### **Worksheet 1**

Quiz: <https://www.tutory.de/entdecken/dokument/quiz-awareness-of-social-media>

**Conscious Use of Social Media**

TikTok is one of the most successful social media platforms, with over a billion users worldwide. TikTok combines various genres, such as science, sports, everyday stories, etc. The worksheets aim to explain the dangers of its use and how you can strive for a more conscious usage.

**Why does user engagement increase?**

Social media platforms are often designed to be addictive. The "like system" contributes to this. How does it work? A user shares content on TikTok and receives likes from other users in return. Likes activate the reward center in the brain, triggering dopamine release. This encourages users to share more content to gain approval and recognition. Another reason is "storytelling," where a narrative is built, inviting viewers to watch the entire video, share, or comment. "Emotionalizing," creating concern, and prompting a "challenge" are reasons for frequent usage.

**Watch a TikTok video and pay attention to the techniques used to grab your attention. Take note of what stands out to you.**

When the app is not in use, push notifications are sent, including alerts about new followers, comments, likes, video suggestions, etc. These notifications also encourage users to use the app more frequently. TikTok's support page provides instructions. Take a look at the instructions for managing push notifications.

**Are the instructions easy to find?**

**Can you quickly implement them and customize your notifications?**

Note your findings.

TikTok uses a recommendation system to suggest content that you might also like. For this to work, your interactions, such as the likes you give, accounts you follow, accounts that follow you, etc., are tracked. The collected information is also used to display personalized advertisements. Take a look at the information on the support page.

**What do you think about TikTok monitoring your every click or action to feed the recommendation algorithm?**

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To reduce your usage time, there are several options you can implement. One option has already been mentioned above, namely adjusting push notifications. You can set whether you only want to receive specific messages, completely deactivate them, or mute them. Another option offered by TikTok itself is setting screen time limits. TikTok will notify you when you reach the set screen time, e.g., after an hour. Go to the support page, look at this feature's instructions, and try activating it.

**What do you think of the function?**

**What other features does TikTok offer to regulate your screen time?**

Note your results.

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A conscious approach also includes protecting your data. If you don't want everyone to see your profile and follow you, TikTok also offers settings for you to adjust. What options do you find to protect your privacy and data? Note your results.

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What are your thoughts on the tactics employed by platform operators to encourage users to spend a lot of time on the platform?

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