

Impact of Social Media on US and UK Entertainment Industries within 10-Years

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Abstract. Entertainment is one of the most ancient forms of evidence for the evolution of human society. Though different from other industries that are solely focused on producing profit or providing a solution to demand, it is one of the most profitable industries developed. But like other industries, its expansion was largely affected by a lot of different elements of the world such as culture, language, and technology. This led to the industry developing different features across different countries. One of the most significant factors that influenced the industry is the Development of Social Media. In this work, we introduced three social medias, including TikTok, Instagram, and Twitter. Through the essay, we compared the impact of these three popular social medias on US and UK. In addition, we also mentioned the similarities of the three social medias in US and UK and some examples of real brands and their marketing mode. Reading this work can also let you know two models: SWOT and PEST, which are two important economic model in Economic.

Keywords: TikTok, Twitter, Instagram, Entertainment, Social Media, SWOT analysis, PEST analysis.

1 Introduction

1.1 Case study of TikTok in the U.S

In the US, TikTok is a very famous social media, which is the same as douyin in China. Social media is a great channel through which to advertise products. In the Figure 1, we can see that, among a variety of social media sites, TikTok is being accepted as a personal choice by more and more people. Because of its rapid development all over the world, social media has become an important, if not critical, factor that can exert a considerable amount of influence in people's daily lives, one aspect of which is people's desire to purchase products online.

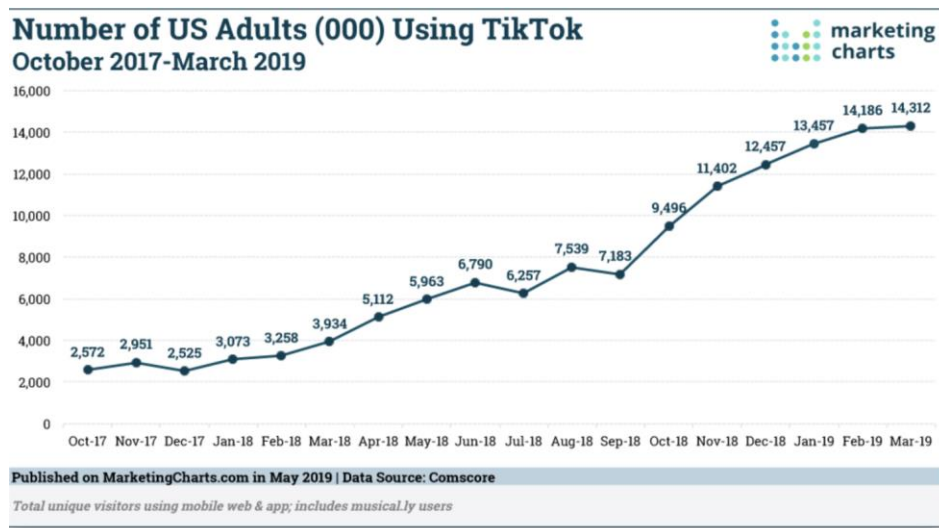


Fig. 1. Number of U.S. Adults using TikTok from October 2017- March 2019 [1].

1.2 SWOT applied to TikTok

While analyzing a product that is still playing an effect on the market, various methods may be used to create a more effective output of information. In this particular case of TikTok, the SWOT analysis will be applied. SWOT analysis itself includes four individual parts - Strength, Weaknesses, Opportunities, and Threats - each represents four directions of the future of the product.

1.2.1 Strength of TikTok: one of the largest customer base

Social media is a much easier way to attract more people's attention so that they get to learn about the products that businesses want to introduce to the public. In this way, those firms can fully utilize the established customer base and reach their final goal: to sell their products.

1.2.2 Weakness of TikTok: Slow Response Time

TikTok's response time is poor, one of its most significant weaknesses. While competitors, including but not limited to other online-shopping websites, may or may not be better than TikTok, we know for sure that customers want a fast and responsive app, which TikTok has failed to do so far [2]. For instance, when questioned by users about privacy issues, TikTok initially spent two days before responding to their concerns, which is quite a long time compared to other companies within the field. This could be due to a lack of experienced staff or the marketing strategies needed for crisis management. Furthermore, TikTok has many competitors when it comes to selling products, because in the online world, it is fairly easy for customers to compare goods they are intending to buy with those offered by another app. All they have to do is switch to another app on their cell phones. Once they search for information of a certain kind, products related to it, of all brands and prices, would just pop up for potential consumers to choose. On the other hand, when customers are shopping in a physical store, things would be vastly different as it is not always convenient to go from one store to another.

