



ATVN: A Uses and Gratifications Analysis of *ATVN One Minute* on TikTok Among
Malaysian Chinese Audiences

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DECLARATION

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

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Approval Form

This research paper attached hereto, entitled “ATVN: A Uses and Gratifications Analysis of *ATVN One Minute* on TikTok Among Malaysian Chinese Audiences” prepared and submitted by “PAN, SHIYAN” in partial fulfillment of the requirements for the Bachelor of Social Science (Hons) Journalism is hereby accepted.

Supervisor

Supervisor's name

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**ATVN: A Uses and Gratifications Analysis of *ATVN One Minute* on TikTok
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Abstract

This qualitative study examines the motivations and gratifications of Malaysian Chinese audiences who watch *ATVN One Minute*, a short-form news series on TikTok. As TikTok has emerged as a prominent channel for news consumption, this study draws on Uses and Gratifications (U&G) theory to examine audience engagement with news content on a platform primarily associated with entertainment. Semi-structured interviews were conducted with twelve regular viewers.

The analysis adopts an extended U&G framework that focuses on four classic gratification dimensions, namely Information Seeking, Entertainment, Social Interaction, and Personal Identity. In addition, the framework incorporates Perceived Ease of Use and Perceived Usefulness as technology-related factors informed by the Technology Acceptance Model (TAM).

The findings show that *ATVN One Minute*'s concise format, visual presentation, and practical informational value contribute to audience satisfaction and continued viewing. This study provides insights into how short-form digital news can attract and retain audiences in contemporary media environments.

Keywords: Uses and Gratifications Theory, TikTok, Malaysian Chinese audiences, Short-form News, News Consumption

Subject Area: H – Social Sciences

Chapter 1

Introduction

1.1 Background of the Study

Digital platforms and mobile communication technologies have fundamentally altered contemporary media practices and communication patterns (Newman et al., 2025; Ruggiero, 2000). In the Malaysian context, social media platforms, particularly TikTok, have emerged as primary channels for news dissemination and information acquisition (Kemp, 2025; Ahmad & Suppiah, 2025).

This shift has significantly altered how audiences, especially younger generations, access and engage with journalistic content (Costera Meijer, 2020). Unlike traditional news formats that rely on long-form articles or linear television broadcasts, short-form video represents a new mode of communication characterised by its visual immediacy and high shareability (Vázquez-Herrero et al., 2022). As a result, younger audiences increasingly encounter news incidentally within their everyday media routines, leading to more fragmented and selective patterns of engagement (Costera Meijer, 2007; Newman et al., 2025).

In social media environments, news consumption is not limited to individual information seeking but is also shaped by sharing and interaction within social networks, transforming news use into a more participatory and socially embedded process (Hanson & Haridakis, 2008).

These developments highlight the need to better understand how audiences engage with news within short-form, platform-based media environments, particularly in

contexts where social media plays an increasingly central role in everyday news consumption.

1.2 Problem Statement

A media outlet that illustrates emerging trends in news consumption on digital platforms is Asia Television News (ATVN), headquartered in Kuala Lumpur, Malaysia. Although ATVN operates across multiple online platforms, including RedNote, Telegram, YouTube, and Facebook, its strongest reach and audience engagement are currently concentrated on TikTok. As of September 2025, the organisation had over 225,200 followers and 4.2 million likes on its TikTok account (TikTok *@asiatvnews*; data retrieved 10 Sep 2025), demonstrating its considerable reach within Malaysia's Chinese-speaking population.

The digital transformation of the media environment has posed significant challenges to news organisations, particularly in sustaining audience attention in a highly competitive and content-saturated landscape. Audiences have become increasingly active and selective, shifting their news consumption toward interactive social media platforms and short-form vertical video formats. This shift requires news producers to adapt not only their distribution strategies but also their content presentation, especially to engage younger audiences in Malaysia who depend on social media for everyday news updates.

Despite the rapid evolution of news consumption practices, existing research remains limited in its attention to non-Western and culturally specific audiences. Much

of current scholarship on news use via social platforms is dominated by Western-centric perspectives and focuses on general motivations for platform use, resulting in insufficient understanding of how diverse cultural groups engage with news content in specific regional contexts. In particular, empirical research examining the news consumption motivations of Chinese audiences in Malaysia within specific social media environments remains scarce. While previous studies have explored this group's engagement with general Chinese social media, their news-related motivations and content preferences have received comparatively little scholarly attention.

The present research aims to respond to this contextual and empirical shortcoming by focusing on the case of *ATVN One Minute* on TikTok. Although U&G offers a valuable lens for interpreting audience motivations, many existing studies do not explicitly connect such motivations to concrete content features, such as presenter style, visual elements, and editing techniques. Addressing this limitation, the present study investigates how specific content characteristics of *ATVN One Minute* contribute to different forms of audience gratification and how these gratifications shape satisfaction and continued viewing intention among Malaysian Chinese audiences on TikTok, as suggested by recent social media news research (e.g. Han et al., 2023).

1.3 Research Objectives

RO1: To identify the primary motivations of Malaysian Chinese TikTok users for watching *ATVN One Minute* news videos.

RO2: To examine how *ATVN One Minute* addresses these motivations by offering

a range of gratifications, encompassing the four classic categories and two additional extended gratifications.

RO3: To analyze the relationship between these gratifications, user satisfaction, and their intention to continue watching.

1.4 Research Questions

RQ1: What are the main motivations of Malaysian Chinese TikTok users for watching *ATVN One Minute* news videos?

RQ2: What are the dimensions of gratifications obtained from these videos, including the four established U&G dimensions and two further extended gratifications?

RQ3: How do these gratifications influence their satisfaction and intention to continue watching?

1.5 Scope of Study

The scope of this study is defined by its focus on the Malaysian Chinese audience that follows the official ATVN TikTok account, distinguishing it from broader studies on general media habits. By focusing specifically on *ATVN One Minute*, the research provides a detailed analysis of a single type of digital-native news content while excluding other formats like long-form videos or text-based articles. Theoretically, the study is guided by an extended U&G framework that incorporates selected TAM

constructs. This integrated approach is uniquely suited for examining both the psychological reasons for media choice and the technological factors that facilitate platform adoption in a mobile-first environment.

The contribution of this research is both theoretical and practical. Academically, it advances the U&G framework by examining how gratifications operate within the specific context of short-form news on TikTok, contributing a necessary non-Western perspective to the literature. For media practitioners, the findings provide empirical evidence regarding which content elements and platform features most effectively contribute to viewer satisfaction. On a broader level, the study enhances the understanding of why audiences prefer certain digital news sources, which can support efforts to promote media literacy and responsible journalism in a fragmented information environment. By identifying the factors that shape trust and satisfaction, the research highlights the importance of audience agency in maintaining a healthy information ecosystem.

1.6 Significance of Study

The study contributes to both academic research and media practice. Academically, it advances the U&G framework by examining how gratifications operate within the specific context of short-form news consumption on TikTok. This focused analysis offers deeper insight into user motivations than studies that address broader media platforms. For media practitioners at ATVN and similar news organisations, the findings provide useful information about audience behaviour.

Understanding which elements of short-form news content contribute to viewer satisfaction can guide the production of more engaging and effective news videos.

On a broader societal level, the study enhances understanding of why audiences prefer certain digital news sources. By identifying the factors that shape trust and satisfaction in online news consumption, the findings can support efforts to strengthen media literacy and promote responsible journalism. The study also highlights the importance of audience agency, which is a key component of a healthy information environment (Ng & Lee, 2018).

1.7 Definition of Terms

Social Media: Social media refers to online environments designed for content exchange, communication, and relationship building through highly interactive features.

TikTok: TikTok is a dynamic social platform where users engage with short videos by producing, customizing, sharing, and exploring diverse content. The algorithm-driven push system personalizes content for each user, focusing on entertainment and visual content.

