

مجلة البحوث الإعلامية

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المتخصصين في تحديد صلاحية المادة
للنشر.

○ ألا يكون البحث قد سبق نشره في أي مجلة
علمية محكمة أو مؤتمراً علمياً.

○ لا يقل البحث عن خمسة آلاف كلمة ولا
يزيد عن عشرة آلاف كلمة... وفي حالة
الزيادة يتحمل الباحث فروق تكلفة النشر.

○ يجب ألا يزيد عنوان البحث -الرئيسي
والفرعي- عن ٢٠ كلمة.

○ يرسل مع كل بحث ملخص باللغة العربية
وأخر باللغة الانجليزية لا يزيد عن ٢٥٠
كلمة.

○ يزود الباحث المجلة بثلاث نسخ من البحث
مطبوعة بالكمبيوتر.. ونسخة على CD،
على أن يكتب اسم الباحث وعنوان بحثه
على غلاف مستقل ويشار إلى المراجع
والهوامش في المتن بأرقام وترد قائمتها في
نهاية البحث لا في أسفل الصفحة.

○ لا ترد الأبحاث المنشورة إلى أصحابها....
وتحتفظ المجلة بكافة حقوق النشر، ويلزم
الحصول على موافقة كتابية قبل إعادة نشر
مادة نشرت فيها.

○ تنشر الأبحاث بأسبقية قبولها للنشر.

○ ترد الأبحاث التي لا تقبل النشر لأصحابها.



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■ Usage of TikTok and Anxiety among Egyptian Teenagers
and Youth during Covid19 Pandemic

Prof. Shaima'a Zoelfakar

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• يتم إعدآه تقففر المجلات المحلية المصرية دورىآ فى شهر بونرر من كل عام و يكون التقففر الجدرر سارىآ للسهة التآلرر للنشر فى ههه المجلات.

● **Usage of TikTok and Anxiety among
Egyptian Teenagers and Youth during
Covid19 Pandemic**

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● **استخدامات التيك توك ومعدلات القلق بين الشباب والمراهقين المصريين
أثناء وباء كوفيد 19**

● أ.د. شيماء ذوالفقار زغيب

الأستاذ بقسم الإذاعة والتلفزيون بكلية الإعلام جامعة القاهرة

Abstract

Drawing on an online survey of 232 Egyptian teenagers and youth of TikTok users during Covid19 Pandemic to investigate the impact of their motivations (gratifications sought) of using this platform, the anxiety status level, and the demographic variables on the level of using TikTok and the kinds of uses. The findings showed that the motivations of escapism and fame seeking, in addition to the school economic level increased the level of TikTok usage while there was a negative effect of users' age. There was no effect of anxiety level on both TikTok level of usage and on kinds of TikTok uses. The implications of the findings are discussed.

Key Words: TikTok, anxiety, Covid19, motivations, gratifications, fame seeking, escapism, self- expression, social interaction

ملخص الدراسة

بالاعتماد على استطلاع عبر الإنترنت لـ 232 مراهقاً وشاباً مصرياً من مستخدمي التيك توك خلال وباء كوفيد 19 ، تم رصد تأثير دوافعهم (الإشباع المطلوب) لاستخدام هذه المنصة، ومستوى حالة القلق، والمتغيرات الديموغرافية على مستوى استخدام التيك توك، وأنواع الاستخدامات، وقد أظهرت النتائج أن دوافع الهروب من الواقع والبحث عن الشهرة بالإضافة إلى المستوى الاقتصادي للمدرسة زادت من مستوى استخدام التيك توك، بينما كان هناك تأثير سلبي لسن المستخدمين، في حين لم يكن هناك تأثير لمستوى القلق على كل من استخدام التيك توك وأنواع استخداماته.

الكلمات المفتاحية: التيك توك، القلق، كوفيد19 ، الدوافع، الإشباع، البحث عن الشهرة، الهروب، التعبير عن الذات، التفاعل الاجتماعي

Introduction

TikTok has been launched in China in 2016 and spread after that all over the world. It's a video-sharing application that provides the ability to create lip-synched or short music videos for 3 to 60s (Chakraborty, Kapoor, & Ilavarasan, 2020). TikTok is currently one of the most influential and widely used social media platforms in the world (Iqbal, 2020). It has been downloaded 113 million times in February 2020 alone and has surpassed the engagement rate of Instagram and Twitter (Hub, 2020).

Over 60% of TikTok users are comprised of Generation Z, which refers to users born after 1996. Generation Z is one of the most diverse generations yet, with high levels of education, digital nativism, social and cultural awareness and a high tendency to be more expressive (Goss, 2020). The platform is popular especially among women aged 18–24 (Zulli & Zulli, 2020), to the extent that it is considered a celebration of girlhood (Kennedy, 2020).

