



AGUR FACEBOOK, KAIXO TIKTOK

Which Social Media Platform is Most Popular Among Basque and Navarrese Youth?

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ABSTRACT

Since the 1990s, social media has undergone a remarkable evolution, becoming a relational framework, source of information and entertainment environment for its users. This development has been characterised by its ability to adapt to shifting social tastes and demands, concurrently generating new needs. Social media platforms such as Facebook, Instagram, TikTok and Twitch have undergone a transformation in the manner in which their users interact with them over time, resulting in the evolution of their respective profiles. In this evolving social media landscape, young individuals in the Basque Country and Navarre regard Facebook as a network that has become 'obsolete'. Instagram holds a predominant position among young adults, while TikTok is experiencing a surge in popularity. The present study is based on a survey of 4,000 young people aged between 11 and 23 in the Basque Country and Navarre. The aim of the study is to examine in depth the use, preferences and perceptions of different social media networks, with a particular focus on TikTok.

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1. Introduction and References

From 1997 to 2024, internet usage increased by 90%, according to data from the General Media Study (AIMC, 2024). Currently, most users primarily access the internet for instant messaging services, and YouTube, which will celebrate its 20th anniversary in 2025, is the most visited website (AIMC, 2024). The continuous and constant use of the internet in general and social media networks in particular is a widespread phenomenon in contemporary society. According to We Are Social's February 2024 report, there were 5 billion social media network users globally in February 2024, with Instagram being the most popular application, ahead of WhatsApp, Facebook, WeChat and TikTok. According to the most recent IAB report (2024), approximately 86% of the Spanish population uses social media, reflecting data from different age groups. Thus, social media networks have established themselves as the most widespread communication system where 'social interaction is no longer the exclusive preserve of the face-to-face context' (Solano et al., 2013, p. 24). These platforms have become an integral part of our daily lives, providing indispensable companionship, "invading our lives, particularly those of young people aged 18-24, and becoming their primary means of global communication" (Goirizelaia et al., 2021, p. 192). Among young people, social networks play a leading role, particularly among those who demand high standards of interaction (Bonales-Daimiel et al., 2021). Consequently, 'those who are not on social networks and do not use them will be doomed to the oblivion of a peer group that self-manages and organises itself based on the possibilities and facilities offered by technology' (Megías & Rodríguez, 2014, p. 160). Young people have thus become at the forefront of using new digital technologies, playing a key role in many current social transformations and providing a valuable case study for analysing their consequences.

Several authors have investigated aspects related to the general use of social media networks, as well as the specific use of certain platforms. These studies address issues such as the use of social networks, their impact on adolescents, and how they perceive their influence on children and young people (Lozano-Blasco et al., 2023), and mental health (Del Barrio Fernández & Fernández, 2014; Moreira de Freitas et al., 2021). They also examine the social and psychological motivations behind using platforms such as Facebook and Instagram (Lee et al., 2015; Prades y Carbonell, 2016; Ting et al., 2015), as well as the use of Twitch and YouTube (Miguélez et al., 2022), and the reasons for connecting to Instagram, investigating aspects related to frequency and duration of use, and the most-followed profiles (Goirizelaia et al., 2021).

For these reasons, the following exhaustive analysis will identify the preferences and perceptions of young people in the Basque Country and Navarre regarding the most popular social media platforms.

1.1. The Relevance of TikTok

TikTok, which was initially launched in China in 2016 under the name Douyin and rebranded the following year as TikTok for international markets, has experienced spectacular growth, establishing itself as one of the digital platforms of choice for contemporary youth. In the period of isolation precipitated by the COVID-19 pandemic, the application became the most downloaded and used app. In contradistinction to Instagram, TikTok engages youth by actively encouraging participation in trending content, including dance challenges, performances and tutorials (Quiroz, 2020). This phenomenon is part of a broader context of a paradigm shift in digital consumption preferences, which have shifted from the dominance of platforms such as Facebook to more dynamic and visually interactive alternatives, such as Instagram and, more recently, TikTok.

