

Factors Affecting the Acceptance and Adoption of Tiktok Platform through the Lens of Diffusion of Innovation Theory

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Abstract

This study aimed to discover the factors affecting the acceptance and adoption of Tiktok platform among Palestinians through the Lens of Diffusion of Innovation Theory. The study sought to research how Tiktok app has diffused among the Palestinian users, and discover the characteristics of Tiktok platform that affect its adoption among them, in addition to discover the benefits that Palestinian users are gaining from Tiktok adoption. The study also sought to identify the reasons that derive Palestinian users to prefer Tiktok to other platforms.

This study used the qualitative methodology and utilized semi – structured interviews to accomplish the goals of the research and answer its questions. These interviews were based on a pre-established set of questions that were asked to all respondents. Semi- structured interviews were chosen because they flexible and give the opportunity to ask follow-up questions to delve more deeply into topics addressed.

Ten interviews done with diverse Palestinian Tiktok users to discover the characteristics and determinants that motivate them to use and adopt Tiktok and reveal the reasons that may derive users to prefer other platforms to use.

After interviews analyzing, the study revealed that users got to know the Tiktok platform in various ways, including YouTube ads, and the recommendation of close friends and relatives to use the platform. The majority of interviewees cleared that the most important characteristic that encouraged them to adopt and use the application is its ease of use, as well as the fact that it is free application supports the Arabic language and doesn't need a prior experience to use. According to the results, the interviewees believe that there are many advantages to utilize and implement the application, such as passing the time by watching quick videos with a variety of subjects.

Keywords: Diffusion, Tiktok, Palestine.

Introduction

The world is living now through the information era. The continuing rising of cloud computing and digital devices has primarily changed the way people interact with each other and the internet (Vogel, 2023).

The world today is in a progressively hyper-interconnected world, a comprehensive society for communicative interaction and exchange which stimulates profound cultural change and realignment, a world for the most part defined by globalization and the emerging of new technologies. Essentially, the evolving global media landscape is framing the socialization procedure, values, and beliefs of youth, and influencing their decisions in areas such as educational preference, employment and entertainment (Salman, 2009; Mustaffa, 2011).

One important element of today world is social media that have a vital place in our daily lives, especially with the great development of smartphones and the permanent availability of the Internet (Steven, et al., 2021). These platforms have become a well-known path for individuals to communicate with others, socialize and build relationships with friends, colleagues, family and strangers, and explore, share and consume information (Khalifa, 2020).

Some reports that are interested in studying the use of social media sites in the Middle East and Africa have concluded that consumption of social media use and exposure have increased since the outbreak of coronavirus pandemic (Radcliffe, 2021). In addition to several reports emphasize that social media has become more popular among young Arabs than traditional media (Akerman, 2019) and that Social media has increased significantly as a source of news among Arab youth over the last five years (Radcliffe, 2020).

According to 2023 Global overview report, Tiktok, the popular short-video platform now ranks sixth at a worldwide level, with a 23 hours monthly average of using worldwide. In the Middle East, The United Arab Emirates is the country with the highest Tiktok reach, with more than 100% of the population aged 18 and over utilizing the popular social video. This was followed by Saudi Arabia, at over 100% (Kemp, 2023).

Tiktok is a social software for creative short video. Since 2017, the short video platform has a huge number of users, and its influence has gradually expanded, From April to July 2017, user installations increased by more than 17 million, which on the other hand reflects the rapid development of short video platforms (Wang & Wang, 2019).

Following the rapid spread of the Tiktok platform around the world, this study came through the theory of the diffusion of innovations to determine how users in Palestine first learned about Tiktok, also to identify the factors that contribute to the acceptance and adoption of this platform in Palestine, and to learn about the characteristics of this platform that encourage users to use it and identify weaknesses that reduce the likelihood of adopting this platform in Palestine.

Diffusion of innovation aspects

Diffusion refers to the process by which innovations are communicated through certain channels over time among members of a social system (Rice & Katz, 1985). After the quick growth of radio in the late 1920s and early 1930s, interest in the principles of diffusion in communication peaked historically (Katz, 1957).

Innovation is a term used to describe anything novel and previously unheard of. It involves uncertainty for the individual and may involve risk in its acceptance. The speed of its diffusion increases with perceived adoption risk (Rogers, 1983). The most crucial component when discussing the idea of diffusion is time. The concept of time in communication pertaining to diffusion is different from the concept of time in communication studies looking to assess the effects of mass communication campaigns; studies on the diffusion of a particular innovation typically highlight the need for a lengthy period of time (Nemutanzhela & Iyamu, 2015).

From a sociological standpoint, the concept of "Diffusion" is expressed in communication research and is frequently referred to by several expressions, such as "Acceptance," which refers to "the time of acceptance" in order to identify which individuals have and have not accepted an innovation or what proportion of the population members in various communities have accepted (Katz & Hamilton, 1963).

Although the first use of an innovation does not always imply continued use, communication researchers have attempted to distinguish between two other concepts related to the diffusion, namely the concepts of "trial" and "adoption" (Ryan & Gross, 1943). Communication studies typically link the timing of the "first use" of innovation with the concept of acceptance. Time is a crucial element in the diffusion process because it allows for the identification of early adopter characteristics, the construction of the flow direction of influence, and the establishment of a foundation for the charting of diffusion curves. In this way, time offers the opportunity to create a mathematical model of variations in the diffusion process (Young, 2006).

The concept of diffusion in communication is linked to other important concept, which is the "adoption". There are some things that can't be collectively adopted yet that everyone can adopt or not, like the telephone. Others, on the other hand, the group accepts as a whole with no room for individual choice (Katz & Hamilton, 1963). Unquestionably, the mode of adoption—individual or collective—plays a critical impact in shaping what society considers appropriate. In contrast to other innovations that can be accepted and diffused after being adopted individually, some inventions call for collective adoption, which means that they can only be done collectively (Katz, 1962).

Communication channels have a significant part in determining how new innovations and ideas spread since people's perceptions are crucial in determining how an innovation should be evaluated (Harrison, 2001).

The perceived personal benefit derived from the adoption of an innovation must be superior compared to an existing system of use. Perceived ease of use facilitates adoption, while more complex innovations and ones that are difficult to understand and use typically take longer to spread (Ermecke et al., 2009). This is one of the most crucial characteristics of the new innovation that aid in its diffusion.

The main thesis is that any diffusion process requires that the proposed innovation "fit" with the culture and values of a group or an individual's personality in order for it to be accepted and adopted (Valente, 1995).

Tiktok Platform

Tiktok platform for short videos was launched by Zhang Yiming in 2017 in China as the international version of the popular Chinese platform Douyin. The app gives the ability to shoot, publish and share content (Kaye, 2022). This platform was created mainly to simulate lyrical video for lip-synced and dance for entertaining then it has grown into a full-blown video service, with content available for all kind of viewers. While many Chinese applications have failed to succeed outside China, like WeChat, Tiktok has managed to push itself onto the foreign market (Zuo, & Wang, 2019; Ceci, 2022). Tiktok app snowballed into the most widespread application in 2020 as it was downloaded 850 million times in 2020 and reaching 740 million new users in 2021. Even if it wasn't launched till 2017, Tiktok was the 7th most downloadable application in the first quarter of the twenty-first century, and appears to be a real competitor against Facebook's hold on social media in the West (Fannin, 2019; Iqbal, 2023).

Users of Tiktok can select songs as musical background via this software, taking a short videos of a certain length and download them to form their own works. TikTok gives users the latest information about music, meeting the users need to catch up with the music trend (Wang et al., 2019). Tiktok algorithm implements the ability to precisely push content based on user preferences and needs (Yang et al. 2019).