Coronavirus lockdown was to thank for the exponential rise in TikTok's use and visibility. During the first week of lockdown in the United Kingdom, downloads of the app increased by 34 percent (Kale, 2020), while in the United States the first three weeks of March saw an increase of 27 percent compared to the same period in February (Stassen, 2020). The "frivolous and funny videos of people dancing round their bedrooms is actually the perfect antidote to isolation" (Preskey, 2020). TikTok facilitates the viral spectacle of girls' bedroom culture (Kennedy, 2020).

For young adults in particular, the WHO suggests staying connected through social media and making every attempt to stay positive. TikTok has the potential, not only to convey important health information, but to deal with different aspects of the COVID-19 pandemic as well (Basch, Hillyer, & Jaime, 2020). However, TikTok was found as an underused method for disseminating health content (Zhu, Xu, Zhang, Chen, & Evans, 2020).

There was about 7.2 million active users of TikTok in Egypt by the end of 2020. Almost about 64% of the Egyptian users are between 18 and 24 years old (Aly, 2020). Consequently, this study will investigate the motivations of using TikTok among teenagers and young youth during covid-19 pandemic, and the kinds of this use.

Literature Review:

Uses and gratifications of social media:

By searching three large academic databases that revealed 24 studies examining the uses and gratifications of Facebook, Ryan, Chester, Reece, and Xenos (2014) found that the most popular motivations for Facebook use were relationship maintenance, passing time, entertainment and companionship .

Gratifications may vary depending on the user's end goals of social media use and will likely influence the platform they seek out. For example, Joinson (2008) identified six unique motivations of Facebook usage: social connection, shared identities, content, social investigation, social network surfing and status updating.

In another example, college students in one study that applied uses and gratifications theory to understand the ways social networking sites such as Facebook, Twitter, Instagram and Snapchat lead to higher social capital by "fostering systems of norms' that ultimately leads to positive social outcomes (Phua, Jin, & Kim, 2017), p. 121. On YouTube, people viewed video for information seeking, shared video

for entertainment, and co- viewed for social interaction (Haridakis, 2009).

In a study conducted on 186 adolescents and adults of Facebook photo-taggers, Nine gratifications were found that were: likes and comments, social influence, peer pressure, gains popularity, entertainment, feels good, social sharing, affection, and convenience (Dhir, Chen, & Chen, 2017).

In a study conducted on 265 adults aiming to explore the discrepancy between gratifications obtained (GO) and gratifications sought (GS) from social networking sites and whether it affected users' satisfaction and continuance of use.

The basic sought gratifications underlying the use of SNSs were classified into six constructs: seeking information, seeking entertainment, convenience, seeking socialization, seeking social support, and escapism. User satisfaction with SNSs became greater when GO exceeded GS (Bae, 2018).

In a study conducted in China on 297 WeChat users, the results showed that technology gratifications (Media Appeal) had the greatest effect on the continuance intention to use WeChat, followed by hedonic gratification (perceived enjoyment) and utilitarian gratification (information sharing) (Gan & Li, 2018). Another study classified the motivations of individuals in using social media technology into five major classes: the need for social interaction, to ease tension, to fulfill influential or emotional needs, to address cognitive needs, and achieve self- integration (Mathew, Guru, Mahadevaswamy, & Devanoor, 2018).

In a study conducted in Malaysia on the uses and gratifications of social TV, results showed that the motivations of using social TV were relaxation, daily routine, access to information, entertainment, escape from reality, and the search for new friends (Habes, 2019).

Based on UGT & the social influence theory (SIT), a study conducted on 379 microblog users in China to investigate the factors that affect their continuous content contribution behaviours. Results showed that perceived gratifications had a positive but trivial effect on continuous content contribution behaviours. Users' perceived gratifications was also positively affected by the antecedents of self-expression and the attributes of microblogs (i.e. accessibility and interactivity) (X. Liu, Min, & Han, 2020).

In a study of the uses and gratifications of social media in the Middle East and North Africa, a questionnaire was conducted on 561 users, results showed that social media delivered positive gratifications like online social activity and negative gratifications like social media addiction and distraction from daily tasks (Taha, 2020).

In a study on the uses and gratifications of adolescents and pre-adolescents of TikTok in Denmark, Bossen and Kottasz (2020) found that pre-adolescents were more active and heavier users of TikTok than adolescents. The contributory behaviours of the users were motivated by expanding social networks, fame-seeking, self-expression and identity-creation needs.

