UNDERSTANDING HOW DIGITAL NEWS IS RECEIVED BY TIKTOK AUDIENCES: USES & GRATIFICATIONS

Assoc. Prof, Dr. Ngoc Oanh NGUYEN
Dong Anh NGUYEN, MA

Abstract: *In response to the increasing presence of Tik Tok in daily social life, the news media has been adapting to this user-generated platform. The current study aimed to understand Gen Z TikTok audiences' motivations and gratifications when using TikTok as a news reception tool. In total, more than 80% of digital audiences reported watching news on TikTok regularly. Through quantitative analysis procedures, four main drivers leading to participants' gratification over news on TikTok were identified: (1) the need for information, (2) the need for entertainment, (3) the need for social engagements and self-expression and (4) the ease of use. Results are discussed in relation to Uses and Gratifications theory and TikTok news was found to meet the need for information and entertainment the most. The study suggests that diverse transmissions of messages should be prioritized in the future developments of Tik Tok's news.*

Keywords: *News, Tik Tok, Uses and Gratifications (U&G), digital audiences, Gen Z, User Generated Media (UGM), Social Networking Sites (SNSs), social media.*

1. Introduction

The omnipresence of technology and quasi-intelligent social media recently has facilitated a shift in news consumption and publication. The game is changing, and so are its players and places, according to Belair-Gagnon and Holton (2018). Flexible network journalism in collaboration with social media is required (Ferrucci, 2018; Hermida, 2016), especially when the industry itself is experiencing an uncertain period (Lundén, 2009) and online platforms are predominating in the production, distribution, and consumption of information (Bell and Owen, 2017). Fletcher & Nielsen (2007) point out that many publishers have been switching focus to social networking sites (SNSs) to improve public engagement and "hunt" for new audiences. Spending most of their time in cyberspace, the digital natives, well-known as "Gen Zs", are the publisher's potential targets.

Despite the lack of general agreement on the precise age range, most documents (Pew Research Center 2019) consider that Generation Z contains people born between 1996 and 2010. Born into a world penetrated by smartphones and tablets with high-speed internet, they think, perceive, and socialize differently from previous generations (Ito et al., 2008). The current virtual world shapes not only the youth's perception but also their experience and interaction (World

Youth Report, 2003). According to Dawud & Nikolic (2020) and AlQudah, Salloum & Shaalan (2021), their lives are driven by shared videos and exchanged experiences. This point has been proven by Rothman's neurobiology research (2016) on Generation Zers' brain reactions to visual learning. However, Rothman also found out that Gen Zs can only pay attention for \a short time and are easily exposed to boredom. A suggestion from studies of mobile video prototypes was to shorten viewing episodes on mobile devices to keep users' attention. Hence, a short video platform would be a method (Newby, 2018; Liu et al., 2019). Tik Tok, originally launched as Douyin by Bytedance in China, is a successful example that grasps digital audiences' demands. It has emerged as a micro-video application specifically featured for mobile devices, which ranges from a few seconds to a few minutes (Su, 2018). Since its establishment, Tik Tok has attracted 1 billion active users worldwide monthly (Influencer Marketing Hub, 2022). In 2020, Tik Tok celebrated a billion downloads and surpassed Whatsapp and Facebook to be the most downloaded non-gaming app globally (Comscore, 2020).

In response to "one of the fastest growing social media platforms in the world" (Weimann & Masri, 2020, p.4), digital journalism has been modeling various approaches to Tik Tok's users (Bautista et al, 2020). Despite its enormous popularity, the app is a social media platform that has received little empirical research (Wang, 2020). In terms of news, there have been studies surrounding its effective role in providing youngsters with health-relevant information (Zhu et al., 2019, Li et al., 2021), political discussions (Serrano et al., 2020), official releases from the government (Jiang & Wang, 2020) and even scientific education (Hayes, Stott, Lamb & Hurst, 2020). Some researchers also examine variables related to young audiences as part of their focus on the rise of Tik Tok in general and how journalism has responded to it. Recent research by Vázquez-Herrero et al. (2020) indicates that Tik Tok is not intentionally sought for news, but it is rather a hub where information is found through incidental exposure, similarly to the indirect news consumption on other SNSs (Ahmadi & Wohn, 2018; Boczkowski et al., 2017; Mitchelstein et al., 2020) [1][3]. The young public's interactions with content, therefore, become a filter for their own experience, based on the platform's algorithm (Cervi, 2021). The study itself has triggered the need to understand the interests and preferences of users as well as their gratifications affecting the virality of news content on Tik Tok. Nevertheless, no studies have been specifically made on Gen Z's news reception. Recent ones only focused on the experiences of users in China (Lu & Lu, 2019; Lu et al., 2020; Meng & Leung, 2021; Omar & Dequan, 2020), with an exception researched in the United States (Vaterlaus & Winter, 2021) about the needs and motivations of using Tik Tok in general. Considering previous research and the need for multicultural references, this paper will investigate to figure out what are gen Z's gratifications for consuming news on Tik Tok as well as their motivators, and how news media should adapt to such motivators to reach Vietnamese digital audiences effectively.

