

Examination of TikTok Application in the Axis of Uses and Gratifications Approach, User Experience and Entertainment Culture

TikTok Uygulamasının Kullanımlar ve Doyumlar Yaklaşımı, Kullanıcı Deneyimi ve Eğlence Kültürü Ekseninde İncelenmesi



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Başvuru Tarihi | Date Received: 01.12.2021
Yayına Kabul Tarihi | Date Accepted: 18.07.2022
Yayınlanma Tarihi | Date Published: 22.07.2022
<https://doi.org/10.17680/erciyesiletisim.1030922>

Abstract

With the innovations brought by the developing technology in the 21th century, there have been changes in the fields of culture, entertainment and communication. Thanks to these innovations, the media has gained the opportunity to reach individuals. As a result of the restrictions during the Covid 19 pandemic, social media applications come first among the environments where individuals have fun and make use of their free time at home. TikTok differs from other social media applications in terms of its content. Audiences who cannot take part in traditional media not only have the opportunity to have fun in their natural state through TikTok videos, but also have the opportunity to become a phenomenon with the short videos they shoot. Today, users with millions of followers gain experience and earn income thanks to this application. It is possible for any individual to be known for 15 seconds with a video they share in the TikTok application in this way. For the sake of this possibility of being liked, individuals strive to prove themselves with all their creativity in the videos they produce. In the current study, 1000 content randomly coming to the TikTok home screen and 10 TikTok accounts with the most followers were selected as the universe with the purposeful sampling method. The data obtained were evaluated in the context of uses and gratifications approach in terms of entertainment culture and user experience with the qualitative content analysis method. The TikTok application has also been structurally examined in terms of user experience. The aim of the study is to reveal the relationship between the contents of the TikTok application, which surpassed even the most popular domain name "google" in 2021, in terms of entertainment culture and user experiences. As a result of the research, it was determined that the TikTok application intensely contains negative content such as violence, sexuality and humiliation. In addition, it has been determined that users produce entertainment content in the contents of the TikTok application, which bears the traces of digital culture.

Keywords: Uses, Gratifications, Social Media, User Experience, TikTok, Entertainment Culture.

Öz

21. yüzyılda gelişen teknolojinin getirdiği yeniliklerle birlikte kültür, eğlence ve iletişim alanlarında da değişimler yaşanmıştır. Bu yenilikler sayesinde medya bireylere ulaşma imkânına kavuşmuştur. Covid 19 pandemisi sırasındaki kısıtlamalar sonucunda bireylerin evde eğlendiği ve boş zamanlarını değerlendirdiği ortamların başında sosyal medya uygulamaları gelmektedir. TikTok, içeriği bakımından diğer sosyal medya uygulamalarından farklılık göstermektedir. Geleneksel medyada yer alamayan izleyiciler, TikTok videoları aracılığıyla sadece doğal hallerinde eğlenme fırsatı bulmakla kalmıyor, aynı zamanda çektikleri kısa videolarla fenomen olma fırsatına da sahip oluyorlar. Günümüzde milyonlarca takipçisi olan kullanıcılar bu uygulama sayesinde deneyim kazanmakta ve gelir elde etmektedir. Herhangi bir bireyin bu şekilde TikTok uygulamasında paylaştığı bir video ile 15 saniye boyunca tanınması mümkün olmaktadır. Bu beğenilebilme ihtimali adına bireyler ürettikleri videolarda tüm yaratıcılıklarıyla kendilerini kanıtlamaya çalışmaktadırlar. Mevcut çalışmada, amaçlı örnekleme yöntemiyle evren olarak TikTok ana ekranına rastgele gelen 1000 içerik ve en fazla takipçisi olan 10 TikTok hesabı seçilmiştir. Elde edilen veriler, nitel içerik analizi yöntemiyle eğlence kültürü ve kullanıcı deneyimi açısından kullanımlar ve doyumlar yaklaşımı bağlamında değerlendirilmiştir. TikTok uygulaması, kullanıcı deneyimi açısından da yapısal olarak incelendi. Çalışmanın amacı, 2021 yılında en popüler alan adı "google"ı dahi geride bırakan TikTok uygulamasının içeriklerinin eğlence kültürü ve kullanıcı deneyimleri açısından ilişkisini ortaya çıkarmaktır. Araştırma sonucunda TikTok uygulamasının yoğun olarak şiddet, cinsellik ve aşağılama gibi olumsuz içerikleri barındırdığı belirlendi. Ayrıca dijital kültürün izlerini taşıyan TikTok uygulamasının içeriklerinde kullanıcıların eğlence içeriği ürettiği tespit edildi.

Anahtar Kelimeler: Kullanımlar Doyumlar, Sosyal Medya, Kullanıcı Deneyimi, TikTok, Eğlence Kültürü.



Introduction

The “human”, who engages in numerous activities such as being in constant interaction with others, being sad, being happy, and having fun, is at the center of communication in the social sphere. Basic activities such as working, resting, eating, and sleeping are included in the daily life of people. The time outside of these basic activities is considered leisure time. With the advancement of technology and the changing world, the production, sharing, and transmission of information have also entered into a great transformation. In this respect, people are living in a period where they can be in touch quickly and easily through technological applications rather than face-to-face communication. With the turn of the century, the concept of socialization moved away from one-to-one human relations in physical environments and evolved into virtual relationships in virtual environments. The internet world, which was a static environment in the first place, and the information is only received by the users and the user is passive, has become more proactive with new developments. With the development of Web 2.0 and then Web 3.0, the internet has had a significant/powerful/dramatic impact on our daily lives. The Internet has made users more active by removing them from the passive and stagnant state. Users can now convey their feelings and thoughts both through text and images and communicate with other users. The cheapness of mass media, simplified user experience and design, mail and banking systems, road traffic information, social networking platforms, applications such as education, health, e-government, and integration of applications to mobile devices have made people dependent on mobile devices. It is no longer possible to carry out daily practices without an internet connection or a mobile device. Information and communication technologies, which are also the locomotive of globalization, have provided economic, political, and cultural integration in the world. With the developments in communication technologies, individuals’ perceptions of time and reality in their communication activities have changed. In addition, as a result of developments in communication technologies, individuality has come to the fore and the perception of common values and privacy has also changed. Motivations such as spying, being noticed by others, being visible, being admired, and being appreciated have become the reason for people’s happiness in daily life. Not connecting to the internet or sharing content in applications on the internet creates a feeling of being forgotten in people. In this respect, social media and/or new communication technologies offer individuals the opportunity to be known and visible. In particular, the examples of luxurious life and glittering lives in the social media shares of the multi-follower phenomenon accounts further increase the interest of ordinary individuals. Social media brings ordinary individuals closer to famous people, making it easier for ordinary individuals to witness, emulate, and imitate their lives. New communication technologies offer people the opportunity to be known easily and quickly. Social media also has hundreds of thousands of applications and usage opportunities where people can spend their free time having fun. It is possible to list these opportunities under many features such as being constantly updated, multi-user features, and sharing content. In this sense, one of the main features of social media is that it is user-centered. In this channel, the user can proactively produce and manage their content and consume other produced content. This medium, where the user is both a producer and a consumer, serves as a transformation center from entertainment culture to consumer culture, under the concept of the culture industry. The usage and desire satisfaction needs of the users also experience change and transformation in this process (Koçak G., 2012: 7-8). Social media applications include entertainment contents shared by the young age group. TikTok, which is an important application in this field,

is a large channel with short videos with both video and audio content. This medium, where visual effects are used as the basis of their content and all content can be accessed without identity requirements, is widely used by young audiences around the world. The application, which has the potential to significantly change the understanding of entertainment, offers many different categories of content together. TikTok, as a social networking platform that aims to reach a large number of individuals, makes it easy for individuals to download these applications and upload content with its structure that gives importance to user experience, plain content, and simplicity. Simplicity in the TikTok application is central to the user experience. Users upload or watch content for various reasons such as having fun, creating commercial value, and being recognized. In this study, various topics such as Entertainment Culture and New Media Relationship, Social Media-User-Centered Changes and Uses and Satisfaction Approach, TikTok's Establishment Process and Features, Entertainment Culture in Social Media, and TikTok Application are discussed. In addition, in the study, User Experience, TikTok application structural features, entertainment culture elements in the content, and entertainment culture subtitles in the content of phenomenal accounts were evaluated in the context of the uses and gratifications approach. An important aspect of the study is that it was carried out specifically for TikTok, which has approximately 700 million users all over the world and is the social media application that was mentioned for the first time in Google company's most searched domain name list since the widespread use of the internet until 2021. In this context, it is aimed to understand the structure of TikTok in terms of the formation process of social media applications and its relationship with the entertainment culture and user experiences in terms of the use and gratifications approach. The study population consists of 1000 content selected from the application main screen and 10 TikTok accounts with the most followers in Turkey using the purposive sampling method. The data obtained were evaluated using the qualitative content analysis method.