The rise of TikTok is indicative of a growing trend among younger generations, who prioritise audiovisual content over written text, which, in any case, should be concise. This transition is exemplified by the shift from platforms such as Facebook, where written and descriptive language and images in more structured formats predominate, towards more ephemeral social media networks and spontaneous interactions (Lozano et al., 2023). Conversely, older generations exhibit a marked predilection for more descriptive content, with texts remaining on the platform. It is evident that Instagram and TikTok have become the optimal platforms for this demographic, given their predilection for more ephemeral and less substantial content (Goirizelaia et al., 2021).

The following data set illustrates the substantial growth of TikTok, as measured by various metrics concerning user penetration, frequency of use, and the time spent by young people on the platform. Statista (2024) reports that the number of monthly active users (MAU) of TikTok worldwide has

increased significantly, from 689.7 million in 2021 to 985.3 million in 2024. Furthermore, it is estimated that by 2026, the number of users will reach 1,101.8 million. As demonstrated in the data provided by We Are Social 2024, users worldwide currently expend an average of 34 hours per month on TikTok, which is 6 hours more than the time spent on YouTube. This equates to more than an hour a day using the platform.

In a similar manner, TikTok is positioned as the social media network of choice for influencers to implement marketing strategies on a global scale. According to Statista (2024), in February 2024, 68.8% of influencers considered TikTok to be the optimal platform for marketing campaigns, while 46.7% preferred Instagram, followed by YouTube with 33.1% and Facebook with 27.5%. This data is indicative of the substantial increase in TikTok's revenue, which grew from 67 million dollars in 2017 – a year when the platform was virtually non-existent – to 14.345 million euros in 2023 (Statista, 2024).

In the specific case of Spain, growth has also been remarkable. Statista (2024) estimated that the number of active users increased from 1.91 million in 2018 to 12.67 million in 2022, and it is anticipated that this figure will continue to increase, reaching 15.36 million by 2027. Research indicates that users typically allocate an average of 1:26 hours per day to content consumption (IAB Spain, 2024). This phenomenon has led to the consolidation of the Asian social network as one of the most influential and impactful in today's digital habits.

In summary, the social media platform TikTok has evolved from a niche platform used by teenage users (aged 13-19) to create dance routines and comedic videos, to a platform with a wide range of multidisciplinary content, representing a diverse user base (Cusot Cerda & Palacios Arias, 2021, p. 79).

As will be demonstrated in the following section, the TikTok phenomenon has given rise to a substantial volume of research, both within the academic domain and in the realm of market research. These analyses address, from different perspectives, the use of this social network for the dissemination of information and news, the commercial strategies employed by different luxury brands, its role in political campaigns and its application in the field of education, among others.

2. TikTok as a Field of Study

Recent literature on the consumption of TikTok has highlighted the necessity to adapt content in order to align with the particular characteristics of this platform. In this regard, research has centred on the manner in which luxury brands, including Louis Vuitton, Chanel, Hermès, Gucci, Cartier, Dior, Prada, Tiffany & Co. and Burberry, have adapted their strategies to incorporate the dynamic and casual codes that prevail on this social network (Hernández, M. R., & Sacristán, I. A. V., 2024). These brands have generated content that is closer and more informal, in line with the expectations of the new generations. Elements such as proximity, entertainment, aspiration and emotion have become strategic axes. While the efficacy of these tactics has been demonstrated, they also highlight areas that necessitate further analysis and refinement.