2. Theoretical Framework and Hypothesis (962)

So far in the world of scientific research on human motivations and behaviors, has almost become a "traditional influencer" among media researchers. In other words, U&G is one of the typical applications for research on user-level perspectives and preferences with different media platforms (LaRose et al., 2001; Ruggiero, 2000). It provides a logical framework for a better understanding of the reasons behind media consumers' behaviors or known as the "Use" (Alhabash & Ma, 2017, p.3). U&G also explains that one's "Gratification" led by psychological needs is the key factor contributing to his or her media preferences (Blumler & Katz, 1974). According to Katz et al. (1973), the U&G theory aims to describe the way people engage in communication activities to satisfy their demands, which in the extended version is motivation leading to behavior outcomes (Bi & Tang, 2017). Their consequential choice can be considered either starting or continuing to use a certain information & communication technology (ICT) application.

We are no longer unfamiliar with the use of U&G in numerous earlier studies of human motives when consuming, for example, newspapers, radio, and television (Babrow, 1987; Conway and Rubin, 1991; Elliott and Rosenberg, 1987; Mendelsohn, 1964). Recently, U&G based studies on User-generated Media (UGM) are also put on the table. The theory guided the directions in studies on Facebook or Instagram (Eunji & Jung-ah, 2015, Upadhyaya, 2018). Another UGM research paper suggests that the flexible applicability of Uses and Gratifications Theory is what makes it ideal for scientists working on user-level reasons for digital natives choosing Tik Tok (Omar & Dequan, 2020). Given the vigorous rise of Tik Tok, such information sources are valuable for in-depth market research of mainstream media on audiences' choices to propose adaptive strategies (Newman, 2011). On the other hand, it is shown by Fitriani et al. (2020) that "the utilitarian motivation (credibility) influences channel engagement" (Cuesta-Valiño, Gutiérrez-Rodríguez & Durán-Álamo, 2022).

From all the conditions above, this study is going to utilize Uses and Gratification Theory as the conceptual framework for further development.

User-generated media was defined by Shao (2008) to be utilized in multiple ways for multiple purposes: the need for content; the need for social engagements and the need for self-actualization as well as self-expression. Firstly, a motivation of UGM users is in order to absorb more information and find relaxation from entertaining content. For instance, pastime purposes are confirmed by users of Facebook, Pinterest, and YikYak (Mull & Lee, 2014; Park & Lee, 2014; Vaterlaus, 2017). Youtube, a popular video-based UGM that enables vie w ing, sharing, and interacting (Perrin & Anderson, 2019), is commonly used by the young for information and leisure (Buf & Tefâniţă, 2020). The main functions of Tik Tok seem to be not much different. Especially, the craving for info r mation is constructed from three smaller elements including the need for relevant, sufficient, and timely content (Al-Maroof et al., 2021).

As a result, the author proposes following hypotheses:

H1: The need for information drives Gen Z's gratification over news on Tik Tok.

H2: The need for entertainment drives Gen Z's gratification over news on Tik Tok.

Secondly, people are also motivated to "interact with the content and other human beings" on user-generated devices (Shao, 2008). It is true that youngsters who grow up in today's technology-driven society are more active in seeking virtual connections than communicating in real life (Hatch, 2011). The research on MySpace (Raacke & Bonds-Raacke, 2008) and Facebook (Park & Lee, 2014) have bolstered the optimistic notion that teenagers may meet their social demands by interacting with online communities which share mutual interests (Shao, 2008), whereas, Twitter and Snapchat are reported to enhance public sociability and relationship maintenance (Chen, 2011; Vaterlaus et al., 2016). Thirdly, self-expression and self-actualization motivations, which is self-identity in short, are found in people interested in producing their own content (Shao, 2008). Omar and Dequan (2020), add-in that the self-expressed reflection in users' participation is not only seen in content creation. Furthermore, recent emerging research concludes that Tik Tok users tend to be passive watchers more than active creators (Lu et al., 2020; Bosen & Kottasz, 2020). Viewing and sharing short videos are highlighted as TikTok's main features (Wang, 2020).