On Tiktok, The demand for knowledge has been highly fulfilled. For instance, in various short videos of the app, there are painting and calligraphy tutorials, food tutorials, and even tips related to everyday life, which get a high level of attention (Xu, 2018). Many short videos on Tiktok platform are sought after because they are characterized by hilarity, exaggeration and novelty and provides users away to freely use their imagination and creativity (Yang, 2018).

Among users who use Tiktok, there are corporate users as well as individual users. Business users use who usually utilize Tiktok to conduct marketing campaigns to increase awareness and achieve brand value, while Individual users, whether they are celebrities or not, employ Tiktok to publish short videos, and promote themselves to others for gaining more recognition and attention, thus enhancing self-worth (Zuo, & Wang, 2019). In return there are negative effects of using the Tiktok platform, one of them that watching TikTok for extended periods of time lowers the attention span of users. According to a study done by Microsoft, the average duration of human attention is 8 seconds now, making Tiktok videos of 15second perfect for the modern mind (Hollarbush, 2022).

Goals and objectives

There are two goals in this research. The first goal is to educate people about the rapid diffusion of Tiktok platform during the recent years in order to provide them an insight about the reasons, factors and characteristics that helped to accept it among users and adopt it under the perception of Diffusion of Innovation theory.

As is well- known, Tiktok platform is an example of a social media that born outside the Western sphere and then became efficient across the globe after being used heavily in China (Zuo & Wang, 2019). With the rise of Tiktok as a social media platform since its debut in 2016, the social media app Tiktok has attracted a broad range of users and the heterogeneity of users creates variety in the patterns of its use and adoption (Gu et al., 2022). In terms of uploads and monthly usage in minutes, Tiktok has gone beyond other well-known social media applications, such as Facebook and Instagram (Briskman, 2022). Tiktok is now a global phenomenon with over one billion users and is available in over 150 countries (Southern, 2021), in addition to its fast-growing user base, Tiktok distinguishes itself from other social media applications with its high user engagement (Scherr & Wang, 2021). These figures indicate the need to explore the factors that encourage and motivate people to trail the application and then adopt it.

Tiktok often provides users with a space where they can create or find a community with similar interests (Navlakha, 2021). Many reasons could explain why users try Tiktok and decide to adopt it later, some of these reasons could be the desire of socially rewarding presentation of self and arising valued gratification from the feature of Tiktok due to self-generating and uploading content, in addition to trendiness and being cool, new, and exciting to use. Novelty; which means having the possibility to experience new things, and using Tiktok to escape or forget work pressure, school and collage responsibilities, or boredom which called escapist addiction (Scherr & Wang, 2021).

The second goal of this research is to educate people about the reasons that motive users not to accept and adopt Tiktok platform after trying it or even not having the desire to try it at the first place due to many possible factors like cultural values, gender and even age, or the desire to quit the application because of several reasons such as, according to Southern (2021), the addictive nature of the platform along with privacy-related aspect enforced by location tagging and sharing videos recorded from home with a possibly large strange audience.

The uncontrolled and problematic usage of social media platforms has commonly been compared to addiction (Ryan et al., 2014) and that could be implemented on Tiktok as well, which gives a sign to users to stop using it temporarily or permanently to save themselves of addiction. According to Tang et al. (2017) the addiction on Tiktok app was rather stronger, particularly among younger users and female users. This is consistent with previous results on social media addiction being higher among women and particularly high in China. There may be cultural factors involved that explain the gendered importance of the addictive escape that Tiktok fills in young women. (Scherr & Wang, 2021).

It is important to identify the cultural values that prompt users to accept and adopt the Tiktok platform after experience it or even accepted for the first time or refusing to adopt it at all. This would give an impression as to why it is so widespread among specific categories of users. It's also important to understand the motives behind Tiktok negative challenge participation and time wasting that could encourage people not to adopt Tiktok platform after a while of using or reject adopt it at the first place due to its negative impacts (Roth, 2021).

The importance of the study

There are two importance in this paper. First, this study came to highlight the diffusion of Tiktok, the short video platform which has proven its place among social media platforms since its inception in 2016 under the perception of Diffusion of innovation theory.

At the beginning, Tiktok has achieved success in China with its Chinese version of the application called Douyin. After its diffusion within that social network, the English version of the application made its way into the music industry because of its ability to promote viral music (Patel & Binjola, 2020). From there, many users of Instagram application downloaded their favorite Tiktok videos to their Instagram pages as well as their stories (Wang et al., 2019). Notably, one of the most important reasons why Tiktok has spread is because its users post their videos on their other social networks, which has led to other users being introduced to the Tiktok app and significantly increasing its spread (Feldkamp, 2021).

It is noticeable that media studies about Tiktok are still continuing and evolving especially after the platform success in attract very large numbers of users since its establishing. After browsing media studies about the short video platform Tiktok, it's noticeable that most of these studies have concentrated on the patterns and motivations of using this app by focusing on the benefits that the user derives after adopting this social platform and their decision to continue using it. Some of these studies have also tried to identify the reasons why users rely on the Tiktok platform as a source of information, especially news.

However, this study tries to recognize the most important characteristics and features that make the Tiktok platform very widespread around the world, especially in Palestine in order to understand the reasons behind the user's acceptance of this social platform and their decision to adapt, and understand the factors that helped in confirmation the usage of Tiktok and continue utilizing after trying it for a while.

Secondly, this study came to highlight any weaknesses in Tiktok platform and monitoring the reasons behind the rejection of some segments of society to adopt Tiktok or reject to continue using after trying it, and explore the characteristics that prevent some users from taking the decision of adoption and acceptance of the app. This study will research Tiktok platform under the lens of Diffusion of Innovation theory to understand the factors that motive people to adopt it and understand the reasons that push users to stop using the app after a while and understand the laggard's point of view for being the last to adopt.

One of the features of short video platforms such as Tiktok is the inability to review the content available on it due to the huge numbers of users because of the ease of making a personal account on it (Yang, 2018). The Tiktok platform has been able to gather large numbers of users from multiple and diverse backgrounds but at the same time they are not communicating with each other effectively (Wang et al., 2019). Tiktok users follow videos on the platform and just watch or like, and likes for one video may reach tens of thousands and views to millions. This fosters a culture of numbers rather than a culture of communication (Yang & Ma, 2019).

Most of Tiktok users get addicted to the platform this is because the platform's algorithm delivers personalized content to each user and is generated in a very quick manner, the users find themselves in front of attractive and endless content and this results in a great waste of time on using the app every day (Francisco & Ruhela, 2021).

Thus it can be noted that the Tiktok platform has some weaknesses or downsides that can prevent some users from completing its adoption, or can make some individuals refuse to use it from the basis.

The Problem of the study

Tiktok platform is popular around the world, including Palestine. Some studies suggest that the number of users in that platform increases day by day. Hence, studying the adoption of this platform from the point of view of diffusion of innovations theory is an important thing that can add to media studies.

Based on the above, this qualitative study tries to explore and understand the factors that affect the adoption and acceptance of Tiktok platform in the Palestinian society under the lens of diffusion of innovation theory by highlighting several issues about the way Palestinian users get to know Tiktok for the first time, and the accurate time they started using it. Wondering about the frequency of using the app by Palestinian users, in addition to identifying the key characteristics of Tiktok platform that make it attractive to adopters in the Palestinian society and exploring the benefits that Palestinian users receive as a result of using Tiktok platform in their daily life. Furthermore, identifying weaknesses of Tiktok platform that might prevent Palestinian users from adopting the platform, and finally, discover how the perceived relative advantage of Tiktok platform compared to other social media platforms influence its adoption among different segments of the Palestinian society.

