5.0 Chapter Overview

This final chapter aims to address the results of the tabulation and analysis discussion in the previous chapter and to answer the research questions. It identifies the different levels of satisfaction of young users with DouYin and TikTok and what factors contribute to this, highlights the implication of this survey and limitations for improvement, suggestions for follow-up research, and summarizes the findings.

5.1 Discussion

5.1.1 The different perceptions and psychology of young people regarding the differences between TikTok and DouYin.

Research question 1 aims to determine young people's different perspectives and psychology on TikTok and DouYin, from the data and analysis of these eight indicators in Chapter IV, which are Richness of content, Variety of shooting filters, Quickness of sharing, Attractiveness of push videos, Satisfaction of uploading video length, Richness of music, The design of the app and Live streaming for money/buying, it can be concluded that DouYin has higher praise and usage rate among young people than TikTok.

In terms of the richness of video content, DouYin is better than TikTok. Most of the users who use DouYin are satisfied with the videos pushed by DouYin, while TikTok's feedback in this regard is worse than DouYin's. DouYin covers a wider range of content and is more interesting, so even if there are regional restrictions, many people still choose to use it.

When it comes to this aspect of software design, DouYin is more advanced than TikTok. In addition to the trending hashtags, banner ads and links to funny videos that are

available in both versions of the app, DouYin also ranks top accounts by category, including celebrities and brands, including luxury goods, beauty, electronics and more.

On the other hand, the design of the software also affects its commercial value and ability to attract money. In this area of E-Commerce, DouYin is very mature, and the unique combination of short video + live broadcasts has become a marketing strategy for many companies. However, TikTok has not only been a great success. However, TikTok not only has limitations in this aspect of e-commerce in the software design, but TikTok influencers also cannot use the "product recommendation" function, there are restrictions in regional commerce, and now only 8 countries can use TikTok online shopping.

Finally, the data shown in Bar Chart 4.2, Bar Chart 4.3, Bar Chart 4.4, Bar Chart 4.5, and Bar Chart 4.6 repeatedly demonstrate that DouYin is better than TikTok in terms of application design, video fun, video variety, video usefulness, and software business value.

5.1.2 The different impacts caused by the differences between TikTok and DouYin among young people.

From Pie Chart 4.13, Bar Chart 4.7, and 4.8, it is clear that there is a gap between TikTok and DouYin in all aspects, resulting in more users using DouYin. Most of the respondents to the questionnaire survey are Malaysian university students, with most of them aged 22 to 25, and the servers and content of the Chinese version of DouYin are regulated by the Chinese government, so they may not be available in some countries or need to use a virtual private network (VPN) to access them, but Pie Chart 4.13 shows that most people use DouYin instead of TikTok, which can show that DouYin can provide a better experience for users than TikTok in the metrics investigated in this study, and many people prefer to use DouYin over TikTok for the hassle.

5.2 Implications

Since previous literature is less concerned with comparing TikTok and DouYin, this study fills a gap in the previous literature by comparing users' different satisfaction and perceptions of TikTok and DouYin. The results of the current study may enable other researchers to further explore new research topics by studying the factors and satisfaction of short videos' success today. In addition, the results of this study provide data for ByteDance to make better adjustments to its market data. First, this study confirms the satisfaction of using TikTok and DouYin among young adults, and secondly, it also learns the factors that affect user satisfaction, which ByteDance can use the gap between the two applications, pooling geographical culture and market conditions to make adjustments to promote TikTok and improve its ability to sell goods live in this area. On the other hand, it can also shift the target of the survey to investigate other age groups to determine the breadth and usefulness of TikTok and DouYin.

5.3 Limitations

The results of the study obtained in this research have some limitations. Firstly, the sample was selected through a non-probability sampling method and not everyone had an equal opportunity to participate in this study, therefore, the data is not fully representative. In addition, the questionnaire covers a small geographical area, the respondents are mostly from Malaysian universities, and the period involved may be short resulting in less data obtained, so the data may not fully reflect the facts. Because of these limitations, it is not certain that the results of this study DouYin is better than TikTok.