2.1. The Utilisation of TikTok in an Informative Capacity

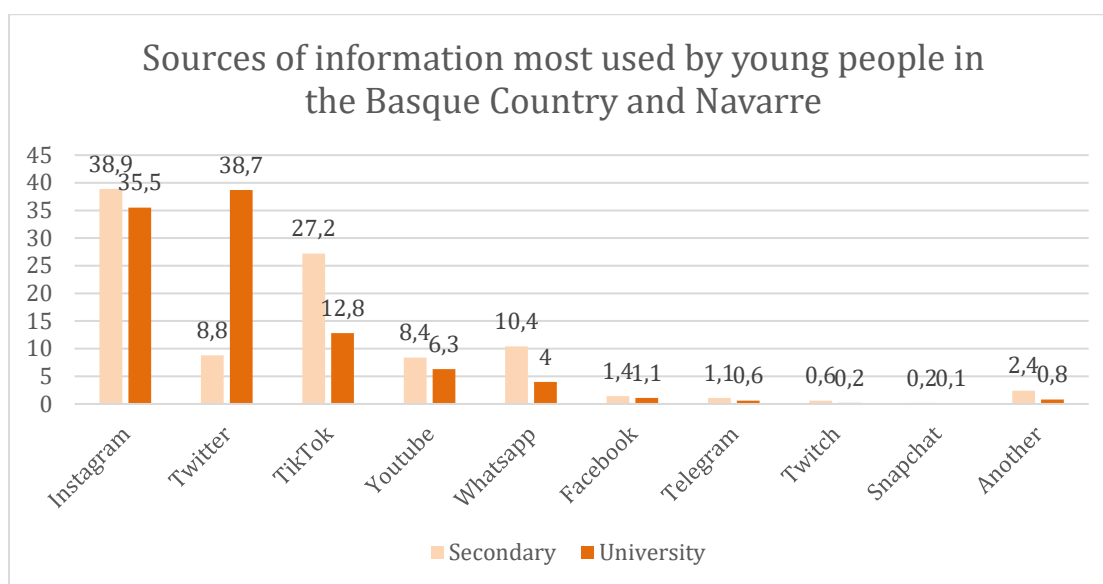
The changes that have taken place in recent years in the field of the media have been very significant. The conventional media, encompassing the written press, radio and television, have undergone a persistent decline in their penetration and social importance. The advent of the Internet and social media has precipitated a paradigm shift in information consumption habits, compelling traditional journalistic media to develop bespoke content for these platforms (Nuñez Gómez et al., 2020:190). As numerous studies have demonstrated, social media networks are becoming the primary source of information for significant segments of the population, particularly the younger demographic, eclipsing traditional media websites and applications in the process. In Germany, a nation with well-established media habits, weekly print media consumption has declined from 63% to 26% over the past decade, and television news consumption has fallen from 82% to 65% (Newman et al., 2023). Consequently, a number of studies have examined the manner in which traditional media outlets have adapted their narratives to the TikTok format, producing ad hoc content that has led to the emergence of a form of journalism referred to as "nanojournalism". This term is characterised by the substantial condensation of news content to align with the demands of the TikTok format (Díaz-Lucena, A., & Vicente-Fernández, P., 2023). This novel journalistic style appears to be particularly effective in establishing a connection

with Generation Z; however, it is important to note that other age demographics are also demonstrating an increase in their utilisation of this network (IAB Spain, 2023).

In the case of Generation Z, individuals born in the late 20th century and early 21st century have adopted novel methods of staying informed. These individuals prioritise social media over traditional media due to the former's extensive reach and effectiveness in disseminating messages (López Hidalgo et al., 2022:11). The study "Digital News Report 2023", conducted by the Reuters Institute, highlights the success of the social network TikTok as a source of information, especially for younger people. The present study has revealed that this particular platform garners a reach of 44% among individuals within the 18-24 age bracket across all the markets that have been analysed. Furthermore, the study has also established that 20% of these individuals utilise this platform for the specific purpose of accessing this content. Nevertheless, Facebook continues to demonstrate its leadership position, with 28% of the market share, although this figure is 14 percentage points below the 42% recorded in 2016. It is evident that Facebook has been distancing itself from the press for a considerable period of time. This has been evidenced by a reduction in the percentage of news that is visible to users in their newsfeed, as well as a decrease in direct payments to media outlets and other programmes that are designed to support journalism. This decline has been observed in the past year. The proliferation of TikTok serves as a testament to the mounting influence of video-centric social media.

In the case of the Basque Country and Navarre, data from the Ikusiker Observatory pertaining to the 2023-2024 academic year underscores the existence of disparities between the youngest students, those in secondary education, and university students. The former, in particular, highlight Instagram and TikTok as key sources of information, while among university students, X (previously known as Twitter) emerges as the primary source of information, with 38.7%, followed by Instagram (35.5%).