In a study on 385 TikTok users in Malaysia, results showed that users' motivations, not personality traits, have significant influence on TikTok use. The most significant motivations of using TikTok were archiving, self-expression, social interaction and escapism (Omar & Dequan, 2020).

A study on women farmers in the United States of America was conducted drawing on UGT to explore how they view the role of social media for their agricultural practice. Results showed that they used social media to engage with customers, exchange information, and provide emotional connection. Their satisfaction varied with different social media platforms (Daigle & Heiss, 2021).

A study conducted in India in 2020 to understand the reasons of non-usage of TikTok. A qualitative approach was used by conducting twenty in-depth semi-structured interviews. The findings indicated that individuals disliked TikTok because it led to a waste of time, did not contribute to knowledge, and included unrealistic and unethical content. People appeared to be concerned about the social stigma attached to it (Chakraborty et al., 2020).

Using social media and TikTok during Covid-19:

A study conducted on 385 Nigerians to investigate the factors that lead to sharing fake news on Covid-19 depending on UGT. The results showed that altruism was the most significant factor. It was also found that social media users' motivations were information sharing, socialization, information seeking and pass time, but there was no significant association between sharing false information and entertainment motivation (Apuke & Omar, 2021).

A study on the uses of TikTok in Turkey during Covid-19 Pandemic was conducted on 500 youngsters and teenagers in four big provinces. The study showed that TikTok had effects on personal, academic and social life of youngsters and teenagers (Memon & Alavi, 2020).

In a study on the exposure of girls to celebrities' videos on TikTok during Covid-19, the results showed that the corona virus crisis intensified the young female celebrity culture (Kennedy, 2020).

In a study conducted to describe the content of COVID-19 material on TikTok in 100 videos posted under the hashtag #Coronavirus along with 17 posts uploaded by the World Health Organization (WHO). Results showed that the videos were viewed 1,194,081,700 times. The most commonly cited topics included anxiety (14.5%) with more than 190.6 million views and quarantine (10.3%) with 106.6 million views. Fewer than 10% of videos mentioned how the virus is transmitted, symptoms, and prevention. WHO videos focused on viral

transmission and symptoms but covered these topics in fewer than 10% of the videos. Although research suggests that cases of COVID-19 may be less severe in those young youth, social distancing remains paramount due to the possibility of transmission even in those with minimal or no symptoms (Basch et al., 2020).

In an online survey conducted on 823 persons in Europe to investigate the effect of social media including TikTok during the Covid-19 pandemic and the quarantine measures on well-being, results showed that TikTok use was not associated with well-being (Masciantonio, Bourguignon, Bouchat, Balty, & Rimé, 2020).

In a study conducted on a sample of 802 Chinese netizens in February 2020 to explore the predictive role of social media use on public preventive behaviours in China during Covid-19 pandemic and the effect of disease knowledge and eHealth literacy on this relationship. Results showed that social media use frequency rather than time significantly predicted preventive behaviours for covid-19. Disease knowledge affected this relationship negatively while eHealth literacy affected it positively (Li & Liu, 2020).

A study conducted on 1118 Chinese citizens during the rapid spread of Covid-19 pandemic to explore the relationship between media exposure and anxiety. Results showed that all kinds of media cause traumatization to their audience during the pandemic (C. Liu & Liu, 2020).

A study conducted on 3088 Chinese social media users during Covid-19 pandemic to investigate gender differences of depression and anxiety. Results showed that females were experiencing more severe stress and anxiety symptoms, while males showed better resilience to stress (Hou, Bi, Jiao, Luo, & Song, 2020).

Comments on Literature review:

The previous studies can be divided into studies before Covid-19 that focused on the motivations of using TikTok and studies during Covid19 that investigated the effect of the pandemic on the motivations of using TikTok and its relationship with anxiety, stress and depression. Most of the studies depended on UGT and used an online questionnaire specially during the pandemic. Few studies conducted a content analysis on the platform and videos presented on it, either before or during the pandemic.

Uses and Gratifications Theory:

The Uses and Gratifications theory posits that when a medium fulfils the expected gratifications initially sought, this leads to insistent use of the medium (Palmgreen, Wenner, & Rayburn, 1980). However, UGT research countered a criticism that the theory has been used in such a general way that it offered weak predictive capabilities and vague gratifications (Ruggiero, 2000).

Due to the growth in the number of SNS users, a sizable body of research has focused on why people devote a substantial amount of their time and energy to engaging in social networking (Bae, 2018). The UGT framework has been used to explain how and why people actively seek specific types of media (Palmgreen et al., 1980).