5.4 Recommendations

To deal with the issue of sampling bias, future researchers could use more manpower to conduct stratified sampling, which would ensure the diversity of the sample and thus the representativeness of the data obtained. In addition to this, I suggest that future researchers look for users from different countries when testing the different perceptions and psychology of young people towards TikTok and DouYin, which can provide an in-depth comparison of user preferences across regions. To better illustrate the differences between the two applications, future researchers could also conduct offline interviews for more in-depth opinions and psychological research.

5.5 Conclusion

In summary, the goal of this study was to determine the differences between TikTok and DouYin and the different market feedback that results from these differences. Based on data from a survey of 50 short-form social media users, the study found that according to the Richness of content, Variety of shooting filters, Quickness of sharing, Attractiveness of push videos, Satisfaction of uploading video length, Richness of music, The design of the app and Live streaming for money/buying, DouYin has better user satisfaction than TikTok. This satisfaction has led to many people choosing to use DouYin despite the geographical limitations.

If TikTok can learn from DouYin and improve its social features, localized content, and user privacy protection, it will improve the user experience, attract more users to its products, increase user stickiness, expand its user base and improve user loyalty. It will become more popular and competitive, and bring better experience and value to users.

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APPENDIX A
QUESTIONNAIRE

Perception of young adult towards TikTok and DouYin applications

Hello, I'm Du Miao, Media and Creative Studies student. I'm currently researching young people's perceptions of TikTok and DouYin. Kindly answer ALL the questions in every section and this survey will take approximately 10 minutes. This survey is targeted at adults aged between 18 to 29 who know and use TikTok, DouYin, or both.

Honestly answering this questionnaire is encouraged and your participation is much appreciated. The data from this survey will be only used for academic purposes. All responses will remain anonymous and to be kept private and confidential.

If you have any doubt regarding this survey, please do not hesitate to drop me an email, at miaodu142@gmail.com. Once again, thank you, and truly appreciate your contribution. Stay healthy and stay safe.

Race *

- Malay
- Chinese
- Indian
- Others

What is your preferred language? *

- English
- Malay
- Mandarin
- Others

What is your occupation? *

- Student
- Worker
- Unemployed
- Others

Psychographic Profiles



说明 (可选)

Through what channel did you learn about TikTok/DouYin? *

- Recommended by friends or colleagues
- Advertisement of the program
- Network news
- Internet app hot search ranking
- Newspapers, magazines and other print media

How long have you been using TikTok/DouYin? *

- Below and within 3 months
- 4~7 months
- 9~12 months
- Above 12 months



What is the frequency of your use of TikTok/DouYin? *

- Multiple times a day
- Once a day
- Once every 2~3 days
- Once a week
- 1~3 times a month
- Other



What makes you use TikTok/DouYin? *

- To pass the time
- For entertainment
- To study and work
- Chasing celebrities
- To gain popularity
- Learn what's new
- Others

Which user would you prefer to be in TikTok/DouYin? *

- Creators
- Viewers
- Fans

...

What do you think is the most attractive part of TikTok/DouYin? *

- Video content
- Music
- Creative filters
- Topic challenges and parodies
- Celebrities
- Others

Why do you think DouYin/TikTok is hot? *

- To relieve the pressure of people's life
- Capture the psychology of teenagers to get attention, as long as the film is good, it is not a dream to bec...
- Celebrity effect
- The low-threshold universal participation model
- Powerful operation and PR team

What do you think is the most attractive type of TikTok/DouYin video for you? *

- Topic challenge
- Life skills
- Scenery and travel
- Good looking bloggers
- Dancing
- Daily life
- Shade children and cute pets
- Celebrity
- Food
- Education
- Beauty and fashion

TikTok VS. DouYin



说明 (可选)