1. Entertainment Culture and New Media Relationship

Postmodernist thought and developments such as widespread use of mass media, urban life, industrialization, understanding of entertainment, cultural approaches, individualization, speed, convenience, pleasure, and secularization have led people away from traditional life, cultural interpretations, and communication processes. Technology has changed the traditional real-life practices in time and space and enabled a substitute identity process to begin. In this aspect, there are differentiations in the fields of entertainment and usage experiences in daily practices (Söğüt, 2019: 137-140). Individuation and the desire to be visible have had an increasing effect on people's daily lives and have become one of the culturally decisive elements of modern times. When we evaluate the communication technologies and globalization process with the turn of the century, it is seen that there has been a social, economic, and cultural change in the field of entertainment, which was provided by newspapers/magazines and traditional cultural means in the past, with the effect of globalization and the mass media. Especially after the 1990s, it is possible to see this change, which will be summarized within the concept of "culture industry", much more widely and rapidly with technological advances. In this respect, entertainment culture bears the traces of differentiation and transformation experienced in cultural change. Considering the concept of entertainment as one of the basic elements in the concept of culture will enable the definition of entertainment culture to be made more clear. The concept of culture is a phenomenon that directly affects the structure of society and the understanding of entertainment. As a result of cultural differences, the entertainment preferences of individuals also differ (Fincham, 2018, 43).

When individuals are in entertainment venues, they create similarity in the understanding of entertainment by acting in common behavior with other individuals in that area beyond their identity structures (Podilchak, 1991,145). The change and transformation that societies experience in these areas also manifest themselves in many different areas such as daily practices, values , and beliefs. Since these changes are a manifestation of the reflections of individuals in the field of entertainment, observing the change will facilitate obtaining information about the difference experienced (Çoruk, 2010:491). The definition of the concept of entertainment also helps to explain how and what the social structure is. Entertainment is one of the basic elements that make up the form of social relations and the relationship process itself (Podilchak, 1991: 135). In this respect, there are many definitions of the concept of entertainment. It is possible to briefly describe entertainment as being remarkable, competing, and focusing (Bates and Ferri, 2010: 2). In addition, it is another definition that it is necessary to spend money and time to have fun and that individuals can enter the sphere of influence of this environment (Kase and Oelkers, 2008:20). An entertainment environment is an experience that increases the individual's feelings of happiness, pleasure, and satisfaction as a result of physical or non-physical activities (Vogel,2014:15). Entertainment is one of the opportunities for individuals to escape from a crowded and chaotic city environment. Individuals who want to escape from a stressful life for a certain period spend time in entertainment venues in isolation from their social problems (Tellan, 2016: 148). Industrialization and the provision of production mechanisms with machines brought the shortening of the work done or the acceleration of the process, bringing the redefinition of the relationship between the concepts of leisure and work. Individuals who always work at the same pace in the business process see their spare time as a need for fun (Blythe and Hassenzahl, 2004:92). At this point, according to Adorno, the concept of entertainment is a concept that should be considered in late capitalism. Individuals tend to entertainment content and processes to escape from the environment in which they work and to get away from the monotony of business life (Adorno, 2007, p.68). Especially in crowded city life, individuals who work in a chaotic order want to relax, listen to their minds and have fun with content that they may like (Argan, 2007, p.7). Although entertainment venues and the environments where individuals have fun differ according to age, class, and other factors, the main idea of entertainment is common.

It is a set of interactive social activities for entertainment, socialization, and communication (Fincham, 2018, pp. 83-120). However, entertainment environments have experienced processes of change according to the state of the era, region, and technological progress. Entertainments containing collective spatial rituals were brought to the screens with new technologies and the sense of entertainment was placed in environments that trigger visual effects. These developments are internet-based advances completely dependent on technological developments. Unlike real physical environments, in the interactive environment created by the nature of the Internet, there are virtual environments with entertainment content in an infinite number of different places and forms (Argan, 2007, p. 91). Entertainment has now turned into a structure in which common societies and individuals living in a global village act with a universal understanding. The fact that entertainment venues contain many different options thanks to virtual environments also contributes to the shaping of daily life practices in this direction (Kaser, Oelkers, 2005, p. 16). It would be correct to summarize the concept of interaction as the passive user becoming an active user, the subject, from the viewer's position. For example, physical associations have been replaced by a wide variety of activities such as virtual meetings,

concerts, and games in the virtual environment, and individuals have started to meet their entertainment needs in these environments (Kırık and Altun, 2018, p.117). Screens and applications have become time and space converters. Ease of use and sense of pleasure trigger great changes in individuals' lifestyles. In this respect, social media plays a very important role in cultural change and transformation. While entertainment culture was produced through certain symbols and contents in the past, this production is now provided in the field of social media through the representations created by the media itself (Arik, 2013:98). There is no more. At this point, many cultural theories and media approaches make suggestions for the process of building societies in the modern and post-modern era. (Ozdemir, 2012: 285). The cultural activity of the new media continues very strongly in the field of entertainment of individuals. Especially ordinary people have the opportunity to be known and visible in a very short time through social media. Large masses, who see the effectiveness of this power in a few famous people, are struggling to find a place for themselves in these media, which have turned into centers of attraction. Individuals continue to produce their content and satisfy their sense of pleasure in these virtual environments, whether they have a purpose or not, just for fun and to be known. In the 21st century, as a result of the technological transformation of traditional media, an approach based on ease of use and satisfaction has come to the fore in the new media structuring. This process of change is still actively manifesting itself in social media.

2. Social Media-User-Centered Changes and Uses and Gratifications Approach

With Web 3.0, interactions in social media have accelerated the change process of daily practices in society. As a result of features such as proactivity, speed, and convenience in the field of social media, the preference of the masses for these areas has increased. Media is one of the preferred communication channels. In the context of the development of new communication technologies, new media has caused social, economic, and cultural changes as well as the innovations it has brought in terms of the use of social media applications (Aydın, 2019:223). At this point, control in the use of new information technologies has changed in favor of users (Kalay, 2016). While users were in a passive position in the traditional period, they have now become the subject of an active process (Ateşalp and Başlar, 2015). In this case, the user has become a producer as well as a mere consumer (Özutku et al., 2014: 59). In this respect, it would be correct to examine this emerging interactive situation within the scope of the uses and gratifications approach literature. The original use of the concept is "Uses and Gratification Theory" and it was produced by Psychologist Elihu Katz. In this approach, Katz focused on the answer to the question of what individuals do in the applications they use in the media, rather than focusing on how the media affects people (Yaylagül 2019: 71). Those who do not adopt this way of thinking consider the audience/individual in a passive position and think that the media is the primary and only effective guiding force. However, this approach suggests that individuals use the media for their satisfaction (Küçük Kurt et al. 2009:38). Individuals can use the media for different purposes and seek applications for their satisfaction (Erdoğan and Alemdar 2002: 187-197). After the 1970s, approaches such as linguistics and semiotics that focus on understanding the message that the audience wants to give and see the audience in an active position have developed (Tekinalp and Uzun, 2013:120). Audiences, who are thought to be active in this approach, use the media for different purposes as a result of various factors such as the educational or cultural background of the society or environment they live in (Tokgöz, 2015: 287). Viewers/individuals produce different meanings from media contents and make interpretations based on their thinking in addition to the message given by the media (Yaylagül, 2019:

72). In this regard, in addition to the activities of the mass media, it has been possible for individuals to become active in this field according to the uses and gratifications approach. At this point, it is seen that the media still has a function of meeting the cognitive and emotional needs of individuals (Katz, Gurevitch, Haas, 1973 as cited in Tokgöz, 2015: 286). These factors, provided by the functionality of the media, evolve into an interactive and rapid satisfaction interaction process with the development of new media technologies and individuals becoming proactive within the media with different purposefulness. In this context, it is important what the content and information in the media content that individuals are exposed to and what kind of content they consume. Regarding the use and gratifications approach of the media, the most up-to-date content offered to individuals is located in social media environments, where there are fast and many contents. In this respect, social media applications are spreading rapidly in the world. According to the 2022 report of the We Are Social platform, currently, 4 billion 620 million of the world's total population, which has reached 7 billion 910 million, are actively using social media applications. In other words, approximately one out of every two people actively uses social media applications. In addition, there is a rise of 420 million users between the 2021 data of the same report and the data for 2022 (We Are Social, 2022).¹ Social media sharing environments redefine the concept of communication and reinterpret communication in its field through words, images, and sounds. Individuals from all age groups can communicate with other users on social networks and share various data contents (Kırık, 2017, p. 241). Access to other applications on social media has also increased. Users can access these applications with internet access and their mobile phones anytime, place, and place. Social media offers people the opportunity to share their knowledge and experience in a global environment. Even traditional media has started to benefit from this increasing content (Narin, 2017, p. 22). The new media has influenced the traditional media, and a hybrid situation has emerged (Aktaş, 2016, p. 16-31). Social sharing platforms such as Facebook, Twitter, Youtube, and TikTok do not only allow people to socialize. The information, music tracks, and images shared in these applications generally give information about people's personal preferences. Personal pleasure and entertainment are at the forefront. In addition, users can create a "new identity" with their consent through social sharing platforms. In these channels, individuals create virtual identities that do not belong to them but define themselves as they wish. (Yıldız, 2017, p. 19). People present their lives as if they are perfect in social media applications. The awards received by individuals, the celebrations they made with their friends, the travels they participated in, the meals they ate in luxury restaurants, and the pleasant times they spent were shared in general. Individuals strive to satisfy their desire to be appreciated, visible, and attract attention (Yıldız, 2017, p. 17). Therefore, this impulse of the person, depending on his desire, is seen as an open area of exploitation and use (Arik, 2013, p. 110). Facebook, Instagram, and TikTok, which have recently come to the fore among social media applications, are positioned to have a global impact in this field. Especially in terms of the content of the TikTok application and the younger age range of the user group, creating trends with the video content in the world also leads to cultural changes reflected in daily practices in large masses.

3. TikTok App Features and Entertainment Culture on Social Media

TikTok, which determines the entertainment and video titles with time constraints in social media applications, hosts exciting streams. The application, a short video-sharing platform with music, was launched in China in 2016 by China-based internet technologies company ByteDance under Douyin. It reached many people in China quickly and became

very popular. The company, which made a big profit with the Douyin application, bought Musical.ly, a social media platform in California, USA, which focuses on sharing short videos with music, in 2017 for 1 billion dollars (Herrman, 2019). Choosing young users in the USA as its target audience, the Chinese company decided to combine TikTok and Musical.ly applications and user databases under a single application roof in 2018 (Mhalla et al., 2020; Serrano et al., 2020; Kaye et al., 2020; Omar and Dequan, 2020). TikTok is heavily used by children and young people between the ages of 4-30 (Bresnick, 2019; Yu, 2019; Kennedy, 2020). In 2021, the number of users of the TikTok social networking platform approached 700 million. This increase in downloads and usage figures of the TikTok application worldwide has also increased revenues (Stassen, 2020). TikTok app is the leader among social sharing platforms focused on vertical reading (Playstore, 2021). The TikTok application is based on a user-centered structure. The application aims to optimize the user experience and meet the users' needs. Thanks to its interactive interface and a large amount of content, users can quickly become familiar with the program. TikTok's content production technology is based on "Big Data." Thanks to the constantly renewed and updated content, users stay in the application. They do not stop following (Yu, 2019, p. 28). In the new media era, the relationship between the media and the audience has transformed from an audience center to a user center.

The Most Popular Social Media Areas in the World

- TikTok.com
- Facebook.com
- Youtube.com
- Twitter.com
- Instagram.com

Source: (Joao Tome, 2021)

The audience is no longer passive but has become active by conveying their feelings and thoughts. For this reason, some researchers have found it more appropriate to use the word "user" instead of "audience" in the new media age. Those who use the new media have moved from the viewer position to the user position (Yu, 2019, p. 29). Thanks to the software developed to meet the information interaction and expression needs of the user, it offers personalized services by combining different scenarios. It enables users to use the application by actively collecting resources and creating value. In addition, limiting the video duration to a maximum of 15 seconds saves time for both the content producer and the content consumer. Contents are presented vertically in the application. This provides the storytelling of the content. In addition, vertical use is more straightforward and faster than horizontal use. Users prefer vertical use instead of horizontal use. The micro-narrative method improves the presentation of short video content (cut, crop, simple montage) methods and optimizes the user experience (Bresnick, 2019). In addition, the application uses an artificial intelligence algorithm that provides customized services to the user. The application stores the videos created by many users thanks to "Big Data" (Yu, 2019, p. 28). Users can reach many people by advertising their work on TikTok. User experience design includes user interface and interactive designs that appeal to different aspects of youth, such as innovation and fashion. Users sometimes interact by tagging # videos and inviting other users to a duet (Bresnick, 2019, p. 6; Serrano et al., 2020). Interaction design makes the human-computer interaction process more aligned with people's expectations. In this interaction process, instead of continuing the interaction between the product and the user selected as the subject, reducing the handicap in the

user's product experience will enable users to adapt to the product in a shorter time and interact with the product (Serin, 2016, p. 61). The fact that the Internet has become a daily practice of life has increased media and individual interaction more than ever before. It is possible to define this interaction process as new media, a new world (Akyazı, 2015, p. 157-169). With Web 2.0, new concepts such as virtual networks, virtual audiences, and virtual communities have emerged. At the beginning of these concepts and channels, social media applications, in which millions of people interact, have gained an important place in people's daily lives. Since social media content spreads quickly and effectively, it has become easier for an idea, person, brand, or company to gain fame and reputation. At this point, the recreational practices of the individual have also entered a process of significant change. In particular, the rapid spread of social media worldwide and its use by millions of people have contributed to reaching a practical point in entertainment culture. To become a famous vocalist in the 1960s-80s, it was necessary to go to Unkapanı and make records that cost money. However, today, thanks to social media, people can become known by shooting free clips and then presenting their content to the masses on social media as a phenomenon. Many factors cause ordinary people's desire to be famous, such as being visible, the fear of thinking that it will disappear if it is not seen, the feeling of being admired and appreciated, the daily life of famous people, and the desire to be known. Ordinary people can quickly become famous with a single piece of content they quickly share on social media. It is possible to see these features effectively in the TikTok application. The attractive aspects of this application are that it is straightforward in terms of user experience, it is free, there is no obligation to add a friend list, people often share videos for entertainment purposes, and most importantly, it does not require any friend list, invitation, and identification. In addition, the fact that individuals escape the difficulties of their daily lives and cheaply seek entertainment can be counted among the reasons for preferring this application because individuals see poverty as a defect (Ergül, Gökalp, & Cangöz, 2012, p. 43-44). Therefore, individuals do not accept poverty and do not want to appear poor. Such individuals like Instagram, Twitter, Snapchat, etc. They cannot share rich content like famous people in applications such as Instagram, Twitter, and Snapchat; people generally approach the individuals in their friend lists with the feeling of looking beautiful, being perfect, being appreciated and liked, and sharing content according to these approaches. In this respect, as soon as we download the TikTok application, we encounter a community of people we do not know and are constantly having fun. Thus, ordinary individuals can watch, like, and share the content on this channel. In this respect, social media applications have a firm place in the new media as a new medium for understanding entertainment. TikTok is ahead of other applications regarding user experience advantage and preferability.

4. Methodology of the Research

4.1. Importance and Purpose of the Research

The new communication platforms, which are formed as a result of the advances in new communication technologies, cause radical changes in individuals' daily life practices (thoughts, attitudes, and behaviors) and also cause differences in the understanding of entertainment culture. This study aims to evaluate the use of Tiktok, the social media application, which is the current channel of new communication technologies, in terms of user experience, as well as to evaluate the relationship of the content produced in this application in the context of entertainment culture and uses and gratifications approach. The research also reveals what kind of content is produced by any individual we may

encounter in our daily lives in TikTok, which is the most popular domain name in the world in 2021. There is also an essential aspect of the study to understand what an individual can do to be liked and visible.