1.2.3 Opportunities of TikTok: soon free from being banned by some countries

The access to TikTok is now being restricted in some countries. However, judging from the growth of this app, as demonstrated by the graph before, it is safe to assume that some of those countries will lift the ban on TikTok in the near future. (This idea is from ABDUL MOMIN) [3]. This would in turn create more opportunities and thus increase the profits of TikTok.

1.2.4 Threats of TikTok: Nasty Comments and Cyberbullying

TikTok is a huge internet medium, which brings a large number of users, but with a large customer base come random, and sometimes unpleasant, comments. Some people offer their fair and reasonable remarks on the products and may talk about what can be improved, but there are always others who say something extremely malicious in the comments section. People's malicious comments are like a sharp knife, leading some merchants to lose confidence in their products and misleading other consumers who are not familiar with such products.

1.3 Things that can affect entertainment business

While the effect of TikTok in social media has spread all across business as a whole, it has played a significant role specifically toward the entertainment industry. In the present, people of the entertainment industry have been utilizing TikTok and many other social media softwares to help them thrive and make a living. Following are a few examples of how the TikTok has been used by artists and writers and others of the entertainment industry.

1.3.1 Advertisement and audience engagement

Social media is a perfect medium to get a wide range of audiences or consumers; in other words, it is a method that has a natural advantage. What people should do is not just post things that let audiences know that you are selling, but provide them with a platform where they can make comments and share their own ideas. In this way, we can spare a lot of time to guess what type of products the consumers like.

1.3.2 Celebrity publicity

Especially in social media, celebrities have great influence on the consumers' choice. In TikTok, there are many bloggers and also film stars, who can make their fans notice the products that belong to the entertainment business industry. And here is a case study about when there is celebrity publicity. "Too Faced Cosmetics" is a brand that is popular in making cosmetics. This brand found the secret to success on TikTok even before it knew this social media existed. The company achieved an unexpected success regarding "Lip Injection Extreme", a rich lip gloss that had been introduced to the market for six years. After close examination, it turned out that there was a viral challenge related to this product on TikTok. In a series of videos, young users showed off the charming effects this lip gloss could bring to their lips. Without hesitation, the marketing team of Too Faced unanimously agreed to team up with TikTok influencers for its next product, "Damn Girl Mascara". To promote this new product, the hashtag "#WhenTFDamnGirl" was created, many Influencers would share videos in which they showed themselves applying their lashes before and after applying mascara, with the hashtag attached below. The campaign generated 821 million video views and, of course, generated an enormous amount of revenue for Too Faced.

1.3.3 Post interesting videos that can attract audiences

Creativity is critical in TikTok. Nowadays, with the advancement of TikTok, people are starting to use short, interesting videos to grab people's attention; while the videos, bloggers usually spend a few seconds introducing the products that they want to promote. Utevsky says that users may also be more willing to buy products on TikTok than on other platforms owing to those short videos (often no more than 30 seconds). It is also a powerful marketing strategy because it is people who have actually used the products themselves that craft the videos. Compared with commercials made by the company itself, short videos posted by actual users tend to earn the trust of audiences and consumers as they believe the comments are based on true feelings.

1.3.4 TikTok revenue

According to Figure 2, TikTok has rapidly increased its revenue generation in the past few years. In 2021, it generated \$4.6 billion, a 142% increase year-on-year. As shown in figure 3, the number of TikTok users is far more than that of Twitter users, the number of TikTok users is 1.6 million. In addition, in figure 4 the number of TikTok's users is increasing from the year 2018 to the year 2022, and as shown in figure 5, the number of TikTok users quarterly downloads from 2017 to 2022 is increasing generally, with some fluctuation during this period.

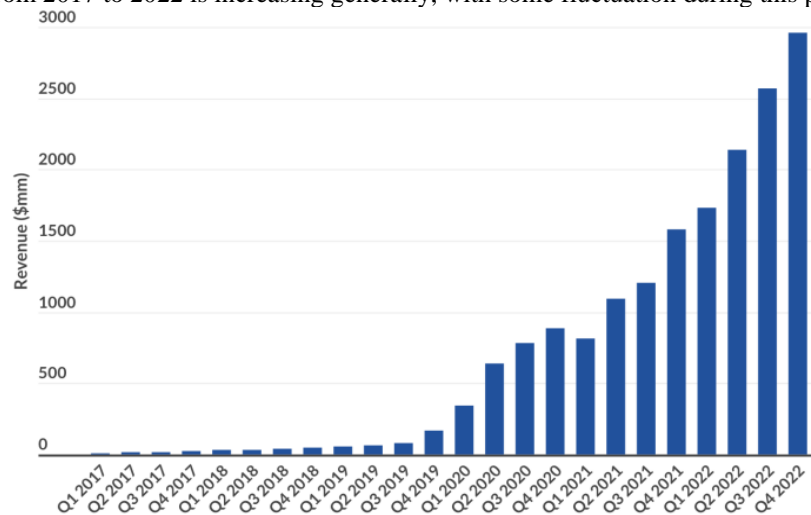


Fig. 2. TikTok quarterly revenues from 2017 to 2022 in millions [4].

