TIKTOK IMPACT ON INTERNET USERS

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Abstract
Recently, video sharing app TikTok, known to little in Lithuania, is today one of the most popular gadgets in the world, surpassing 2 billion download limit. Interest in this social network is growing rapidly in the world and in Lithuania. This year, the use of TikTok has increased by as much as 61% compared to last year. This article analyzes Tik Tok social network, TikTok social network research, Tik Tok advantages and disadvantages, the most famous in the world and Lithuania Tik tokers.

Key words: *social network, TikTok, TikTok advantages and disadvantages, famous Tiktokers*

JEL Classification: M31, M37

I.INTRODUCTION

The Chinese-created video sharing app TikTok is used by young people to make money from their talents by showing something funny or fun. Tiktok competitors, Instagram and YouTube, reward those who have already secured celebrity status. And for some very lucky people, TikTok can become a very serious career opportunity. Marketers estimate that the most popular TikTokers can earn about $ 200,000$ per post if you partner with and promote certain brands. Bresnick, E. (2019) argue that TikTok features of intensified play are qualities valued in childhood, such as imagining worlds that can be believed, accepting uncertain results, and following sets of rules. Virtual playgrounds engage in cognitive skills in physical playgrounds and incorporate motor skills into the arts video creation process. Over time, when creating and interacting with videos, TikTok feels more similar an energetic playground than a passive video sharing app. A virtual playground is forming for the user to play while creating the video. Klug, D. (2020) considered that the content of TikTok greatly involves users performing short sketches, memos, and especially dances based on musical or other audio excerpts provided. through the program. Klug, D. (2020) mentioned that uses the "#distance dance" example of the TikTok challenge to analyse production practices based on user performance and paratexual information in 92 videos declared a challenge. Klug, D. (2020), based on the theoretical implications of social practice, asks in the work: Who is involved in the dance challenge? What are the audio visual and textual characteristics of the videos submitted? How do audio visual and textual elements reflect consumer production practices? Klug, D. (2020)A. argued that TikTok democratizes cutting-edge cinema technology and allows effects to be captured by video recording or instant fixation.

The content library for creating videos with (face tracking filters, licensed music, colour tone styles) and user-created video remodeling (Duets and Reacts) is growing as ByteDance supports application features and users contribute to videos databases. When children raised in a virtual playground reach adulthood in the next decade, intensified play will no longer lead to moral panic. Rapid video production on mobile devices will become an acceptable form of the game. Klug, D. (2020) B. considered that TikTok is a new, trendy and fast-growing social media platform allows you to reach young people and generate a monetary income. However, given the growing access to news through social media, TikTok is not yet involved with leftover and relevant news providers. More research need to be included in TikTok news providers 'strategies as part of their social media strategies. According to author the focus is now on the three most active and tracked TikTok stories USA Today, The Washington Post and New York Post.

Another authors like Logrieco, G., Marchili, M.,R., Roversi, M., Villani, A. (2021) analysed TikTok like the topic of anorexia came to Tik Tok through pro-ana videos (pro-anorexia), where users supported and encouraged weight loss by exchanging tips and challenging each other. Fortunately, most of these videos were blocked by platform content control (15.6% of removed videos supported suicide, self-harm, and other dangerous actions), although some still easily bypass control. Anderson, K. E. (2020) stated that TikTok submits content to one video at a time, and the user must swipe up to get another video. Video is on the view will continue to repeat during the cycle until the user scrolls up or taps the screen to pause. How is expected to swipe down to return to previously viewed videos.