The author hereby proposes a hypothesis:

H3: The need for social engagements and self-reflection drives Gen Z's gratification over news on Tik Tok.

With a view to provide Gen Z's consumption insights on Tik Tok to audience-oriented digital publishers (Ferrer Conill and Tandoc, 2018), the two motivations social engagements and self-expression will only be viewed and studied through the audience's comments and shares of the published news from the point of view of the audience/based on their comments and shares (Larsson, 2018). The aforementioned needs for entertainment, socialization and information-seeking have been addressed in not only one but three studies participated by Chinese Tik Tok users (Lu et al., 2020; Meng & Leung, 2021; Omar & Dequan, 2020). Considering the fact that different cultural values may bring different perspectives and thus different gratifications across countries (Bossen & Kottasz, 2020), this article targets the Vietnamese Tik Tok community, which has been ranked 6th lately in the global number of users aged 18 and above (DATAREPORTAL).

In addition, this study will also examine an important feature of UGM that may affect young audiences' gratification which is "the ease of use" (Shao, 2008). Shao's article (2008) indicates UGM is "easy to use", either to consume or participate, and thus allows individuals to acquire greater gratification. The "Easy to use" is also consistent with the focus of the study on passive Tik Tok users for its "pleasure-

maximized" type of gratification. Due to Wolf's (1999) observation, modern people are more satisfied with investing their time in effortless activities. The hypothesis proposal is:

H4: The ease-of-use drives Gen Z's gratification over news on Tik Tok.

Figure 1 *presents the correlation between the proposed hypotheses.*

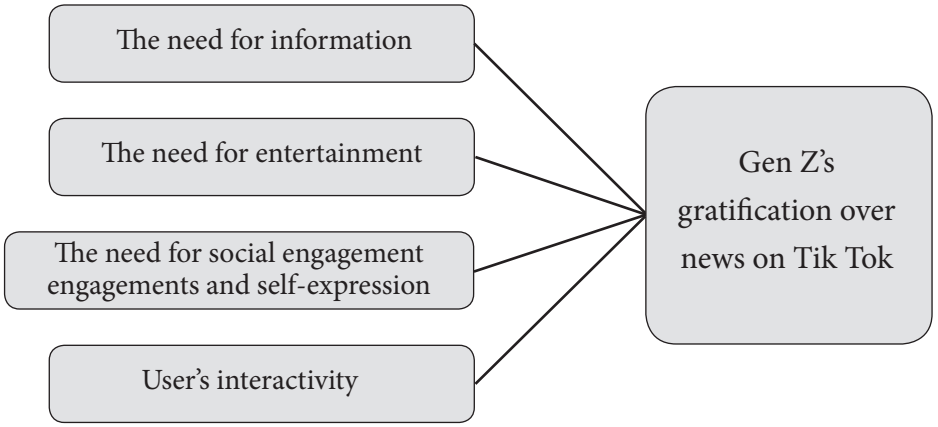


Figure 1. *Proposed model*

5. Methods (1112)

5.1 Samples and procedure

This study applies a quantitative approach with the data collected from an online questionnaire survey answered by Vietnamese Tik Tok users aged between 12 and 26 years old (Generation Z). The survey was distributed in May 2022 on various social media including Facebook, Instagram, and Tik Tok. A total of 323 questionnaires were collected, with 12 of them being eliminated because of invalidity. 311 qualified questionnaires left will be taken into account in this study. The configuration of the sample contains 60,1% female, 37,6% male, and 2,3% other genders. By age, the largest number of respondents collected was in the 16–24 year-old group with 78,5%. The rest were people aged 12-15 years old and 25-26 years old, which account for 7,7% and 13,8% respectively. By living area, 74,6% are living in cities and the figure for rural areas is 25,4%. By occupation, 38,9% are high school students, 43,7% are undergraduates, 15,4% are office workers and exactly 2% are having other jobs. As a result, most of them have not earned their monthly income (54,3%). By the Tik Tok usage habits, the most common time was in the evening and most participants use Tik Tok when they are at home. Finally, in the frequency of news appearances on one's Tik Tok, almost half of respondents choose "sometimes", more than 30% choose "usually" and 15,8% choose "rarely" (see Table 1).