4.2. Research Methods and Questions

This study was carried out using the qualitative content analysis method. The content analysis method has preferred the necessity of examining and determining the structural conveniences provided by TikTok, which is an extremely comprehensive and wide application in terms of number, amount, and subject. Qualitative content analysis, psychology, journalism, sociology, mathematics, etc. It is a method that facilitates research in different disciplines. Sensory experience mostly refers to the experience of the sense organs such as sight and hearing. The interface design, function presentation, and interaction design of the TikTok app optimize the user's visual and auditory experience (Yu, 2019, p. 32). In this respect, evaluating the contents with a qualitative approach and making a contextual analysis will be more beneficial for an effective evaluation at the point of cultural-emotional experience. In this context, 1000 content in TikTok application and 10 TikTok accounts with the most followers as of 2022 (@cznburak / 59.3 Million, @nursema / 19.2 Million, @yesimresmi1 / 16.5 Million, @nusr_et / 14.6 Million, @aydas / 12.5 Million, @cilgindondurmaci_ / 17.9 Million, @cerenyaldz/ 9.3 Million, @cemresolmaz/ 10.3 Million, @cellat36/ 8.5 Million, @sera/ 7.5 Million followers) purposeful sampling method. The findings were evaluated in terms of user experience and entertainment culture with the qualitative content analysis method. The results of the following research questions were evaluated within the scope of the study.

Q1. What structural features does the TikTok application have in terms of user experience?

Q2. What is user-oriented content included in Tiktok application content?

Q3. Is there a relationship between Tiktok application contents in the context of entertainment culture?

5. Findings and Discussion

This study aims to make a structural evaluation of the TikTok application in terms of user experience. Additionally, it will discuss the categories of shares in the application content in terms of their relations with the uses and gratifications approach. With TikTok, faces not currently seen in everyday life have become visible. Individuals become visible in these channels, spend more time, and get exposed to intense content at every moment of daily life. Considering the class category of the social structure, TikTok is an invaluable medium for large masses with low income. From this point of view, large masses and social classes should use this application in an understandable and easily analyzable visual structure. Users should be faced with a simple structure in emotional experience design to provide more comfortable use because people's interests/usage areas are limited. Simple structures that large audiences can quickly understand will provide an advantage for the application. At this point, the application that has all these structural features is TikTok. TikTok's interface is quite plain and distraction-free. It is straightforward for users to get used to the application quickly. As soon as users download the application, they directly encounter the content. The interface and submenus are pretty simple and plain. There are few creator-created notes about who shared the visual and displayed the content. At the bottom of the note title, the music used can be seen. Again, the profile picture of the content producer is displayed on the right side of the screen. By tapping on the profile picture, the creator can also see other content posted. There is a heart-shaped image to

express your appreciation under the profile picture. By tapping this icon, you can like the content or see how many people like the content. Under the Like icon, there is an icon where users can comment on the content. By touching the comment icon from this area, comments can be written, or comments made can be viewed. Under the comment icon, an icon allows sharing this comment. By tapping the Share icon, it is straightforward to share the content on various social media applications such as Facebook, Twitter, Whatsapp, and e-mail. It is also possible to save the videos presented in the contents, convert them to a gif or add them to favorites. The sounds of the content published by the content producer can be accessed in the icon that appears as a plate under the shared image. Other content offered by the application to the user is easily accessed by the “vertical reading method” by scrolling the displayed content up and down. In addition to being extremely simple and effective in terms of use, the vertical reading method has a structure that creates a time flow effect on users and creates a basis for the easy consumption of content, as it is time-limited. This flow and consumption feature forms the basis of an adequate consumption systematic in digital culture. In the vertical flow, the profile of the content producer can be viewed, and its contents can be accessed by swiping the image that attracts the user’s attention to the left. At the bottom of the Tiktok app’s home screen is a home page with options for discovery, content creation, notifications, and profile pictures. It is possible to see hashtags focused on specific topics among the contents by tapping “Explore” in this page structure. Using these hashtags, the user can find a topic he/she wants or is looking for or reach the current topics within the application. In this respect, the users of the application contents are exposed to the agenda and contents they create interactively. Millions of people consume short videos prepared on these subjects in a short time. The hashtag feature is vital in this respect and is a simple but critical topic regarding user experience and determining user satisfaction. The user can view the profile of the other user sharing the content under these titles, watch what he/she has shared, and see the new notifications shared by the user by checking the “notifications” icon. With all this, it is understood that, in the TikTok application, great importance has been given to design in terms of user experience. All options that interest the user are located on the home screen. All these options do not spoil the quality of the image, do not take up much space, and do not bother the eyes. This main structure is a high level of functionality in terms of user experience and the main factors that ensure that the user does not experience confusion in the application. According to data by Sensor Tower in 2020, 60% of TikTok users are male, and 40% are female users (Tower, 2020). Regarding age distribution, users are usually in the 14-29 age range. Effects, video transitions, stickers and emojis on the application can be counted among the reasons for the high number of young audience. Because the TikTok application is easy to use and popular, it is also used by children under the age of 14. However, this is a dangerous situation for children in terms of socio-cultural and moral development. Because this application contains all kinds of content (violence, sexuality, etc.), in terms of privacy, parents should either keep their children away from this application or make them use it within a controlled limit. An important example would be the removal of the application from the Play Store and Apple Store in India, as it spreads sexuality and negatively affects young people. As of the end of 2021, TikTok has “689 million active” monthly users, while Douyin (the Chinese version of TikTok), serving as its twin, has “600 million active” daily users. While TikTok/ Douyin applications are located in 141 countries in total, they have reached “more than 1.29 billion active” monthly in terms of the number of users (Affde, 2022).

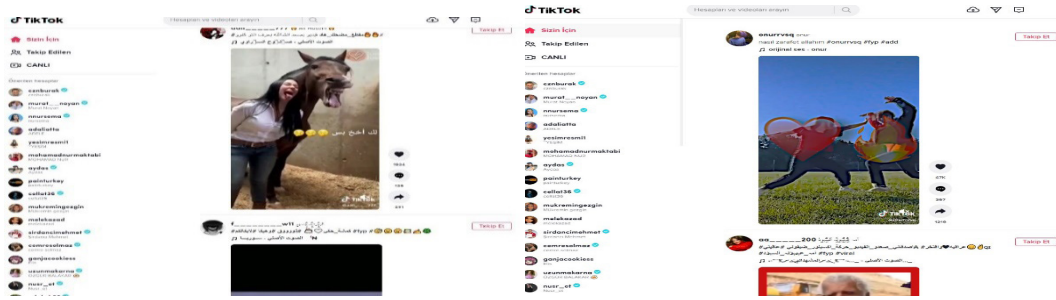


Image 1. TikTok Home Screen Examples (Source: TikTok)

The number of people using the TikTok application is approaching 700 million, and the majority of users are young, bringing the issue of content control and security measures to the agenda. In addition, the TikTok application has decided to intensify updates and content control to provide users with safe areas by avoiding fines and shutdowns. Lots of Sexuality, violence, harassment, murder, etc. Application management employs over 40 thousand content inspectors to prevent content from being shared. People who work for TikTok and watch TikTok videos check the content before it reaches users and allow it to be published according to its availability. Although the number of employees exceeding 40 thousand seems to be relatively high for a social media application, the number of employees who control the content will inevitably be even more due to the number of users approaching 700 million. With the rapid increase in the number of users of the application, much content is shared in a short time (Tower, 2020). The fact that these contents include images such as violence, sexuality, harassment, murder and raise doubts about the confidentiality of personal information causes demands for punishment and closure to be on the agenda in many countries.

Since the Internet is easily accessible, children are at high risk of being exposed to inappropriate media sources. It is possible to block specific applications and filter application content with parental control. Using this feature makes it easier to both maintain control and keep kids away from this harmful content. If you like the content you watch in the TikTok application, you can also download videos. As a parent, there is an option to “Allow/Disable Downloads” by going to the Privacy and Security settings against the problems of downloading and malicious use of the content published by your child. Hashtag (#) titles have an important place in determining the TikTok agenda and trends. Hashtag means number sign. Its task within the TikTok application is to gather people under a title on the same subject. More broadly, it allows interaction by drawing attention to a focal issue for all users at any time. Thus, it allows countless people to be drawn to a single topic and this issue to become a topic that is discussed and expressed in the world. Content shared on social media apps like Twitter, Instagram, and Facebook is usually limited to a friend list. However, the messages transmitted with hashtags started to be made/performed by Twitter are not limited to the general public. Users set the agenda thanks to hashtags opened around a particular topic. While the hashtags opened on Twitter are generally political, this situation is quite different in the TikTok application. The hashtags set on TikTok are mainly for entertainment purposes. Some people perform certain trends, others follow those trends, and eventually, a TikTok agenda emerges—especially the special effects and video transitions in the TikTok application help to create and spread these streams. Hashtags can be accessed by tapping the explore icon at the bottom of the TikTok app’s screen. Trends such as “#stairs”, “#tilsimligözler”, “#10yearchallenge”, “#gosterkendini”, “#klipcek”, which have been

trend in recent years through hashtags, are for entertainment purposes only. In addition, it is frequently included in the content of the movements made for the challenge, such as “#chiliwechallenge,” “#practisavas,” and “#roll,” which develop within the entertainment agenda. With many challenges, users compete with different users, and in this way, they show strength among themselves. While the challenge is usually a challenge, the hashtags on TikTok are clustered around entertainment and commerce purposes. As a result of all this structural evaluation and analysis, the TikTok application stands out with its easy, fast, and simple structure in the sample population determined in the research.

