

TikTok Questionnaire on Driving Factors of Short Video Users' Video Viewing Behavior

essential information

1. Your gender: [Single Choice]

Option	Subtotal	Percentage
man	229	42.88%
woman	305	57.12%
Valid Count Per Participant	534	

2. Your age: [Single Choice]

Option	Subtotal	Percentage
Under 18	0	0%
18-24 years old	176	32.96%
25-34 years old	230	43.07%
35-44 years old	103	19.29%
45 and over	25	4.68%
Valid Count Per Participant	534	

3. Your occupation: [Single Choice]

Option	Subtotal	Percentage
student	111	20.79%
office worker	290	54.31%
professional	105	19.66%
Housewife/husband	23	4.31%
retire	2	0.37%
other	3	0.56%
Valid Count Per Participant	534	

4. How much time do you spend on TikTok every day? [Single Choice]

Option	Subtotal	Percentage
Less than 30 minutes	41	7.68%
30 minutes to an hour	152	28.46%
1-2 hours	199	37.27%
2-3 hours	94	17.6%
More than three hours	48	8.99%

Option	Subtotal	Percentage
Valid Count Per Participant	534	

5. What is the main purpose of watching short videos? [Multiple Choice]

Option	Subtotal	Percentage
Relax	365	68. 35%
Learn new things	296	55. 43%
Social interaction	285	53. 37%
Follow the trend	189	35. 39%
other	21	3. 93%
Valid Count Per Participant	534	

Core measures. Please rate the following questions on a five-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree", according to your actual situation.

1. Need hierarchy dimension

1. I watch short videos to meet my social needs, such as participating in the discussion of hot topics. (Social needs) [Single Choice]

Option	Subtotal	Percentage
1	37	6. 93%
2	97	18. 16%
3	167	31. 27%
4	175	32. 77%
5	58	10. 86%
Valid Count Per Participant	534	

2. I look for content to motivate me on TikTok to enhance my self-esteem and sense of self-worth. (Self-actualization needs) [Single Choice]

Option	Subtotal	Percentage
1	35	6. 55%
2	86	16. 1%
3	182	34. 08%
4	159	29. 78%
5	72	13. 48%
Valid Count Per Participant	534	

3. I watch short videos in order to regain personal respect and recognition in the virtual world. (Respect needs) [Single Choice]

Option	Subtotal	Percentage
1	70	13. 11%
2	110	20. 6%
3	156	29. 21%
4	124	23. 22%
5	74	13. 86%
Valid Count Per Participant	534	

4. I often watch videos on TikTok related to health and safety guidelines. (Safety needs) [Single Choice]

Option	Subtotal	Percentage
1	41	7. 68%
2	72	13. 48%
3	157	29. 4%
4	182	34. 08%
5	82	15. 36%
Valid Count Per Participant	534	

5. I use short videos to satisfy my need for security, such as understanding news and current events. (Safety needs) [Single Choice]

Option	Subtotal	Percentage
1	31	5. 81%
2	59	11. 05%
3	158	29. 59%
4	177	33. 15%
5	109	20. 41%
Valid Count Per Participant	534	

6. I watch short videos to meet basic physiological needs, such as looking for food making tutorials. (Physiological needs) [Single Choice]

Option	Subtotal	Percentage
1	38	7. 12%
2	79	14. 79%
3	153	28. 65%
4	181	33. 9%
5	83	15. 54%
Valid Count Per Participant	534	

7. I follow personal growth related content on TikTok.(Self-actualization needs) [Single Choice]

Option	Subtotal	Percentage
1	25	4. 68%
2	60	11. 24%
3	180	33. 71%
4	174	32. 58%
5	95	17. 79%
Valid Count Per Participant	534	

8. I watch short videos to learn new skills to help solve practical problems. (Physiological needs) [Single Choice]

Option	Subtotal	Percentage
1	22	4. 12%
2	70	13. 11%
3	161	30. 15%
4	183	34. 27%
5	98	18. 35%
Valid Count Per Participant	534	

9. I use TikTok to find communities that match my interests. (Social needs) [Single Choice]

Option	Subtotal	Percentage
1	42	7. 87%
2	65	12. 17%
3	159	29. 78%
4	158	29. 59%
5	110	20. 6%
Valid Count Per Participant	534	

10. I use short videos to satisfy my need for self-actualization, such as creating and sharing personal works. (Self-actualization needs) [Single Choice]

Option	Subtotal	Percentage
1	39	7. 3%
2	72	13. 48%
3	154	28. 84%
4	177	33. 15%
5	92	17. 23%
Valid Count Per Participant	534	

11. I often watch funny or spoof videos on TikTok to release repressed emotions. (Id) [Single Choice]

Option	Subtotal	Percentage
1	26	4.87%
2	72	13.48%
3	145	27.15%
4	170	31.84%
5	121	22.66%
Valid Count Per Participant	534	

12. I explore and express my subconscious desires through short videos. (Id) [Single Choice]

Option	Subtotal	Percentage
1	29	5.43%
2	78	14.61%
3	146	27.34%
4	182	34.08%
5	99	18.54%
Valid Count Per Participant	534	

13. I watch short videos to satisfy the ego's reality principle, such as learning practical information. (Self) [Single Choice]