Table 1. *Sample information*

Categories	Information	%	Number
Gender	Female	60,1	187
	Male	37,6	117
	Others	2,3	7
	Total	100	311
Age	12-15 years old	7,7	24
	16-24 years old	18,5	244
	25-26 years old	13,8	43
	Total	100	311
Living area	Cities	74,6	232
	Rural areas	25,4	79
	Total	100	311
Occupation	High school students	38,9	121
	Undergraduates	43,7	136
	Office workers	15,4	48
	Others (businessman, model, …)	2,2	6
	Total	100	311
Monthly income = a (million VND)	None	54,3	169
	a<5	19	59
	5<a<10	11,9	37
	10<a<32	11,9	37
	a> 32	2,9	9
	Total	100	311

Times of using TikTok	In the morning	8,4	26
	At noon	4,5	14
	In the afternoon	6,8	21
	In the evening	54,7	170\
	At night	25,7	80
	Total	100	311
Places of using TikTok	At home	85,5	266
	At work/school	4,2	13
	On road/transportation	5,8	18
	In public areas (café, supermarket,...)	3,5	11
	Others	0,9	3
	Total	100	311
Frequency of news on TikTok	Rarely	15,8	49
	Sometimes	49,2	153
	Usually	30,9	96
	Always	3,9	12
	Total	100	311

Before opening the survey, a group of 7 people has been established to determine relevant items in the questionnaire (they helped with the initial part of the project, to determine the relevant questions). The group consists of 6 Tik Tok users in Generation Z (2 aged 12-25, 2 aged 16-24, and 2 aged 25-26). They are either studying at high school and university or working as an executive. The final questionnaire was launched based on valuable information gained from this small-scale qualitative research.

5.2 Materials and measures

In the first section of the survey, respondents are asked demographic questions as well as questions concerning their use of Tik Tok. Five dimensions in the

proposed model are then examined in the second section of the questionnaire through various types of questions, including Multiple choice questions, Rating questions, Likert-type scale questions, Matrix questions, and Open-ended questions to convert needed data. The items included in the questionnaires are gathered from the qualitative research beforehand.

The need for information

Based on Cervi's (2021) study, a multiple choice question on "the most often reached types of news to respondents" using multiple choice method to find out the most common types of news reached by the audiences was added to infer Gen Z's demands over different types of news. (1) Participants were allowed to check on more than one option.

The need for information in Tik Tok was divided into three types of needs: timing information, sufficient information, and personal relevant information, which were formed following the findings of Al-Maroof et al. (2021) and the former qualitative research. These items were then given in statements in a 3-point Likert-type scale question (1=Disagree; 2=Neither agree nor disagree; 3=Agree) to test the probability of main informative content features reaching Gen Z audiences. (2) Participants can decide whether or not to answer an Open-ended question: "Which need for information motivated you the most to watch news on Tik Tok". (3)

From (1), (2) & (3), a detailed understanding of Gen Z's motivation of acquiring information in both types and contents may be measured.

The need for entertainment

Entertainment motivation can be determined from a 3-point Likert-type scale question: "Do you agree or disagree with the following statement: I usually feel entertained and relaxed when watching news on Tik Tok". Participants were asked to give their opinions (1=Disagree; 2=Neither agree nor disagree; 3=Agree) on the possibility of entertaining content reaching them on a regular basis. Some extra data on the need for entertainment were also expected to come up while testing the display frequency of news' types. Similar to the need for information, participants can decide whether or not to answer an Open-ended question: "Which need for entertainment motivated you the most to watch news on Tik Tok".

The need for social engagements and self-expression

First, respondents needed to answer the Matrix questions: "How often do you make following interactions to news' videos on Tik Tok" with 5 main interactions namely "Scroll/Skip", "Rewatch", "Like", "Comment" and "Share". The answer could be chosen among "Never", "Rarely", "Sometimes", "Usually", and "Always". For further details, Gen Z users were offered a non-obligatory Open-ended question regarding "Which need for social engagements and self-expression motivated you the most to watch news on Tik Tok".