Figure 1. Sources of information most used by young people in the Basque Country and Navarre



Source: Ikusiker 2023-2024

2.2. TikTok and Political Campaigns

Given its popularity among young people, TikTok has also been used as a strategic tool in political campaigns. An exemplary instance is the analysis of the utilisation of this network in Ecuador during the presidential campaign of Xavier Hervas, as well as its employment in Argentina by various politicians to influence specific audiences (Ariza et al., 2022). In their analysis of the use of TikTok in the context of the global pandemic of the Coronavirus (SARS-CoV-2), as well as in the context of electoral campaigns, Bustillos et al., (2022) also analyse the use of the aforementioned social media platform as a tool in political communication strategies to engage with new voters. In a recent study, Wilches-Tinjacá et al., (2024), analysed the use of TikTok in the candidacies of Colombians Gustavo Petro and Rodolfo Hernández. In the case of Mexico, Montaña Sánchez, (2024) analysed the role of TikTok during the presidential campaign in Mexico by the three candidates, a work which is noteworthy: Xóchitl Gálvez, Claudia Sheinbaum and Jorge Álvarez Máynez.

This research underscores the crucial role of TikTok in the realm of contemporary political communication, particularly its capacity to resonate with younger demographics through the utilisation of audiovisual narratives adapted to TikTok's distinctive linguistic style.

2.3. The Utilisation of TikTok in the Educational Sector

Research focusing on the use of TikTok as an educational tool is also of interest. The interactive nature of this medium, and its capacity to capture the learner's attention, has been leveraged in educational settings, particularly in the context of teaching languages such as English. Recent studies have emphasised the significance of TikTok in enhancing student motivation and facilitating learning in a more dynamic and engaging manner (Mera et al., 2023; Yélamos-Guerra et al., 2022).

In this context, it has been observed that the use of TikTok in education has been shown to generate positive results by promoting understanding and active learning through innovative approaches that integrate emerging technologies. For instance, Duan (2023) examines the platform's role in enhancing language proficiency, while other studies (Lucero Baldevenites et al., 2021; Dahliana et al., 2022) investigate its efficacy in diverse educational domains. Mera (2023) emphasises that although social media networks were originally designed for communication purposes, they have evolved into significant resources for learning, acquiring daily information, and obtaining entertainment.

3. Objectives

As previously mentioned, TikTok has evolved significantly from a social network focused on music, viral challenges and short choreographies to a more global tool, also used in political campaigns, educational settings and as a source of information.

The present study aims to explore the significance of TikTok among young Basque-Navarrese men and women, thereby addressing the paucity of specific academic research on this subject. This research constitutes a component of the work undertaken by the Ikusiker Observatory, which involves the analysis of audiovisual consumption and the utilisation of Information and Communication Technologies (ICTs) by Basque-Navarrese youth aged between 11 and 23. The Observatory commenced its operations in the 2018/2019 academic year and is presently undertaking its research in collaboration with the NOR Research Group, Basque radio-television (EITB), Tabakalera and the Basque Culture Observatory (US24/29). Further information regarding the studies conducted by the Ikusiker Observatory is available in the various reports, which can be accessed on the following website: www.ikusiker.eus.

The primary objective of this study is to analyse the use of TikTok by young people in the Basque Autonomous Community and the Autonomous Community of Navarre. These specific objectives are as follows:

- 01 To provide a comprehensive account of the utilisation of social media by young individuals in the Basque Country and Navarre.
- 02 Analyse the preferred social media platforms of the target demographic.
- 03 Delve into the social media platform TikTok to gain insights into the following:
 - 04 How much time do they spend on this social network?
 - 05 What they use it for
 - 06 To determine if the subjects are content creators, and if so, the nature of the content they disseminate.
 - 07 To ascertain the global valuation that is assigned to this social network.