TikTok vs social apps: users

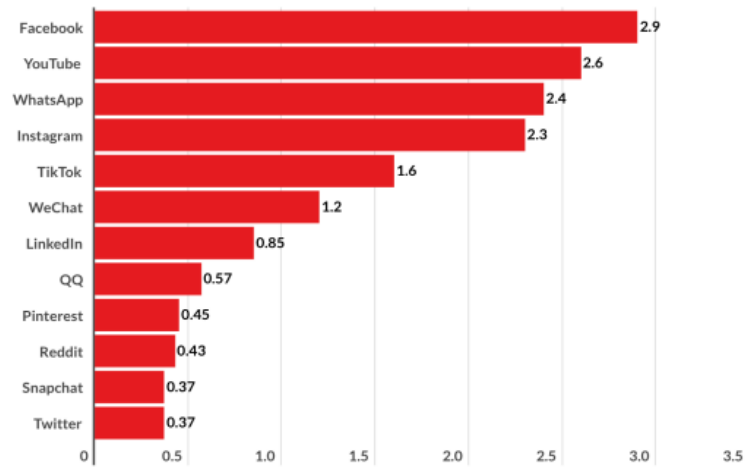


Fig. 3. Numbers of TikTok and other social media software users in millions [4].

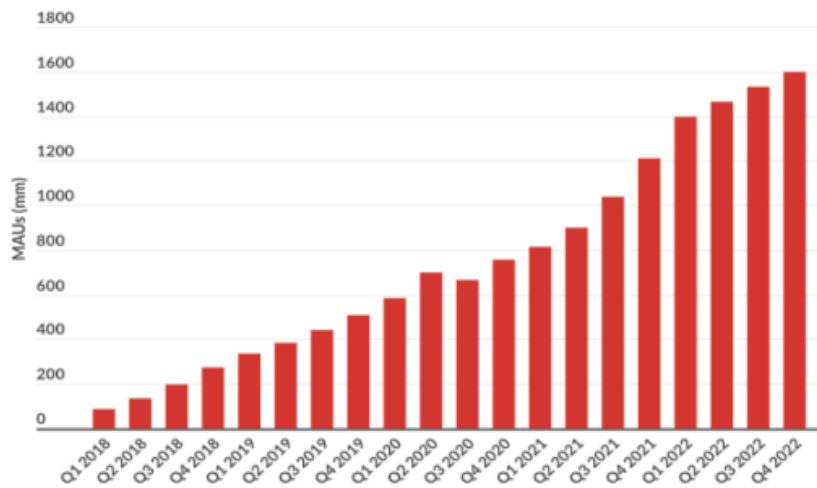


Fig. 4. Numbers of TikTok's users from 2018 to 2022 in millions [4].

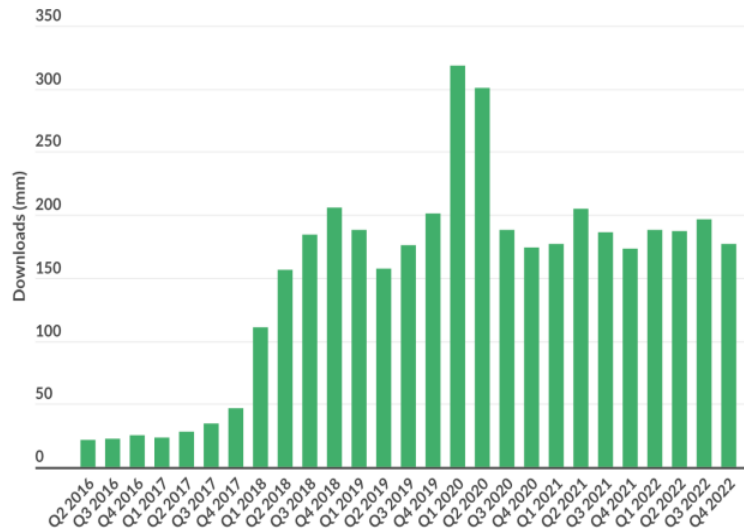


Fig. 5. TikTok quarterly downloads from 2017 to 2022 in millions [4].