Online News Media: Online news media are news organizations that distribute news primarily through the Internet rather than through print or television channels. Such media are known for their real-time updates, multimedia content and audience interactivity.

Short-Form News: Short-Form news refers to news content that is brief, typically

under a minute. Media organizations use this format to attract audiences with shorter attention spans and provide content that is easy to consume and share on mobile phones.

Audience Satisfaction: The extent to which a media program successfully addresses the requirements and desired outcomes of its viewership, culminating in a positive and fulfilling experience.

Chapter 2

Literature Review

2.1 Introduction

The continued growth of digital media has significantly altered how audiences access, consume, and engage with news. Traditional news consumption patterns centred on newspapers, television, and radio have increasingly been supplemented, and in some cases replaced, by online and social media platforms. In particular, younger users increasingly encounter news content incidentally via social networking sites and short-form video platforms, rather than through deliberate visits to traditional news outlets.

Among emerging platforms, TikTok has gained significant prominence due to its short-form, algorithmically curated video format. Originally designed for entertainment, TikTok has evolved into an important channel for information dissemination, including news-related content. News organisations, journalists, and independent content creators increasingly use TikTok to present news in concise and visually engaging formats that align with users' consumption habits. This shift raises important questions about why audiences choose to consume news on short-form video platforms and how platform characteristics shape these choices.

To address these questions, this chapter reviews relevant literature on audience motivations and digital news consumption. U&G is introduced as the core theoretical framework for understanding media users make purposeful choices to fulfil informational, social, and psychological requirements. The discussion then explores the

ways in which U&G has been applied and extended in social media and short-form video contexts. Recognising the limited attention of U&G in accounting for technological affordances, selected TAM constructs are incorporated as complementary concepts to support the U&G framework. Specifically, two key concepts are used to explain how platform-related features shape the conditions under which gratifications are realised in short-form news consumption.

Finally, this chapter reviews literature on news consumption in Malaysia to situate the study within its local and cultural context. By synthesising these strands of research, the chapter establishes the theoretical and contextual foundation for examining short-form news consumption on TikTok and provides a basis for the qualitative analysis.

2.2 U&G Theory

Within media and communication research, U&G theory foregrounds audience use and motivation, drawing attention to the role of individual agency in media selection and use (Katz et al., 1974). Rather than treating media users as message recipients without agency, the framework conceptualizes them as goal-oriented individuals who make conscious choices based on their motivations and expectations.

2.2.1 Theoretical Foundations of U&G Theory

U&G theory was formally articulated by Katz, Blumler, and Gurevitch during the early development of the approach, particularly in their seminal work on the use of

mass communication by individuals in 1974. In this formulation, the authors proposed a shift in analytical focus from media content and effects to audience motivations and media use. They argued that individuals actively choose media to fulfil psychological and social purposes, and that patterns of media use are best understood as a purposive and selective process. At its core, the original framework rests on several key assumptions. First, audiences play an active role within communication processes, not passive recipients of media messages. Second, media use is purpose-driven, meaning individuals remain aware of their motivations for using specific media. Third, media coexist with other forms of communication and activities in shaping users' attention needs and satisfaction. Finally, the evaluation of media content depends largely the priorities and preferences of users rather than the production intentions of media producers.

Importantly, the original articulation of U&G theory did not propose a fixed or standardized set of gratification categories. Instead, Katz et al.(1974) discussed broad orientations and needs that media use could fulfill, such as information and surveillance, diversion, social utility, and personal identity. These concepts functioned as abstract theoretical ideas rather than concrete analytical variables. In other words, early U&G theory provided a conceptual lens for understanding media use, not a ready-made measurement model. This distinction is crucial for understanding later developments of the theory. While contemporary studies often refer to classic gratifications, these categories should not be understood as originating directly from the 1974 formulation. Rather, they emerged through subsequent efforts to

operationalize the abstract assumptions of the theory for empirical research.

2.2.2 Gratification Dimensions Identified

Following the articulation of U&G theory as an audience-centred approach, research in the 1980s increasingly focused on translating abstract audience needs into empirically measurable categories. This period marked the transition of the framework from a largely conceptual stage to one that could be systematically applied in empirical studies. One influential contribution during this phase was made by Rubin(1984), who distinguished between instrumental and ritualised media use, referring respectively to goal-oriented media consumption driven by informational or practical needs and to habitual or entertainment-oriented consumption. Rubin's work demonstrated how different types of motivations could be identified and subsequently operationalised and examined through audience research.

At the same time, McQuail (1987) provided a systematic classification of media gratifications by grouping them into four broad categories: information, personal identity, integration and social interaction, and entertainment. This typology did not represent a departure from earlier assumptions but rather a synthesis that clarified and organised recurring gratification patterns identified across studies. Together, these contributions established a set of analytic categories that enabled consistent empirical application. Within this framework, abstract informational needs were commonly operationalised as information seeking in subsequent research, reflecting how audiences actively use media to acquire knowledge and stay informed.

Similarly, diversion or entertainment reflects the need for relaxation and escape from daily routines, while social interaction addresses the use of media to maintain relationships or facilitate social connection. Personal identity refers to the reinforcement or exploration of personal values, beliefs, and self-concepts through media content. These dimensions do not function as immutable theoretical constructs but as analytical tools that allow researchers to categorize and interpret patterns of media use (McQuail, 1987; Rubin, 1984). The distinction between theoretical foundations and analytic categories helps explain why U&G theory has remained flexible and adaptable over time. Rather than being tied to a single historical moment or media form, the theory provides a general framework that can be re-applied and re-interpreted as media technologies evolve.

2.2.3 U&G Theory as a Theoretical Tradition

From this perspective, U&G theory is best understood as a theoretical tradition that has evolved through successive stages of development. The original work by Katz et al. (1974) established the foundational assumptions of active audiences and goal-oriented media use. Subsequent research in the 1980s operationalized these assumptions into commonly used gratification categories that could be applied in empirical studies. Later developments extended the application of these categories to new media environments without fundamentally replacing them. This understanding aligns with later theoretical reflections on the theory. For instance, Ruggiero argued that the rise of interactive and digital media did not render the framework obsolete. On

the contrary, he suggested that features such as user control, interactivity, and personalization intensified the relevance of an audience-centered approach.

In the context of this study, U&G theory provides the foundational framework for examining why audiences choose to engage with news content. By drawing on its core assumptions and established gratification dimensions, the theory offers a systematic way to analyze audience motivations. At the same time, recognizing that the theory pays limited attention to technological features prepares the ground for further theoretical integration. This understanding allows scholars to employ established gratification dimensions as analytical tools while remaining attentive to the changing technological and cultural contexts in which media use occurs.

2.3 U&G Theory in Social Media and Short-Form Video

With the emergence of digital and interactive media, scholars have extended the framework beyond traditional mass media to examine audience motivations in online and social media environments. Research has consistently shown that while the media landscape has changed, the core assumptions of the theory remain applicable (Ruggiero, 2000; Whiting & Williams, 2013). Social media users continue to engage with platforms in order to satisfy specific informational, social, and psychological needs through new modes of interaction and content formats. Early applications of the theory to social media focused on identifying how established gratification categories manifest in online contexts. For instance, Whiting and Williams (2013) found that users engage with social media primarily for purposes such as social interaction, information sharing,

and entertainment.

Building on this, Sundar and Limperos (2013) proposed the concept of Uses and Grats 2.0, arguing that new media affordances such as interactivity, agency, and navigability reshape how gratifications are experienced. Rather than replacing classic gratification categories, these affordances intensify or transform them. For example, information gratification in social media environments often involves active searching and peer-based verification through comments and sharing. Empirical studies further demonstrate that different social media platforms emphasize different gratifications. For example, Facebook users are often motivated by social interaction and information exchange, while YouTube satisfies a combination of entertainment and information gratifications. These findings suggest that while gratification categories remain conceptually stable, their relative importance varies depending on platform design.