The Theory of the study

This study relies on Diffusion of Innovation theory that was established by the American communication theorist and sociologist, Everett Roger in 1962 (Lundblad, 2003). The diffusion of innovation theory offers a methodical explanation of how an innovation spreads through different social systems and describes how individual differences lead people to accept innovations at various times and make use of various informational quantities and sources (Conrad & Dillon, 2022). Rogers's theory gives a framework for understanding, predicting, and accounting for elements that can speed up or slow down the spread of innovations (Mustaffa, 2011).

According to Rogers's theory, the diffusion is expressed as a process of "how an innovation is communicated through specific channels for an extended period of time throughout the members of a social system" (Rogers, 1983, p. 5). Rogers' definition of diffusion included four basic elements; first of all, is the innovation itself, which is the central element of the diffusion process, since it serves as the topic of communication and the main consideration for potential adopters (Hornor & Emerson, 1998). A new concept, product, or method that is regarded as novel or distinctive by the participants in a social system is referred to as "innovative". The innovation could be the launch of a new product, a new technology, or a new method of doing things (Sahin, 2006). The second element of the theory is communication channels which refers to the means by which information about the invention is communicated from the source to the potential users (Dearing & Cox, 2018). These channels may be mainstream media, like radio, television, or newspapers, or they may be interpersonal, like friends, relatives, or opinion leaders (Isman, & Dagdeviren, 2018). Time is the third crucial component of the invention diffusion process. On a micro level, such as a person adopting an innovation, or on a macro level, such as the economic growth or technological advancements of a society, the diffusion of the innovation process can be monitored over time (Gomulko, 1971; Conrad & Dillon, 2022).The theory assumes that the adoption process or the rate of diffusion can be represented by an S-shaped curve, which shows that as an innovation is accepted more widely, the rate of adoption first starts slowly, then quickly rises, and finally slows down (Rogers, 1983). The social system is the fourth component of the diffusion process. According to the theory, the diffusion process, therefore, takes place inside a social structure, which can be a group, a business, a community, or a society. The social system's participants engage in interpersonal interaction through various communication channels and share knowledge about the invention (McAnany, 1984).

Based on the relative timing of their acceptance of an innovation, Rogers (1983) divided adopters into five types. Innovators, who are the first to adopt a new idea. The theory assumes that they are bold, risk-takers, and open to experimenting with novel concepts. Compared to the average adopter, they are typically younger, more socially advanced, and wealthier (Davies, 1979). The second group of people to adopt a new idea are early adopters. They are respected by their colleagues, considered thought leaders, and frequently asked for advice (Miller, 2015). According the theory, the third group of people to accept an innovation is the early majority. The theory assumes that they take their time making decisions and usually accept innovations only after the early adopters have demonstrated their viability. Compared to early adopters, they are frequently older, of lesser social standing, and with less money (Valente, 1996).

The fourth demographic to adopt a new innovation is the late majority. The theory assumes that they are resistant to change and are more likely to adopt a new idea until it has gained widespread acceptance (Holden, 1972). Laggards, these people, according to the theory, are the last to adopt an invention. The theory assumes that they are conservative, sensitive to change, and resistant to accept innovations until they are absolutely necessary. In comparison to the early majority and the late majority, they are typically older, have a lesser social position, and

have less financial means (Sahin, 2006). The properties or traits of innovations that are most likely to influence the rate and scope of adoption and dissemination have been thoroughly explored by Rogers (1983) and Greenhalgh et al. (2004). The primary characteristics for which there is a substantial body of evidence are relative advantage, compatibility, complexity, trialability, and observability (Rogers, 1983; Greenhalgh et al., 2004). The theory assumes that only if an innovation proves superior to the idea, thing, or program it replaces will it be implemented, and that innovations that align with the values, norms, principles, and perceived needs of the target users are more likely to be adopted (Oldenburg & Glanz, 2008). Moreover, the theory suggests that easy-to-use inventions are more likely to be adopted, while more complex technologies are adopted less successfully (Davies, 1979). The theory contends that innovations are more readily accepted when their target customers may test them out in small doses and that innovations will be embraced more readily if their advantages can be quickly understood and seen by others (Holden, 1972).

The theory serves in understanding how trends develop and serve to determine if a new introduction will succeed or fail (Conrad & Dillon, 2022).

The current study has used the theory of the diffusion of innovations to identify the attractive factors and reasons that drive individuals to make decisions of adopting and accepting Tiktok platform, and to identify the most important characteristics and features of this platform and have led to it spreading very widely around the world, as well as identifying the most important factors that drive some people not to accept and adopt this platform despite its global fame.

Literature review

There are several studies addressed the subject of social media platforms diffusion, acceptance and adoption. The first one was done by Roth et al. (2021) which was entitled: "A study of adolescents' and young adults' Tiktok challenge participation in South India". The aim of this study was to examine the reasons why people participate in social media challenges on Tiktok in a region of southern India with significant internet usage, paying close attention to how teenagers feel about the challenges and the platform as a whole. The study also sought to determine the elements that influence young people's behavioral intentions to engage in challenges and activities on Tiktok.

The method used in the research included conducting semi-structured interviews with 25 youths between the ages of 13 and 25 who resided in the Indian states of Tamil Nadu and Kerala. The selection of participants was based on their participation in social media challenges as well as their regular and active use of social media. The interviews were performed over the phone or in person, with the participants' permission, and audio recorded. According to the survey, most participants took part in social media challenges on Tiktok because they enjoyed them and thought they were manageable and under their control and that taking part in online challenges increased their confidence. The study also discovered that participants' peer groups had a significant impact on them. In addition, the study discovered that individuals' ability to obtain support from other participants had a significant role in determining how often they participated in social media challenges.

The current study intersects with the study of Roth et al. (2021) as they used interviews as a tool to determine the factors that drive users to adopt the Tiktok platform.

The second one was done by Scherr and Wang (2021), which was entitled: "Explaining the success of social media with gratification niches: Motivations behind daytime, nighttime, and active use of Tiktok in China".

This study aimed to identify the primary motives for using Tiktok and examined gender, age differences among users. The study conducted a survey contained 1051 Tiktok users in China during November 2019. The participants were required to be more than 18 years of age and know Tiktok well to receive an e-mail invitation to the questionnaire. The questionnaire included demographic questions, questions about Tiktok use, and a list of statements catching different motives for using Tiktok. The study used descriptive statistics, correlation analysis, and multivariable tests to analyze the data. The study found that there are four primary motives for using Tiktok among Chinese users include socially rewarding self-presentation, trendiness, escapist addiction, and novelty. The study revealed that novelty is the most significant motive for using Tiktok among Chinese users, followed by socially rewarding. The study also found that there were gender differences in the four motives for using Tiktok among Chinese users. Specifically, the motive of escapist addiction was more relevant for women than for men. This suggests that while gender is one of the strongest predictors for Instagram use, Tiktok seems to be equally attractive to both men and women, with some differences in the motives for using the app. The study revealed that socially rewarding self-presentation was related to active Tiktok use and that Tiktok has evolved into a significant source of entertainment.

Scherr and Wang (2021) revealed the motivations that encourage users to use Tiktok platform. This helped the current study in building the theoretical framework through identifying the most important characteristics that affect the adoption and acceptance of Tiktok platform.

The third study was done by Wang et al. (2019), which entitled: " Causes and Characteristics of Short Video Platform Internet Community Taking the Tiktok Short Video Application as an Example". The purpose of this study was to look into the traits and requirements of the online community using Tiktok short video platform as an example, covering cognitive, pleasurable, social, and personal integration, and rejuvenation requirements. The study also intended to examine the elements influencing users' media preferences and their aggregation into online communities.