4. Methodology

The research methodology employed in this study has been determined to be a quantitative technique, namely an anonymous survey. This survey was administered to secondary school and university students in the Basque Autonomous Community and the Autonomous Community of Navarre. The survey's objective was to gather anonymous and voluntary information on various aspects related to media consumption, with a particular focus on the information content disseminated through social networks. The survey was completed by young people aged between 11 and 23 who form part of the Ikusiker panel, representing the total student population in this age group. The panel, originally established in the 2018-2019 academic year, undergoes annual updates and expansions. At the time of the survey, the panel comprised 1,524 secondary school students and 2,804 students from the University of the Basque Country/Euskal Herriko Unibertsitatea (UPV/EHU) and the Public University of Navarre (UPNA). The fieldwork was conducted during the 2023/2024 academic year, yielding a total of approximately 4,330 valid responses.

In light of the characteristics of age, geographical distribution and sample size, two different systems have been utilised for the completion of the survey by secondary school and university students. Regarding secondary school students, the subjects were enrolled in one of thirteen schools located within the two Autonomous Communities participating in the project. The administration of the questionnaire occurred during school hours, as part of the specific activities of a subject, and was always conducted under the supervision of the teaching staff and the school management. The following schools are participating in the Ikusiker panel:

Table 1. Centres that have participated in this research

PROVINCE	CENTRE
ÁLAVA	Mendebaldea Secondary School. Vitoria-Gasteiz.
	Laudio Secondary School.
BIZKAIA	Ibarrekolanda Secondary School. Bilbao.
	Markina Secondary School.
	Lea-Artibai School. Markina.
	Axular Secondary School. Santurtzi.
	Municipal Institute of Initial Vocational Training. Ermua-Mallabia.
GIPUZKOA	Arizmendi Ikastola-Almen. Eskoriatza.
	Lasarte Secondary School.
	Xabier Zubiri Manteo Secondary School. Donostia.
NAVARRA	Altsasu Secondary School.
	Sarriguren Secondary School.
	Garcés de los Fayos Ikastola. Tafalla.

Source: Own elaboration, 2025.

In the case of university students, the questionnaire was disseminated to the panel members via a WhatsApp message containing a link to the survey.

In both cases, the online tool www.encuestafacil.com and the technical support of the Aztiker consultancy were used for the design, distribution and collection of information. The information collected in the database was processed using Access and Excel and then analysed using ODEC's Galileo software.

5. Results

5.1. Information about the Panellists

In the 2023-2024 academic year, the composition of the panel in secondary education was as follows: 48.4% of the panel comprised female members, while 50.9% comprised male members. Furthermore, 0.5% of the panel identified as non-binary. The university panel reveals a gender distribution of 65% female, 34% male, and 1% non-binary. Given the relatively low number of non-binary individuals in secondary school, the analysis will be limited to the categories of "female" and "male". With regard to the geographical origins of secondary school students, 33.5% of respondents hail from Navarre, 27.9% from Bizkaia, 22% from Gipuzkoa, and 16% from Alava. With respect to university students, 38.5% hail from Bizkaia, 22.8% from Gipuzkoa, and 18.4% from Navarre, with 7.4% from Alava. A further 13% reside outside the Basque-Navarre area.

The survey revealed that most students have devices that allow them to connect to the Internet, although two devices stand out among all of them: mobile phones and laptops. In the first case, the vast majority of students possess their own mobile phone (94.8% at secondary school and 99.1% at university).

It is imperative to note that all the socio-demographic variables have been weighted so that the results are valid for all university and secondary school students in Navarre and the Basque Country.

5.1.1. Social Media Networks most widely used by Young People in the Basque Country and Navarre

Despite Facebook's ongoing dominance as the social media network with the largest global user base (Statista, 2024), its relevance among young Basque-Navarrese men and women is negligible. The subsequent tabular data demonstrate that Instagram is the most popular platform among secondary school and university students. A comparative analysis of the utilisation patterns of social networking platforms reveals a marginal discrepancy among secondary school students, with a five-percentage point variation in usage patterns when contrasted with other networks. This disparity, however, amplifies considerably among university students, reaching a fifteen-percentage point difference. It is noteworthy that TikTok is a social media network with a higher prevalence among women in both groups under study. A particularly salient disparity emerges in the context of university students, with 74.5% of women having an account on this platform, in contrast to 49.6% of men (Ikusiker, 2023-2024). A similar trend is observable among secondary school students, albeit to a lesser extent. While a discrepancy is evident, it is marginal, with a difference of merely ten percentage points in favour of women. Regarding the evaluation of TikTok, the rating assigned to this network is notably elevated, with secondary school students awarding it an average score of almost 8 points out of 10, and university students granting it an average score of 7.5 (Ikusiker, 2023-2024).