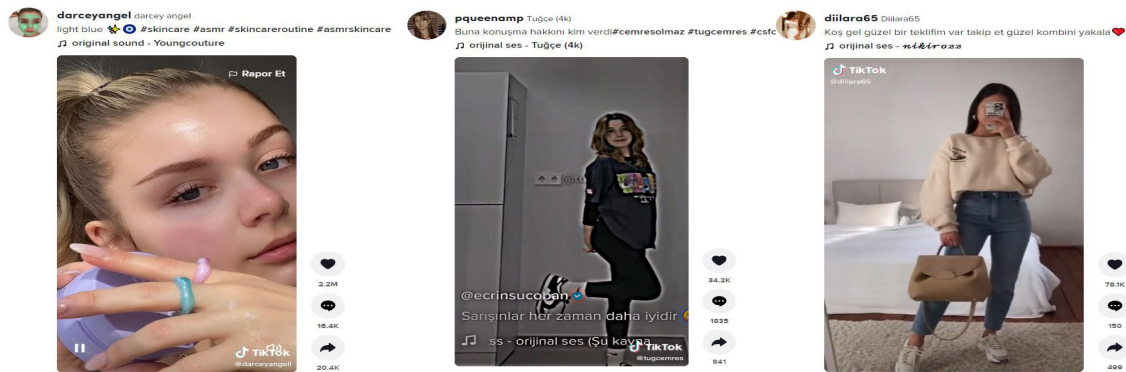


Image 2. TikTok Entertainment and E-commerce Sample Contents (Source: TikTok)

The two titles evaluated after the evaluations made on the axis of the structural features of the application and user experience are the results of the research made in the context of the entertainment culture of the contents shared in the application. 1000 TikTok content selected within the scope of purposeful sampling was evaluated. The common title frequently preferred by the accounts (@cznburak, @nursema, @yesimresmi1, @nusr_et, @aydas, @cilgindondurmaci, @cerenyaldz, @cemresolmaz, @cellat36, @sera), which are in the top 10 in terms of the number of followers as of 2022, are “entertainment” content. Entertainment title; sexuality, e-commerce, violence and politics. The common sub-titles that stand out in the content offered to users by 8 of the 10 Phenomenal accounts are; food, clothing, cosmetics, and music. In particular, the user @cznburak, with over 59 million followers, has reached billions of views on food, music and religious topics. Another point that draws attention in TikTok content is that cultural content is predominantly shared. In the study, it was understood that the contents did not have any centralization or belonging. It has been understood that the contents, in which a cultural confusion reaches the point of lack of culture, are used intensively. In this respect, it is inevitable that the concepts that form the basis of the social structure such as value, ethics and morality will be disinformation with these contents. It is also clear that as this situation is repeated, the normalization process will occur. Another finding is that there are very few moral and social propositions such as religious values, family, respect, etiquette, rules and decency, and that the content is purely entertainment-laden. The main categories of the contents presented on the TikTok main screen on the Table 1 below were carried out through the analysis of 1000 data.

Table 1. TikTok Table of Contents

Content Types					
Fun	Sexuality	E-commerce	Violence	Politics	Total
503	258	190	41	8	one thousand

503 content evaluated under the title of “Entertainment” as the central theme in the content evaluated on the TikTok home screen constitutes more than 50% of the current

sample. The sub-themes evaluated within the understanding of entertainment in TikTok are titles such as clothing, fashion, music, food, dance, nature shots, voice-overs, karaoke works, and artworks. At the point of evaluating the application contents, several of these sub-categories are seen in the contents at the same time. In the evaluation made under the main category of e-commerce, 240 contents constitute 19% of the total. Under this central theme, subheadings evaluated all product-based content, cars, home appliances, etc. The number of content examined under the main heading of Sexuality in content type was 258, constituting 25.8% of the total content. Here, videos based on sexual content used by men and women are included in the same category. One remarkable data is that the content under Sexuality is found in the shares of many videos that tend to homosexuality. As essential data, it is determined that there are 41 videos under violent content. Violent content constitutes 4.1% of the available content. In the study, under the main title of politics, current political issues were referred to, or videos with explicit political party content were grouped. This title only makes up 0.8% of all content. Considering that the TikTok application appeals to young audiences and that young people create this content intensively, it is seen that the contents of the TikTok application are in an apolitical approach, away from politics. The contents that do not fit these categories are given under the other heading. In Table 2, the content data of the phenomenon accounts, which are in the top 10 regarding the number of followers, are given in total.

Table 2. *TikTok Phenomenon Turkish Accounts Table of Contents*

Account name	Number of Likes	Number of Views	Number of Contents	Number of Followers	Entertainment Content Sub-Production Categories
@cznburak	1.1 billion	18.7 Billion	1967	59.3 Million	Food, Religious, Humanitarian Aid
@nnursema	413.6 Million	8.9 Billion	1236	19.2 Million	Painting, Music, Cosmetics, Care
@cilgindondurmaci	176.8 Million	1.1 billion	753	17.9 million	Food, Dance, Sex
@nusr_et	113.4 million	1.3 billion	192	14.6 Million	Food
@aydas	194.8 Million	2.6 billion	815	12.5 Million	Cosmetics, Clothing, Sexuality, Dance, Music
__@yesimofficial1	287.5 Million	7.2 billion	688	16.5 million	Cosmetics, Care, Clothing; Dance music
@cemresolmaz	765 Million	12.2 billion	2614	10.3 Million	Sexuality, Music, Dance, Cosmetics, Clothing
@cerenyaldz	719.6 Million	9.8 Billion	3485	9.3 Million	Sexuality, Music, Dance, Clothes, Cosmetics
@hangman36	397.5 Million	4.1 billion	987	8.5 Million	Sexuality, Music, Dance, Dress
@greenhouse	176.8 Million	1.9 billion	1093	7.5 million	Sexuality, Dance, Cosmetics, Clothing

In Table 2, the ten accounts with the highest number of followers within the TikTok application in Turkey are analyzed under the categories of liking, watching, content and number of followers, and sub-production of entertainment content. In the table, the accounts are listed according to the number of followers, and @cznburak (59.3 Million), which has the highest number of followers, took first place. Then, the ranking is given in the form of a table. The table's main feature is that under the sub-production

categories of entertainment content, the most produced titles in Tiktok content are found. In this area, it is seen that all accounts jointly produce content under the main heading of entertainment. However, unlike other works in this newly developing medium, these contents produced under the main title of entertainment present several topics together. Especially the subheadings of Sexuality, Cosmetics, Clothing, and food are among the common production areas of these accounts. The research showed that @cerenyaldz and @cemresolmaz accounts produced a very high amount of content. These contents were combined under the subheadings of "Sexuality, Clothing, Music, Cosmetics, Clothing, and Dance." @cznburak, who has the highest number of followers, views, and likes of the TikTok account in Turkey, produces content on the sub-headings of "Food, Religious, Humanitarian Aid." @nusret stands out among the accounts that produce content in thematic areas within TikTok. The account, which produced very little content in the "Food" sub-title compared to other phenomena, nevertheless achieved a significant number of views. From a usage perspective, six of the 15 best apps have announced that they are either trying out live streaming shopping events or are planning to test live streaming shopping shortly. All of the best Social Networking and shopping apps are using Livestream shopping integration as a potentially massive boost to mobile retail. TikTok has been the most efficient application in this area that prioritizes the user experience, as the social media channel where live shopping content takes place the most in e-commerce.

