Adolescent and Young Adults’ TikTok Use and Addiction

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 TikTok is one of the most popular apps in the world. Most of its hundreds of millions of users are children and adolescents, and they use TikTok to upload, watch and review videos. TikTok was developed by ByteDance, a Chinese company, and it allows its users to upload the longest 60-second lip-matched videos, and these videos have various creative and interactive features. TikTok, the seventh most downloaded app in the last decade, is one of the fastest growing apps. The effects of this situation on adolescent and child mental health are just as thought-provoking. Psychologists, psychiatrists, etc. dealing with child mental health specialists working in the branches warn parents about this issue. Document analysis methodology is used in this research. This literature review is about the reasons, possible warning signs, and predisposition for TikTok usage and addiction in young adults and teenagers. Also, it is about what to do during treatment, relapse, and recovery process if addiction to this social media platform occurs. It was found out that celebrity phenomenon, visibility, fast consumption, gratification, force, and some personality characteristics are possible reasons behind the usage of TikTok. The headings are about why TikTok is being used, who is more inclined to use and abuse TikTok and treatment of TikTok addiction. Future studies can dive into the neurobiological reasons behind this addiction as it is a quite novel subject and needs to be studied more in the new ‘reality’ of today.

Key Words: social media, TikTok, adolescence, addiction, young adults