Table 2. Use of social media networks by young people in the Basque Country and Navarre.

Social Networking	Secondary	Women (Secondary)	Males (Secondary)	University students	Women (University)	Men (University)
Instagram	35,7	36,2	35,6	36,3	39,4	32,3
TikTok	29,8	33,1	26,7	20,7	26,7	13
WhatsApp	15,6	18	13	36,3	39,4	32,3
YouTube	13,2	6,9	19,4	9,5	3,7	16,8
Another	3	3,3	2,2	0,4	0,6	0,2
Twitch	0,7	0,4	0,9	0,5	0,1	1
Twitter	0,7	0,4	0,9	7,4	3	13,1
BeReal	0,3	0,3	0,4	0,3	0,1	0,5
Telegram	0,3	0,1	0,3	0,1	0,2	0
Facebook	0,2	0,1	0,3	0	0	0,1

Source(s): Ikusiker, 2023-2024.

5.1.2. Latest content consumed on TikTok. University students: TV series and programmes; high school students: social media networks and YouTubers.

The aim of this question is to find out which are the most popular contents and, on average, those that stand out above the rest (*top-of-mind*) among the large amount of content they access on a daily basis.

Figure 2. Last content viewed on the internet or social media. High school students left, university students right



Source(s): Ikusiker, 2023-2024.

Among university students, most of the content they mention is audiovisual, particularly television programmes such as *La Resistencia* (now *La Revuelta*) and *Operación Triunfo*, as well as popular series such as *Gossip Girl*, *Grey's Anatomy* and *El cuerpo en llamas*. The most popular social media networks in both groups are Instagram, followed by YouTube, and to a lesser extent, TikTok. Among secondary school students, content related to social media networks is more prevalent when asked about the last content viewed on the internet. In this group, TikTok and Instagram are the most popular platforms, followed by YouTube and BeReal. Unlike university students, secondary school students do not frequently reference specific series by name. However, *Operación Triunfo* stands out as a reference point. Content created by YouTubers such as *Yo Soy Plex* is also very important.

Secondary school students are clearly more likely to consume content on social networks, with TikTok playing a particularly central role in their preferences. This reflects significant differences in audiovisual and digital consumption habits between the two age groups.

5.2. Less Time on TikTok

Having outlined the main features that define the way young people in the Basque Country and Navarre consume social media, we will now focus on the specific case of TikTok.

In terms of time spent on the social media network and the frequency of logging on, we can see that most secondary and university students log on more than once a day. This is not surprising, given that the results are consistent with those of other studies and with previous editions of the Ikusiker Observatory study.