The gratification over news on Tik Tok

A general Multiple choice question of "Are you satisfied with news you have regularly watched on Tik Tok" was put right in the middle of the survey. After

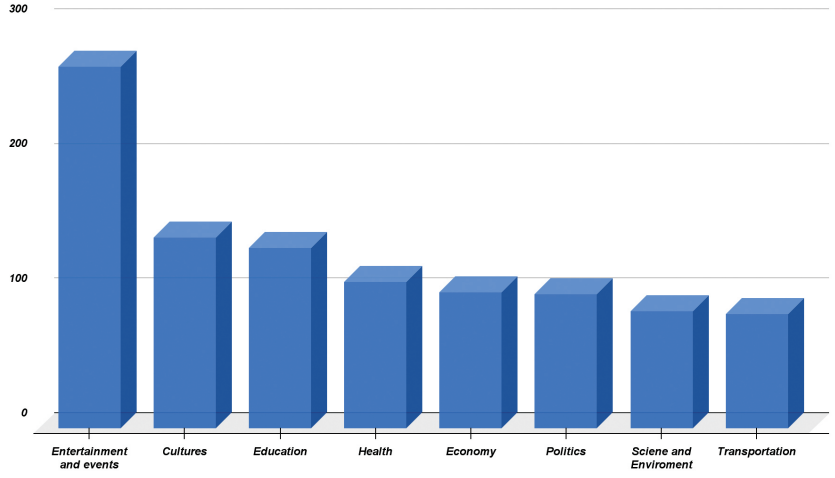
giving an appropriate answer (Yes/No/Once in a while), the participants were asked to define "Which motivation drove your gratification to watch news on Tik Tok the most" and "Which motivation drove your gratification to share news on Tik Tok to others the most" in two Multiple choice questions. Finally, the survey included two Open-ended questions, one for a better explanation of the gratification's motivation to share news and one to collect suggestions from the audience's perspective about "How should news on Tik Tok be improved to meet Gen Z's gratification in the future".

6. Results

The survey results reveal some uncoverings about digital natives' gratifications over news on Tik Tok. The following analysis is based on and developed from the collected data.

As shown in **Figure 2**, entertainment and events related news seemed to reach Tik Tok's users in Generation Z most often with 267 participants watching them on a regular basis. Following was their frequency of catching news about cultures or education, of which the numbers were almost a half of the previous value. Apart from entertainment and events, cultures and education, all other topics of news such as health, economy, politics, science and environment, and transportation were frequently viewed by only under one-third of the total investigated people. In fact, it should be noted that these are the news of the "boring" and "inflexible" stereotypes.

Figure 2. *The reach of different news on Tik Tok*



With regards to Gen Z's thoughts on the features of their most-watched news, **Figure 3** illustrates that most people agreed that the contents of them were rich in trending topics or relevant to their surrounding community. However, the agreeableness was significantly reduced with the statement "news is sufficient and adequate in content". Two-thirds of the respondents remained neutral, which

suggested that either the news they often saw on Tik Tok usually lacked necessary information or they were not able to constantly approach high-quality news with unified concepts. In general, the objections towards given statements were reported in no more than 19 answers.

Being asked to give their personal opinion on the statement "I usually feel entertained and relaxed when watching news on Tik Tok", more than a half of the total respondents agreed, while 33,7% of them stayed neutral and 13,8% of them disagreed.

Figure 3. *Gen Z's perceptions towards content features of regularly suggested news on Tik Tok*

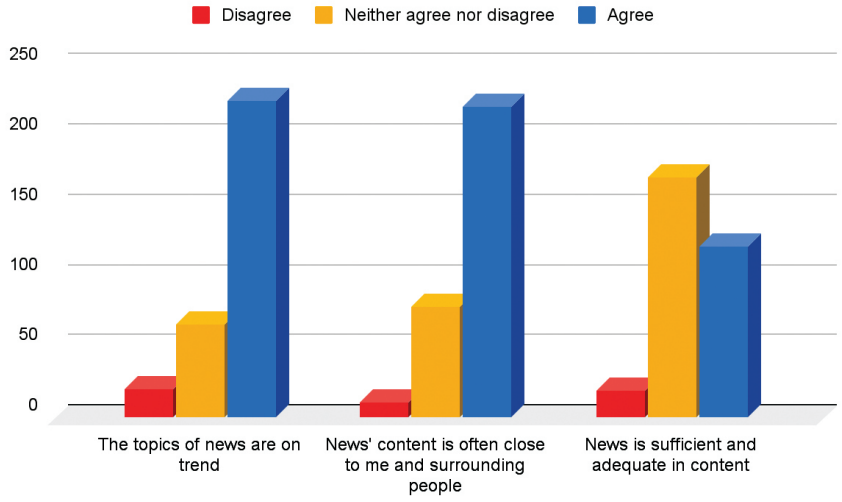
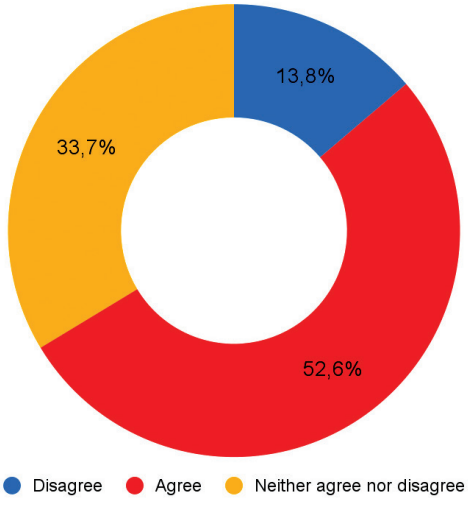