Based on the study's main objective, a selective literature review was part of the approach. To learn more about the Tiktok user base and their motivations for utilizing the platform, the authors read pertinent literature and interviewed 5 Tiktok users. In addition to a web-based survey that was developed to find out how many users have just posted a few videos or have a modest number of fans to watch other people's videos, study the factors influencing the user's selection of media, and gather into an online community. Online interviews with certain Tiktok users were also conducted. The Tiktok short video platform meets its users' needs for cognitive stimulation, enjoyment, social integration, stress relief, and rejuvenation. The study also found that the app satisfies users' requirements to keep up with musical trends by giving them access to the most recent music information. It offers users a space where they are free to express their creativity and imagination. The study discovered that Tiktok satisfies users' social needs by enabling them to interact and engage with friends, family, and other people. In order to momentarily relieve stress and unwind, the platform also assists users in finding sensory stimuli in a bland and uninteresting life. The study's findings imply that Tiktok has evolved into a significant source of entertainment in contemporary society.

The current study has benefited from Wang et al. (2019) in building the theoretical frame work.

The fourth study was done by Yang et al. (2019) which was entitled: " Analysis of the Reasons and Development of Short Video Application—Taking Tiktok as an Example. This qualitative study aimed to discuss the popularity of the short video app Tiktok. Several topics related had been covered such as, the demographics of users, the production of content, supervision, and sustainability of recommendations. Additionally, it cited a number of academic works that discuss communication theories and techniques.

The study reviewed the literature synthesized information from various academic sources related to communication research and methods. The research discusses various aspects of the short video application Tiktok. The research started with the definition of short videos then counted the features of the short videos on Tiktok platform such as it is easy to make and spread quickly. The study also mentioned that short videos on Tiktok are rich and engaging, and that they reject the distinctive structures and logic found in traditional video. According to the study, the target population of Tiktok platform is individuals between the ages of 20 and 29. It also pointed out that the users at this age are frequently students or recent graduates who lack a steady source of long-term income. The study also found that Tiktok's prominent categories such as fitness shaping, emotional interpretation, gorgeous landscape, and others are all well-liked by viewers and follow current trends. The study also noted that Tiktok's trendy content, high-end production values, and innovative advertising concepts all support its rapid expansion.

Yang et al. (2019), helped the current study in building the theoretical framework and identifying the most important characteristics that affect the adoption and acceptance of Tiktok platform among users which facilitated the process of preparing the current study interviews.

The fifth study was done by Zuo and Wang (2019), which was entitled: " Analysis of Tiktok User Behavior from the Perspective of Popular Culture". With an emphasis on the interaction between youth culture, mass consumption culture, the purpose of this study was to investigate the behavior and identity creation of users on the Tiktok platform. Additionally, the study investigated user behavior on the platform and Tiktok's function in modern popular culture.

The qualitative approach has been used in order to achieve the purpose of the study. The study divided Tiktok users into three roles based on their different behaviors; firstly: users as popular culture producers; who usually produce content on the platform and create independent cultural value and they can be ordinary persons, internet celebrities, famous stars, or business organization. Secondly: users as popular culture disseminators who spread popular culture by uploading videos to social media or taking part in the information-dissemination process using the recommendation algorithm of the platform. Thirdly: users who utilize the platform as consumers of popular

culture by only watching videos, pay for commercials or subscribe to their preferred live broadcasters. The motivation Analysis of Tiktok user Behavior, as described in the study included entertainment Pursuit and Self-expression. According to the study, individuals will continually modify their behavior in order to follow the group's behavior. The study argued that the majority of mobile internet users would be motivated to learn about and utilize Tiktok, especially those who like to follow the popular culture and that they would join Tiktok by following their friends or influential figures to feel a part of the movement.

The study of Zuo and Wang (2019) intersects with the current study in using a qualitative approach. The current study has also benefited from Zuo and Wang (2019) in building the theoretical framework.

The sixth study was done by Isman and Dagdeviren (2018), which entitled: " Diffusion of Twitter in Turkey". The purpose of this study was to apply Rogers' diffusion theory to the spread of Twitter in Turkey. The study examined Twitter's consumption in Turkey and how it rose to become one of the most popular microblogging services there. The four components of Rogers' theory: innovation, communication channels, time, and social system were also examined in the study in order to explain their role in Twitter diffusion in Turkey.

This qualitative study examined Twitter's acceptance in Turkey. According to the study, social networking websites are the most popular online activity for internet users in Turkey, and social media platforms offer users a variety of opportunities, including information seeking, and uploading content like videos, photos, and status updates. With a penetration rate of 44% of the population, the research contended that Twitter has emerged as one of the most popular microblogging services in Turkey. The study also examined Twitter's consumption in Turkey and how it has gone beyond the point of diffusion. The study suggested that the spread of Twitter in Turkey was significantly aided by the mass media, particularly television. The study explained that television producers displayed hashtags on the screen to make viewers more engaged when watching reality shows and news programs. The viewers used the hashtags to share their thoughts and opinions in a form of tweets on Twitter. In terms of time, the study suggested that the spread of Twitter in Turkey exceeded the diffusion threshold. The study also highlighted the importance of language support and agents of change in the diffusion of Twitter in Turkey.

The current study benefited from Isman and Dagdeviren (2018) in building the theoretical framework, particularly, in regarding the elements of the diffusion theory and developing the study instrument.

The seventh study was done by Ma et al. (2014), which was entitled: " Understanding news sharing in social media. An explanation from the diffusion of innovations theory". The research aimed to utilize from the diffusion of innovations theory to investigate several influences on news sharing in social media platforms such as individuals, networks and news attributes that might affect the intention of users to share news on social media.

The method involves a questionnaire instrument, the sample used in this study consisted of 309 respondents, both undergraduate and graduate students from a large local university. The sample contained males and females between the ages of 19 and 61. The questionnaire was developed to discover user's perception about the quality level of the news that is shared on social media, as well as how they usually use it to share news. The study used the diffusion of innovation theory to provide a framework to explain what factors may increase or hinder the spread of news on social media. The study linked the theory with news sharing on the basis that timely and new news conforms to innovation standards. The study looked at two types of individual influence: opinion-seeking and opinion leadership. The ability to share relevant knowledge with others and shape their views through information networks is referred to as opinion leadership while people's tendency to seek news stories from their contacts referred to opinion seeking. The finding showed that self-perceptions of opinion leadership had an important direct connection with the intent to share news, the study did not find a connection between credibility of online news, liking news or news relevance with news sharing intention. The study revealed that perceived preference for online news was positively associated with news sharing intention.

Ma et al. (2014) contributed in developing the theoretical framework of the current study because of its use to the theory of diffusion of innovations.

The eighth study was done by Koçak and Erol (2013) which was entitled: " Social media from the perspective of diffusion of innovation approach". This study aimed to explain social media from the standpoint of the diffusion of innovation theory and to pinpoint the variables that influence users' decisions to accept or reject social media, as well as the traits of earl / late adopters and rejecters. The study also tried to comprehend the individual side that has difficulty with the innovation and to offer significant hints about social media's positive and negative perceptions that influence the adoption procedure.

In this theoretical study, the diffusion of innovation theory and its use in social media was discussed. The decision-making process for innovation and how it relates to the acceptance or rejection of social media were both explained by the authors using a literature review and theoretical framework. They also offered future topics for research to determine the elements that influence the decision to adopt or reject social media as well as the traits of early/late adopters or rejecters. The authors contend that key elements influencing the persuasion process include social media qualities including compatibility, complexity, trialability, observability, and relative advantage. Additionally, they contend that some of the reasons people utilize social media include communication, self-expression, sociability, entertainment, unrestricted access to knowledge, and keeping up with current trends. The authors argued that social media might be viewed as a significant innovation since it offers an entirely new and novel method of interpersonal contact and that social media's extensive adoption and diffusion might be linked to the innovation-related decision-making process.