The default video channel is the algorithm controls "for You", but at the top of the screen the user can choose to limit their own video streaming only to the users they are watching. Ngangom, M. (2020) mentioned that subject of area of social and psychological impact of TikTok on consumers has been thoroughly investigated, but no studies have been performed a change in their purchasing pattern. In addition, the impact on younger demographics' attitudes towards trademarks were not clarified in any of the reported studies. This gap could show an opportunity marketers and

researchers exploit the potential prospects of the platform. AliRaza, M., Bemisal, A., A., (2020) examine the use of TikTok during pandemic COVID-19 and how it affects the personal, academic, and social lives of young people and adolescents in Turkey. Primary data were collected by the authors using questionnaires from four major provinces; In Istanbul, Ankara, Izmir and Antalya (mostly the most popular tourist provinces), 500 samples were collected using a convenient sampling method and analysed by Multiple ANOVA, and three-fold simple regression was used to investigate the impact of Tik-Tok on personal, academic and social life alone, in addition, a correlation test was also used to show the strength of the variables. The results show statistical significance (p <0.05), which confirms the hypotheses.

Material and methods

Scientific issue. TikTok became popular in the 2016s, is also relevant in the 21st century. TikTok is becoming popular not only for teen ages, but also for older users in the World and in the European. The problematic question is what is TikTok impact on users? Thus, the current situation causes a problem because the TikTok impact on users is not established in scientific literature.

The aim of the research is to investigate the methods and measures of TikTok impact on users.

Objectives of the study:
II. To analyse the theoretical aspects of the concept of TikTok.
II. To examine the advantages and disadvantages of TikTok.
II. To analyse TikTok statistics.
II. To analyse famous Tik Tokers in Lithuania and in the world.

Methodology. The paper relies on scientific literature analysis and case study research. The study encompasses theoretical literature analysis as well as case study and comparative analysis.

II. TIKTOK RESEARCH FEATURES

TikTok has been studied very recently in the scientific literature. Wandi (2020) stated social media is generally defined as online media that can be users can share, participate in, and create new content such as blogs, wikis, forums, social networks, and virtual world spaces that are supported multimedia technology that is difficult to distinguish from each other (Rohmawati, 2018). As Nesi (2021) argued, digital technology has become a universal feature of young people's lives. Screen exposure for many young people begins at an early age, and U.S. children spend up to two years an average of 42 minutes per day with screen media. Until the time when young people reach adolescence is now completely immersed in the world of smartphones, computers and social media. Nesi (2021) considers the country's most recent representative statistics show that 95% of adolescents 13-18 year olds have access to a smartphone and 88% have access to the desktop or laptop at home. Khattab (2019) consider that the rapidly growing potential of social media is not only reflecting but also shaping sexualized concepts such as beauty and gender. Author mentioned that social media itself is as new applications and new uses evolve, the potential only deepens and expands. There may be more concepts affected by new social networks. Khattab (2019) stated that significance of his study is that it can help draw attention to the versatility of new digital social media and the growing impact on performativity and self-representation. As noted by Montag, C, Yang, H., Elhai, J., D. (2021) while studying a platform such as TikTok, many young users are currently receiving attention — more specific needs or theories of use and satisfaction (e.g., social consumption).) related to the needs of adolescents.

One such highlight could be a greater focus on self-esteem research in the context of TikTok use. It can be said that TikTok attracts very young consumers, be more vulnerable to the harmful aspects of social media use. Jaffar, B. A., Riaz, S., Mushtaq. A. (2019) considered that the positive effect is that TikTok has a chance in education where teachers can use this app in classrooms as a tool to illustrate an idea or example that easily functioning in student schools. Another area where TikTok can spread its positive effects through a charity when a user shares a video based on a holiday theme augmented by reality (AR) filters with play #CreateforaCause will donate $ 2 million to charity when consumers post video. Celebrities like Ashley Benson Khloe Kardashian, Nickas Jonas, Vanessa Hudgens, Nina Dobrev and Serayah who along with this program to increase awareness about campaign (Robert, W., 2018). Choudhary, N., Gautam, Ch., Arya, V. (2020) considered that TikTok often combines the theme of online dots to create common themes such as finger dancing and seaweed dancing. This encourages users to create and upload audio and video. Relevant topics can attract the attention of hundreds of millions of people.