Nearly Half of the Top Apps Are Testing Livestream Shopping

Top 15 apps by U.S. downloads for Q1 to Q3 2021

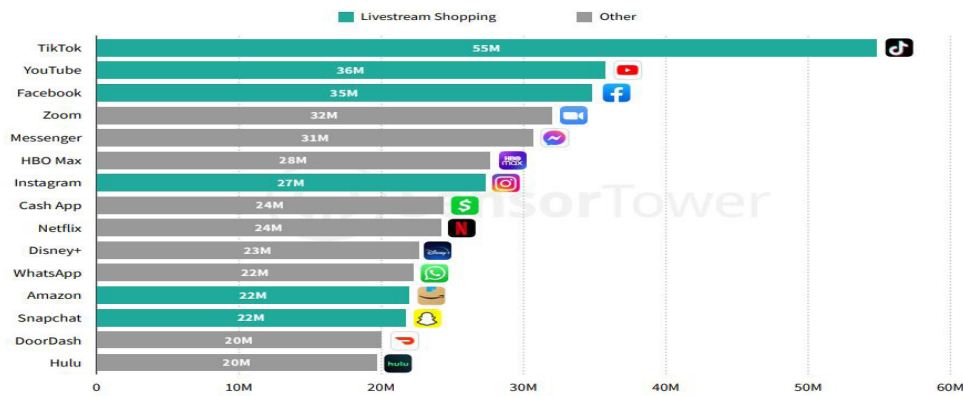


Image 3. (Tower, The Mobile App Market Outlook 2022 Report, 2022)

The application, which doubled all other social media applications as of 2022, has increased its momentum after the Asian Pacific effect and the Covid-19 epidemic in 2019 and has become the only social media application that has become the first social media application to rise above Google for the first time on the Internet as the most searched domain name. In this respect, we see its reflection in a changing world, from entrepreneurs selling products to crowds at bus stations and extensive squares, which used to be considered the first step of product awareness and sales and marketing strategies, to entrepreneurs who have become famous in channels such as TikTok application and engage in live marketing. The data of 1000 content analyzed within the scope of the study resulted similarly to "Sensor Tower The Mobile App Market Outlook 2022 Report".

5.1. Contextual Analysis of TikTok and Entertainment Culture

New communication technologies bring individuals closer to famous people. Beyond being familiar, they are perceived as places where the idea of “you can be a phenomenon” takes place. Social media shares of celebrities, which offer a luxurious, bright and high-income life, affect ordinary people significantly. Social media causes people to imitate the lives of others. Many factors such as being visible, the fear of disappearing if not seen on social media, the feeling of being liked and appreciated, the daily lives of celebrities, and the financial income of celebrities trigger the impulses of ordinary people to use these channels. Before Web 3.0, the phenomena steps were very difficult and only valid for a limited number of people. In the 21st century, although entertainment changes in form and physically, becoming a phenomenon and gaining fame has become fast and easily accessible thanks to social networking platforms. TikTok is one of the most important applications with mass effectiveness that provides this situation. The sense of fun is dominant in Tiktok content. When the TikTok user content evaluated in the study is examined, it is understood that the users utilize this application as a means of entertainment and self-disclosure. The fact that the contents examined in the study universe include the use of irrelevant and contradictory emotions, mocking the concepts, swearing, insulting is an indication that this feature of the application is used effectively by the users. For this reason, poor large audiences are not seen very often in applications such as Instagram, Twitter, Snapchat. In these apps, people share content to look beautiful and perfect to their followers (or people on their friend list) and to be liked by them. It is not necessary to create a friend list first in the TikTok application. For this reason, users do not have to first see the content shared by their acquaintances. As soon as you download TikTok, you come across a community of people you don't know who are constantly having fun. In this way, users share the content as they wish, since they are less observed in their immediate environment. These structural features of the TikTok application enable poor and middle-class individuals, who make up a large part of the population, to prefer this application. It is seen that local elements come to the fore more in the content of TikTok application, which is not global and far from popular culture hegemony.

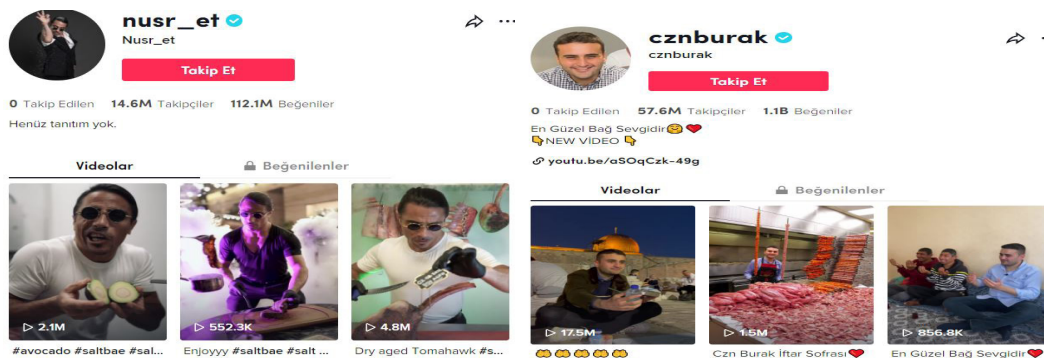


Image 4. Sample Contents from TikTok Famous Accounts (Source: TikTok)

Thanks to social media applications, it is possible to see many phenomenal people. For example, Ece Ronay, who became famous with the song “Watermelon,” İrem, who gained fame with the song “Ghost Lover” in previous years, and Grup 84, which has a large fan base on Youtube. Other important exemplary names for recent years, “Nusret” and “Murat Övüç,” are among those who have become famous on social media with their different personalities and voices. In the review made in the context of fame on TikTok, many videos shared for commercial and advertising purposes have come to the fore.

Ads in the app are usually posted by privately-owned companies and businesses rather than by large corporations. It has been understood that restaurant managers are actively using TikTok. It has been seen that a restaurant located abroad (in Dubai) delivered its meals to thousands of people in this way. Significantly Nusret's fame on social media and the fact that Nusret's shows are more effective than the taste of food has also changed the perception of advertising on social media. Similar content with this situation was frequently encountered in the research conducted. Restaurant owners and employees have shared videos of the food they make in the TikTok application. Significantly, many videos are recorded and shared on TikTok by several restaurants in Antalya and the Aegean region, while serving food accompanied by various shows. Examples of famous accounts from the food industry on TikTok are @cznburak and @antepliyiyor. In this application, it was understood that the food sector and other sectors such as textile and cosmetics were advertised. It has been determined that ordinary people make viral advertisements thanks to TikTok instead of direct advertisements of large companies.

However, the application's number of users is approaching 700 million, causing large companies to evaluate this application as an advertising medium. In addition, known people who have become famous in the traditional way are on this platform to increase their reputation and create an agenda. One of the critical examples of this is Ezgi G. Akdoğan, who is a known face in Turkey and has more than 1.5 million followers. She dances with famous names and shares them on her account. Akdoğan, said in the details of her contents that "Being a star on TikTok is hard. I have to create new videos, different trends constantly. Sometimes, even something that seems normal to you can become a trend" (Antalya Körfez Newspaper, 2018). In this respect, TikTok offers incomparable opportunities to earn financial income beyond being just an area of video upload. Especially in the contents, there are many suggestions from ordinary people for the field of e-commerce. There is unlimited content from watch band making, home cooking, and car repair tips to solving machine problems. In addition, small products offered by ordinary users are sold in live broadcasts through e-commerce. It has been determined that the TikTok application presents a diversity different from all other social media applications.