The current study intersects with the study of Koçak and Erol (2013) in the fact that the two studies are based on the theory of the diffusion and its application on social media sites as a modern communication tool.

The ninth study was done by Mustafa et al. (2011) which was entitled: "Diffusion of Innovations: The Adoption of Facebook among Youth in Malaysia" The purpose of this study was to evaluate the reasons that encourage youth to adopt Facebook and the purpose of using it among youth in Malaysia. The study also aimed to advance knowledge of how and why young people use Facebook as well as the factors that affect their acceptance and adoption.

The study's methodology includes 200 surveys distributed to young individuals in Malaysia's Klang Valley between the ages of 15 and 25. The poll gathered information on the respondents' gender, ethnicity, level of education, and work position as well as other demographic details. The diffusion curve was also employed in the study to divide the respondents into several adopter groups according to how well they embraced innovation. The results of this study showed that young people in Malaysia's Klang valley were still in the late majority when it came to use Facebook. The study revealed that the most important component for laggards, late majority, and early majority was peer pressure, but not for innovators and early adopters. The results showed that young people in Malaysia's Klang valley use Facebook primarily as a means of communication with friends and to reconnect with old friends. The study also discovered that youth are becoming more proficient Facebook users, with their knowledge and expertise growing as a result of the greater time spent on the site. The study suggested that in order to lessen the ambiguity around the innovation, interpersonal networks of close peers could encourage the late majority to use Facebook.

Mustafa et al. (2011) contributed in developing the current study theoretical framework and intersected with it in examining the acceptance and adoption social media platform.

The last study was done by Ermecke et al. (2009), which entitled: "Agents of Diffusion: Insights from a Survey of Facebook Users". This study aimed to examine the phenomenon of person-to-person communication and influence on Facebook diffusion, specifically in relation to the adoption and recommendation of new products.

This study used the theory of diffusion of innovation as a framework in order to understand the adoption and recommendation of new products on Facebook. The study emphasized the significance of an individual's perception of an innovation's characteristics, including its ease of use and relative advantage, and how these perceptions influence the decision of adoption and the tendency to suggest innovations to peers on Facebook. It also identifies consumers' social systems and communication channels as essential determinants of the diffusion of innovations. The study examined interpersonal communication and influence on Facebook using an online questionnaire that received 475 responses. It was disseminated through a variety of media, including personal Facebook contacts, blogs, college websites, and mailing lists. Respondents were questioned about their use of particular Facebook apps and the methods they use to share recommendations with others. The study results showed that active peer recommendations have a strong influence on the adoption of new products (Facebook applications) on the platform. The study also discovered that social networks have automated news feeds that inform users about any updates to their friends' profile pages, including their adoption of particular services. As a result, this feature is likely to hasten information sharing among platform users and, as a result, promote viral marketing. The study also suggested that users are more likely to recommend a certain service based on how their peers are taking advantage of it.

The current study benefited from the study of Ermecke et al. (2009) in building the theoretical framework and developing the study instrument.

Methodology

The questions of the study

This qualitative study was designed to discover the factors affecting the acceptance and adoption of Tiktok Platform among the Palestinian users through the lens of diffusion of innovation Theory. Several questions are raised to achieve the purpose of the study. These questions are:

1. How did Palestinian users get to know Tiktok for the first time? And when did they start using it?
2. Do the Palestinian users use Tiktok platform in regular basis?
3. What are the characteristics of Tiktok that make it appealing to Palestinian users?
4. What are the benefits that Palestinian users receive as a result of using Tiktok platform in their daily life?
5. What are the negativities of Tiktok platform that might prevent Palestinian users from adopting the platform?
6. Are there any other platforms that Palestinian users prefer to use instead of Tiktok?

Identification of the population

According to Ipoke annual report for Palestinian statistics, the percentage of social media usage in 2022 in Palestine was 65.7%. The report shows that the number of Palestinians using the Tiktok app in the West Bank and Gaza is about 2 million, up to 38%, and it is considered to be a preferred application, particularly after Corona (Ipoke, 2022).

The sample of the study

The sample of this study includes 10 Tiktok Palestinian users who use the platform for different purposes. These 10 users were selected using the purposeful sampling technique, which is a non-probability way of gathering data, as the study aims to discover the factors that lead to Tiktok platform acceptance and adopting among Palestinian individuals who have Tiktok account and usually use it. Purposive sampling is widely employed in qualitative research to locate and select particular individuals who provide an enormous amount of relevant data about a particular topic (Palinkas et al., 2015).

Data Collection

This qualitative study has used the Semi- structured interviews as a tool to collect data from the sample that has been chosen purposefully. The interview, according to Brennen (2017), is a concentrated, deliberate conversation between two or more people. The Semi- structured interview questions for the study were pre-formulated and applied to each respondent. Six open-ended questions on the interview form reflected the study questions. The features of the Tiktok platform that encourage adoption, the usefulness of using the platform from the users' point of view, the platform's weaknesses from the users' perspective, and whether there are any other platforms that could replace the Tiktok platform were all questions that were asked during the interviews. Based on previously established codes, the interviewees' responses were analyzed.

Coding scheme

This study included several codes, the way to get Know about Tiktok for the first time, the regularity of using, the platform characteristics, platform usefulness, the platform weak points and alternatives of Tiktok platform. These codes were actually created as qualitative considerations to aid in the task and reflect the study's mission.

Table (1): coding scheme

The code	1	2	3	4	5	6	7	8	9	P10
The way to learn about Tiktok for the first time.										
regularity of using										
The platform characteristics										
Platform usefulness										
Platform negativity										
Other alternatives of the platform										

Data analysis

In this study, qualitative research method was used in order to research the factors that affect the acceptance and adoption of Tiktok platform among Palestinian users. Large family of research approaches are referred to as qualitative research seeks to generate explanations by analyzing data (Cropley, 2015).

When people's subjective experiences are the focus, qualitative research is typically used (Fossey et al., 2002). The codes utilized in this qualitative study were a reflection of the study's questions. Each code articulates the specific research question. The first code, "the way to know about tiktok platform," is a reflection of the study's first question, which inquires about how Palestinian users first learned about tiktok and when they first began using it in order to identify the type of adopters. The second code, "the regularity of using the platform," responds to the second study's inquiry regarding the frequency of use of the Tiktok platform. To track the adoption's confirmation, it is crucial to inquire about usage frequency. The third code, "the platform characteristics," is a reflection of the third question, which questioned what aspects of Tiktok appeal to Palestinian adopters given that, in accordance with Roger's theory, the innovation characteristics play a crucial role in the adoption decision. The "Platform usefulness" code, which responds to the fourth question concerning the advantages Palestinian users of Tiktok experience as a result of utilizing the platform in their daily lives, is the fourth code. The fifth code, "Platform weak points," is a response to the fifth question, which questioned whether Palestinian users of Tiktok might be discouraged from using the platform due to its flaws. The final code, "Other platforms," refers to the last inquiry, which asked whether Palestinian users preferred using any other platforms in place of Tiktok in order to ascertain any comparative benefits of the Tiktok platform.

Definition of terms:

This study includes the following terms: diffusion, innovation, adoption, social media, Tiktok and Palestine. Diffusion: the process through which innovations are disseminated over time among members of a social system via specific routes (Miller, 2015). Diffusion in this study refers to the manner in which Tiktok has spread among Palestinian users.

