

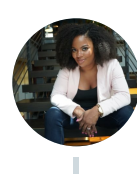
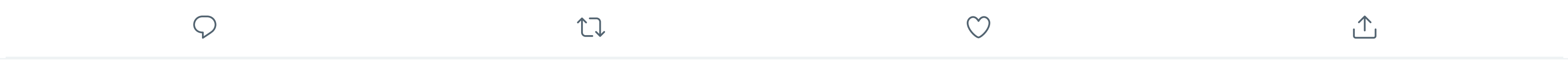
As an elder millennial who came of age when Google became a verb, I had difficulty grasping that ~40% of Gen Zers use TikTok for search.

So I hosted a mini-focus group with Gen Zers to learn more.

Here are 3 takeaways:

12:23 AM · Aug 12, 2022 · Twitter Web App

521 Retweets 171 Quote Tweets 2,940 Likes



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Replying to @AdriSheares

1) TikTok shows them relevant content FASTER than Google.

The algorithm knows them WELL, and they love that.

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2) The Gen Z focus group participants weren't concerned about misinformation on TikTok.

They know it exists and will avoid content on the platform that can easily be false (like health or news).

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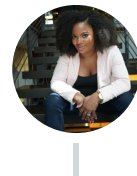


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3) The Gen Z focus group participants don't want to read to find information.

They will if they HAVE to. But if they can get a quick video with the answer, that's what they prefer.

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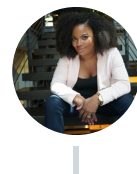


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If you're like me and need to see an example of a TikTok search to understand it, check out a clip from my latest LinkedIn video "How Gen Z Uses TikTok for Search."




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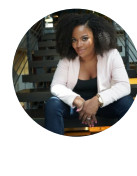
If you want to see the full video, follow me on LinkedIn!

I share more focus group findings, search examples, and tips on leveraging TikTok to reach Gen Z.



linkedin.com
Adrienne Sheares, MA on LinkedIn: #GenZ #tiktok #search
As an elder millennial who came of age when Google became a verb, I had difficulty grasping the fact that ~40% of Gen Zers use TikTok for search. The...

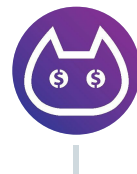
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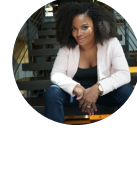


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Replying to @AdriSheares

I've also seen some people use the algorithm against itself. For instance my friend will type in "I hate X brand" enough times until it stops showing them ads for that brand

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Now that's interesting! Thanks for sharing.

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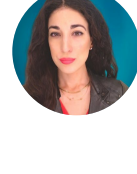


Amanda Natividad @amandanat · 7h

Replying to @AdriSheares

Fascinating. Gen Zers use TikTok for search because... they don't actually have to search.

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Danielle | Goodwill Hunting @DLVermeer · 7h

cc: @philwinkle @michaelmirafior

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