1.3.5. Live streaming

Actually, in TikTok, the most important thing is live streaming. Some businesses start with using interesting videos to let the public know their brands, but this is only the beginning. After gaining some customers and followers through this way, they start to use live streaming, such as increasing preferential policies in live streaming, to stimulate consumers' impulsive consumption behavior. Similarly, they also make some interesting games in the broadcast room to catch the eye of the audience, which will make the business in the industry to double their brand awareness.

1.3.6. Big data

Big data is also a key point. Big data can get potential consumers exposed to the information relevant to the products they might be interested in. This works based on a mechanism whereby customers' preferences are analyzed according to what kind of videos they like to watch and what topics they often talk about. In this way, it is highly likely that consumers can not help buying the products whose information pop up on their cell phone screens.

2 Case Study on Instagram in the U.S.

With the rise of social media, entrepreneurs or product promoters have found another way to advertise and promote their industry, "The goals of businesses—to generate leads, develop healthy relationships, and define an identity—are still dependable goals." [5]. The Internet connects consumers and brands in a fashionable and advanced way and this new way has basically changed the buying psychology of consumers. An example of such software is presented in my essay today.

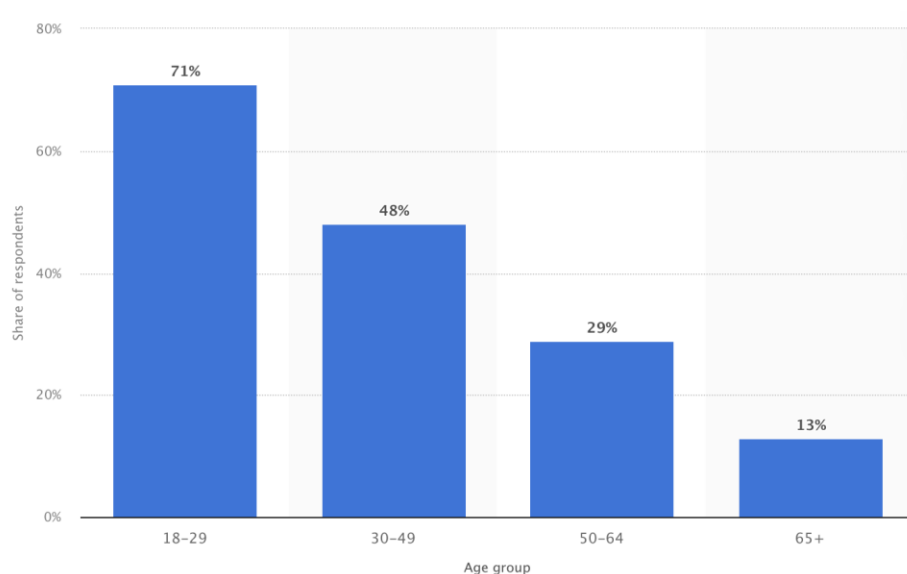


Fig. 6. Percentage of U.S. adults who use Instagram in February 2021, by age group [6].

Instagram is a very famous social software in the United States and even the world. People are used to Posting their lives and making friends on Instagram, which gradually becomes a part of their life. In the 2021 statistics, the chart shows that young people today (ages 19-27) are the highest Instagram user, with 70 percent of young people in the United States using the app. Thus, Instagram, with its huge user base, has become one of the most important ways to get a product known. According to statistics, the product appeal of Instagram is "84 times higher" than that of Twitter, and even compared with the parent company, Facebook, it is a full "10 times higher"[2]. As these numbers show, Instagram is looking pretty good compared to other social apps.

2.1 SWOT applied to Instagram

As one of the first social media software that's been created, Instagram has become the role model of all other softwares. Its functions such as quickshots, led a "trend" on quick short videos that could only be viewed in a limited time. Such a strong business model is perfect for being analyzed by SWOT analysis.

2.1.1 Strength of Instagram

As figure 6 shows, one of Instagram's biggest strengths today is its user base. With the support of Facebook, the forces behind this Instagram are very powerful, and that is how most users are introduced to it. On Instagram, the industry will have more convenient channels and a market with more choices to get in touch with and cooperate with some popular influencer, thus increasing the popularity of the product. In terms of advertising, some advertisements can be known by more users through reposting posts or celebrity endorsement. It also has a greater impact. Here is another example of the celebrity publicity. An example is the brand Tiffany &

Co on Instagram. In the Present, a lot of big brands are starting to invest in Instagram and creating their own accounts. Tiffany & Co is a good example. Even though this is a brand that could be classed as a name-brand, Tiffany & co's presence on Instagram has helped them reap more consumers and loyal followers. The main performance of the brand is to launch live on Instagram and introduce the product there or to let people have a better understanding of the story behind the brand or more comprehensive information about the product in an entertaining and relaxing way. At the same time, the brand will contact the celebrity account on Instagram to shoot the brand endorsement and post it on the homepage, which is the celebrity effect mentioned in the swot strategy, such as Rose, one of the members of Black Pink. Fans usually buy the same model because of their idols or because they want to buy the same model. On the one hand, they show their support for the idols and on the other hand, it also brings positive profits to the brand.