In the context of short-form video platforms, TikTok offers a particularly clear illustration of how technological affordances intensify gratification processes. The algorithm-driven content distribution system of the platform continuously curates personalised content streams based on the engagement behaviours of users, such as likes, comments, and viewing duration. This mechanism significantly reduces the need for active searching while increasing the perceived relevance of content exposure. From a U&G perspective, platform affordances mean that gratifications are increasingly co-produced by users' interactions and algorithmic curation, rather than arising solely from content choice (Dvir-Gvirsman et al., 2024; Sundar & Limperos, 2013). Interaction on TikTok is not limited to responding to content, but rather user interactions directly

shape subsequent content delivery. As a result, interactivity becomes embedded in the consumption process itself, blurring the distinction between media use and system response. This platform dynamic suggests that gratifications on TikTok are increasingly co-produced by users and technological systems. Consequently, audience motivations need to be understood in relation to how platform design and usability facilitate gratification attainment in digital media environments.

2.4 An Extended U&G Framework Informed by TAM Constructs

Although U&G provides a well-established framework for understanding audience motivations, scholars have noted that it places greater emphasis on psychological needs and content-related factors than on technological characteristics in digital media environments. In earlier media contexts, technology was often treated as a stable background condition rather than as a factor that actively shaped audience satisfaction.

In contemporary platform-based media systems, however, audience engagement depends not only on media content but also on platform usability and efficiency. As digital news consumption increasingly takes place on algorithm-driven platforms such as TikTok, technological features become important conditions through which audiences are able to obtain gratification. In this context, how easily and effectively users can access news content plays a significant role in shaping their media experiences.

To address this limitation, prior research has drawn on the TAM, first proposed by

Davis (1989), to complement U&G approaches to digital and social media use. Building on TAM's core constructs of perceived ease of use and perceived usefulness, Han et al. (2023) demonstrate that these technology-related factors can be integrated into U&G analysis to account for platform-level influences on news consumption. TAM introduces two key concepts, namely Perceived Ease of Use and Perceived Usefulness, which help explain how platform characteristics shape users' experiences and continued use.

Following this approach, the present study adopts an extended U&G framework that incorporates these two concepts as platform-related factors in short-form news consumption. Rather than treating TAM as a separate theoretical model, these constructs are used to explain the technological conditions under which audience motivations and gratifications are realised on TikTok. This framework provides a coherent basis for the qualitative analysis of audience motivations.

2.5 News Consumption in Malaysia

The Malaysian media landscape is characterised by its multicultural and multilingual composition, with news produced and consumed in Malay, English, and Chinese (Ng & Lee, 2018; Matsaganis et al., 2011). This diversity has resulted in distinct news consumption patterns across ethnic communities. The Malaysian Chinese community shows a strong preference for Chinese-language news outlets such as Sin Chew Daily and China Press, which serve as key platforms for maintaining cultural continuity and reinforcing community identity (Ng & Lee, 2018). Media consumption

within this group is influenced not only by informational needs but also by entertainment and social motivations embedded in their linguistic and cultural context (Yu & Alizadeh, 2023; Mukhiar & Lin, 2024). In recent years, digital platforms have emerged as a major source of news for many Malaysians, particularly younger audiences. While legacy news outlets continue to be regarded as more trustworthy, social media platforms are increasingly used for everyday news updates due to their accessibility and immediacy (Wan Hashridz Rizal et al., 2025; Newman et al., 2025).

According to *Digital 2025: Malaysia*, more than 19.3 million Malaysians are active on TikTok, highlighting the platform's widespread adoption in the local context (Simon Kemp, 2025). This shift underscores the increasing role of short-form video services in influencing contemporary patterns of news consumption. Major Malaysian Chinese news outlets have actively adapted their content strategies to engage younger audiences through short-form videos. For example, Sin Chew Daily operates the TikTok account *@pocketimes*, delivering news through concise videos and live broadcasts. Similarly, China Press produces daily short-form video segments such as *News Highlights*, designed to provide quick and accessible updates. At the same time, the sociopolitical context of Malaysia shapes how news is consumed on social media. Concerns regarding misinformation and media credibility influence users' engagement with online news content. As a result, audiences may rely on trusted sources or familiar presenters when consuming news on platforms such as TikTok, particularly in contexts characterised by concerns over misinformation and media credibility (Ahmad & Suppiah, 2025; Dvir-Gvirsman et al., 2024).

2.6 Research Gap

While prior studies have offered meaningful insights into patterns of digital news consumption, notable gaps persist within the existing body of scholarship. In particular, although research on social media news use has been well established, existing work has largely concentrated on entertainment-oriented uses of TikTok, with fewer studies exploring how audiences interact with news content on the platform. This imbalance reflects the continued dominance of Western-focused perspectives in news and platform studies (Hendrickx, 2023).

Second, existing studies often emphasise content-related motivations without fully accounting for platform-specific content and design elements that shape audience experience in algorithm-driven environments (Mayer et al., 2025). In such environments, factors such as interface usability and design features exert a substantial influence on user behaviour. However, empirical research that integrates these perspectives within the context of short-form news consumption remains limited.

Third, there is a notable lack of context-specific research focusing on Malaysia, particularly among young adult audiences. Media use and news consumption are shaped by local cultural, linguistic, and sociopolitical conditions. Recent local studies indicate patterns of TikTok use among Malaysian youth that are relevant to this study (Tham et al., 2022). Existing Malaysian studies tend to examine social media use in general, with fewer studies focusing specifically on TikTok as a news platform or on the Malaysian Chinese audience (Pahore et al., 2018). In response to these gaps, the

present study adopts an extended U&G framework that incorporates selected TAM constructs to examine short-form news consumption on TikTok within the Malaysian context. By focusing on audience motivations and platform affordances, this research seeks to offer a more refined understanding of audience engagement with news on short-form video platforms.

2.7 Chapter Summary

This chapter has surveyed key theoretical and contextual scholarship relevant to the examination of short-form news consumption on TikTok. It began by introducing U&G theory as an audience-centred framework that explains media use in terms of active, goal-oriented behaviour. The chapter then traced the development of the theory from its theoretical foundations to its application in social media contexts. To address the limited attention of U&G in accounting for technological factors, selected TAM constructs were incorporated to extend the U&G framework. The extended U&G framework informed by TAM constructs provides a more comprehensive approach for understanding both audience motivations and platform-level influences. The chapter further examined scholarship on news consumption in Malaysia, with particular attention to the influence of short-form video platforms on contemporary news practices. It also delineated key gaps in existing research, thereby establishing the rationale for the present study and guiding the research design outlined in the subsequent chapter.

Chapter 3

Methodology

3.1 Research Design

Semi-structured interviews were used as the primary method of data collection, which provided a flexible yet systematic means of addressing the research objectives while enabling participants to express their perspectives in their own words. This adaptive quality of semi-structured interviews makes it possible to explore unexpected issues that may arise during the conversation. This is particularly important when examining media use practices that are shaped by personal habits and everyday experiences.

The research design is informed by U&G theory as applied in digital media studies, with a focus on classic gratification dimensions. In addition, two key concepts derived from TAM are incorporated to examine how platform-related features shape the conditions under which these gratifications are realised in news consumption on TikTok. This extended U&G framework, informed by selected TAM constructs, shaped the formulation of the interview questions and provided a conceptual basis for the analytical process. The qualitative material was subsequently examined through a thematic approach, following the systematic procedures outlined by Braun and Clarke (2006).