Innovation: is the development of novel concepts, items, practices, or ideas (Sahin, 2006). The Tiktok platform is referred to as innovation in this study.

Adopting something: entails changing one's behavior from what one previously did, such as using a new product or developing a new behavior. The person must view the idea, behavior pattern, or thing as innovative or inventive for it to be adopted (Goss, 1979).

Social media: is a category of digital technology that enables user-generated content and personalized profiles that promote engagement through likes, shares, comments, and discussions. Examples of social media include Facebook, Twitter, YouTube, and Tiktok (Carr & Hayes, 2015).

Tiktok, which was launched by Zhang Yiming in 2016, is the worldwide version of the well-known Chinese platform Douyin. The platform allows users to capture, publish, and share material. (Kaye, 2022).

Palestine: also known as Filastin (Biger, 1981). A country in southwest Asia, on the eastern shore of the Mediterranean. Due to its geographic center, it serves as a bridge between Asia, Africa, and Europe, which make up the Old World (Ehrlich, 2001).

Limitations of the study

This study sought to discover the factors that lead to the acceptance and adoption of Tiktok under the lens of diffusion of innovation theory and has five limitations:

1. The study was limited to Palestinian individuals who have Tiktok account and often use it.
2. Semi- structured interviews were conducted during May 2023 with 10 Palestinians who use Tiktok and adopt it for various goals.
3. This study was conducted during the spring semester of the school year 2022-2023.
4. The results of this study represent one case and is confined within the limits of Palestinian society. Consequently, its results cannot be generalized.
5. This study represents a case limited to persons who have been interviewed from Palestinian society. No comparisons have been made with other cases.

Data analyzing and findings

This section includes answering the study's questions by analyzing the data of in depth-interviews that were conducted with 10 Palestinian users of tiktok Platform.

Q1: How did Palestinian users get to know Tiktok for the first time? And when did they start using it?

Table (1): the way to learn about Tiktok

Code 1	the way to learn about Tiktok
Participant 1	" I get to know Tiktok app via YouTube ads in 2020"
Participant 2	"I got to know the Tiktok platform after its videos went viral on social media platforms, and I set up an account since 2021"
Participant 3	" I get to know Tiktok app via YouTube ads since 2019 "
Participant 4	"My friends advised me to open an account on tiktok after they tried it and I started using it since 2021"
Participant 5	"I imitated my friends who have an account on the tiktok app and started using it in 2022"
Participant 6	"I watched a lot of Tiktok videos on Instagram and started using the app since 2021"
Participant 7	"My relatives have recommended it to me and I have opened an account on Tiktok since 2021"
Participant 8	"I watched Tiktok videos on Facebook and started using it in 2020"
Participant 9	"My friend recommended Tiktok for me and I started using it since 2021"
Participant 10	" I watched a lot of tiktok videos on social media and started using the app since 2022"

the way to learn about Tiktok	
Via other social media sites like Facebook, Instagram	4 interviewees
The impact of friends and relatives	4 interviewees
YouTube ads	2 interviewees
Sum	10 interviewees

The result:

Table (1) shows the diversity of the responses of the interviewees about the way they first knew Tiktok, where the answers show that users got to know the Tiktok platform in various ways, including YouTube ads, and the recommendation of close friends and relatives to use the platform. Four interviewees were also encouraged to expertise the application after the spread of the Tiktok short videos on other social media sites, especially Facebook and Instagram.

Participant 1, a PhD student in communication and media studies said: "I get to know Tiktok app via YouTube ads. I was curious to experience the app during the Corona and quarantine and I said I wouldn't lose anything if I tried it." Participant 2, Participant 6, Participant 8 and Participant 10 cleared that they got to know Tiktok for the first time after the massive spread of videos made through the Tiktok application to other social media sites, especially Instagram and Facebook. While Participant 4 said that: " My friends advised me to open an account on Tiktok after they tried it and found it very funny". Participant 5 also stated that: " I imitated my friends who have an account on the Tiktok app. I found that Tiktok amusing application and it is good for me when I have a free time and I don't want anything serious". Participant 7 explained: "" My relatives have recommended it to me and I have opened an account on Tiktok since 2021".

It's noted that the people interviewed belong to different scientific backgrounds, but they were all curious to experience the app.

These results correspond with Roth et al. (2021), Mustaffa et al. (2011) and Ermecke et al. (2009), Which emphasized that the desire to imitate peers was one of the main drivers of the experience of social media applications and this is consistent with the theory of the diffusion of innovations that assumes that the invention requires a social incubator to spread.

Q₂: Do the Palestinian users use Tiktok platform in regular basis?

Table (2): The regularity of using

Code 2	The regularity of using
Participant 1	" I use it regularly for up to 2 hours a week"
Participant 2	" I use it regularly for no more than an hour a day"
Participant 3	" I use it regularly for about an hour and a half a day"
Participant 4	" I use it regularly for about two hours a day"
Participant 5	" I don't use it regularly and I may not exceed two hours a week"

Participant 6	" I rarely use Tiktok, but the app is still on my phone"
Participant 7	"I use the Tiktok app daily for at least two hours".
Participant 8	" I use the Tiktok app regularly for at least three hours a day"
Participant 9	" I use the Tiktok app regularly and intensively"
Participant 10	" I don't use the tiktok app on a regular basis, but it's probably a weekly hour"

The regularity of using	
Using Tiktok platform on regular basis	7 interviewees
Not using the platform on a regular basis	3 interviewees
Sum	10 interviewees

The result:

Table (2) shows the diversity of interviewees responses about the regularity of their use of the Tiktok application, where the answers show that majority of the interviewees regularly use the application either weekly or daily for an hour to more than 3 hours, While Participant 9 admitted that she uses the application extensively, possibly for up to four hours per day or more, she found this to be unsatisfactory as she said: " I use the Tiktok app regularly and intensively for more than 4 hours a day unfortunately, I think this is a big waste of time." The dentist Participant 6 said that she "rarely uses the app" as she don't have much time during the day due to her intensive work duties, but she cleared that she likes to explore the app from a while to while because it is "amusing app and sometimes contains useful information" as she described.

Q3: What are the characteristics of Tiktok that make it appealing to Palestinian users?

Table (3): the characteristics of Tiktok

Code 3	the characteristics of Tiktok
Participant 1	"Easy and fast spread of videos among users".
Participant 2	"Easy to produce videos, add music, templates without the need for complex montage software, it contributes to keeping up with trends and it is free with quick spread of videos when using the appropriate hashtags ".
Participant 3	"Free, easy to use, supports Arabic language, fun content, doesn't need experience to use, following people from all over the world, select the topics you want to follow".
Participant 4	" easy to use and I it provides me the content that I prefer"
Participant 5	" Free and easy to use"
Participant 6	" Easy to use ,supports Arabic language and varied content"
Participant 7	"Free, entertaining, supports Arabic language ,does not need prior experience and includes varied content"
Participant 8	"Ease of use, the diversity of cultures on it, high video quality. The algorithm of the app is excellent because it shows me what I like to watch "
Participant 9	"easy to use, diverse content but I can choose what I want to watch"
Participant 10	"Free and easy to use. It provides me the content I love and prefer"

the characteristics of Tiktok	
Easy to use, easy to produce videos, add music, templates	9 interviewees
Free	5 interviewees
Provides me the content that I prefer	5 interviewees
Varied content	4 interviewees
Supports Arabic language	3 interviewees
Does not need prior experience	2 interviewees
Fast spread of videos among users	2 interviewees

- The total number of interviews was not included in the previous table because the interviewee may have mentioned more than one feature in his/her response.