TikTok is a program that was supposed to be in 154 international locations that were previously replaced TikTok's reputation is growing rapidly and could be a growing center of influenza on the platform. Liang, X. (2021) in his research mentioned that among teenagers exists opposite feelings about using the APP. For example, or they regard it as a waste of time and a stumbling block towards self-education or perceiving the APP as a leisure facility and daily entertainment. Second, because the social difference that most men pay less focus than women on the shopping

aspect and consumption, especially when ads are available most cosmetics and everyday household items are not available surveyed men who find more and more users needs and transactions of TikTok. Third, in contrast to you initially expected only TikTok to be downloaded by any participant for feeding their friends, assuming almost everyone his friends use TikTok. Liqian, H. (2018) considered that TikTok is the first short vertical video music software in China. Because the content emphasizes originality, it attracts a lot of young people. Promoting originality is also a principle TikTok content. However, with the rapid popularity Tik Tok is being imitated software and content homogenization. With the advent of short video programs of the same type, content is gradually a vulgar trend and is also a big test for TikTok.

TikTok stands out for its many short video programs for its uniqueness. By analysing content that users like and are interested in big data, using big data to successfully compute an engaging audience has increased user stickiness and enriched audience life using fragmented time. Swathi, G., K., Devakumar, Ch. (2020) stated that TikTok has a positive and negative effect on a student's academic performance. However, authors cannot be exact say that these are the only media that influence student outcomes. This is one of key factors influencing changes in technology. Students are now very prone to technology. More social media has a positive impact because education is completely technology-related. Palupi, N., D., Meifilina, A., Harumike, Y., D., N. (2020) considered that impact of the application of the TikTok program on permanent activities in 2016–2019 communication science class students at Balearic Islamic University. In addition, in order to find out the impact of the TikTok program on the ongoing 2016-2019 Communication science class students, Balearic Islamic University is level of trust.

This study is useful to incorporate insights into communication science in the concepts of communication theories, particularly in the field of audio visual communication, about the impact of the TikTok program on self-confidence levels and knowing the impact of the use of the TikTok program. level of self-confidence. Li,Y., Guan, M., Hammond, P., Berrey, L., E. (2021) mentioned that 331 content of the COVID-19 video analysis showed that different pandemic messages were used for different videos. While user engagement did not vary by video theme, the dance videos were more popular in the TikTok community due to the characteristics of their audience. In addition, users were more likely to engage in videos that mentioned COVID-19 risk information and precautionary responses, as this information helps reduce their uncertainty anincrease confidence in these challenges. Xu, L., Yan, X., Zhang, Z. (2019) in their article Research on the Causes of the "Tik Tok" App Becoming Popular and the Existing Problems mentioned that currently, the development of the short video market increases. Many emerging online companies are is starting to see a short video market. Due to the low the threshold of a short video, the copying is so strong that it is Tik Tok is likely to receive more in the future. Type APP poses an invisible threat to Tik Tok.

TikTok story

Wandi (2020) stated TikTok was designed and developed by software engineer Zhang Yiming who graduated from Nanking University of China and is the founder of information technology company ByteDance in 2012 March. ByteDance originally introduced the news program Toutiao, which is now one of the programs largest in China, until then, this trend has forced Zhang Yiming to add even more interactive social media app. TikTok is a video creation and sharing app for up to 15 seconds of entertainment and leisure. The video is created with music. Dominated by "fun" content, "challenge", funny mini-stories. Widely used filters, masks, various video and audio effects. Videos are played to the user without stopping - we are watching an endless stream of videos. You can watch the content without creating an account - just download the app to your phone.

One element of TikTok's popularity is good organic accessibility. That is, content can quickly become viral. This is also relevant for businesses. If you can understand the system, create interesting content, choose the right hashtags, the chances of seeing content more widely than Facebook's circle of followers increase. TikTok is for creating and viewing short videos that last up to a minute. Only such a social network is for phones. TikTok has video filters and music tracks for sounding such recordings.

The application strongly encourages communication between users - for example, creating feedback videos for each other or so-called "duets". TikTok platform is especially rich in content, grooves help play tags not to get confused, they group videos according to various challenges, the most popular jokes or topics. TikTok social platfomr is owned by Chinese video sharing company ByteDance. TikTok social network has become popular during quarantine, since 2020. Since 2020, there have been a lot of famous tikokerok, who currently have one hundred million followers and earn millions of revenue. TikTok brand has become very popular, promoting the popularity of famous people's advertising.