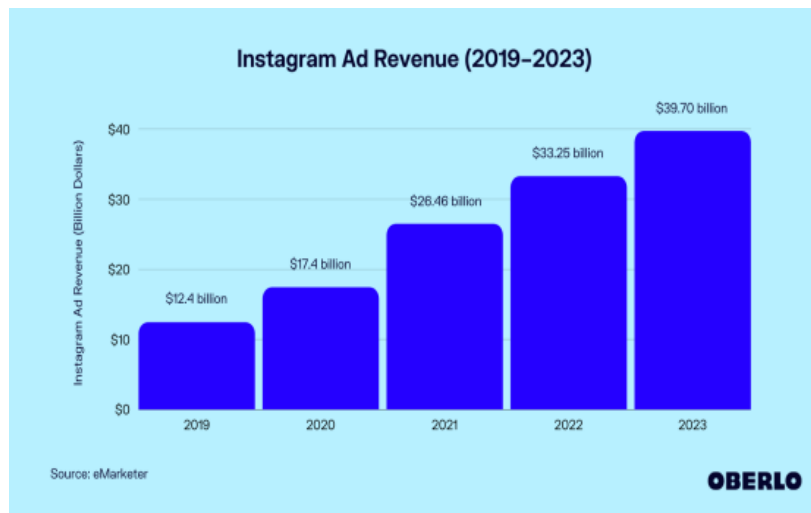


Fig. 7. Instagram Ad Revenue from 2019-2023 [7].

As it can be seen from figure 7, the advertising revenue of Instagram is increasing year by year. It can also be clearly seen that more and more industries have joined the industry of Internet marketing, which has also generated positive profits for them.

2.1.2 Weakness of Instagram

In some cases, when companies spend money on Instagram ads, these ads appear as pop-ups to users, and many users refuse to read them because they are not interested. The end result is one-way traffic, which does not bring the company a proportional customer rate when paying for advertising. Another factor that will affect the sales volume of products is that when the products of our own company are on the rise, many uncontrollable companies will imitate and copy the products and improve on the original basis. That way, the heat Instagram brings to the product is greatly discounted and the profits are absorbed by other companies.

2.1.3 Opportunities of Instagram

The development of technology is the best background for the product. With the increasing use

of Instagram by international customers, products promoted on Instagram can also be known by the international market and purchased by more users through the Internet.

2.1.4 Threats of Instagram

More and more apps are joining the industry, which is the biggest threat to companies trying to promote their products on Instagram. Similarly, some users' malicious evaluation of the product will also have a great impact on the promotion of the product industry. When customers purchase products on the Internet, a large part of the decision to purchase comes from other users' experience of the product.

3 Case Study on Twitter in the U.K

As mentioned before, Social Media has been one of the most beneficial creations to businesses across the whole globe. It is important to include its international influence and expand the analysis to countries other than the U.S. 2023 significantly impacted and shaped public opinion, enabling global communication and dialogue among individuals and organizations through Twitter. Considering it is one of the world's most popular social media platforms led by Elon Musk, with over 400 million monthly active users and generating \$4.4 billion in revenue, the platform has both positively and negatively impacted entertainment businesses in major countries like the United Kingdom in all aspects such as political, economic, sociological, and technological [8].

3.1 PEST Analysis: Twitter in United Kingdom

While using SWOT in previous analysis of TikTok and Instagram is able to show how they have developed, another method of Analysis will be used to present how social media has played a role in, not only business as a whole, but specifically, entertainment businesses. This method is known as PEST analysis with also four different directions; Political, Economic, Sociological, and Technological. Each direction looks at the positive and negative influences of the product being studied.

3.1.1 Political: A wider spread of political views of influencers

There are various intersections between the entertainment industry and political issues on Twitter. Numerous individuals utilize the platform to promote more diverse representation in films, TV shows, and other media, as well as to bring attention to labor issues in the industry. Twitter has become a hub for debates around free speech in the entertainment industry, with celebrities utilizing their platform to advocate and inspire activism for political causes. Additionally, it is utilized to discuss intellectual property issues like copyright infringement and piracy within the entertainment industry. These conversations must be approached with an open mind and a willingness to hear different perspectives since Twitter can be a polarizing platform where discussions may turn heated and divisive.