图片标题



- Others

Do you prefer to use TikTok or DouYin? *

TikTok

DouYin

Do you think DouYin's application design is better than TikTok's application design? *

Strongly agree 1 2 3 4 5 Disagree

Do you think the videos in DouYin are more interesting than the videos in TikTok? *

Strongly agree 1 2 3 4 5 Disagree

Do you think the videos and content in DouYin are more comprehensive and extensive than the videos and content in TikTok? *

Strongly agree 1 2 3 4 5 Disagree

Do you think the videos in DouYin are more useful than the videos in TikTok? *

Strongly agree 1 2 3 4 5 Disagree

Do you think DouYin is more commercially viable than TikTok? *

Strongly agree 1 2 3 4 5 Disagree

How satisfied are you with the following indicators of DouYin? *

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Richness of co...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The variety of s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quickness of s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can quickly fin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The richness o...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The design of t...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live streaming ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

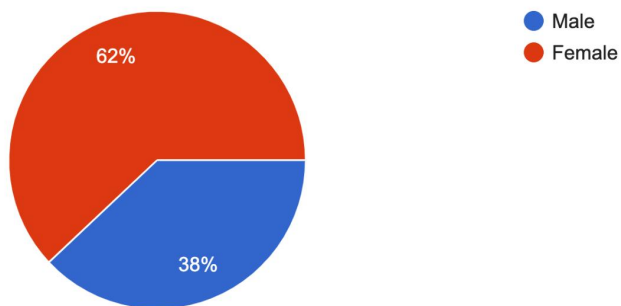
...

How satisfied are you with the following indicators of TikTok? *

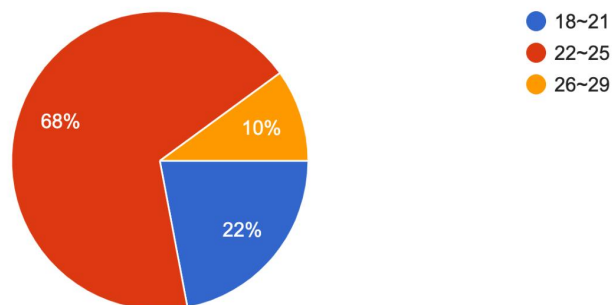
	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Richness of co...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The variety of s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quickness of s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can quickly fin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 seconds is ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The richness o...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The design of t...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live streaming ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

QUESTIONNAIRE RESULT

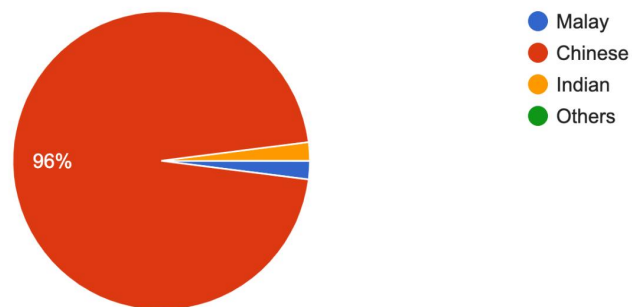
Gender
(50 条回复)



Age
(50 条回复)

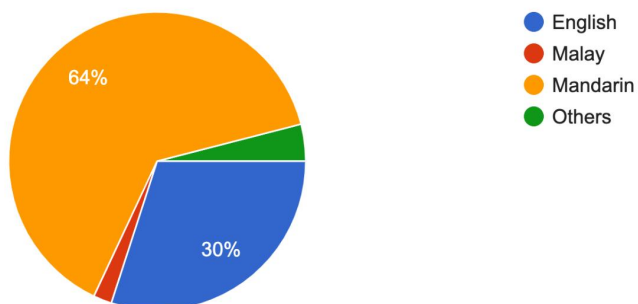


Race
(50 条回复)



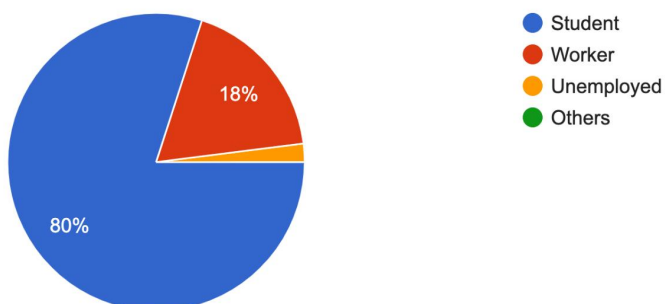
What is your preferred language?