UGT has been helpful for understanding social media behaviours as it is based on the analysis of user-generated content that requires active users (Athwal, Istanbuluoglu, & McCormack, 2019).

Very few studies have distinguished between gratifications sought and gratifications obtained (Bae, 2018). Much of the existing UGT research examines what gratifications individuals seek in a social media context (N. Park, Kee, & Valenzuela, 2009).

Although some differences have been observed across specific Internet applications, the fundamental needs or motivations underlying

Internet use are generally similar. The basic motivations underlying the use of SNSs can be classified into six constructs; seeking information, seeking entertainment, convenience, seeking socialization, seeking social support, and escapism (Bae, 2018).

For instance, researchers have found that seeking entertainment is significantly related with social networking behaviour (Chiang, Chiang, & Lin, 2013). Other researchers have found that seeking information is the strongest predictor of social networking behaviour (C. S. Park, 2013). Socializing has also been identified as the primary motivation for social networking ((Han, Min, & Lee, 2015; Jung, 2016) Researchers have also identified escapism as predictor of social networking (Nam, 2014).

Some recent studies tried to provide specific gratifications derived from specific features of specific social media (Dhir et al., 2017), rather than merely mirror gratifications identified in early forms of media (Sundar & Limperos, 2013).

Gratifications may vary depending on the user's end goals of social media use and will likely influence the platform they seek out. For example, Joinson (2008) identified six unique motivations of Facebook usage: social connection, shared identities, content, social investigation, social network surfing and status updating.

In another example, college students in one study that applied uses and gratifications theory to understand the ways social networking sites such as Facebook, Twitter, Instagram and Snapchat lead to higher social capital by "fostering systems of norms' that ultimately leads to positive social outcomes (Phua et al., 2017), p. 121. On YouTube, people viewed video for information seeking, shared video for entertainment, and co- viewed for social interaction (Haridakis, 2009).

Self-presentation Theory:

With the prevalence of the Internet and social networking sites, self-presentation now extends from face-to-face contexts to SNSs, where individuals construct their own image and personas. Motivations for self-presentation are derived from the evaluative presence of other people (Baumeister & Hutton, 1987).

Self – presentation has been defined as a form of “impression management”: a goal aimed at leaving a positive impression on others when communicating (Chua & Chang, 2016). When engaging in self – presentation, individuals try to disclose about themselves and use prior social scripts to influence their self- presentations in a positive way (Vendemia, 2019).

Self – presentation theory (Goffman, 1959) has found new life in social media prevalence as it helps us understand the motivations and processes used. It has also been used to guide studies about online self-presentation (Yang & Brown, 2016).

Scholars like Mendelson and Papacharissi (2010) noted that when people use SNSs as a channel to articulate their identities, they tend to present a “highly selective version of themselves” (p.4). Young people try to present what is best in themselves and show their in-group identity through compliance with peer standards and expectations (boyd, 2014).

Social media are suited for self – presentation and self-expression as they have the functions of high visibility and editing content that enable users to manage information about the self (Fox & J.Moreland, 2015). Social media content such as status updates, videos and photos is considered a good venue for users to fulfil their need for self-presentation (Chua & Chang, 2016), and self-expression (Bailey, Matz, Youyou, & Iyengar, 2020; Orehek & Human, 2017).

Justifications of conducting the study:

Observing the increase of using TikTok among teenagers and young youth, especially females, during the quarantine due to the spread of Covid19 all over the world, created the need to know the motivations of TikTok users and their kinds of use, and if this use is affected by anxiety level and some demographic variables.

Methodology:

Research Hypotheses:

H1: TikTok usage level is affected by the following variables:

- a) Motivations (escapism/ social interaction/ self-expression/ fame seeking)
- b) Anxiety level
- c) Demographic variables (age/ genre/ Area of residence level/ kind of schools).

H2: TikTok usage behaviours are affected by:

- a) Motivations (escapism/ social interaction/ self-expression/ fame seeking)
- b) Anxiety level
- c) Demographic variables (age/ genre/ Area of residence level/ kind of schools).

Procedure and sample:

In January 2021, an on-line survey was conducted on a purposive sample of TikTok users. 232 teenagers and youth who use TikTok during Covid19 pandemic and lockdown. The respondents were from governmental and private universities in Greater Cairo. The questionnaire included variables of TikTok usage level, kinds of TikTok uses, anxiety status scale, scales of motivations of TikTok use (escapism/ social interaction/ self-expression/ fame seeking), in

addition to the demographic variables. 39% of the sample were teenagers ranging in age from 15 to 19 and 60.9% were youth ranging in age from 20 to 24 years old. 61.5% of the sample were from great Cairo governorates and 38.5% were from other governorates. 86.2% of the respondents were governmental universities students and the others were private universities students. 37.7% of the sample graduated from private language and international schools.