3.1.2 Economic: A stronger and more stable customer base

Apart from its significant economic impact on the entertainment sector through multiple chan-

nels, Twitter's advertising revenue has become a crucial source of income for numerous companies in the industry, such as production companies and studios. Secondly, Twitter's influence has resulted in job opportunities within the entertainment industry, particularly in marketing and social media. As more firms utilize Twitter to promote their goods and manage their social media presence, they hire marketing professionals and social media managers. Additionally, fans purchasing tickets, merchandise, and other items directly through Twitter has made it a vital social commerce platform in the entertainment business, boosting revenue and sales. Lastly, Twitter has had a substantial effect on audience engagement.

3.1.3 Sociological: A greater connection and exposure

With the platform transforming the way audiences consume and interact with media, Twitter has created a more interactive and democratic relationship between fans and entertainment industry professionals, allowing fans to engage directly with celebrities, studios, and production companies. Additionally, Twitter has had a cultural impact, creating a space for underrepresented groups to share their perspectives and influence the media landscape. The platform has also facilitated the rise of influencers in the entertainment industry, who hold significant power in shaping the opinions and behavior of their followers, leading to changes in marketing strategies. User-generated content is another significant feature of Twitter, with fans sharing opinions, reviews, and content related to entertainment products.

3.1.4 Technological: A more advanced communication

The platform has revolutionized communication in the industry, creating a direct and immediate feedback loop between fans, celebrities, studios, and production companies fostering a more open and accessible relationship between industry professionals and their audiences by transforming the way entertainment products are created and marketed. Furthermore, Twitter has become a treasure trove of data for the entertainment industry that provides valuable insights into audience sentiment, trends, and behaviors. The platform's data analytics capabilities have allowed companies to make informed decisions about marketing and distribution strategies, providing a competitive edge in the marketplace. One of the most useful features is that the platform's live video streaming feature has been used to broadcast events such as movie premieres and award shows, reaching audiences around the world in real-time.

3.1.5 Conclusion about Twitter in the U.K

In conclusion, Twitter has become an essential platform for the entertainment industry in 2023, shaping public opinion, enabling global communication, and transforming the way audiences consume and interact with media. The platform has created a more interactive and democratic relationship between fans and entertainment industry professionals, allowing underrepresented groups to share their perspectives and influence the media landscape, ultimately swaying public opinion. The data analytics capabilities of Twitter have been beneficial for the entertainment industry, providing valuable insights into audience sentiment, trends, and behavior, thereby enabling companies to make informed decisions regarding marketing and distribution strategies. Twitter's influence on the entertainment industry is undeniable and is expected to remain an essential part of the industry in the future.

4 Instagram in United Kingdom

While Twitter, as one of the earliest social platforms, is playing a significant role in creating this new territory for entertainment businesses, other platforms such as Instagram begin to blossom like flowers at the beginning of spring. Instagram, another software developed by Mark Zuckerberg, has become one of the leading platforms where artists and others of the industry started to gather and promote their work. As a successful late bloomer, it is a very valuable example to be studied similarly to Twitter. Its new functions such as quick shots and reels, has created great success and put on several effects on the market.

4.1 PEST Analysis: Instagram in United Kingdom

Instagram is a social media platform that has had a significant impact on the entertainment industry in the last 10 years [9]. It was launched in 2010 by Kevin Systrom and Mike Krieger. Systrom was inspired by photography and his desire to create an app that could enhance and share photos with others. After a few changes and Mark Zuckerberg acquired Instagram for \$1 billion, it has become one of the most popular social media platforms in the world, with over 1 billion monthly active users [9]. Such a great user base provided a great resource for businesses, influencers, and individuals to share their lives, promote products, and connect with one another.

4.1.1 Political

As a platform for sharing and creating content, Instagram has become an essential platform for celebrities to connect with their fans and promote their political views [9]. For instance, celebrities use Instagram to raise awareness of social and political issues, encourage people to vote, and support political candidates. In recent years, Instagram has become a crucial platform for political campaigns to reach and engage with younger audiences since it has become more and more popular among audiences between the ages of 16 to 37. For example, in 2020, UK-based actor and activist Jameela Jamil used her Instagram platform to promote voting in the US election. She used her platform to share information about voter registration and to encourage her followers to vote. Jamil's activism on Instagram shows how the platform has become a powerful tool for promoting political activism.