3.2 Sampling

A purposive sampling strategy was employed to recruit participants whose characteristics aligned with the research objectives. This sampling approach is widely applied in qualitative inquiry, as it enables focused engagement with individuals who have direct experience of the phenomenon under investigation. The purpose of this study was not to attain statistical representativeness, but to gain detailed insights into audience perspectives.

Three criteria were used to recruit participants. First, participants had to be Malaysian Chinese and currently residing in Malaysia. Second, they were required to have an active TikTok account and to use the platform regularly. Third, participants needed to have prior experience watching *ATVN One Minute* news content on TikTok. These criteria were intended to ensure that all participants had prior familiarity with both the platform and the specific news format examined in this research.

Twelve participants participated in the interviews. In qualitative research, a sample of this scale is generally regarded as adequate to support the recognition of recurring patterns and thematic insights. During the interview process, similar views and experiences began to emerge across interviews, suggesting that the sample size was adequate for addressing the research questions.

3.3 Data Collection

Semi-structured interviews took place across an extended timeframe. Each interview lasted approximately thirty to forty five minutes. Interviews were conducted either online using video conferencing tools or face to face, depending on participants'

availability and preference. This flexible approach helped to ensure that participants were comfortable during the interview process.

Before each interview, participants received clear information regarding the aims of the study and the procedures involved. Consent was obtained before the interview, and participants were informed that participation was voluntary. With permission from those involved, all interview sessions were audio recorded to support accurate transcription.

The interview guide was developed with reference to the study's conceptual framework. Participants were invited to discuss their general news consumption habits, their reasons for watching short form news videos on TikTok, and their experiences with *ATVN One Minute* content. Questions also explored participants' perceptions of platform features, such as video length, subtitles, presentation style, and ease of use. Additional questions were posed when necessary to clarify or elaborate on participants' responses. A full list of interview questions is included in Appendix A.

3.4 Data Analysis

The interview data were analysed through a thematic approach. This method was chosen because it allows the researcher to recognise and interpret recurring patterns in a systematic manner. Thematic analysis is suitable for studies guided by U&G theory, as it enables themes to be organised around theoretically informed concepts while remaining open to new insights.

All interview recordings were transcribed before analysis. The transcripts were

read several times to become familiar with the data. Initial codes were then generated by identifying segments of text related to audience motivations, perceived gratifications, and platform use experiences. These codes were reviewed and grouped into broader themes.

During the analysis process, themes were examined across participants to explore similarities as well as differences in their experiences. The final themes were developed by considering their relevance to the gratification dimensions and TAM concepts discussed in the literature review. In the analysis chapter, translated interview excerpts are used to support the findings and to illustrate participants' perspectives.

3.5 Ethical Considerations

Ethical principles were taken into account across all stages of the research. Involvement in the study was entirely voluntary, and participants were made aware that they could withdraw at any time without adverse consequences. Personal information provided by participants was kept confidential. To protect participants' identities, pseudonyms were used in the transcripts and in the final report. Any identifying details were eliminated from the data. Audio recordings and interview transcripts were stored securely and were available only to the researcher. These procedures were adopted to ensure that the study adhered to established ethical principles governing research with human participants.

Chapter 4:

Findings and Analysis

4.1 Introduction

This chapter reports the findings from the interviews conducted with twelve Malaysian Chinese audiences who regularly watch *ATVN One Minute* news videos on TikTok. The analysis focuses on participants' own descriptions of their viewing experiences, motivations, and reasons for engaging with short-form news content in their everyday lives.

Following the qualitative research design outlined in Chapter 3, the interview material was examined through a thematic approach. This approach allowed recurring patterns to be identified across participants' accounts while remaining grounded in their own words. The analysis adopts an audience-centred perspective and examines how participants describe their motivations for watching *ATVN One Minute*, as well as how they evaluate their experiences with the platform and the news format.

Based on the thematic analysis, six main gratification dimensions were identified. These include Information Seeking, Entertainment, Social Interaction, Personal Identity, Perceived Ease of Use, and Perceived Usefulness. The first four dimensions reflect established gratifications commonly discussed in U&G research, while the latter two capture participants' perceptions of platform-related features that shape their news consumption experience.

Table 4.1 summarises the gratification themes identified through the interviews and presents selected representative quotations from participants. The quotations

included in the table serve as the evidence base for the analysis in this chapter. All interview excerpts discussed in the following sections are drawn directly from Table 4.1 and are used to illustrate how each gratification dimension is expressed in participants' own words.

The remainder of this chapter is organised thematically. Each section focuses on one gratification dimension, moving from participants' descriptions of their experiences to interpretation of how these experiences relate to audience motivations and news consumption practices. Where relevant, the analysis briefly connects the findings to the research questions guiding the study.

Table 4.1*Summary of gratification themes identified in the interviews*

Gratification Dimension (U&G)	No. of Participants (n = 12)	Participant	Participants Quote
Information Seeking	12	P1	“I’d say I’m quite lazy when it comes to information. I don’t really enjoy reading long texts or going out of my way to search for news myself. If something is pushed to my feed, I’m more than happy to watch.”
		P2	“I want to know what happened recently... but I want it to be fast. I do not want to read long articles.”
		P4	“Usually one minute is enough. If the video is longer, I may not finish watching it.”
		P7	“For me it is practical information... if there are roadblocks or changes, I need to know,

			otherwise it affects my work.”
Entertainment	8	P3	“I do not see it as serious learning... I watch it when I want to relax.”
		P5	“Even though it is news, it feels more like entertainment... if it is too serious, I will skip it.”
Social Interaction	9	P1	“If the news is shocking, I will send it to my friends... so we can talk about it together.”
		P5	“Sometimes everyone is talking about the same news... if I do not know it, I cannot join the conversation.”
		P7	“I share some videos in driver groups... to remind others. We help each other this way.”

Personal Identity	7	P1	“When the news is about Chinese education, that is interested... related to our community.”
		P3	“Watching news in Mandarin feels closer to me... it feels like they are talking about people like us.”
		P8	“Some topics are about Chinese ... I find them really interesting to watch.”
		P2	“Actually, I don’t really like viewing news from a specific racial perspective. Why does news always have to be divided into ‘Chinese news’ and ‘non-Chinese news’? I watch ATVN because I want to know what is happening in Malaysia, such as petrol prices or the weather. I feel that my identity is more based on my personal interests.”
Perceived Ease of Use	12	P1	“I just lie down and swipe... I do not need to search. I do not need to think too much.”
		P4	“TikTok shows it to me automatically... I do not need to look for it myself.”
		P6	“It is very easy to understand... the subtitles are clear and the explanation is simple.”

Perceived Usefulness	10	P2	“After watching, I know which issue is hot... if I want more details, I will search later.”
		P7	“Some videos remind me to be careful, such as those highlighting financial scams or local dangers,... after watching, I pay more attention.”

Note. This table summarises the main gratification themes identified from participant interviews. All participant quotes are drawn from interview transcripts, and pseudonyms are used to protect participants' identities.

4.2 Information Seeking

Information seeking emerged as the most consistent motivation among the participants, with all twelve interviewees mentioning it in different ways. However, rather than actively searching for detailed news reports, participants described a preference for short, concise updates that allow them to stay informed with minimal effort. For many, *ATVN One Minute* functions as a convenient way to keep up with current events within their daily TikTok usage.

Several participants explained that they prefer short-form news because it reduces the effort required to access information. P1 clearly described this preference by stating that she does not enjoy reading long texts and prefers news that appears directly on her feed. She explained that *“I don’t really enjoy reading long texts or going out of my way to search for news myself. If something is pushed to my feed, I’m more than happy to watch”* (P1). This shows that participants often rely on news appearing on their feed, rather than actively searching for information.