Measurement of variables:

1) Start of using TikTok:

Respondents were asked when they started using TikTok. 37.1% of respondents started using TikTok since less than six months, 40.5% started using it from six months to less than a year and 22.4% started using TikTok since more than a year.

2) Level of TikTok usage:

To assess the level of TikTok usage, respondents were asked three questions: a) How many days do you use TikTok per week? b) How many times do you enter TikTok each day? c) How long do you use TikTok each time? The range of answers was from 3 to 9, the mean was 4.8 with SD= 2.4.

3) Motivations (gratifications sought) for using TikTok:

An additive four –point scale (Always, Sometimes, Rarely, Never) was used.

The study investigated the effect of four motivations which are: escapism, social interaction, self-expression and fame seeking.

- a) **Escapism:** To measure **escapism**, the respondents were given four statements: 1) I use TikTok to escape from reality, 2) I use TikTok to forget about problems, 3) I use TikTok to avoid loneliness and boredom during Covid19 lockdown, 4) I use TikTok to decrease anxiety levels. The scale ranged from 0 to 12, with the mean 5.8 and

SD= 3.1 The reliability of the scale was satisfactory ($\alpha = .75$). By factor analysing the items of the scale, one factor was identified to explain 59 % of the phenomenon which reveals a satisfactory level of validity.

- b) **Social Interaction:** To measure **social interaction**, the respondents were given three sentences: 1) I use TikTok to interact with some friends, 2) I use TikTok to make a good relationship with others (Networking), 3) I use TikTok to follow videos of friends. The scale ranged from 3 to 9, with the mean 3.2 and SD= 2.3 The reliability of the scale was satisfactory ($\alpha = .74$). By factor analysing the items of the scale, one factor was identified to explain 65.9% of the phenomenon which reveals a satisfactory level of validity.
- c) **Self-expression:** To measure self-expression, the respondents were given four sentences: 1) I use TikTok to provide updates on my life, 2) I use TikTok to be noticed by others, 3) I use TikTok to express my actual self, 4) I use TikTok to show off. The scale ranged from 0 to 11, with the mean 1.5 and SD= 2.6. The reliability of the scale was good ($\alpha = 0.89$). By factor analysing the items of the scale, one factor was identified to explain 78.4 % of the phenomenon which reveals a good level of validity.
- d) **Fame seeking:** To measure fame seeking, the respondents were given four sentences: 1) I use TikTok to be famous on social media, 2) I use TikTok to have a big number of followers, 3) I use TikTok to be a celebrity, 4) I use TikTok to make videos to be famous. The scale ranged from 0 to 12, with the mean 1.6 and SD= 2.8 The reliability of the scale was high ($\alpha = 0.94$). By factor analysing the items of the scale, one factor was identified to explain 85% of the phenomenon which reveals a satisfactory level of validity.

4) Anxiety status scale:

The scale is composed of a three five-additive likert scale statements, which are:

- a) I feel nervous and anxious due to the coronavirus pandemic.
- b) I have sleeping problems during the coronavirus pandemic.
- c) I feel panicking and cannot sit still easily during the coronavirus pandemic.

The scale ranged from 3 to 15, with the mean 10.2 and $SD= 3.2$. The reliability of the scale was high ($\alpha = .75$). By factor analysing the items of the scale, one factor was identified to explain 68% of the phenomenon which reveals a satisfactory level of validity.

5) Usage behaviour classifications:

A measure of TikTok usage behaviours was developed based upon previous research from (Guosong & Shao, 2009) who claims that people manage UGM in three different ways: consuming, participating and producing. The statements of each behaviour were as follows:

a) Consuming:

- I use TikTok to watch my friends' videos and follow their profiles.
- I use TikTok to view and follow profiles of celebrities.

b) Participating:

- I use TikTok to message/ chat.
- I like and share content on TikTok made by my friends.
- I like and share content on TikTok made by other TikTok users, celebrities and idols.

c) Producing:

- I produce, edit and share my own videos on TikTok.

- I engage in duets and collaborative videos and other TikTok consumers.

The scale ranged from zero to 7, with the mean= 3 and SD= 1.6. The reliability of the scale was ($\alpha = .6$). By factor analysing the items of the scale, three factors were identified to explain 70% of the phenomenon which revealed a satisfactory level of validity.

d) Demographic variables:

Respondents were asked about: gender, age, level of residence area (high, middle or low), the kind of high schools (Arabic public schools, Language public schools, Arabic private schools, Language private schools and International schools), in addition to the university (Public or private) and the governorate (Greater Cairo or other governorates).