Figure 4. *Gen Z's perceptions towards a value of the need for entertainment*

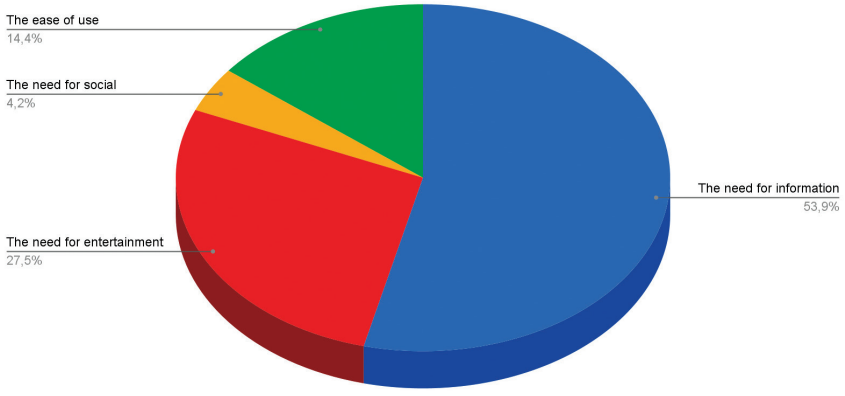


The four proposals of motivations that played a vital role in controlling Gen Z's gratification over news on Tik Tok were then presented in **Figure 5** and **Table 2** respectively. Among the listed needs for information in **Figure 5**, entertainment, social engagement, and self-expression as well as the ease of use, participants' demand of being informed was the most common motivation which encouraged them to decide to watch news on Tik Tok. In other words, approximately 54% of survey takers watched news on Tik Tok with the goal to obtain information. This group of people was then asked a cross-checked question: "Which need for information motivated you the most to watch and share news on Tik Tok?". Answers collected were synchronized into three main reasons: "News on Tik Tok are varied in plenty of topics"; "Tik Tok is well-updated with the latest breaking news"; "I feel that most of the news contents on Tik Tok are related to our generation" and "The way of presenting news was quite smooth and understandable."

The need for entertainment was ranked second among four motivations with 27,5% of individuals preferring. Similarly, some in-depth viewpoints were provided by participants in the Open-ended question: "The creative and funny approaches of news helped me relax from daily stress" and "The effects, texts, and sounds on Tik Tok allowed attractive news editorials". Subsequently, the ease of use was prioritized by 14,4% of Gen Z respondents. To be specific, they are satisfied with the "convenient Tik Tok features" which allowed them to "stop, fast forward, rewatch, share and save news easily"; or the system of "hashtags and collections for easier searching of the next part/relevant news".

Last but not least, the number of people who voted for ease of use almost tripled that of the need for social engagements and self-expression. Only one open-ended answer gave a more detailed insight into this motivation: "I enjoyed reading others' comments and expressing my opinions to discuss the news with strangers. It provided me with multidimensional viewpoints about the issue."

Figure 5. *Motivations driving Gen Z's gratification to watch news on Tik Tok*



Before seeking the gratification of sharing news on Tik Tok behavior, questionnaires' involvers reported on their frequency of taking actions such as commenting or sharing. Statistics described that most of them never or rarely comment on posts of news, but sometimes scroll/skip, rewatch, like or share news to other people. It was noted that when a person liked a video on Tik Tok, that video would be automatically saved in the list of "Liked" videos.