(50 条回复)



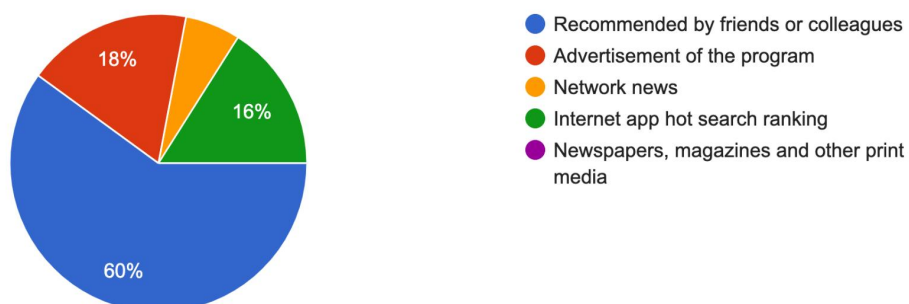
What is your occupation?

(50 条回复)



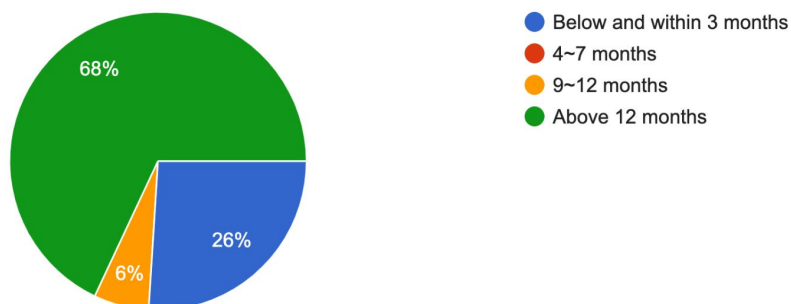
Through what channel did you learn about TikTok/DouYin?

(50 条回复)



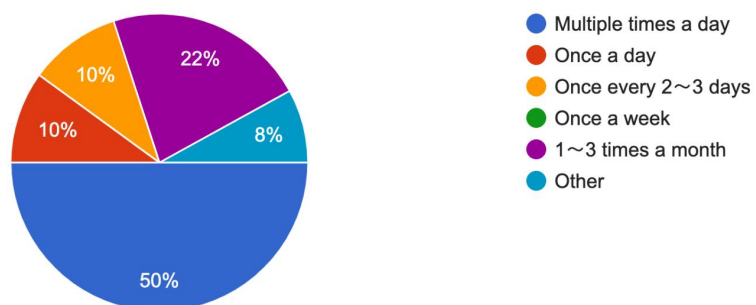
How long have you been using TikTok/DouYin?

(50 条回复)



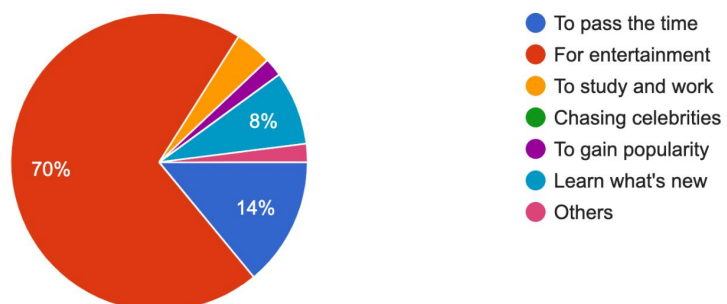
What is the frequency of your use of TikTok/DouYin?