Results:

General results:

TikTok Usage behaviours:

There are three behaviours as follows:

Consuming:

- 65% of the respondents use TikTok to watch their friends' videos/ follow their profiles.
- 73.3% use TikTok to view/ follow others' profiles (other TikTok users, celebrities and idols).

Participating:

- 6.9% use TikTok to message / chat.
- 59.5% like and share content on TikTok made by their friends.
- 62.1% like and share content on TikTok made by other users (TikTok users, celebrities and idols).

Producing:

- 21.6% produce, edit and share their videos on TikTok.
- 6% engage in duets and collaborative videos with other TikTok consumers.

- The most followed celebrities on TikTok are:

Egyptian and Arab celebrities came first with percentage 81.2%, then came Charley Damielio in the second place with percentage 23.9%, Addison Ray came in the third place with percentage 19.7%, then Dixie Damielio came in the fourth place with 16.2%, after that came Lorren Grey and Guchi Richards in the fifth place with percentage 8.5%.

- The most watched, shared and produced videos are:

Trending videos came in the first place in the sample with percentage 63.2%, then the videos of food came second with 47%, then dancing videos came in the third place with 41.9%, then the lip-synching videos and educational videos came equal in the fourth place with percentage 38.5%, after that the videos of influencers came in the fifth place with percentage 35%, then came the videos of marketing brands in the sixth place with percentage 23.1%.

Anxiety status during Covid-19 pandemic:

Table (1)

Sentences	Strongly agree	Agree	Neutral	disagree	Strongly disagree
1- I feel nervous and anxious due to the coronavirus pandemic.	41.5%	32.8%	19%	6%	1.7%
2- I have sleeping problems during the coronavirus pandemic.	12.9%	26.7%	28.5%	23.4%	9.5%
3- I feel panicky and cannot sit still easily during the coronavirus pandemic.	19.8%	32.8%	30.2%	12.1%	6%

The numbers in the table show that most of the sample feels anxious during Covid-19 pandemic.

- 74.3% (41.5% strongly agree and 32.8% agree) feel nervous and anxious due to the coronavirus pandemic.
- 39.6% (12.9% strongly agree and 26.7% agree) have sleeping problems during the coronavirus pandemic.
- 52.6% (19.8% strongly disagree and 32.8% agree) feel panicky and cannot sit still easily during the coronavirus pandemic.

1) The relationship between level of TikTok usage and demographic variables:

- Gender:

There was no significant differences between males ($M= 4.67$) and females ($M= 4.67$) in the level of TikTok usage as $t= 0.278$, $p> 0.05$. This is mostly due to the nature of the sample as they have the same level of education, which narrows the differences between the genders.

- Age:

There was a negative correlation between age and level of using TikTok as $r = - 0.16$, $p < 0.05$ (0.02) which means that teenagers use TikTok more than young youth which came in match with previous studies (Bossen & Kottasz, 2020).

- Kind of Universities:

There was no significant differences between students of governmental universities ($M=4.68$) and private universities ($M= 5.1$) in the level of using TikTok as $t= - 1.15$, $p > 0.05$, and this may be due to the nature of the programs that the students of the public university

are enrolled in, which are special paid programs that are close in their fees to the private universities.

- **Kind of high schools:**

There was a significant difference between graduates of private language schools ($M = 5.34$) and International schools ($M = 5.7$) in the level of TikTok usage from one side and graduates of other schools ($M = 4.3$) and ($M = 4.5$) from the other side as $F = 4.3$, $p < .05$ (.006).

- **Governorate:**

There was no significant differences between residents of greater Cairo ($M = 4.8$) and residents of other governorates ($M = 4.7$) as $t = 0.48$, $p > .05$.

- **Level of residence area:**

There was no significant differences in the level of TikTok usage between residents of high level areas ($M = 4.8$), residents of middle level areas ($M = 4.77$) and residents of lower level areas ($M = 4.6$) as $F = .033$, $p > 0.05$.

Start date of using TikTok:

37.1% of the sample started using TikTok during the last six months, 40.5% started using TikTok since more than six months to less than a year while 22.4% started using TikTok since a year or more.

Level of TikTok usage differs between groups of different start date. One way ANOVA was used to investigate the significance of those differences. The test showed that $F = 4.92$, $p < 0.05$ (0.008). There was significant differences between users of TikTok for more than a year as $M = 5.65$ on one side and users of TikTok for less than six months and users between six months and a year as their means were 4.53 and 4.49 respectively.