TikTok is one of the newest, most scandalous and currently still the most popular, in terms of number of downloads, social media platform, which with more than 2 billion users who download the app forces itself to attract the attention of various brands. TikTok is a video sharing program where users can create and discover short videos of various genres. Initially, the app received the most attention from Generation Z users, due to its light-hearted, fun, and witty content. Over time, with easy-to-use video creation tools, TikTok has included not only the younger generation, but also seniors, celebrities, brands, and influencers. TikTok social network is mostly associated with dance trends and imitation of singing, new and creative innovations of TikTok are noticed every day.

Only on such a social platform can you find videos on various topics. Popular examples of these topics are animals, fashion, physical training, various lessons, jokes. TikTok is the network community itself. Challenges, collective memes, group jokes - all this is created, monitored and, no less importantly, popularized by the users themselves. In addition, TikTok is a place for content that users published elsewhere may not dare to. Here you can see both ridiculous and shameful videos. It seems that such authenticity is needed by young people - more than half of active users of the application are under 24 years of age.

Anyone can become popular although on other social networks, in the absence of a celebrity, it takes a lot of effort and time to attract thousands of followers - while only one video can gain popularity on TikTok. By sharing it with the right audience, you can instantly get feedback from thousands of users and thus increase the reach of your content exponentially. True, fame here is also extremely fragile. You are as good on the TikTok platform as your last unit of content was. New will be of poor quality? The audience will escape elsewhere. In addition, the web algorithm itself encourages constant movement from one audience, playlist or challenge to new ones - so content on the same topic is not popular for a long time. Montag, C, Yang, H., Elhai, J., D. (2021) considers that enhancing the use of TikTok is also very likely to be achieved through the use of design elements such as Like, personal and endless content.

TikTok's For You page (artificial landing page) quickly learns what users like through artificial intelligence, so TikTok is likely to last longer than the intended user, which can lead to TikTok dependency. TikTok and Douyin have almost the same user interface, but do not have access to each other's content. Each of their servers is located in a marketplace where there is a corresponding application. The two products are similar, but the properties are not identical. Douyin includes a video search feature that can search for more videos with people's faces and other features such as shopping, hotel reservations, and geotagged reviews. Since its inception in 2016. TikTok / Douyin has grown rapidly in East Asia, South Asia, Southeast Asia, the United States, Turkey, Russia and elsewhere in the world.

TikTok has exceeded more than 2 billion downloads from mobile devices worldwide. TikTok has grown into a variety of trends, including memos, lip-synced songs and comedy videos. Duets - a feature that allows users to add their video to an existing video with the sound of the original content has caused many of these trends. TikTok has provided a platform for users to create content not only for their own pleasure but also for their money. As the platform has grown significantly over the last few years, it has allowed companies to advertise and quickly reach the projected demographic situation by taking advantage of influenza tools. The platform's artificial intelligence algorithm also contributes to the marketing potential of the influential person as it collects content according to the user's preferences. Supported content on the platform is not as prevalent as in other social media apps, but brands and influencers can still earn as much as they would like, if not more, compared to other platforms.

TikTok users statistics

The statistics presented in Table 1 show that the number of TikTok users among internet users aged 16-64 was 5% in 2018, and in 2020 this number increased to 18%. and increased by 13 percent.

Table 1. The global internet users who use TikTok

Year	TikTok users (from 16 to 64)
2018	5%
2019	11%
2020	18%

Source: Iqbal, M. (2021).

Table 2 shows TikTok users growth in 2020. The highest growth of such users consumers was achieved in Norway by 248.7 percent, in Russia by 140.9 percent. growth, in Italy 104.5 percent. growth. The lowest such consumer growth was found in South Korea at 20.9 percent. and in Japan 32.3 percent.