The result:

Table (3) shows the variety of responses from interviewees about the characteristics of Tiktok application that motivated them to use and adopt it. The majority of interviewees cleared that the most important characteristic that encouraged them to adopt and use the application was its ease of use, as well as the fact that it is a free application, provides them with the content they prefer and like.

Participant 2 encouraged to use and adopt the app as it: "easy to produce videos, add music, templates without the need for complex montage". Participant 3 said that he was motivated to use the app as it "supports the Arabic language and doesn't need a prior experience to use". Participant 6 and Participant 7 said that the app "doesn't need experience to use and support Arabic". Participant 8 cleared that "Tiktok high video quality" encouraged her to adopt the app, and she described the algorithm of the app as "excellent" because it shows her what she like to watch, and she added for more explanation: "If I make a quick skip about unwanted content for me, the app doesn't show me the same as these videos and vice versa for content I've watched fully". Participant 4, and Participant 9 noticed this point too, as they stated that the content of Tiktok is divers but still they can choose what they want to watch.

These answers reflect a great awareness among the people interviewed of the characteristics of the Tiktok application and an understanding of the reasons why they use and adopt it.

Q4: What are the benefits that Palestinian users receive as a result of adopting Tiktok platform in their daily life?

Table (4): the benefits of adopting Tiktok

Code 4	The benefits of adopting Tiktok
Participant 1	" To pass the time and get rid of the stress and pressure "
Participant 2	" I prefer to watch trends on Tiktok, follow some useful accounts and watch videos of Israeli intrusions to the Palestinian cities that do not post via Facebook "
Participant 3	"fill my free time, creating and editing videos, watching and participating in trends, publishing positive content"
Participant 4	"Fill my free time and watch the most common and strange as it showcases all cultures regardless of the user's location"
Participant 5	"On tiktok, I enjoy watching short videos with simple content. Sometimes I watch Live broadcasts of Israeli intrusions into my city".
Participant 6	"I follow Celebrity News and I follow the Palestinian activists who photo any political events across the country"
Participant 7	" I use tiktok to watch trends without participating in them"
Participant 8	" my ability to publish videos that I produce"
Participant 9	" to pass the time and enjoy something not serious"
Participant 10	" watching funny videos and enjoy my free time"

The benefits of adopting Tiktok	
To pass the time and get rid of the stress	5 interviewees
Watch or participate in trends	3 interviewees
Watch political events or Israeli intrusions	3 interviewees
watching funny videos	2 interviewees
publish videos	2 interviewees
Watching useful content	1 interviewees
Follow Celebrity News	1 interviewees

- The total number of interviews was not included in the previous table because the interviewee may have mentioned more than one feature in his/her response

The result:

Table (4) shows the diversity of the responses of the interviewees to the usefulness of the Tiktok application. The interviewees believe that there are many advantages to utilize and implement the application. Five of them use the app to pass the time. Three of interviewees mentioned that they adopted Tiktok to watch quick videos with a variety of subjects like cooking videos, home care, gardens, and decor or to follow amusing content. Three interviewees adopted tiktok to watch or participate in trends. Two of the interviewees use the app to make their own quick videos. One of the interviewees use tiktok to follow celebrities.

Participant 1 said that he usually use Tiktok to "pass the time and get rid of the stress and pressure". Participant 2 said that she likes to watch trend on Tiktok and follow some useful accounts that showing Palestinian cities as a beautiful destination". She also pointed out to the ability to "watch videos of Israeli intrusions to the Palestinian cities that do not post via Facebook, for example". Her observation corresponds with majority opinion of Palestinians who consider Tiktok as a Chinese app, places fewer restrictions on Palestinian content than Meta social media apps, which have stricter policies on Palestinian digital content.

Participant 3, said that he usually watches Tiktok videos after finishing his work as a means of entertainment and recreation and added: " I like my experience with Tiktok, as I have the ability to create and edit my own videos, watching and participating in trends and re- publishing positive content and creative ideas that may help other people". Participant 6 said that she "likes to watch Tiktok to follow celebrity news". Participant 4 said about using tiktok: " I usually use the app to fill my free time and watch the most common and strange as it showcases all cultures regardless of the user's location". Participant 5 stated: "On tiktok, I enjoy watching short videos with simple content. Sometimes I watch live broadcasts of Israeli intrusions into my city".

Participant 6 cleared: " I follow Celebrity News on tiktok, and I follow the Palestinian activists who photo any political events across the country".

Participant 7 stated: " "I use tiktok to watch trends without participating in them". Participant 8 counted several advantages of adopting Tiktok app, as she said: " The first benefit for me is my ability to publish videos that I produce containing Koranic verses or religious information. There are other benefits, as I follow different contents as cooking channels or channels for space information that I love"

Participant 9 who works long hours during her shifts, said that: " I am using Tiktok app to watch videos with entertaining and non-serious content to get rid of the stress and pressure I feel during the day".

These results correspond with Wang et al. (2019), Yang et al. (2019), Zuo and Wang (2019).

Q5: What are the negatives of Tiktok platform that might prevent Palestinian users from adopting the platform?

Code 5	the negatives of Tiktok
Participant 1	"There is no control over published content, I see all kinds of contents. I am mature, I can understand and evaluate what I see, but I don't know about teenagers and children "
Participant 2	" The platform allows the posting of any kinds of content whatever it was"
Participant 3	"Waste time and addiction to watch. Getting used to following short videos I think tiktok causes the tendency toward short content, I don't have the patience to watch any long videos"
Participant 4	"Some forms of content on the Tiktok platform are inconsistent with religious and social values"
Participant 5	"I feel that Tiktok could cause children's addiction to it. In addition, tiktok display immoral content"
Participant 6	" I think Tiktok is wasting my time and display socially inappropriate content"
Participant 7	" Negative and harmful content usually, but if I was able to control how many hours I use it during the day, I don't see a downside, because simply the content I don't want to repeat, I can do skip and it doesn't appear to me again, and I can also report it".
Participant 8	Sometimes, I spend so much time on Tiktok, because videos with short and amusing content flow quickly. I feel like I am not having the ability to concentrate with long content right now because of the addiction to the short content".
Participant 9	"Tiktok is full of negative content and there are videos that are inconsistent with the values of religion in addition to harmful videos especially for children. This requires parents to sensitize their children about many things they can see through this app"
Participant 10	" "A great waste of time and never benefit. Only those who achieve records by live broadcasts"

the negatives of Tiktok	
Waste of the time	5 interviewees
Displaying immoral, negative and harmful content that incompatible with the Palestinian society's values.	5 interviewees
Addiction to short videos watching	3 interviewees
Losing the ability to watch long content as a result of getting used to watch short videos.	2 interviewees

The result:

Table (5) shows the views of the interviewees on the negatives of the Tiktok application. According to five of the interviewees, the possibility of posting all kinds of content on the Tiktok application, even if it is harmful, abusive or immoral in a manner that is contrary to the religious values and social norms that are prevalent in Palestine is one of the most negative points regarding to Tiktok. This content is often exposed to children and adolescents, who are the largest group of users of Tiktok. In addition, the application according to five of the interviewees may cause considerable waste of time. Three of the interviewees cleared that spending too much time on Tiktok could lead to addiction to watch short. According to two interviews, becoming addicted to watching brief videos results in a loss of the capacity to watch long content.

About the nature of Tiktok content, Participant 1 said: "There is no control over published content, I see all kinds of contents. I am mature, I can understand and evaluate what I see, but I don't know about teenagers and children". Participant 2 stated: "The platform allows the posting of any kinds of content whatever it was even sexual overtones, that can negatively affect children, for example, especially that most unethical videos appear quickly".