4.1.2 Economic

Since it has a strong sense of publicity and is incredible for the distribution of information, Instagram has become one of the most powerful marketing tools for the industry to promote movies, TV shows, and music. Celebrities and influencers use Instagram to endorse brands, promote products, and produce profit. Many studios and production companies are now leveraging Instagram to advertise and promote their movies and TV shows. Additionally, Instagram has created a new revenue stream for content creators, giving them more power and independence than ever before. For example, UK-based influencer Zoella (real name Zoe Sugg) has become one of the most successful influencers on Instagram, with over 9 million followers. She has used her platform to promote her own beauty products, which have become hugely popular and contributed to her estimated net worth of £4.2 million.

4.1.3 Sociological

Instagram has influenced society by changing the way people interact with each other, and with entertainment. It has become a source of entertainment, and a way for people to connect with their favorite celebrities and influencers. Instagram has also influenced beauty standards, and has given rise to the trend of “Instagram models” who have a specific aesthetic that appeals to the platform’s audience. This has led to a rise in the popularity of short-form video content, such as TikTok and Instagram Reels, which allow users to quickly and easily create and share content. The popularity of short-form video content has also led to a rise in the influence of micro-influencers, who have smaller followings but are seen as more authentic and relatable to their audience.

4.1.4 Technological

Instagram has revolutionized the way people consume entertainment. It has changed the way people access content, and has provided a platform for people to create and share their own content. Instagram has also influenced the way movies, TV shows, and music videos are promoted, with many of them now having an Instagram presence to generate buzz. Instagram has also influenced the development of augmented reality (AR) and virtual reality (VR) technologies, which are becoming increasingly popular in the entertainment industry. For example, UK-based AR and VR startup Blippar has developed AR experiences for brands such as Pepsi, Coca-Cola, and Jaguar Land Rover, which allow users to interact with virtual content in the real world.

4.1.5 Conclusion about Instagram in United Kingdom

In conclusion, Instagram has had a significant impact on the entertainment industry in the last 20 years, influencing the political, economic, sociological, and technological aspects of the industry. It has changed the way people consume and interact with entertainment content, and it has created new opportunities for monetization and engagement. However, it has also raised concerns about the impact of celebrity worship on society and has led to conversations about mental health and self-esteem.



Fig. 8. Share of businesses using social media in the United Kingdom (UK) from 2012 to 2018, by business size [10].

The data is based on a survey conducted in 2013, which asked businesses about their use of social media platforms for marketing purposes. As shown in figure 8, which shows the percentage of businesses that use social media by company size. The company sizes are divided into five categories: micro (1-9 employees), small (10-49 employees), medium (50-249 employees), large (250-999 employees), and very large (over 1, 000 employees). The chart indicates that social media employment for marketing objectives is more prevalent among larger businesses. The statistical analysis reveals that the usage of social media by micro businesses lies at 32%, whereas for very large businesses, the percentage increases up to 81%. This trend remains stable across all the major social media platforms, namely Facebook, Twitter, LinkedIn, YouTube, and Google+.

5 TikTok’s Role in the U.K. Entertainment industry

With all these successful examples like Facebook, Twitter, and Instagram, it is well established that Social media have had, and still is, playing an essential role in the entertainment industry. However, due to the geographical barriers and cultural differences, some of them have displayed a slightly different, yet still positive, effect in different nations. Since TikTok is currently one of the most advanced social media software that is playing an effect globally, it is one of the best examples that helps the analysis on the difference. While an analysis on its influence in the U.S. has already been presented, this part of the analysis will be focusing on its influence over the U.K. market.

5.1 Analysis

While using methods such as PEST, and SWOT in previous portion of this paper, for the following section, the analysis following will only focus on TikTok's effect on the entertainment industry, similarly to section 1.2.

5.1.1 Artists and Talent publicity

Similarly to TikTok in the U.S. TikTok in the U.K. has created opportunities for all individuals with an appreciable talent, whether it is in music, comedy, dance, or other forms of entertainment. It widened the path for artists who want to show themselves but do not have access to traditional avenues of exposure to create a fanbase. It has also become a powerful tool for musicians and artists to promote their work. According to TikTok's official website, in the year 2021 alone, about 430 songs surpassed 1 billion video views as TikTok sounds. Such data would never have been seen before the creation of TikTok, and that is only one software in the vast world of Social Media platforms.

5.1.2 Creativity, Diversity, and Community building

One of the most important elements for Social Media, including TikTok, is its inclusive property toward any kind of opinion. On platforms with complex algorithms that calculate their user's preferences, such as TikTok, individuals have a much easier time to explore contents and topics that are to their liking. For example, if a user who newly joined TikTok, particularly likes a style of music and wants to learn about it more, TikTok will be able to "push" that specific genre of music promotions or videos with help of the beginning survey. Even if the user later shifts focus into another kind of content, TikTok will be able to adjust the content being suggested to the user's preference again. Such a wonderful algorithm helps direct users to find what they are interested in, and creates communities on the platform with a much greater inclusive "Social Space" for all people. People can freely express their take on any topic and they will be able to find people that agree with them. With the entertainment industry, such inclusiveness helps artists and content creators to build their fan base much faster, as the audiences slowly discover what they like.