Table 2. TikTok user growth 2020

Country	Estimated user growth
Norway	248.7%
Russia	140.9%
Italy	104.5%
Japan	32.3%
South Korea	20.9%

Source: Iqbal, M. (2021).

Table 3 shows European TikTok users by gender. In the United Kingdom, 65 percent. were women, 35 percent. men. In Spain, 75 percent. women, 25 percent. - men, in Norway and Sweden - 56 percent. women and 44 percent. men.

Table 3. European TikTok users by gender

Country	Female	Male
UK	65%	35%
Spain	75%	25%
Norway/Sweden	56%	44%

Source: Iqbal, M. (2021).

TikTok is one of those programs that distinguishes between the old and the young - one that inspires many explanatory articles. Undoubtedly, many older users will be left scratching their heads when this mysterious program (for them) appears.

While its appeal is not limited to younger users, it is a Z-generation program. The short format seems to be perfect for the disrespectful sense of humor of the first generation of true digital natives. One commenter notes that this is part of TikTok's appeal to these younger users. Tired of perfect bodies and perfect lives, as shown on Instagram, they are looking for something a little more mundane, even more daring to say... authentic...

TikTok advanatges and disadvantages

There are many social media platforms that help promote your business. Although these platforms have similar features, they differ in several ways. Because participation in each platform is not effective, business owners need to look at them with caution. One great way to decide which to use is to examine the pros and cons of each. TikTok is one platform that has received a lot of attention lately. Since its inception in 2016. September it watched incredible growth and support. If you plan to use TikTok to promote your business, here are some key things to keep in mind.

Table 4. TikTok advanatges and disadvantages

TikTok advantages	TikTok disadvantages
Popularity. TikTok is usually used by everyone. People create few videos and offer comments and positive reviews along with their followers. This app must be known as TikTok. It looks very satisfying and amazing if you use it while you are free. *Receiving money.* You can also use TikTok as an affiliate marketing platform by placing your affiliate link on your profile page. Anyone can reduce their commissions by clicking the link and purchasing something. *Portfolio.* You can also create a set of videos for your future career. By uploading videos of your skills, you can gain loyal followers.	*Students.* But if you use TikTok many hours a day, despite all your important work, that's a problem. A sense of balance is the greatest force, so balance your time and dedicate as little time as possible to TikTok. This can hurt your studies. *Elephant dreams.* A waste of time if you didn't become a sensation. The chances of becoming like this are so low because there are so many talents out there. *People can waste their time making these movies.* This may not be appropriate for people who describe a movie as entertainment. Also, it will be a waste of time as it may hurt their changes in the future. This will only work if you are talented and validated by your peers. It would be better to read books to have information to gain more educational knowledge. In addition to taking the time to dedicate those videos to one, sometimes some people go and even spend money to buy costumes just to create relevant videos.

Source: WebsiteDesigner.sg (2019).

III. THE BEST LITHUANIAN TIK TOKERS: CASES STUDY

TikTok is a rapidly growing social network that has attracted more than half a billion users in just two years. By downloading the mobile app, you can easily create stunning videos and share the end result with the whole world. Accounts here have already been created by stars such as Cardi B, Rita Ora, Nick John and Khloe and Kourtney Kardashian.

Erikas Kirvelaitis (@_erico): "Creating content is motivated by the desire to share good emotions with people." Erika Kirvelaitis can be met in many places, as well as seen in a meeting. Although Erik is an ambitious, professionally oriented young person in real life, he allows himself to relax with this app - he presents various comic videos and receives a positive reaction from observers. Tiktoke Eric does not pretend - he creates content organically, without copying others and remaining himself.

Athlete Arnas Lebedevas: "I want to interest my followers in street gymnastics, but I have an important message." It is quite difficult not to notice the street gymnast performer Arnas Lebedevas while surfing in the wide area. He is one of the few young people who demonstrates the exercises of this complex technique. Today, Arnas is already watched by about 9,000 people on the social media platform. followers who appreciate not only the guy's professionalism but also an interest in the art of street gymnastics. True, Arn warns: trying to copy the sports equipment shown in his tikoko records is strictly forbidden. Street gymnastics requires long and intense preparation!

