The Uses and Gratifications of TikTok During COVID-19

Catherine Danko
Western University, cdanko@uwo.ca

Follow this and additional works at: https://ir.lib.uwo.ca/inspiringminds

Citation of this paper:
Danko, Catherine, "The Uses and Gratifications of TikTok During COVID-19" (2021). Inspiring Minds – Showcasing Western's Graduate Research, Scholarship and Creative Activity. 46.
https://ir.lib.uwo.ca/inspiringminds/46
Social media use may have positively impacted mental health during the COVID-19 pandemic. During the first wave of government enforced lockdowns, the number of TikTok downloads skyrocketed past the 2 billion mark, making the platform a worldwide phenomenon. People gravitated towards the app because of its entertaining features: unique video effects, sounds, humorous content, and online community. For some, the platform may have benefitted their mental health during a period of intense social isolation. This research project looked at TikTok videos posted during lockdowns for a more comprehensive understanding of how TikTok fostered social connectivity, creativity, and escape from mental health issues during COVID-19. The videos consisted of people creating artwork, engaging in dance challenges and household competitions. The videos were analyzed through the application of a theoretical framework that theorizes why people gravitate towards certain mediums and how they fulfill specific needs.