Option	Subtotal	Percentage
1	25	4.68%
2	66	12.36%
3	157	29.4%
4	193	36.14%
5	93	17.42%
Valid Count Per Participant	534	

14. I follow content on TikTok that reflects my moral standards and values. (Super-ego) [Single Choice]

Option	Subtotal	Percentage
1	17	3.18%
2	68	12.73%
3	156	29.21%
4	196	36.7%
5	97	18.16%
Valid Count Per Participant	534	

15. I satisfy my curiosity and desire to explore by watching short videos. (This me) [Single Choice]

Option	Subtotal	Percentage
1	17	3. 18%
2	53	9. 93%
3	126	23. 6%
4	212	39. 7%
5	126	23. 6%
Valid Count Per Participant	534	

16. I use TikTok to find content that can spark my creativity. (Super-ego) [Single Choice]

Option	Subtotal	Percentage
1	24	4. 49%
2	72	13. 48%
3	178	33. 33%
4	165	30. 9%
5	95	17. 79%
Valid Count Per Participant	534	

17. I watch short videos to satisfy my aesthetic needs and art appreciation. (Super-ego) [Single Choice]

Option	Subtotal	Percentage
1	19	3. 56%
2	76	14. 23%
3	139	26. 03%
4	192	35. 96%
5	108	20. 22%
Valid Count Per Participant	534	

18. I follow videos on TikTok that can help me solve problems in real life. (Self) [Single Choice]

Option	Subtotal	Percentage
1	24	4. 49%
2	55	10. 3%
3	160	29. 96%
4	182	34. 08%
5	113	21. 16%
Valid Count Per Participant	534	

19.I use short videos to seek emotional resonance and understanding with others. (Id) [Single Choice]

Option	Subtotal	Percentage
1	24	4.49%
2	73	13.67%
3	156	29.21%
4	180	33.71%
5	101	18.91%
Valid Count Per Participant	534	

20.I use TikTok to balance my work and personal life. (Self) [Single Choice]

Option	Subtotal	Percentage
1	34	6.37%
2	63	11.8%
3	140	26.22%
4	203	38.01%
5	94	17.6%
Valid Count Per Participant	534	

III. Satisfaction and demand dimension

21.I watch short videos for instant gratification. [Single Choice]

Option	Subtotal	Percentage
1	26	4.87%
2	51	9.55%
3	154	28.84%
4	177	33.15%
5	126	23.6%
Valid Count Per Participant	534	

22.I use TikTok to find videos that satisfy my specific interests. [Single Choice]

Option	Subtotal	Percentage
1	20	3.75%
2	52	9.74%
3	128	23.97%
4	204	38.2%
5	130	24.34%

Option	Subtotal	Percentage
Valid Count Per Participant	534	

23. I Watch Short Videos in Order to Escape from the Stress and Problems in Real Life. [Single Choice]

Option	Subtotal	Percentage
1	39	7. 3%
2	76	14. 23%
3	135	25. 28%
4	179	33. 52%
5	105	19. 66%
Valid Count Per Participant	534	

24. I use TikTok to find content that inspires my inner potential. [Single Choice]

Option	Subtotal	Percentage
1	28	5. 24%
2	71	13. 3%
3	166	31. 09%
4	174	32. 58%
5	95	17. 79%
Valid Count Per Participant	534	

25. I Satisfy My Thirst for Knowledge and Curiosity by Watching Short Videos. [Single Choice]

Option	Subtotal	Percentage
1	24	4. 49%
2	56	10. 49%
3	141	26. 4%
4	191	35. 77%
5	122	22. 85%
Valid Count Per Participant	534	

26. I follow content on TikTok that offers new perspectives and thinking. [Single Choice]

Option	Subtotal	Percentage
1	27	5. 06%
2	61	11. 42%
3	136	25. 47%
4	193	36. 14%

Option	Subtotal	Percentage
5	117	21.91%
Valid Count Per Participant	534	

27. I watch short videos in order to get the satisfaction of communicating and sharing with others. [Single Choice]

Option	Subtotal	Percentage
1	31	5.81%
2	70	13.11%
3	143	26.78%
4	182	34.08%
5	108	20.22%
Valid Count Per Participant	534	

28. I Use TikTok to Find Content That Can Improve My Quality of Life. [Single Choice]

Option	Subtotal	Percentage
1	21	3.93%
2	64	11.99%
3	162	30.34%
4	182	34.08%
5	105	19.66%
Valid Count Per Participant	534	

29. I satisfy my pursuit of novelty by watching short videos. [Single Choice]

Option	Subtotal	Percentage
1	20	3.75%
2	57	10.67%
3	129	24.16%
4	194	36.33%
5	134	25.09%
Valid Count Per Participant	534	

30. I follow videos on TikTok that can help me achieve my personal goals. [Single Choice]

Option	Subtotal	Percentage
1	26	4.87%
2	72	13.48%
3	157	29.4%

Option	Subtotal	Percentage
4	177	33. 15%
5	102	19. 1%
Valid Count Per Participant	534	

** tag : **

Thank you for your participation in this survey! Your opinion is very important to our research. Please submit the questionnaire, we will ensure that your information is confidential. Thank you again for your valuable time and support!