Figure 6. *The tendency of interacting with news video on Tik Tok*

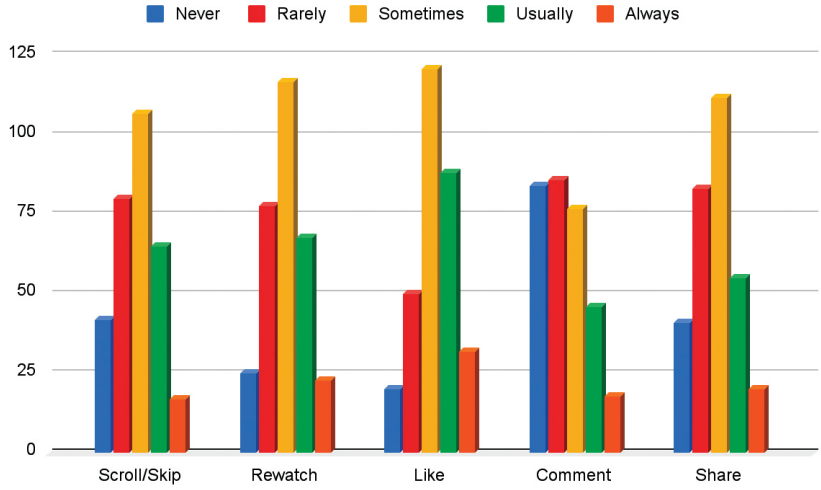


Table 2 was formed due to the aim of analyzing the motivation driver that had the greatest impact on one's decision of sharing news on Tik Tok to others. The results showed that the need for information fulfilled most of Gen Z's gratification in sharing news. The proportion of people choosing this motivation was 58,4%. Noticeably, 15 Tik Tok's digital natives taking part in the survey chose an "other" outside the given motivations implying almost the same content based on "personal emotions".

Table 2. *Motivations driving Gen Z's gratification to share news on Tik Tok*

No.	Motivations driving Gen Z's gratification to share news on Tik Tok to others	Percentages
1	The need for information	58,4 %
2	The need for entertainment	27,2 %
3	The need for social engagements and self-expression	5,1 %
4	The ease of use	4,5 %
5	Personal emotions	4,8 %

7. Discussion (1000)

7.1 Implications

This article has investigated gen Z's gratifications for consuming news on Tik Tok and the necessary features that news media should include to meet such motivators of Vietnamese digital audiences effectively. The relationships between uses and gratifications in the proposed model were proven previously by other reputable literature (Shao, 2008; Al-Maroof et al., 2021). This study shows that the need for information has the most impact on the gratification of Gen Z over news on Tik Tok. Specifically, there were two samples of TikTokers of Gen Z joining in the survey that overlapped the opinion exploited from the qualitative research. They are needs of seeking timing/trending information and personal relevant information. Young people are aware of the necessity to know urgent news but they do also enjoy useful news, fun news and news in vogue (Galan et al., 2019). At the same time, another motivation was identified as the need for information variety seeking, which was also one of four proposed key motivators in this year's research conducted by Cuesta-Valiño et al. (2022).

As a matter of fact, 52,6% of young participants also admitted to being reached by joyful and comfortable contents of news. But the motivation of entertainment was still rated after the cravings for information in total. This may indicate that even though the gratification of entertainment needs was considered the key leading to TikTokers' behaviors (Bossen & Kottasz, 2020), the value of information is still an indispensable specialty of news even on UGM platforms. Not to mention, the need for entertainment still accounted for around 27% participants' preferences. Tik Tok was outstanding for its plenty of creative effects and texts, giant store of music and sounds, and most importantly the young and dynamic community of content creators. This feature has helped to generate unique, interesting and even funny news editorials, from which the digital audiences found themselves entertained or being escaped from the hustle and bustle of their daily lives (Omar & Dequen, 2020).

A conclusion of Weimann and Masri (2020) said: "What helps TikTok stand out among the competition is that practically anyone can become a content provider because of the simplicity of using the app. That is why it appeals to so many young users around the world". It wasn't wrong. The findings of Vaterlaus & Winter (2021) also supported that idea with interviewees responding that their interactions with basic app functions were easy to use. It has been verified in this study that the convenience use of Tik Tok only prolongs continuance of watching news on this social media, but nearly not affect the sharing activities of individuals. Surprisingly, even the need for social engagements and self-expression was not the most salient point which influenced the digital audiences' news sharing intention as Lee and Ma (2011) claimed 10 years ago. It was the content-related factor that drove their gratification to share news to others.