2) The relationship between TikTok usage behaviours and demographic variables:

- Gender:

There was no significant differences between males ($M= 2.5$) and females ($M= 3.1$) in TikTok uses as $t = 1.96, p > 0.05 (0.052)$.

- Age:

There was no significant correlation between age and uses of TikTok as $r= - 0.02, p > 0.05$.

- Kind of universities:

There was no significant differences between students of public universities ($M= 2.9$) and private universities ($M= 1.62$) as $t= -.085, p > 0.05$

- Kind of high schools:

There was a significant difference between different kinds of schools in uses of TikTok as it was higher among graduates of international schools ($M= 3.8$) and language schools ($M= 3.3$) in comparison to other schools ($M= 2.6$) and ($M=2.8$).

- Governorate:

There was no significant correlations between governorates and uses of TikTok as $t= 0.83, p > 0.05$.

- Level of residence area:

There was no significant differences between different residence areas as $F= 1.03, p > 0.05$.

Hypotheses test:

1st hypothesis:

Hierarchical Regression Results of TikTok level of usage:

Impact of motivations of using TikTok:

To assess the impact of the four motivations (gratifications sought): escapism, social interaction, self-expression and fame seeking on the level of TikTok usage, regression analysis was conducted. The overall model was significant as $R = 0.38$, $F = 9.04$, $p < .01$ (.0001), $R^2 = 0.141$ which means that the model explains 14.1% of the phenomenon. The two significant variables are:

1) Escapism as $B = 0.24$, $t = 4.57$, $p < 0.01$ (.0001), which means that controlling for the effect of other variables, any point increase in the level of escapism, increases the level of TikTok usage by 0.24. This result agrees with previous results (Bae, 2018; Nam, 2014); Omar and Dequan (2020).

2) Fame seeking as $B = 0.24$, $t = 2.88$, $p < .01$ (0.004), which means that controlling for the effect of other variables, any point increase in the level of fame seeking, increases the level of TikTok usage by 0.24. This result agrees with the result of Bossen and Kottasz (2020).

Impact of Anxiety level:

Adding the predictor of anxiety level to the regression model didn't affect the power of the model as R remained 0.38 and F change = 0.03, $p > .05$ (0.03) which is an insignificant change.

Impact of the demographic variables:

The demographic variables: gender, age, level of residence area and school level were added to the model as R increased to 0.46, F change = 4.59, $p < .01$ (.001). $R^2 = .21$, which means that the model explains 21% of the phenomenon.

The significant demographic variables are:

- 1) Age as $B = -0.18$, $t = -2.24$, $p < .05$ (.026), which means that controlling for the effect of other variables, any point increase in the age of the respondents decreases their level of using TikTok by 0.18.
- 2) School level as $B = 0.23$, $t = 3.53$, $p < .05$ (.001) which means that controlling for the effect of all the other variables, the increase of the schools respondents studied at by one point increases the level of using TikTok by 0.23

2nd hypothesis:

Hierarchical regression results of TikTok usage behaviours:

Impact of motivations of TikTok usage behaviours:

To assess the impact of the four motivations: escapism, social interaction, self-expression and fame seeking on TikTok uses, regression analysis was conducted. The overall model was significant as $R = 0.53$, $F = 21.06$, $p < .0001$, $R^2 = 0.28$ which means that the model explains 28% of the phenomenon.

The significant variables in the first Model are:

Escapism as $B = 0.07$, $t = 2.26$, $p < .05$ (.025) which means that controlling for the effect of all the other variables, the increase in the level of escapism motivation by one point increases TikTok uses by 0.07.

Social interaction as $B = 0.34$, $t = 6.7$, $p < .01$ (.0001), which means **that** controlling the effect of all the other variables, the increase in the level of social interaction by one point, increases the uses of TikTok by .34. .

Self- expression: $B = 0.18$, $t = 3.3$, $p < .01$ (.001) which means that controlling for all other variables, the increase in

the level of self-expression by one point, decreases the level of uses of TikTok by 0.18 point.

Impact of anxiety level:

Adding the predictor of anxiety level to the regression model didn't affect the power of the model as $R = 0.526$, and F change is not significant as $p > 0.05$ (0.69).

Impact of demographic variables:

The demographic variables (gender, age, level of residence area, and school level) were added to the model which increased the power of the model as R increased to 0.57, F change = 4.2, $p < 0.01$ (0.003).

The only significant demographic variable was the level of the schools respondents studied at in the high school, as $B = 0.34$, $t = 3.87$, $p < .01$ (.0001) which means that controlling for the effect of all the other variables, the increase in the level of the schools by one point increases the level of TikTok usage behaviours by 0.34.