The importance of brevity was also highlighted by other participants. P2 expressed a desire to know what has happened recently but emphasised that the information must be delivered quickly, stating that *“I want to know what happened recently... but I want it to be fast. I do not want to read long articles”* (P2). Similarly, P4 noted that short duration is crucial for maintaining attention, explaining that *“usually one minute is enough. If the video is longer, I may not finish watching it”* (P4). These responses indicate that participants value short-form news that fits easily into limited attention spans and busy routines.

While many participants focused on speed and efficiency, some described information seeking in more practical terms. P7 emphasised the importance of news that directly affects his daily life, particularly work-related information. He explained that “*for me it is practical information... if there are roadblocks or changes, I need to know, otherwise it affects my work*” (P7). In this case, news consumption is motivated by functional needs rather than general awareness, highlighting how information seeking can be shaped by personal circumstances.

Overall, these findings show that information seeking remains a core motivation for watching *ATVN One Minute*, but it is expressed through a preference for fast, concise, and easily accessible content. This finding directly addresses RQ1 by showing that audiences are motivated by a desire to stay informed without investing significant time or effort. It also addresses RQ2 by confirming Information Seeking as a key gratification dimension in short-form news consumption.

4.3 Entertainment

In addition to seeking information, entertainment emerged as an important motivation for participants watching *ATVN One Minute*. Many interviewees described their news viewing experience as light, casual, and relaxing, rather than serious or demanding. For these audiences, short-form news on TikTok provides a way to stay informed while also enjoying a sense of ease during their daily routines. News consumption, in this sense, is not framed as a task that requires concentration or effort, but as an activity that fits naturally into moments of rest and leisure.

Several participants explained that they do not approach *ATVN One Minute* as formal learning. Instead, they watch it when they want to relax or take a short break. P3 clearly expressed this feeling by stating that “*I do not see it as serious learning... I watch it when I want to relax*” (P3). This response suggests that entertainment is not separate from news consumption, but closely intertwined with it. The value of the news lies not only in the information provided, but also in the emotional comfort it offers during viewing.

Other participants similarly highlighted that the tone and presentation style of the videos influence whether they continue watching. P5 noted that even though the content is news, it feels closer to entertainment, and she tends to skip videos that appear too serious. As she explained, “*Even though it is news, it feels more like entertainment... if it is too serious, I will skip it*” (P5). This indicates that audiences expect short-form news on TikTok to match the platform’s overall entertainment-oriented atmosphere. When the presentation feels heavy or overly formal, it clashes with users’ viewing expectations and reduces their willingness to engage.

The entertaining nature of *ATVN One Minute* also makes news consumption feel less stressful. Participants did not describe feelings of pressure, responsibility, or obligation when watching these videos. Instead, news viewing was often framed as something enjoyable and easy to consume. This suggests that entertainment helps lower the psychological barrier associated with traditional news consumption, which is sometimes perceived as serious, tiring, or emotionally heavy. In contrast, short-form news allows audiences to remain informed without feeling overwhelmed.

Overall, these responses show that entertainment functions as a distinct and meaningful gratification in short-form news consumption. Participants are drawn to *ATVN One Minute* not only because it provides information, but because it presents news in a light and accessible way that fits their everyday media habits. This finding directly addresses RQ1 by showing that entertainment is a significant motivation for watching short-form news on TikTok. It also addresses RQ2 by confirming Entertainment as a distinct gratification dimension within the extended U&G framework.

4.4 Social Interaction

In addition to individual motivations, social interaction emerged as an important gratification for participants watching *ATVN One Minute*. The interview data suggest that short-form news videos function as social resources that help audiences connect with others in their everyday lives. Rather than consuming news in isolation, participants often use news content as a basis for conversation, sharing, and maintaining social relationships.

Several participants explained that staying updated with news helps them participate in conversations with friends and peers. P5 described how watching *ATVN One Minute* allows her to keep up with topics that others are discussing. She explained that “*sometimes everyone is talking about the same news... if I do not know it, I cannot join the conversation*” (P5). This response indicates that news consumption serves a social purpose by helping individuals avoid feeling excluded from group discussions.

In this sense, news becomes a form of social currency that enables participation in everyday interactions.

Sharing behaviour was another key aspect of social interaction identified in the interviews. Participants often mentioned forwarding news videos to others when they found the content meaningful or relevant. P1 noted that *“if the news is shocking, I will send it to my friends... so we can talk about it together”* (P1). This suggests that news videos act as conversation starters, allowing friends to react, discuss, and express opinions collectively. Watching and sharing news in this way strengthens social bonds and creates shared experiences.

Social interaction was not limited to peer groups but also extended to family and community networks. Some participants described sharing news videos for practical or caring reasons. P7 explained that *“I share some videos in driver groups... to remind others. We help each other this way”* (P7). This example shows that news sharing can function as a form of mutual support, where individuals use information to look out for one another. Similarly, participants mentioned sharing videos related to safety or public issues to ensure that others were informed.

Overall, these findings show that *ATVN One Minute* supports social interaction by providing content that can be discussed, shared, and used to maintain relationships. Social interaction therefore operates as a distinct gratification, in which news consumption helps audiences stay socially connected rather than merely informed. This finding directly addresses RQ2 by confirming Social Interaction as an important gratification dimension in short-form news consumption on TikTok.

4.5 Personal Identity

Personal identity emerged as a meaningful gratification for some participants, particularly in relation to language use and community-related content. For these viewers, watching *ATVN One Minute* was not only about receiving information, but also about feeling represented and acknowledged. However, the findings also show that identity-based motivations were not shared by all participants, indicating diversity in how audiences relate news consumption to their sense of self.

For several participants, language played an important role in shaping feelings of closeness and familiarity. P3 described watching Mandarin news as a more personal experience, explaining that it feels closer compared to other language options. As she stated, *“Watching news in Mandarin feels closer to me... it feels like they are talking about people like us”* (P3). This suggests that language serves purposes beyond the conveyance of information; it also creates emotional comfort and a sense of belonging in a multilingual media environment.

In addition to language, some participants linked identity gratification to community-related issues. P1 explained that news topics related to Chinese education and community affairs attracted her attention because they felt personally relevant. She noted that *“when the news is about Chinese education, that is interesting... related to our community”* (P1). For participants like P1, ATVN serves as a space where issues they care about are made visible, reinforcing a sense of recognition and relevance.

Similarly, P8 expressed interest in content connected to Chinese-related topics,

explaining that *“some topics are about Chinese... I find them really interesting to watch”* (P8). These responses indicate that personal identity gratification is not only tied to ethnicity itself, but also to the feeling that certain concerns and experiences are being addressed by the media.

However, the interviews also revealed clear alternative views. Not all participants welcomed a culturally framed approach to news. P2 explicitly expressed discomfort with what he described as a racial perspective in news reporting. He questioned why news should be categorised along ethnic lines and emphasised that his media use was driven by general informational needs rather than cultural identification. As he explained:

“Actually, I don’t really like viewing news from a specific racial perspective. Why does news always have to be divided into ‘Chinese news’ and ‘non-Chinese news’? I watch ATVN because I want to know what is happening in Malaysia, such as petrol prices or the weather. I feel that my identity is more based on my personal interests.”

(P2)

This contrasting view highlights that identity-based gratification is not universal among participants. While some audiences seek cultural connection and representation through Mandarin-language and community-focused news, others prioritise practical information and define their identity in more individual or interest-based terms.

Overall, these findings address RQ2 by showing that Personal Identity operates as a conditional gratification rather than a shared motivation among all participants. The diversity of responses suggests that Malaysian Chinese audiences should not be treated

as a homogeneous group in terms of identity needs. Instead, identity gratification varies depending on personal values, media expectations, and how individuals relate cultural background to their everyday news consumption.