7.2 Limitations and Future suggestions

Due to the limit of time and study scale, the production behavior of users has not been researched and some of the gratification details have not been fulfilled. Therefore, the tested satisfaction of people with the sufficiency of information in most of the news presented on their daily Tik Tok's feed was quite unsure. Besides, although applying an appropriate sampling technique, the study was unable to dig deep into qualitative research with a large number of people, which might affect the contribution to the exploratory side. The study also only focused on digital natives in Vietnam, whereas, TikTok is accessible for Generation Z all around the world. Future work should continue investigating TikTokers in Gen Z in more other countries, particularly in the context of the app's overshadowing of traditional news organizations in Asia.

Despite the limitations, the study answered the call to explore the reception of digital users, including their preferences and interests for further journalistic developments (Vázquez-Herrero et al., 2020). The study has already been able to suggest that the news media should adapt to the logic of Tik Tok and the demands of TikTokers with the aid of different youthful approaches yet should not pass the fundamental values needed in a news content for a sustainable growth in the future. As a survey taker said: "News channels on Tik Tok may divide long reports into different segments with distinguishing forms to provide a deeper grasp to audiences", the author advises that additional diversity in message transmission should be prioritized.

8. Disclosure Statement

No conflict of interest was reported by the author.

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APPENDICES

Surveying the trend of Gen Z receiving news on Tik Tok

Dear friend,

Currently, I am conducting a research on "Trends in receiving news of Gen Z on Tik Tok in Vietnam".

In recent years, updating social news through Tik Tok application is becoming a trend to attract Gen Z young people besides other social networking platforms in particular and electronic information sites. Generally speaking. To better understand the factors from the public perspective that contribute to this trend, I conducted a survey to understand the perception and interaction habits of the Gen Z public on Tik Tok.

I would appreciate your help by taking a few minutes to fully answer the questions in this survey. Your opinions play an important and meaningful role in determining the

research results and scientific proposals of this study. The information you answer in the survey is completely anonymous and used for research purposes only.

Thank you very much for your cooperation.

A. Demographic data

1) Your gender? 1. Male 2. Female 3. Other

2) Which of the following age groups do you belong to?

1. Under 12 years old
2. 12 - 17 years old
3. 18 - 24 years old
4. 24 - 26 years old
5. Over 26 years old

3) What is your current job?

1. Students
2. Student
3. Office staff
4. Other work (please specify)

4) Where do you live and work?

1. Rural
2. Urban

6) What is your monthly income?

No income yet
Under 5 million VND
From 5 to 10 million VND
From 10 to 32 million VND
Over 32 million VND

B. Gen Z's trend of updating news on Tik Tok in Vietnam

7) What time of day do you usually access Tik Tok?

Morning
Noon
Afternoon
Night
Night

8) Where do you most often visit Tik Tok?

At home
Work/study place
On the road/vehicle
In public spaces (cafes, shopping malls, ...)
Other (please specify)

10) Do news videos often appear on your Tik Tok?

Never
Rarely
Sometimes
Regularly
Always

11) What topics do you often watch on Tik Tok? (can choose more than 1 answer)

Entertainment, events
Education

Health
Economy
Politics
Science and the environment
Sociocultural
Traffic
Other (please specify)

12) In what form is the news content you have seen often deployed? (You can choose more than 1 answer)

Information news
Public Service Information
Interview
Serial program (partitioned)
Analyze and comment
Declaration, statement
Summary
Other (please specify)

C. Gen Z's trend of receiving news on Tik Tok in Vietnam

What is your rating of news on Tik Tok .?

Unreliable 1 2 3 4 5 Very reliable

2) How do you rate the content of common news on Tik Tok (only choose 1 answer for each line)

Disagree Confused Agree
Rich and diverse content
Content is updated in a timely manner,
hot, highly topical
Content that is closely related to
you and Gen Z
Useful content for the community
Full, comprehensive content

3) Are you satisfied with the news you usually see on Tik Tok in general?

Have
No
Intermittent

4) Which of the following factors has the biggest role in driving your satisfaction when watching news on Tik Tok?

Content-rich, interesting, diverse topics, topical, up-to-date, close to you and Gen Z
New, creative approach, making content more attractive, especially with gen Z
Concise, clear, understandable, and comprehensive way of conveying information
News video ensures both visual and audible part with images, graphic effects, captions, sound
Easy to follow, search for news on the same topic thanks to the system of hashtags and suggestions for you
Good picture and sound quality helps you watch the news in the most comfortable state
The ability to interact, discuss news/topics with many people in the comments section
Convenient video storage and sharing system.