(50 条回复)



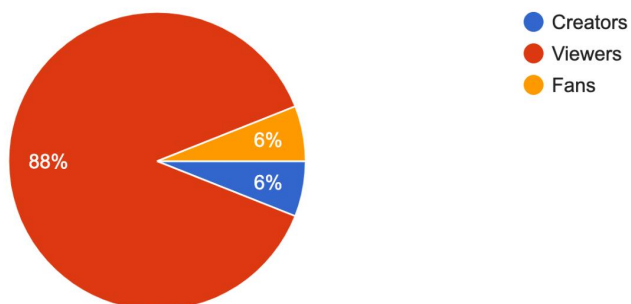
What makes you use TikTok/DouYin?

(50 条回复)



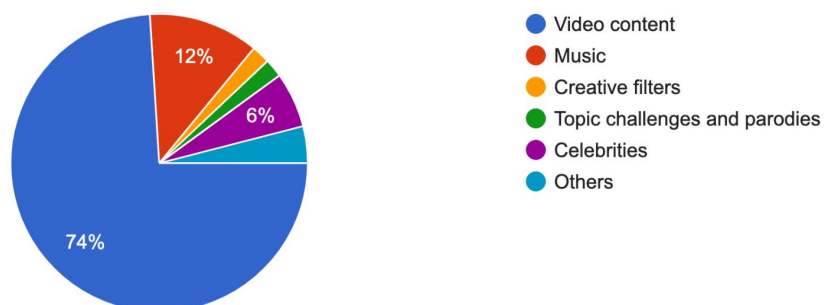
Which user would you prefer to be in TikTok/DouYin?

(50 条回复)



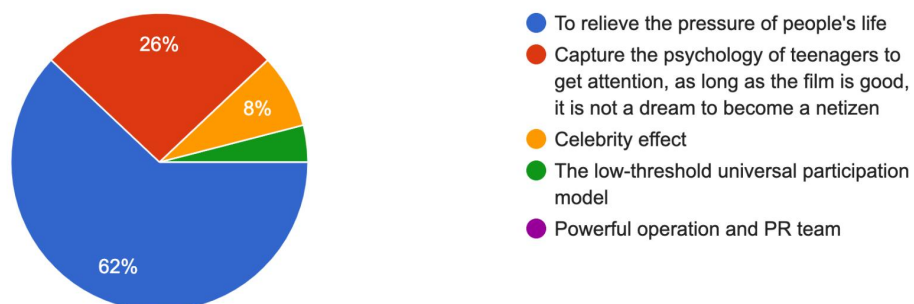
What do you think is the most attractive part of TikTok/DouYin?

(50 条回复)



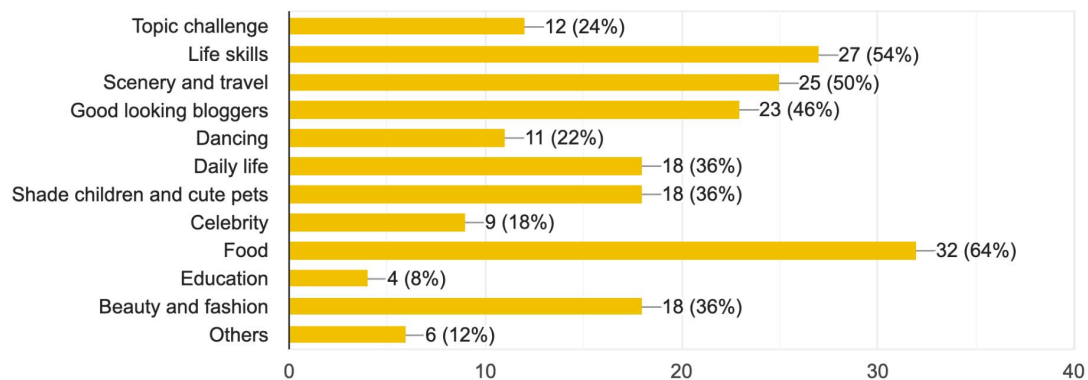
Why do you think DouYin/TikTok is hot?