5.1.3 Negative impact

Although TikTok, as an extraordinary success Social media platform, created a mostly positive environment for aspiring content creators to develop, its inclusiveness has also caused conflicts among the users. With hundreds of different communities and topics on one platform, some of them will be clashing against each other, as they find conflicting ideals. For example, an aspiring artist has posted a work of their own on TikTok, hoping that their views may give some positive feedback. However, they may find "critics" who dislike their work for a variety of reasons. Such a situation creates tension between the artists' fans and the "critics" eventually leading to a series of conflicts and even "war" between the two groups. Though TikTok has created specific policies that forbid the escalation of tension, it is still much harder to control than a high-school argument. Overall, TikTok's success has helped many to portray their skills and achieve their dreams, it does help make the world a better place.

6 Case comparison of Twitter and TikTok

We will introduce the similarities and differences between Twitter and TikTok.

6.1 Similarities between Twitter and TikTok

Twitter and TikTok are both famous media that have interesting short videos about people's lives. Bloggers via videos that are usually for less than a minute to attract their audiences and acquire the "like" under their video.

6.2 Differences between Twitter and TikTok

These two are all popular social medias, which means they are competitive. However, there must be some differences between these two social medias.

6.1.1. Format

Twitter is primarily a microblogging platform where users can post short messages called "tweets," limited to 280 characters. (18) Users can share text, images, videos, links, and retweet or like others' tweets. The focus is on quick, concise updates and discussions. While TikTok, a short-form video platform where users can create and share videos ranging from 15 seconds to 3 minutes or even longer. The platform is centered around creative video content, often including lip-syncing, dancing, comedy, challenges, and other entertaining clips.

6.1.2. Content Creation

Creating content on Twitter primarily involves writing text-based tweets, accompanied by optional images, videos, or links. While tweets can be shared in various formats, the platform focuses more on written content. Conversely TikTok is centered around video creation, providing a wide range of editing tools, filters, effects, and soundtracks to make engaging videos. Users can participate in viral challenges, duet with others, and showcase their creativity through visual content.

7 TikTok's impact in the UK versus the US

7.1 Content extension: TikTok in the United States

TikTok in the United States is not directly open, but a roundabout step by step, and the step by step is due to the influence of US policy factors. In 2020, the US government was worried about TikTok's astonishing growth rate, so then-US President Donald Trump ordered TikTok banned. Although the ban has never really taken effect, TikTok has been classified as a "foreign adversary jurisdiction" and has not been given a real sense of freedom to develop.

7.2 Content extension: TikTok in the United Kingdom

TikTok's market in the UK is relatively difficult. Actually, TikTok has been banned from UK government phones. The main reason is that TikTok's app can access a user's calendar, other running applications, wifi networks, and even the sim card serial number. The UK government said that the government is concerned about the way in which this data may be used. Luckily, it

is not banned from personal phones in the UK because the things mentioned before did not extend to personal devices for civil servants [11].

7.2.1 Why are people in the UK difficult to develop?

TikTok sold some cheap or fake goods in the early days, so TikTok's market in the UK was damaged. Most people in the UK believe the goods on Tiktok are cheap and of poor quality.

7.2.2 Another reason for the difficulty of developing TikTok's entertainment industry in the UK

The British market is already very small, so if you want to do e-commerce on TikTok, you need to layout the supply chain, logistics, and so on. In this case, it will take many days for the seller to arrive at the buyer's hands after the delivery, leading to a poor user experience, serious business money, and eventually, the market will decline.

7.3 Comparison of the impacts that TikTok takes on UK and US

The UK market is not recognized, relatively speaking, the United States will be better in this respect, the United States will use TikTok for more traffic, so TikTok in the US market will be larger than the UK market.

8 Conclusion

We can't live without the Internet and media in our daily life, they really affect people too much. They help people simplify complex lives, simplify difficult problems and tasks, and also have high efficiency. And they can also bring endless joy to people's lives! The contents of the paper include famous social media softwares all around the world, including TikTok, Twitter and Instagram. We introduced the impacts of these social medias on countries all around the world. In addition, we mentioned the similarities and differences between TikTok and Twitter. Also, we use the PEST model to analyze the influences of Twitter in the United Kingdom and SWOT model to analyze the influences of TikTok in the United States.

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