Conclusion

The development process in information and communication technologies, starting with Web 1.0, brought about great transformations in our daily life practices with the introduction of Web 2.0 and Web 3.0 into our lives. In a world where Web 4.0 is spoken, artificial intelligence is strengthened, and algorithms recognize human structure and offer personalized content, digital technologies and communication processes are experiencing another strong change. The process of change experienced by the media in this area also manifests itself in practices. In particular, the fields of communication and information acquisition are changing and social media applications are used effectively. Recently, social media has become an important part of daily life, especially for individuals who are closed at home during the Covid-19 pandemic. The process of cultural transformation, which started with the 19th century, has accelerated through mass media, and in the 21st century, it has turned into an area where individuals are constantly present online with the further advancement of technology. In this area, the continuous exposure of individuals to content such as advertisements, videos, photographs and films has led to the emergence of the consumption society. At this point, the masses who consume faster, adapt themselves to a pleasure-oriented lifestyle, and most importantly, live in disposable

behavior, become insatiable and present the problematic of a consumption society. In the century of consumption, a culture industry was formed and people's spare time was surrounded by the products and places of this culture industry. With the developments in communication technologies, individuality has come to the fore, and the structure of many factors that make up the society and family structure such as shared values, boundaries in individual relations, moral understanding, concepts and the perception of privacy have changed or disappeared. Individuals also use an entertainment-centered cultural understanding in the time they spend in their relationships, in their behavior and comparisons in their lives. Now, the individuals seek happiness in traits such as knowing what other people are doing, being watched by others, being visible, being admired and appreciated. At this point, within the framework of all these evaluations, social media is one of the most important places where all this change is experienced. Social media is considered as a center for entertainment and leisure beyond being a medium where you can watch videos or get information only by communicating. It is very important to be visible and known in this medium. New communication technologies have gathered individuals in a medium without dividing them into social classes and have made it possible to send messages to known people without introducing their identity, to communicate with them, and to see how and where they have fun and how they spend their day. Especially in social media shares of famous individuals, luxurious and bright life contents are watched, liked and followed billions of times by ordinary society segments. For this reason, individuals seek different ways to be known, to be visible, to attract attention and to have fun.

New communication technologies offer people the opportunity to have fun easily and quickly. In this aspect, the technology of the 21st century presents many social media applications in social media. Among these applications, TikTok is the application which draws most of the attention especially after the 2020 Covid-19 period. TikTok application precedes other applications in many areas such as having a simple design in terms of user experience, making the user's visual and auditory experience very high quality, offering opportunities that can enrich the content with simple fictional methods and bringing the sense of fun to the fore, not requiring the identification and account information to be reported, and providing the opportunity to access content without opening an account. It has been observed that users mainly publish content for entertainment purposes in the TikTok application. However, when we look at these contents, it is seen that the values that will keep the social relations and society alive such as decency, shame, respect are turned upside down and a macho attitude dominates the contents in the name of entertainment and being different from others. It can be concluded that young individual's resort to reasons such as being a phenomenon in these areas, gaining followers and being watched. It can be said that the TikTok application does not require an identity that distinguishes itself from other applications, does not have a friend list, and is far from being known by its immediate real environment, which are important factors in the sharing of these contents. Among the 1000 content on the TikTok homepage, which are evaluated without opening an account, entertainment content is the mainly shared, as well as e-commerce products, sexuality, promotion of technological products and music content. In particular, although the use of absurd concepts or people in the name of entertainment in video content and sharing them with music will increase the effectiveness of visuality, it may cause some social, intellectual and structural problems conceptually. At this point, it has been seen that young people are exposed to very destructive content in terms of moral and traditional cultural values. There are also dozens of content applications, such as the

old aunt insulting or cursing a young person who helps her to in order to be absurd and have fun. In addition, considering that this application is used intensively by individuals at a very young age, it is important to consider what the content presented to young people as entertainment will cause. Because it should not be forgotten that these users, mainly between the ages of 14-24, who share content by entering these areas, will be the adults of the society tomorrow. Another noteworthy issue in the study is that e-commerce content takes the second place. As a result of the study, it has been seen that the ways of making money through e-commerce have developed and the content shares reached the quality of advertisements published from mass media. In this respect, the inclusion of methods to reach the target audience and to be noticed by a large number of users gives clues about the changes in the sectoral approach to be experienced in the future in this field. It is one of the remarkable outputs that sexual content takes place in the study at a significant rate. In this regard, it is clear that sexual content primarily includes women. However, one of the remarkable results in the content is that besides the fact that the sexual content is predominantly female-centered, there are also content on topics such as homosexuality or gender change. In this regard, it is possible to count these contents as one of the main differences encountered in the contents of the Tiktok application on the home screen. In addition, the fact that technology products are included in the content shows that the application has an algorithm for the target audience and is used as one of the sales and marketing methods in this field. The fact that the contents of the phenomenon accounts are similar to the contents encountered on the home screen, has made the content area of the Tiktok application clear. Looking at the outputs of the study, it is seen that there is a relationship between entertainment and TikTok in accordance with research question 3. In addition, it is understood that TikTok content offers an area of use that will entertain individuals, fill their spare time, and satisfy the user's sense of pleasure. In addition to this point, it is necessary to evaluate the emotions of users with a "self-centered" approach and not to overlook the effect of hedonism. For this purpose, users present content in various forms in order to be different from one another. However, at this point, the individual can easily take on different identities in order to produce "something new" by separating from his own identity. The underlying approach has to do with a simple but disruptive concept provided by technology: convenience. This concept shows that the ease or convenience of any work done does not give parallel outputs with the positive aspect of the concept in terms of the working process and the long-term results. Supporting this issue, users encounter entertainment-based content offered in the application, which has no limits and encourages easy earning. At this point, users are exposed to the idea of getting rich the easy way, as well as encountering a lot of content in such channels. Therefore, Tik Tok becomes a major tool that builds a cultural space where being an individual producing entertainment with a simple video content and the possibility of reaching the masses and making a lot of money with this video content are marketed. Another problem in this regard is that this understanding of entertainment has the potential to turn into a cultural accumulation over time. This structure is moving towards a dangerous process in which all moral, religious and cultural elements are recklessly replaced with entertainment and pleasure. In addition, this situation presents the large masses who seek this pleasure in their entire lifestyle as a social output. Therefore, TikTok is becoming a tool used in this regard. This instrumentality is supported by today's technology and countless applications and content, then the entertainment culture turns into the example of the "rabbit carrot" that large masses of the society pursue. As a result of all these, TikTok application is just one of the phenomena produced by new communication technologies.

The determinism aspect of technology has both positive and negative effects. In this respect, it would not be possible to exclude or ignore technology completely, and it would be a wrong approach to accept and internalize it in all aspects. As a result of the study, it has been understood that the contents of the TikTok application have many examples, mainly in terms of entertainment, e-commerce and sexuality.

As a result, it is clear that individuals will have an advantage as a new entertainment medium in terms of commerce and spatial experience. However, the intense presence of negative examples such as violence, sexuality and immorality in the same application content should be examined as a great social threat. In addition, it will be a great contribution to create a media consumption education model within the literacy and education systematics in communication channels against clear threats in terms of the age and development of the users. The measures to be taken against this issue and the protection of the future social structure will be vital. It is recommended to conduct an interdisciplinary study on the structure of society, the cultural elements in the contents and the results of these. In addition to presenting an interactive situation regarding the user experience and application contents, the current study has given important outputs in order to clarify the producer and consumer role of the user. In addition, it is hoped that the study will contribute to other researches in this field.

Notlar

1 <https://wearesocial.com/digital-2022>, Date of Access: 06.05.2022

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TikTok Uygulamasının Kullanımlar ve Doyumlar Yaklaşımı, Kullanıcı Deneyimi ve Eğlence Kültürü Ekseninde İncelenmesi