(50 条回复)



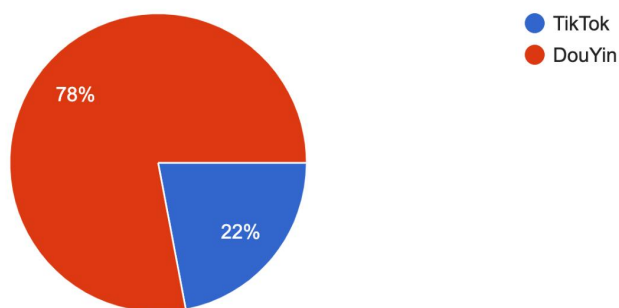
What do you think is the most attractive type of TikTok/DouYin video for you?

(50 条回复)



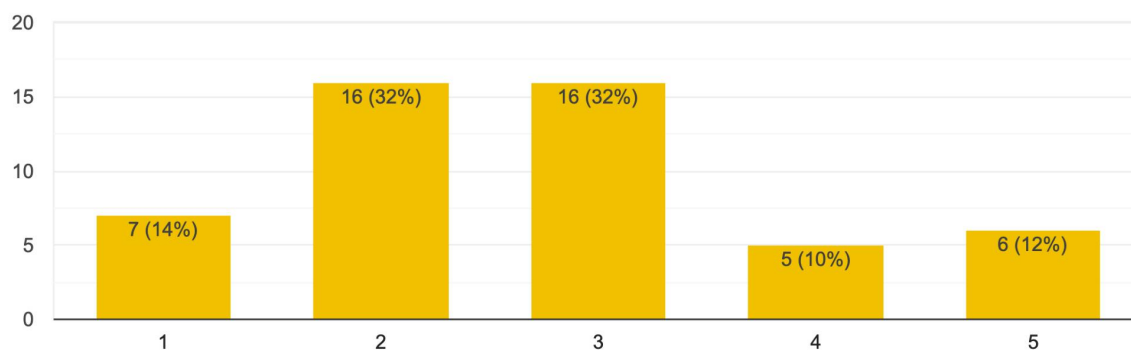
Do you prefer to use TikTok or DouYin?

(50 条回复)



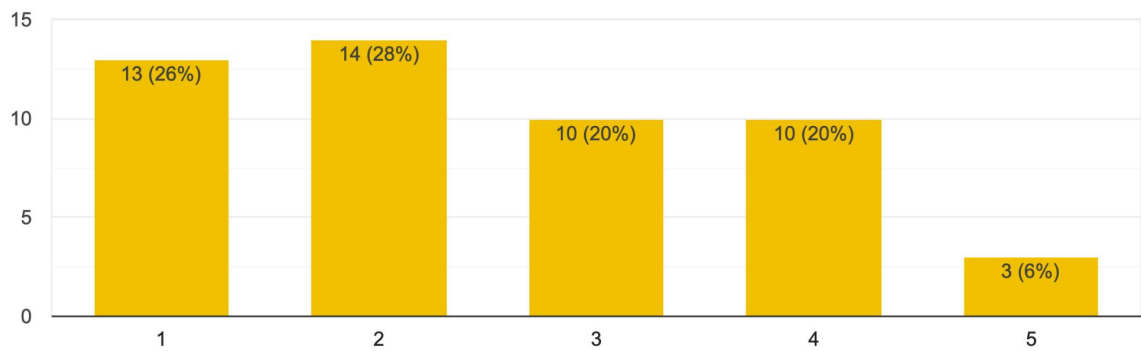
Do you think DouYin's application design is better than TikTok's application design?