4.6 Perceived Ease of Use

In addition to content-related motivations, participants' viewing behaviour was strongly influenced by the ease of using TikTok and watching *ATVN One Minute*. Many participants described the experience as simple, effortless, and requiring very little mental engagement. Rather than actively searching for news, they appreciated a viewing process that felt natural and almost automatic. In this sense, ease of use functions as an important gratification that supports continued engagement with short-form news on TikTok.

Several participants highlighted how the swipe-based interface allows them to consume news without deliberate effort. P1 described her viewing habit as highly passive, explaining that "*I just lie down and swipe... I do not need to search. I do not need to think too much*" (P1). This statement reflects how news consumption becomes seamlessly embedded into everyday routines. The platform design allows users to stay informed without actively planning or investing significant cognitive effort.

This preference for low-effort and easily processed news content can be understood through the Limited Capacity Model, which suggests that audiences favour media formats that place lower demands on cognitive resources (Lang, 2000).

Similarly, P4 emphasised that TikTok's automatic content delivery reduces the

need for intentional searching. He explained that “*TikTok shows it to me automatically... I do not need to look for it myself*” (P4). For these participants, ease of use is closely linked to algorithmic recommendation. News appears as part of their regular feed, making consumption feel effortless and convenient rather than purposeful or demanding.

Beyond navigation and discovery, participants also associated ease of use with how easily the news content could be understood. P6 highlighted the clarity of *ATVN One Minute*, stating that “*It is very easy to understand... the subtitles are clear and the explanation is simple*” (P6). This suggests that ease of use is not only about accessing content, but also about processing it. Clear subtitles and straightforward explanations reduce comprehension effort, making short-form news more approachable for audiences with limited time or mental energy.

Overall, these responses show that Perceived Ease of Use plays a significant role in motivating audiences to watch *ATVN One Minute*. Participants value a news format that requires minimal searching, minimal thinking, and minimal effort to understand. This finding directly addresses RQ1 by showing that ease and convenience motivate audiences to choose short-form news on TikTok. It also addresses RQ2 by confirming Perceived Ease of Use as a distinct gratification dimension within the extended U&G framework. Furthermore, the low-effort viewing experience helps explain why participants are willing to continue watching *ATVN One Minute*, providing a clear connection to RQ3 regarding satisfaction and continued use.

4.7 Perceived Usefulness

While Perceived Ease of Use relates to how easily audiences can consume news on TikTok, Perceived Usefulness concerns what audiences gain from watching *ATVN One Minute*. In this study, participants described usefulness mainly in terms of efficiency, awareness, and practical value in everyday life. Rather than viewing short-form news as superficial, many participants saw it as a helpful tool that allows them to quickly grasp key issues and decide whether further information is needed.

Several participants explained that *ATVN One Minute* helps them stay updated on important topics without requiring a large time investment. P2 described this clearly, explaining that watching the videos allows him to identify which issues are currently important, while leaving the option open to seek more details later. As he stated, “*After watching, I know which issue is hot... if I want more details, I will search later*” (P2). This suggests that usefulness lies not in providing exhaustive information, but in offering an efficient overview that supports informed decision-making.

For these participants, *ATVN One Minute* functions as a first step in the news consumption process. The videos help audiences quickly filter information and decide what deserves further attention. In this sense, usefulness is closely linked to time management. Instead of spending time reading long articles or watching extended broadcasts, participants rely on short videos to remain aware of key developments while fitting news consumption into their daily routines.

In addition to efficiency, participants also described usefulness in terms of practical outcomes. P7 highlighted how certain news videos increase his awareness of

risks and encourage more careful behaviour. He explained that “*Some videos remind me to be careful, such as those highlighting financial scams or local dangers, ... after watching, I pay more attention*” (P7). This response shows that usefulness is not only cognitive, but also behavioural. News content is valued when it helps audiences make safer or more informed choices in everyday life.

Overall, these findings show that Perceived Usefulness is an important gratification obtained from watching *ATVN One Minute*. Participants value the platform for its ability to deliver timely and relevant information that supports awareness, caution, and efficient decision-making. This finding addresses RQ2 by confirming Perceived Usefulness as a distinct gratification dimension within the extended U&G framework. It also addresses RQ3 by showing that when audiences perceive short-form news as practically helpful, they are more likely to feel satisfied and continue watching *ATVN One Minute* on TikTok.

4.8 Chapter Summary

This chapter examined the motivations underlying the consumption of *ATVN One Minute* among the Chinese-language audiences interviewed in this study. Drawing on a thematic analysis of the interview data, the findings show that short-form news consumption on TikTok is shaped by a combination of content-related motivations and platform-related gratifications.

Information Seeking emerged as the most consistent motivation across participants. However, rather than actively searching for in-depth news, participants

preferred fast, concise updates that allowed them to stay informed with minimal time and effort. This reflects a pattern of brief and efficient news consumption that fits easily into everyday routines. Entertainment also played an important role. Participants described watching *ATVN One Minute* as a relaxing and low-pressure activity, where news is consumed in an enjoyable and accessible manner rather than as a serious or demanding task.

Social Interaction further extended the role of news beyond individual use. The findings show that participants use news videos as social resources, sharing them with friends to support conversation and with family members as a form of care and responsibility. In this sense, news consumption on TikTok is closely embedded in everyday social relationships. Personal Identity emerged as a relevant gratification for some participants, particularly through language use and community-related topics. At the same time, the findings also revealed differing views, with some participants expressing discomfort toward culturally framed news and prioritising general information over identity-based meanings. This highlights diversity within the sample rather than a single shared identity orientation.

In addition to these established gratifications, Perceived Ease of Use and Perceived Usefulness were found to play a central role in shaping audience experiences. Participants valued the low-effort, swipe-based interface and clear presentation, which reduced cognitive demands, as well as the practical usefulness of the content for managing daily life. Together, these technology-related gratifications contributed to satisfaction and the intention to continue watching *ATVN One Minute*.

Overall, the findings demonstrate that short-form news consumption among the participants in this study is driven by a combination of informational needs, enjoyment, social considerations, identity-related meanings, and platform convenience. These findings form an empirical basis for the subsequent chapter, which examines the study's theoretical and applied implications, addresses its constraints, and identifies avenues for future inquiry.

Chapter 5:

Discussion and Conclusion

5.1 Introduction

This chapter examines and interprets the main findings presented in Chapter 4, with the purpose of clarifying their broader significance for understanding short-form news consumption on TikTok. Drawing on the thematic interpretation of semi-structured interviews conducted with twelve Malaysian Chinese audiences who watch *ATVN One Minute*, the discussion situates the findings within existing scholarship on U&G and digital news consumption.

Building on the extended U&G framework outlined in Chapters 2 and 3, this study examined both content-related motivations and platform-related factors that shape audience engagement with short-form news. In particular, the analysis incorporated Perceived Ease of Use and Perceived Usefulness as complementary constructs informed by TAM, allowing for a more nuanced understanding of how technological features interact with audience motivations in a platform-based media environment.

Rather than treating audiences as a homogeneous group, the findings highlight diversity within the sample in terms of motivations, viewing habits, and identity orientations. The discussion in this chapter therefore focuses on patterns that emerged across participants, while recognising variations in how different individuals experience and interpret short-form news content. The aim is not to generalise these findings to all Malaysian Chinese audiences, but to reflect the range of perspectives observed among the interviewees in this study.

This chapter proceeds by first the study findings in relation to the three research

questions, connecting these identified gratification dimensions to existing literature on news snacking, infotainment, social interaction, and technological convenience. It then considers the theoretical implications of adopting an extended U&G framework in the context of short-form video news, followed by practical implications for news producers operating on TikTok. The chapter concludes with a discussion of the study's limitations and outlines directions for future research.

5.2 Discussion of Findings

The findings of this study reveal that Malaysian Chinese audiences' engagement with *ATVN One Minute* on TikTok is shaped by a combination of content-based motivations and platform-related conveniences. Overall, the results are consistent with the U&G perspective, which views audiences as engaged media users who make deliberate choices to meet particular needs. At the same time, the findings also demonstrate how these motivations are reshaped within a short-form, algorithm-driven video environment.