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Genişletilmiş Özet

Teknolojinin ilerlemesi ve değişen dünya içinde bilgi üretimi, paylaşımı ve iletimi de büyük bir dönüşüm içerisinde. Bu yönden insanlar yüzyüze iletişim sürecinden teknolojik uygulamalarla hızlı, kolay ve her an bağlantı halinde olabilecekleri bir dönem içerisinde. XXI. yüzyıla sosyalleşme kavramı fiziki ortamlarda birebir insan ilişkilerinden uzaklaşarak sanal ortamlarda sanal ilişkilere evrilmiştir. İlk etapta statik bir ortam olan ve bilginin kullanıcılar tarafından sadece alındığı ve kullanıcının pasif halde olduğu internet dünyası sonrasında yeni gelişmelerle daha pro aktif bir hale dönüşmüştür. Web 2.0 ve ardında Web 3.0'ın gelişmesiyle birlikte internetin günlük hayatımızda önemli/güçlü/dramatik bir etkisi olmuştur. Küreselleşmenin de lokomotifini olan bilgi ve iletişim teknolojileri dünyada ekonomik, siyasi ve kültürel bir bütünleştirme sağlamıştır. İletişim teknolojilerinde yaşanan gelişmelerle bireylerin iletişim etkinliklerinde zaman ve gerçeklik algılayışları değişmiştir. Ayrıca iletişim teknolojilerindeki gelişmeler neticesinde bireysellik ön plana çıkmış, ortak değerler ve mahremiyet algısı da değişmiştir. Gözetlemek, başkaları tarafından farkedilmek, görünür olmak, beğenilmek, takdir edilmek vb. duygular insanların günlük hayattaki mutluluk sebebi haline gelmiştir. İnternete bağlanmadan veya internette uygulamalarda insanlar içerik paylaşımı yapmadığı sürece unutulma hissine sahiptir. Bu yönüyle sosyal medya ve/veya yeni iletişim teknolojileri bireyleri bilinir ve görünür olma imkânı sunmaktadır. Özellikle çok takipçili fenomen olan hesapların sosyal medya paylaşımlarında lüks yaşantı örnekleri, maddi kazançları, ışıltılı hayatları sıradan bireylerin ilgisini daha da arttırmaktadır. Sosyal medya sıradan bireyleri ünlü insanlara yaklaştırarak onların hayatlarına şahit olmalarını, özenmelerini ve taklit etmelerini kolaylaştırmaktadır. Yeni iletişim teknolojileri insanlara kolay ve hızlı bir şekilde bilinir olma yolunda fırsatlar sunmaktadır. Sosyal medya temelde aynı zamanda insanlara boş zamanlarını eğlenerek geçirebilecekleri yüzbinlerce binlerce uygulama ve kullanım fırsatlarına sahiptir. Eğlence anlayışını önemli biçimde değişime sokma potansiyine sahip uygulama da içerikler çok sayıda faktör ve kategoriye birlikte sunmaktadır. TikTok çok sayıda bireye ulaşmayı hedefleyen sosyal paylaşım mecrası olarak üreticileri kullanıcı deneyimine, sade içeriğe, basitliğe çok önem veren bireylerin bu uygulamaları indirmesini ve içerik yüklemesini kolaylaştıran bir temeldedir. TikTok uygulamasında sadelik ve basitlik kullanıcı deneyimi açısından merkeze alınan bir durumdur. Kullanıcılar eğlenmek, ticari değer oluşturmak, tanınır olma gibi çeşitli sebeplerden dolayı da içerikler yüklemekte ya da içerikleri izlemektedir. Bu çalışmada Eğlence Kültürü ve Yeni Medya İlişkisi, Sosyal Medya-Kullanıcı Merkezli Değişimler ve Kullanımlar ve Doyumlar Yaklaşımı, TikTok'un Kuruluş Süreci ve Özellikleri, Sosyal Medyada Eğlence Kültürü ve TikTok Uygulaması gibi çeşitli konu/konular ele alınmıştır. Ayrıca çalışmada Kullanıcı Deneyimi, TikTok uygulaması yapısal özellikleri, içeriklerde bulunan eğlence kültürü öğeleri, fenomen olan hesapların içeriklerinde barındırdıkları eğlence kültürü alt başlık konuları kullanımlar ve doyumlar yaklaşımı bağlamında değerlendirilmiştir. Çalışmanın önemli bir yönüde,

internetin yaygın kullanımından 2021 yılına kadar google şirketini en çok aranan alan adı sıralamasında ilk kez geçen sosyal medya uygulaması olan ve tüm dünyada yaklaşık 700 milyon kullanıcısı bulunan TikTok üzerinde gerçekleştirilmiş olmasıdır. Bu çerçevede, sosyal medya uygulamalarının oluşum süreci açısından TikTok'un yapısı ve uygulamanın kullanım ve doyumlar yaklaşımı ekseninde eğlence kültürü ve kullanıcı deneyimleri arasındaki ilişkiyi anlamayı amaçlamaktadır. Çalışma evrenini amaçsal örneklem yöntemi çerçevesinde uygulama ana ekranından 1000 içerik ve Türkiye'de en çok takipçisi olan 10 TikTok hesabı oluşturmaktadır. Elde edilen veriler nitel içerik analizi yöntemi kullanılarak değerlendirilmiştir. Yeni iletişim teknolojilerinde gerçekleşen ilerlemelerin neticesinde oluşan yeni iletişim platformları, bireylerde gündelik yaşam pratiklerinde (düşünce, tutum ve davranışlar) köklü değişimleri getirmekle beraber eğlence kültürü anlayışında da farklılıklara sebep olmaktadır. Bu çalışmanın amacı yeni iletişim teknolojilerinin güncel mecrası olan sosyal medya uygulaması Tiktok'un kullanımının kullanıcı deneyimi açısından değerlendirilmesinin yanında bu uygulamada üretilen içeriklerin eğlence kültürü ve kullanıcılar ve doyumlar yaklaşımı bağlamında ilişkisini değerlendirmektir. Araştırma 2021 yılında dünyada en popüler alan adı olan TikTok'ta gündelik yaşamımızda karşımıza çıkabilecek herhangi bir bireyin ne tür içeriklerin üretildiğini de ortaya koymaktadır. Ayrıca çalışmanın bireyin beğenilme ve görünür olma uğrunda neler yapabildiğini anlamak adına önemli bir yönü de bulunmaktadır. Çalışma kapsamında aşağıda belirtilen araştırma sorularının sonuçları değerlendirilmiştir.

Q1. TikTok uygulaması kullanıcı deneyimi açısından hangi yapısal özellikleri barındırmaktadır?

Q2. Tiktok uygulama içeriklerinde kullanıcılara yönelik hangi içerikler yer almaktadır?

Q3. Tiktok uygulama içeriklerinin eğlence kültürü bağlamında ilişkisi var mıdır?

TikTok uygulamasında yer alan içeriklerde ağırlıklı olarak kullanıcıların eğlence amaçlı içerikler yayınladığı görülmüştür. Ancak bu içeriklere baktığımızda şiddet, ahlak dışı, cinsellik, edep, utanma, saygı vb. toplumsal ilişkileri ve toplumu ayakta tutacak değerlerin alt üst edildiği bir maço tavrın eğlence ve farklılık adına içeriklere hâkim olduğu görülmüştür. İçeriklerde şiddet, ahlak dışılık, dalgaya alma, küçümseme, küfür gibi toplum yapısına zarar verici videoların sıklıkla yer alması genç nesillerin bu alanlarda fenomen olma, takipçi kazanma ve çok izlenme gibi nedenlere tevessul ettikleri sonucu çıkarılabilir. TikTok ana sayfasında yer alan ve herhangi bir hesap açılmadan değerlendirilen 1000 içerik arasında eğlence içerikleri ağırlıklı paylaşılmasının yanında e- ticaret ürünleri hakkında, cinsellik içeren, teknolojik ürünlerin tanıtımı ve müzik içerikleri başlıkları da uygulama içerisinde yer alan konulardır. Bu noktada ahlaki bir değerlendirme ve gençlerin geleneksel kültürel değerler noktasında çok yıkıcı içeriklere maruz kaldığı görülmüştür. Çalışma neticesinde TikTok uygulaması içeriklerinin ağırlıklı olarak eğlence e-ticaret ve cinsellik açısından çok sayıda örneğe sahip olduğu anlaşılmıştır. Bunun neticesinde bireylerin ticaret açısından ve mekansal deneyim alanında bir yeni eğlence mecrası olarak avataja sahip olacakları sonucu açıktır. Ancak aynı uygulama içeriklerinde şiddet, cinsellik, ahlaksızlık vb. negatif örneklerinde yoğun biçimde yer alması büyük bir toplumsal tehdit olarak irdelenmesi gereken ve kullanıcıların yaşları ve gelişimleri için açık tehditlere karşı iletişim mecralarında okuryazarlık ve eğitim sistemetaği içinde bir medya tüketimi eğitim modeli oluşturulması büyük bir katkı olacaktır. Bu hususa karşı alınacak önlemler ve ileriye dönük toplumsal yapının korunması adına hayati

nitelikte olacaktır. Toplum yapısı, içeriklerde bulunan kültürel öğeler ve bunların ortaya çıkardığı sonuçlar üzerine interdisipliner olarak geniş kapsamlı bir çalışma yapılması önerilmektedir.

Anahtar Kelimeler: Kullanımlar Doyumlar, Sosyal Medya, Kullanıcı Deneyimi, TikTok, Eğlence Kültürü.

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In this study, the rules stated in the “**Higher Education Institutions Scientific Research and Publication Ethics Directive**” were followed.

Yazarların çalışmadaki **katkı oranları** eşittir.

The authors' **contribution rates** in the study are equal.

Çalışma kapsamında herhangi bir kurum veya kişi ile **çıkar çatışması** bulunmamaktadır.

There is no **conflict of interest** with any institution or person within the scope of the study.