(50 条回复)



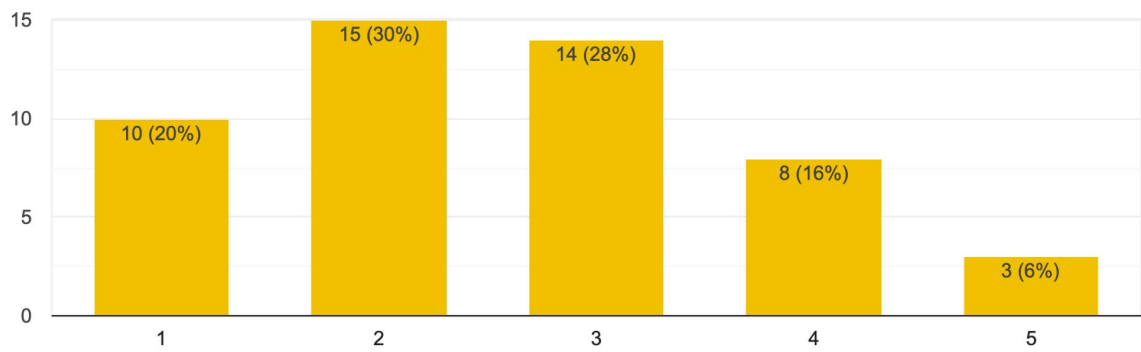
Do you think the videos in DouYin are more interesting than the videos in TikTok?

(50 条回复)



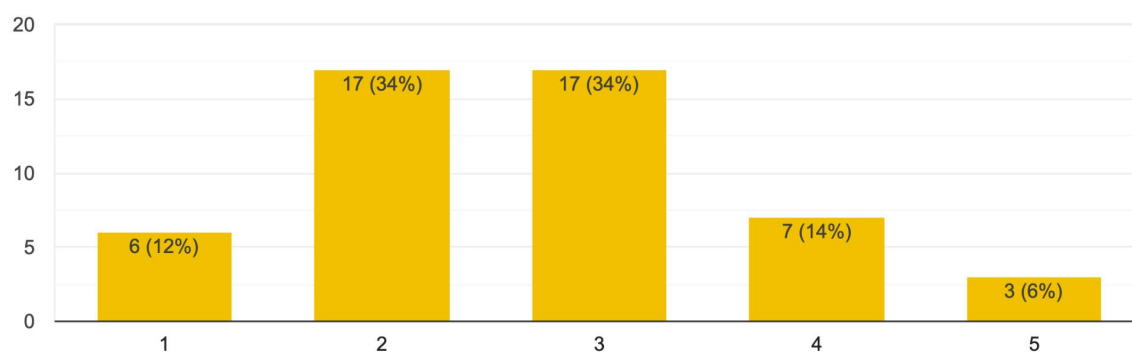
Do you think the videos and content in DouYin are more comprehensive and extensive than the videos and content in TikTok?

(50 条回复)



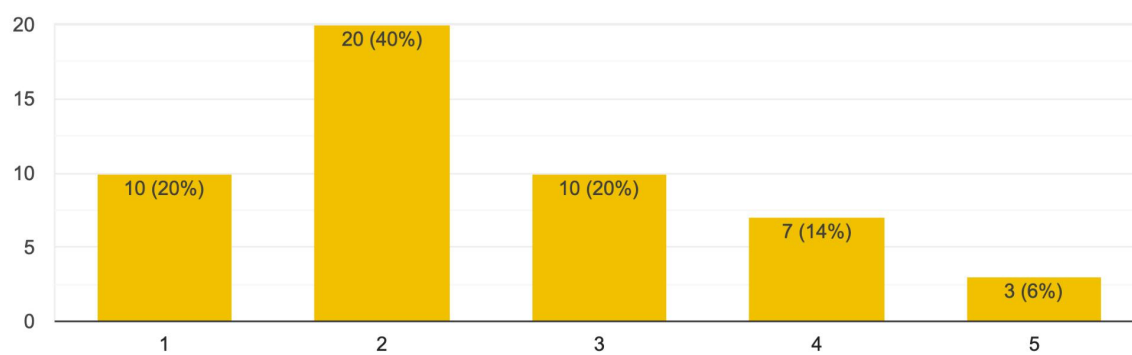
Do you think the videos in DouYin are more useful than the videos in TikTok?

