The New Imaginary Best Friend: Building Communities and Support Systems Through TikTok
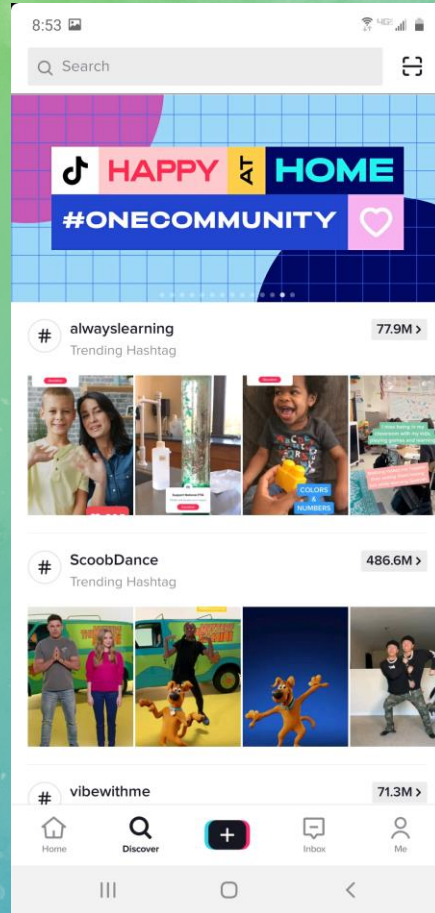
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Research Questions

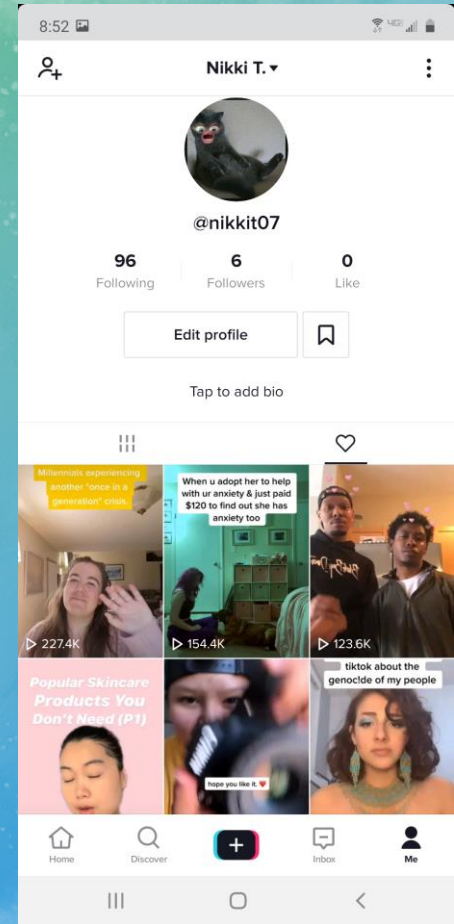❖ How does studying communities on TikTok help to better understand online behavior?

❖ How are users on TikTok forming online communities?

❖ How do online communities provide support to help with issues like the coronavirus?

TikTok

My discover page   My "liked" videos page

What is different about my project?

- ❖ Exploring a newer social media site

- ❖ Investigating the impact of covid-19

- ❖ Understanding a different form of human interaction

Methods

❖ Network Analysis

❖ Surveys/Questionnaires

❖ Online Interviews

❖ Photography (screenshots of interactions)

❖ Comment Analysis

Importance of online communities and my research?

❖ Allows members to connect to anyone, anywhere

❖ To understand online forms of communication

❖ To understand ways we coped during this pandemic

Thank You!