About wasting time, Participant 3 cleared: "I think Tiktok is wasting my time and it can cause watching addiction. In my opinion, getting used to watch short videos may causes the tendency toward short content, now I don't have the patience to watch any long videos". Participant 6 also said: "I think Tiktok is wasting my time and display socially inappropriate content". Participant 8 declared: "Sometimes, I spend so much time on Tiktok, because videos with short and amusing content flow quickly. I feel like I am not having the ability to concentrate with long content right now because of the addiction to the short content".

Participants 4, 5 and 9 also talked about the nature of content on tiktok that they considered it, in some conditions, not appropriate and incompatible with the Palestinian society's values and could cause watching addiction. Participant 4 said: "Some forms of content on the Tiktok platform are inconsistent with religious and social values". Participant 5 said: "I feel that Tiktok could cause children's addiction to it. In addition, tiktok displays immoral content". They talked about responsibility of parents to make their children aware of what they may see on Tiktok. Participant 9 said: "tiktok is full of negative content and there are videos that are inconsistent with the values of religion in addition to harmful videos especially for children. This requires parents to sensitize their children about many things they can see through this app".

Participant 7 talked about how tiktok content could be "Negative and harmful", but at the same time she considered that she can control the nature of content on tiktok. She said: "If I was able to control how many hours I use it during the day, I don't see a downside, because simply the content I don't want to repeat, I can do skip and it doesn't appear to me again, and I can also report it".

Participant 10 noted that Tiktok most beneficiary is people who use the app for live streaming where they make financial profits. She said: "using the app, could be a great waste of time and never benefit. Only those who achieve records by live broadcast".

Q6: Are there any other platforms that Palestinian users prefer to use instead of Tiktok?

Table (6): Tiktok alternatives

Code 6	Tiktok alternatives
Participant 1	" YouTube, gives more space in the duration of videos"
Participant 2	" Instagram is better and restricted in terms of bad scenes"
Participant 3	"I prefer to use Tiktok as I love watching short videos"
Participant 4	"All apps are means of communication, but in different ways. If I had to cancel Tiktok I think Instagram app would be a good choice"
Participant 5	"I prefer using Tiktok as its particularly for short videos that don't need an effort to use and watch"
Participant 6	" I prefer to use Instagram because its content is more restricted and contains the feature of stories"
Participant 7	"I prefer to use Instagram because its content is not limited to short video but rather photos and stories"
Participant 8	" I don't see a full alternative to it, because the policy of other apps has become more complicated"
Participant 9	" I can settle for Facebook because it contains short videos and reels and contains photos and written content"

Participant 10	" I think YouTube is a satisfying alternative with more diverse and longer content in terms of time"
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Tiktok alternatives	
Instagram	4 interviewees
YouTube	2 interviewees
Facebook	1 interviewees
No alternative to tiktok	3 interviewees
Sum	10 interviewees

The result:

Table (6) shows the diversity of the responses of interviewees about other applications that they might prefer to use instead of Tiktok. The responses indicate that two of the interviewees prefer to use YouTube to view the videos as it provides videos with longer duration than those on Tiktok. Participant 1 said:" I prefer YouTube as it gives more space in the duration of videos, especially when I need a deep explanations"

Four interviewees also indicated that they tended to use Instagram instead of tiktok, because it controls more the content provided, and provides videos, photos and stories. Participant 2 said: "Instagram has many features of tiktok but its content is better and restricted in terms of bad scenes. It's also easy to use and wider spread specifically after adding reels"

One interviewee said that she prefers to use Facebook because it contained video and story features with the possibility of publishing written posts. Participant 9 said "I can settle for Facebook because it contains short videos, reels, contains photos and written content".

But at the same time, three of the people interviewed explained that they prefer to use Tiktok because they like to watch short videos that offer very simple and fast content, which is what the Tiktok platform provides. Participant 3 cleared by saying:" "I prefer to use Tiktok as I love watching short videos that provide me simple and quick content, but if I need to get more explanation on a particular subject, I usually use YouTube".

One interviewee considered that there is no real alternative to the Tiktok platform because it provided unrestricted content in contrast to other platforms that imposed many limitations on content. Participant 8 cleared this point by saying:" "I don't see a full alternative to Tiktok, because the policy of other apps has become more complicated for Palestinian digital content" and she added:" These restrictions are imposed not only on immoral content, but also on freedom of opinion and expression, where Meta's platforms impose a lot of pressure on published Palestinian content, considering it to be abusive of the Israeli occupation".

Conclusion:

This study aimed to discover the factors affecting the acceptance and adoption of Tiktok platform among Palestinians through the Lens of Diffusion of Innovation Theory. The study sought to research how Tiktok app has diffused among the Palestinian users, and discover the characteristics of Tiktok platform that affect its adoption among them, in addition to discover the benefits that Palestinian users are gaining from Tiktok adoption. The study also sought to identify the reasons that derive Palestinian users to prefer Tiktok to other platforms.

This study used the qualitative methodology and utilized semi – structured interviews to accomplish the goals of the research and answer its questions. These interviews were based on a pre-established set of questions that were asked to all respondents. Semi- structured interviews were chosen because they flexible and give the opportunity to ask follow-up questions to delve more deeply into topics addressed.

Ten interviews were done with diverse Palestinian Tiktok users to discover the characteristics and determinants that motivate them to use and adopt Tiktok and reveal the reasons that may derive users to prefer other platforms to use.

This study reached the following results:

1. The study revealed that users got to know the Tiktok platform in various ways, including YouTube ads, and the recommendation of close friends and relatives to use the platform. Some were also encouraged to expertise the application after the spread of the Tiktok short videos on other social media sites, especially Facebook and Instagram.
2. The results show that majority of the interviewees regularly use the application either weekly or daily for an hour to more than 3 hours.

3. The majority of the interviewees cleared that the most important characteristic that encouraged them to adopt and use the application is its ease of use, as well as the fact that the application is free. The application also supports the Arabic language and doesn't need a prior experience to use according to the interviewees. . The algorithm utilized in the app that allows users to watch videos with content they prefer is one of the most significant factors, according to interviewees, that led them to choose the Tiktok platform. When a user finishes a particular video, the app determines that the viewer found the content to be interesting and shows them further videos with that same type of content.
4. The interviewees believe that there are many advantages to utilize and implement the application. Five of them use the app to pass the time by watching quick videos with a variety of subjects like cooking videos, home care, gardens, and decor. The interviewees also use the app to make their own quick videos, watch and engage in trends, follow celebrities and to research the cultures and life experiences of users from around the globe. Compared to Meta social networking apps, which have tougher limits on Palestinian digital content, the interviewees declared that Tiktok as a Chinese app places fewer limitations on Palestinian content that offers information about Israeli Violations.
5. The ability to upload any kind of content on the Tiktok application, even destructive, abusive, or immoral stuff that is contradictory to the religious beliefs and social norms that are common in Palestine, is one of the most major negative aspects of Tiktok, according to the interviewees. Additionally, the application may waste a significant amount of time and promote the addiction to watch brief videos, according to the interviewers.
6. The findings also demonstrated that users who favor using the Tiktok app on other platforms are those who are attracted to short videos that provide information in a straightforward manner without much explanation or who enjoy creating their own videos without the need for sophisticated montage software.

Further Recommendations

Several recommendations can be made in light of the study's findings. It is important to have special future studies in the Arab world that analyze the individual features of users who rely on the Tiktok app such as sex, age, education, technical expertise, interests and other individual trends. These features are essential for better understanding the target audience and identifying the factors affecting them. This study also suggests that more research should be conducted on what motivates people to use brief videos for amusement, information, and other purposes. Particularly since people have tended to favor visual material over written articles.

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