Dorota Uljanovaitė (@dorota_dot): "I have fun when others have fun." Although many Lithuanian girls leave the boys modest and laugh at others, Dorota Uljanovaitė from Vilnius does not have the courage to show her great sense of humor. The girl captivates the audience with simplicity: she shares everyday moments close to each of us and is not afraid to show herself in comic situations. Although Dorota feels strong today in doing what she wants to do, it hasn't always been so. It's hard to imagine that a girl sharing funny recordings once felt overwhelmed and misunderstood by her peers.

Aistė Dringelytė (@digitalicetea): "Never compare yourself with others and do not want to be like" harder ". Learn to value your uniqueness and then others will begin to appreciate you. "The girl, who radiates sincerity, strives for full improvement and this is perfectly visible by watching her tikko account - Aistė eats useful tips and life hack for her followers. Once trying to adapt to others, today she is happy to discover herself and is valued at an impressive number of followers - as many as 195,000! How did she manage to bring together such an abundant ranks of followers?

Famous TikTokers in the world:cases study

Bresnick, E. (2019) argues that part of the greater playfulness of TikTok is the ability to form imaginative images with visual tape and augmented reality effects. When recording clips, users select items and masks from the menu to put in the frame. Facial movements are counted front camera recordings. Users can embody the cartoon character or rearrange them appearance of surprising derivatives. Table 5 presented famous Tik Tokers in the world.

Charli D'Amelio. Charli D'Amelio is the biggest star on the platform. Her dance routine first became popular in 2019. Now 17 years old, she has more than 117 million followers. Charli D'Amelio reaches 100 million TikTok observers. Back in November last year, D'Amelio lost a million subscriptions when a video on her family's YouTube channel became viral. In the video, she appeared to complain that she had missed 100 million TikTok followers, sparking fan criticism, with some calling it "rude", "legal" and "ungrateful." But since then, Charlie has surpassed 100 million followers, but she still says the competitiveness of Tiktok's developers has prevented her from "trying a lot of new things."

Addison Rae. Addison Rae is an American social media personality and dancer Addison Rae in 2019 began actively publishing content for TikTok, where her dance videos became famous. She has amassed more than 81 million TikTok observers and ranked second on the platform, behind Charli D'Amelio.

Bella Poarch. Bella Poarch is a Philippine and American social media personality and singer. In 2020 Bella Poarch created TikTok's video, in which she synchronizes her lips with the song "Soph Aspin Send" by British rapper Millie B. In May of 2021 Bela Poarch released her debut single "Build a Bitch", which Warner Records called "the biggest YouTube debut in history" for a new artist.

Table 5. Famous TikTokers in the world

Rank	Influencer	Followers	Likes	Country
1.	Charli D'Amelio @charlidamelio	117.4M	9.4B	United States
2.	Addison Rae @addisonre	81M	5.2B	United States
3.	Bella Poarch @bellapoarch	72.3M	1.6B	United States
4.	Khabane Lame @khaby.lame	68.5M	925.6M	Italy
5.	Zach King @zachking	60.2M	745.7M	United States
6.	Will Smith @willsmith	55.1M	333.8M	United States
7.	Tiktok @tiktok	54.5M	253.4M	United States
8.	Spencer X @spencerx	53.4M	1.3B	United States
9.	Loren Gray @lorengray	52.5M	2.8B	United States
10\	Dixie D'Amelio @dixiedamelio	52.3M	3B	United States

Source: Top 50 TikTok Influencers in 2021 sorted by followers (2021).

IV. CONCLUSIONS

TikTok has become one of the largest social media platforms in the world, connecting the Internet through its transformative impact on the dissemination of information and entertainment. The monopolistic nature of TikTok has helped create a huge agency by transforming the modern sharing tool. TikTok is one of the leading social platforms and is reviewed in historical and contemporary contexts, illustrating how this is changing the way the Internet interacts, and how TikTok is affecting users.

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