(50 条回复)

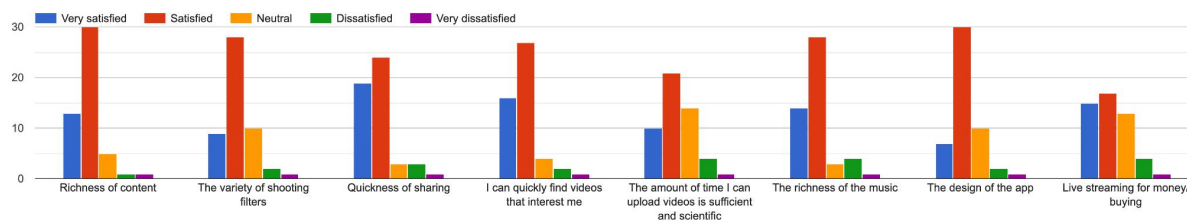


Do you think DouYin is more commercially viable than TikTok?

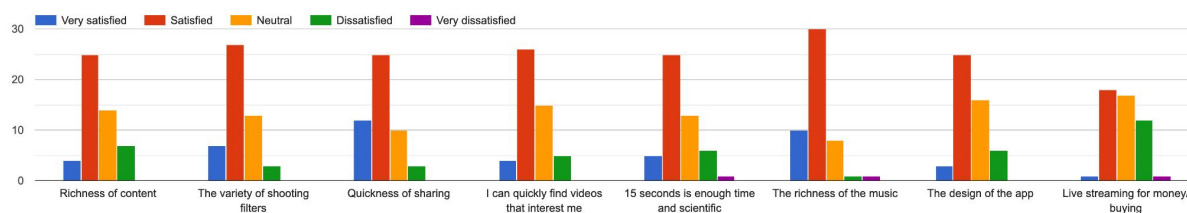
(50 条回复)



How satisfied are you with the following indicators of DouYin?



How satisfied are you with the following indicators of TikTok?



名称	校正项总计相关性 (CITC)	项已删除的 α 系数	Cronbach α 系数
How satisfied are you with the following indicators of DouYin? [Richness of content]	0.621	0.867	
How satisfied are you with the following indicators of DouYin? [The variety of shooting filters]	0.514	0.872	
How satisfied are you with the following indicators of DouYin? [Quickness of sharing]	0.646	0.865	
How satisfied are you with the following indicators of DouYin? [I can quickly find videos that interest me]	0.620	0.867	
How satisfied are you with the following indicators of DouYin? [The amount of time I can upload videos is sufficient and scientific]	0.517	0.872	
How satisfied are you with the following indicators of DouYin? [The richness of the music]	0.701	0.862	
How satisfied are you with the following indicators of DouYin? [The design of the app]	0.607	0.868	
How satisfied are you with the following indicators of DouYin? [Live streaming for money/buying]	0.612	0.867	0.878
How satisfied are you with the following indicators of TikTok? [Richness of content]	0.245	0.881	
How satisfied are you with the following indicators of TikTok? [The variety of shooting filters]	0.547	0.871	
How satisfied are you with the following indicators of TikTok? [Quickness of sharing]	0.584	0.869	
How satisfied are you with the following indicators of TikTok? [I can quickly find videos that interest me]	0.237	0.881	
How satisfied are you with the following indicators of TikTok? [15 seconds is enough time and scientific]	0.554	0.870	
How satisfied are you with the following indicators of TikTok? [The richness of the music]	0.490	0.873	
How satisfied are you with the following indicators of TikTok? [The design of the app]	0.506	0.872	
How satisfied are you with the following indicators of TikTok? [Live streaming for money/buying]	0.294	0.880	