Discussion:

This study investigated the motivations (Escapism, social interaction, self-expression, fame seeking) of 234 Egypt teenagers and young youth of using TikTok during Covid-19 pandemic.

The study also examined the role of feeling anxiety during the pandemic and the effect of demographic variables (age, gender, level of residence area and level of high schools) on the level of TikTok usage and usage behaviours (consuming, participating and producing using two hierarchical regressions.

Results showed that the significant motivations in case of level of using TikTok were: a) Escapism: This result came in line with previous results (Nam, 2014; Omar & Dequan, 2020), B) Fame seeking: This

result agrees with the result of previous studies (Bossen & Kottasz, 2020).

Regarding the significant variables on motivations of TikTok usage behaviours, results showed that the significant motivations were: a) Escapism: This result came in line with previous results (Bae, 2018; Nam, 2014), b) Social interaction: This result agrees with previous results (Haridakis, 2009; Omar & Dequan, 2020), c) Self-expression: It came in line with results of previous studies (Burns-Stanning, 2020; Kumar & Prabha, 2019).

Results showed also that although most of the sample felt anxious during Covid-19 pandemic, anxiety didn't have any significant effect on the level of TikTok usage or TikTok behaviours. This may be because the users of TikTok in the sample have different motivations of using TikTok, and they may depend on other ways to relieve their anxiety.

The most significant demographic variable in case of the level and kinds of TikTok uses is the kind of high schools where the graduates of high economic level schools were of highest level of TikTok usage and most varied kinds of TikTok behaviours, which reflects that using TikTok is related with high economic level and with international and private schools that are open to different cultures.

Age had a negative significant effect on the level of TikTok usage in the first hypothesis as level of TikTok usage decreases with the increase of age of users as teenagers used TikTok more than young youth.

It's noticed from the results that most TikTok users are either consumers or participators, where producing is the least followed behaviour. This result may be due to the point that producing needs more efforts and needs an initiative and extrovert character, while consuming and participating are easier to do, and doesn't need those characteristics.

Although most of the sample are studying either in private universities or paid sections in public universities, and there is a big percentage graduated from language and international schools, the majority of the sample follow Egyptian and Arab celebrities (81.2%). This shows that TikTok usage didn't negatively affect their Arab culture.

Limitations and future research:

The variables investigated in the 1st hypothesis of the study accounted for 17 % of the variance, leaving 83 % of the factors affecting the level of using TikTok unexplained.

The variables investigated in the 2nd hypothesis accounted for 34 % of the variance leaving 66% of the factors affecting the usage behaviours unexplained.

Future studies should look for other factors that affect the two phenomena investigated in the two hypotheses.

As using TikTok didn't affect the level of anxiety during Covid-19 pandemic, future studies should look for the ways that teenagers and young youth depend upon in cases of pandemics and health crises.

Future studies can investigate the relationship between using TikTok and cultural alienation among teenagers and young youth.

Applying the study on a student population made us unable to generalize the results. Future studies should be applied on more generalized and random samples.

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**Appendix
Table (2)**

Hierarchical Regression Results Predicting TikTok level of usage

Predictor	Model 1		Model 2		Model 3	
	β	SE	β	SE	β	SE
Motivations:						
Escapism	.307	.053				
Social interactions	.019	.084				
Self- expression	-.175	.09				
Fame seeking	.288	.083				
Anxiety level			.011	.048		
Demographic variables						
Age					-.142	.082
Gender					-.044	.442
Area of residence level					.007	0.289
Kinds of schools					0.233	0.146
Constant		0.36	3.066	0.54	5.93	1.87
F	3.14	9.04**		7.2***		4.83***
F change		.14		.14		.168
R ²	.175	.125		.121		.133
Adjusted R ²						

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.0001$, $\Delta p = 0.05$

Table (3)

Hierarchical Regression Results Predicting Uses of TikTok

Predictor	Model 1		Model 2		Model 3	
	β	SE	β	SE	β	SE
Motivations:						
Escapism	.14	.032				
Social interactions	.52	.051				
Self- expression	-.31	.054				
Fame seeking	.172	.050				
Anxiety level			-.024	.029		
Demographic variables						
Age					-.04	.050
Gender					-.03	.267
Area of residence level					.049	.175
Kinds of schools					.236	.088
Constant	1.61	.215	1.71	.324	1.89	1.13
F		21.1		16.82		11.77
F change				0.16		
R2		.276		.277		4.2
Adjusted R2		.26		.26		.329
						.301

* $p < 0.05$, ** $p < 0.001$, *** $p < 0.0001$, $\Delta p = 0.05$

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