In response to RQ1, Information Seeking emerged as the most consistent motivation across the participants. However, the nature of information seeking identified in this study differs from traditional news consumption patterns. Rather than actively searching for detailed or in-depth news reports, participants preferred short, concise updates that allowed them to remain informed with minimal time and cognitive effort. This behaviour closely reflects what Costera Meijer (2007) describes as "news snacking," where audiences consume news in brief moments throughout the day. For

the participants in this study, *ATVN One Minute* functions as a convenient checkpoint for staying updated, integrated seamlessly into their everyday TikTok use. This suggests that information seeking in short-form news contexts is increasingly driven by efficiency and accessibility rather than depth.

Entertainment also emerged as a significant motivation, addressing RQ1 and reinforcing RQ2. Although *ATVN One Minute* focuses on news content, participants frequently described their viewing experience as relaxing and low-pressure. Watching short-form news was often framed as a casual activity rather than a serious or demanding task. This finding supports the idea that the boundary between information and entertainment has become blurred in digital media environments, particularly on platforms like TikTok. Such a shift toward entertainment-style news aligns with the concept of infotainment described by Thussu (2007). For these participants, the value of news lies not only in what is reported, but also in how it makes them feel during consumption. The infotainment style of *ATVN One Minute* allows audiences to stay informed while enjoying a sense of ease and emotional comfort, which enhances their willingness to engage with news content regularly.

With regard to RQ2, Social Interaction was identified as an important gratification obtained from watching *ATVN One Minute*. The findings show that news consumption on TikTok is not limited to individual use, but is embedded within participants' social relationships. Many participants described how watching and sharing news videos helped them maintain conversations with friends, avoid feeling left out, and express care for others. News content often functioned as social currency, providing shared

topics for interaction, particularly among younger participants. This pattern aligns with broader research on content sharing, which suggests that emotionally engaging and easily consumable content is more likely to circulate within social networks (Berger, 2013). At the same time, sharing practices were highly selective. Participants distinguished clearly between sharing news with friends for discussion or entertainment and sharing information with family members for protective or supportive purposes. This demonstrates that social interaction in short-form news consumption is multi-layered and context-dependent, extending beyond simple content sharing.

In terms of Personal Identity, the findings reveal a more complex and divided pattern among the participants, addressing RQ2. For some viewers, identity gratification was closely linked to language and community-related issues. Watching Mandarin news and seeing coverage of Chinese community concerns created a sense of familiarity and relevance, making the content feel closer to their lived experiences. However, this motivation was not shared by all participants. Several interviewees expressed discomfort with a strong ethnic framing of news and preferred to view their identity in more civic or interest-based terms. These participants watched ATVN primarily for practical information about Malaysian society rather than for cultural affirmation. This divergence highlights the heterogeneity within the sample and challenges assumptions that ethnic audiences uniformly seek ethnic-based gratifications.

Finally, the findings related to the extended dimensions address both RQ2 and RQ3. The incorporation of these technology-related gratifications helps explain why

participants continue to engage with short-form news on TikTok. The swipe-based interface, automatic content delivery, and clear visual design significantly reduced the effort required to access news. Participants repeatedly emphasized how easy it was to watch *ATVN One Minute* without searching or thinking too much. In addition, the usefulness of the content was evaluated based on practical outcomes, such as quickly identifying important issues, avoiding scams, or staying alert to local changes. When participants perceived the platform as both easy to use and practically helpful, they reported higher satisfaction and a stronger intention to continue watching.

Overall, these findings demonstrate that short-form news consumption among the participants in this study is driven by an extended set of gratifications. Traditional gratification dimensions remain relevant, but they are closely intertwined with platform-related conveniences. This confirms the value of adopting an extended U&G framework informed by TAM constructs for understanding news consumption in algorithm-driven, mobile-first environments.

5.3 Implications of the Study

5.3.1 Theoretical Implications

This research offers several theoretical contributions to research on news consumption and audience motivations in digital media environments. First, the findings support the continued relevance of the U&G framework in explaining why audiences engage with news content, even within highly algorithm-driven platforms such as TikTok. The analysis shows that classic gratification dimensions remain

meaningful for understanding short-form news consumption. However, these gratifications are expressed in ways that reflect the affordances and constraints of short-form video platforms.

By incorporating the extended dimensions as complementary constructs informed by TAM, this study demonstrates the value of adopting an extended U&G framework. Rather than replacing U&G, the inclusion of these constructs helps explain how platform characteristics shape the conditions under which gratifications are obtained. The findings indicate that audience motivations are not driven solely by content needs, but are also influenced by how easily and efficiently news can be accessed and understood. This supports recent arguments that technological factors should be treated as enabling gratifications within U&G-based analyses of digital media use.

In addition, the findings contribute to U&G research by highlighting variation within identity-related gratifications. While some participants experienced a sense of cultural closeness when consuming Mandarin news that addressed Chinese community issues, others rejected a culturally framed interpretation of news consumption and prioritised general informational needs instead. This divergence suggests that identity gratifications are not uniform even within linguistically or culturally defined audience groups. The findings therefore caution against treating identity-based motivations as fixed or universal, and instead point to the importance of recognising diversity within audience interpretations and media use practices.

Overall, the study extends U&G theory by demonstrating how traditional gratification categories interact with platform-level factors in a short-form video

context. It suggests that future research on digital news consumption may benefit from examining how technological convenience shapes the expression of established audience motivations rather than positioning technology as a separate explanatory framework.

5.3.2 Practical Implications

From an applied perspective, the study's findings offer useful insights for news organisations as well as content creators operating on short-form video platforms. The strong emphasis on information efficiency suggests that audiences value news content that delivers key points quickly and clearly. News producers should therefore prioritise concise storytelling, clear structure, and early presentation of the main message, particularly within the first few seconds of a video.

The findings also highlight the importance of presenting news in an engaging and accessible manner. Participants responded positively to content that felt light, visually appealing, and easy to follow, indicating that entertainment does not undermine the informational value of news but can enhance audience engagement. News organisations targeting short-form platforms may benefit from adopting an infotainment-style approach that balances seriousness with approachability, especially when addressing younger audiences. From a critical perspective, scholars have cautioned that the growing emphasis on entertainment in news media may have implications for the depth of public discourse (Postman, 1985).

In terms of social interaction, the study shows that audiences use news content as

a resource for conversation, sharing, and care within their social networks. This suggests that news producers should consider how content may circulate beyond individual viewing. Creating videos that are easy to share and relevant to everyday concerns, such as scams, public safety, or community issues, may encourage audience-driven distribution and increase reach.

Finally, the findings regarding the extended dimensions underline the importance of platform-sensitive design. Features such as clear subtitles, simple explanations, and compatibility with passive viewing habits contribute significantly to user satisfaction. News organisations should therefore treat platform usability and visual accessibility as integral components of content strategy rather than as secondary technical considerations.

Overall, these implications suggest that effective short-form news production requires attention not only to journalistic content, but also to audience routines, social contexts, and platform affordances. By aligning content strategies with audience motivations and technological expectations, news producers can enhance both engagement and sustainability in algorithm-driven media environments.

5.4 Limitations of the Study

Despite its contributions, this study has a number of constraints that should be acknowledged. First, the study adopted a qualitative design with a relatively small sample size of twelve participants. While this approach enabled a detailed examination of audience perspectives and interpretations, the findings cannot be generalised

statistically. The results reflect the perspectives of the specific participants involved rather than the Malaysian Chinese population as a whole.

Second, the sample consisted largely of younger users and regular TikTok viewers, which may have shaped the prominence of motivations such as efficiency, entertainment, and ease of use. Audiences with different age groups, media habits, or levels of digital literacy may experience short-form news differently. Therefore, the findings should be understood as reflecting diversity within the sample rather than representing a uniform pattern of behaviour.

Third, the study focused on a single news account, *ATVN One Minute*. The gratifications identified may be influenced by the specific presentation style, language choice, and content focus of this account. Other short-form news providers on TikTok may generate different audience responses. Finally, while the study examined participants' perceptions of platform convenience, it did not explore in depth how algorithmic recommendation shapes exposure to news content. This remains an important area for future research.

5.5 Recommendations for Future Research

Although the present research offers qualitative insight into the motivations of Malaysian Chinese audiences who watch *ATVN One Minute* on TikTok, several directions for future research can be identified. First, future studies could conduct comparative analyses of different short-form news providers, such as Sin Chew's *Pocketimes* or China Press's *News Highlights*. Comparing multiple accounts may help

determine whether differences in presentation style, language use, or topic selection lead to different gratification patterns among audiences.

Second, future research may adopt a quantitative approach to test the relationships identified in this study on a larger scale. For example, survey-based studies could examine how the extended dimensions are associated with user satisfaction and continued viewing intention across a broader population. Such studies would help assess the generalizability of the gratification dimensions identified in this qualitative research.

In addition, future studies could explore audiences' awareness of algorithmic recommendation systems. As TikTok plays an active role in shaping news exposure, investigating how users perceive and respond to algorithmically delivered news content may further refine the application of the U&G framework in algorithm-driven media environments.

Finally, given Malaysia's multicultural context, future research could conduct cross-ethnic comparisons involving Malay, Chinese, and Indian audiences. This would allow researchers to better understand how cultural background, language preference, and social identity influence motivations for consuming short-form news, and whether the patterns observed in this study are shared or differ across communities.

5.6 Conclusion

This research explored the motivations of Malaysian Chinese audiences who watch *ATVN One Minute* on TikTok through an extended U&G framework informed

by selected TAM constructs. Based on qualitative interviews, the findings show that participants actively engage with short-form news as a way to balance information needs with the constraints of time, attention, and daily routines.

Across the interviews, Information Seeking emerged as a central motivation, but it was expressed through a preference for fast, concise, and easily accessible content rather than in-depth news consumption. Entertainment also played an important role, as participants valued news that was presented in a light and relaxing manner. Social Interaction was reflected in selective sharing practices, where news videos were used as tools for conversation, bonding, and care within different social groups. Personal Identity was meaningful for some participants through language and community-related content, although this motivation was not shared by all, highlighting diversity within the sample.

In addition, the technological gratifications of the extended dimensions were found to strongly shape participants' viewing experiences. The swipe-based interface, clear subtitles, and short duration reduced the effort required to consume news, while the practical value of the content enhanced participants' sense of usefulness in daily life. Together, these factors contributed to higher satisfaction and a stronger intention to continue watching short-form news on TikTok.

Overall, this study demonstrates that the appeal of *ATVN One Minute* for the participants lies in its ability to deliver meaningful information in an efficient, accessible, and engaging format. Rather than representing the behaviour of Malaysian Chinese audiences as a whole, these findings should be understood as reflecting

diversity within the study sample. By focusing on audience experiences and platform-related conditions, this research offers a clearer account of how short-form news fits into everyday media use in the digital era.

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Appendix A

Interview Question Guide

Research Questions	Interview Questions	
RQ1: What are the main motivations of Malaysian Chinese TikTok users for watching <i>ATVN One Minute</i> news videos?	1	How often do you usually use TikTok?
	2	What type of content do you most often watch on TikTok?
	3	Why do you watch <i>ATVN One Minute</i> news videos on TikTok? (Information Seeking, Diversion and Escape)
	4	Compared to other news sources (e.g., traditional TV, newspapers, or other social media), what makes you choose (or not choose) <i>ATVN</i> ? (Perceived Usefulness)
RQ2: What are the dimensions of gratifications obtained from these videos, including the four established U&G dimensions and two further extended gratifications?	5	What do you feel you gain from watching these news videos? (Information Seeking, Diversion and Escape, Social Interaction)
	6	When you're watching <i>ATVN One Minute</i> , what do you usually hope to get out of them? Are you looking to stay up-to-date with the news, or is it more of a way to relax, or perhaps to find something to talk about with friends? (Information Seeking, Diversion and Escape, Social Interaction)
	7	Do you share <i>ATVN One Minute</i> with friends or family? Why or why not? (Social)

		Interaction)
	8	Do you discuss these videos with others, either online or offline? (Social Interaction)
	9	Do you feel a sense of shared identity or belonging when watching <i>ATVN One Minute</i> that focuses on Malaysian Chinese issues? (Personal Identity)
	10	Do you think ATVN's TikTok news videos are easy to understand? (Perceived Usefulness)
	11	Compared with traditional news (TV/newspaper), do you find this kind of short video more time-saving and labor-saving? Do you think it is convenient to operate or watch these videos? (Perceived Usefulness)
	12	Do you think <i>ATVN One Minute</i> actually help you? For example, can these videos help you grasp the news focus faster? (Perceived Usefulness)
	13	Do you think this form of news can meet your daily needs for information access? (Perceived Usefulness)
RQ3: How do these gratifications influence their	14	Are you satisfied with <i>ATVN One Minute</i> on TikTok? Why or why not? (All

satisfaction and intention to continue watching?		Gratifications)
	15	How do the host's delivery style, subtitles, editing, and visuals influence your experience when watching <i>ATVN One Minute</i> ? (All Gratifications)
	16	In what areas do you think these videos could be improved? (All Gratifications)
	17	Do you intend to continue watching <i>ATVN One Minute</i> news videos on TikTok in the future? Why or why not? (All Gratifications)

Appendix B

Demographic Profile of Interview Participants

Code	Gender	Age	Occupation/Major	TikTok Usage (Daily)
P-01	Female	21	Student (Media Communication)	> 4 hours
P-02	Male	20	Student (Business Management)	2-3 hours
P-03	Female	22	Student (Psychology)	~3 hours
P-04	Male	21	Student (Computer Science)	1-2 hours
P-05	Female	23	Student (Marketing)	> 5 hours
P-06	Male	19	Student (Accounting)	2 hours
P-07	Male	30	Grab Driver	3 hours
P-08	Female	45	Housewife	1.5 hours
P-09	Male	20	Student (Civil Engineering)	2-3 hours
P-10	Male	29	Real Estate Negotiator	2 hours
P-11	Female	35	Admin Executive	2 hours
P-12	Male	50	Businessman	1-2 hours

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ATVN: A Uses and Gratifications Analysis of *ATVN One Minute* on TikTok Among Malaysian Chinese Audiences

Abstract

This qualitative study examines the motivations and gratifications of Malaysian Chinese audiences who watch *ATVN One Minute*, a short-form news series on TikTok. As TikTok has emerged as a prominent channel for news consumption, this study draws on **Uses and Gratifications (U&G) theory** to examine audience engagement with news content on a platform primarily associated with entertainment. Semi-structured interviews were conducted with twelve regular viewers.

The analysis adopts an extended U&G framework that focuses on four classic gratification dimensions, namely **Information Seeking, Entertainment, Social Interaction, and Personal Identity**. In addition, **the** framework incorporates **Perceived Ease of Use and Perceived Usefulness as** technology-related factors informed by **the Technology Acceptance Model (TAM)**.

The findings show that *ATVN One Minute*'s concise format, visual presentation, and practical informational value contribute to audience satisfaction and continued viewing. This study provides insights into how short-form digital news can attract and retain audiences in contemporary media environments.

Keywords: Uses and Gratifications Theory, TikTok, Malaysian Chinese audiences, Short-form News, News Consumption