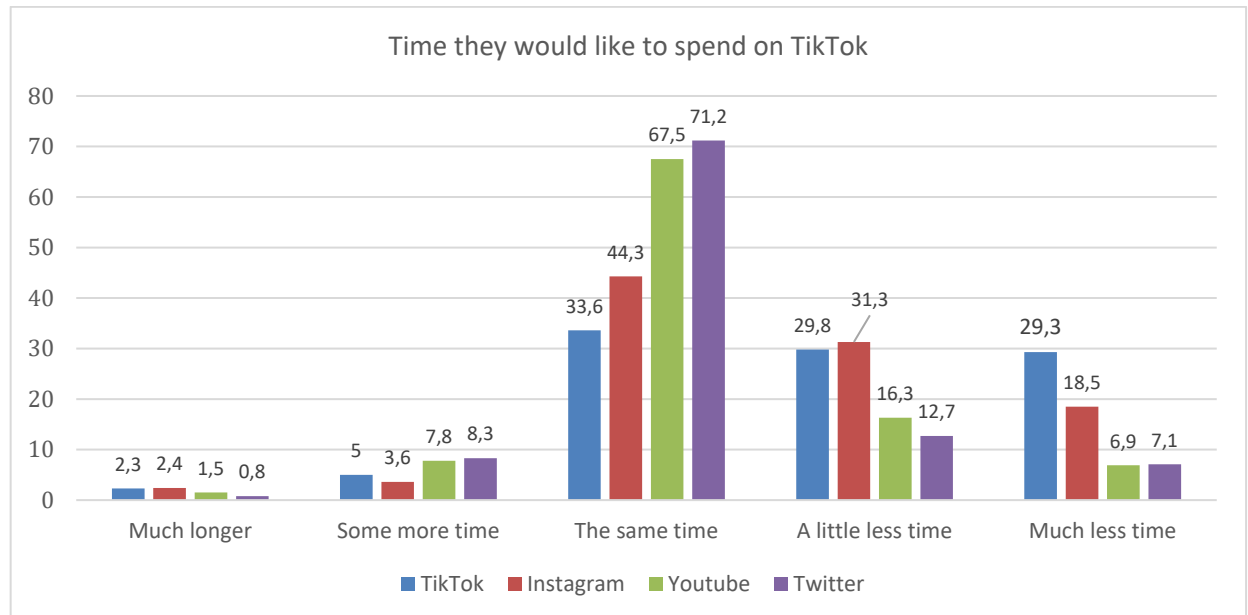
Table 3. Frequency of use of TikTok

	Secondary	Women (Secondary)	Males (Secondary)	University students	Women (University)	Men (University)
Never	1,8	2	4,2	2,8	1,2	2,3
Once a month	1,5	1,7	3,6	2,4	1,5	1,4
Once a week	2,9	1,7	4	2,5	3	2,7
2-5 times a week	8	7,4	7,3	7,4	5,5	10,4
Every day	13,9	33,6	35,9	34,4	12,8	15,1
More than once a day	71,9	53,5	45,1	50,6	76	68

Source(s): Ikusiker, 2023-2024.

The finding that 60% of respondents expressed a preference for reduced time spent on the TikTok social network is consistent with the hypothesis that the platform is having a negative impact on users' well-being. 29.8% of respondents expressed a preference for spending a reduced amount of time, while 29.3% indicated a strong preference for spending significantly less time. It is evident, therefore, that a significant proportion of respondents allocate more time to TikTok than they would prefer, a phenomenon that is not observed to the same extent on other social networks.

Figure 3. Amount of time students would like to devote to the project



Source(s): Ikusiker, 2023-2024.

These responses are consistent with the findings of other studies that demonstrate an increasing awareness among individuals regarding the problematic use of social networking platforms. Consequently, there have been initiatives developed to restrict mobile phone usage to SMS and calls.

5.3. What is TikTok used for?

In general terms, the primary function of the TikTok social network is to 'view content uploaded by other users'. However, a notable distinction emerges in the manner in which secondary school students and university students utilise the platform. As we will detail below, a significant proportion of university students report enjoying watching videos and expressing approval of them, while among secondary school students, those who express a preference for either watching videos or uploading them to the network are particularly pronounced.

A survey of university students has revealed that passive use of the popular social media platform TikTok is widespread. This passive use can be defined as a voyeuristic attitude whereby users enjoy watching content created by other users and, in many cases, interact with the videos by liking them. Conversely, high school students do not merely consume content from other users; they also actively contribute to the platform by uploading their own videos. Indeed, while almost 60% of high school students have been observed to upload videos to TikTok, almost 90% of college students have stated that they never or rarely upload content to the same platform. Furthermore, there are discrepancies in interaction patterns within the social network. High school students have been observed to upload videos and consume content from other users but rarely interact with them through likes or comments. Conversely, university students, though not typically engaged in the creation of their own content, actively participate by expressing approval of videos that they find to be of interest or engagement.

Table 4. Uses of TikTok among students

		More than once a day	On a daily basis	2-5 times per week	Once a week	Once a month	Never or almost never
View content uploaded by other users	Secondary	61,6	15,2	9	5,4	2,9	4
	University students	57,3	21,7	9,7	3,8	2,2	2.5
Upload videos	Secondary	58,8	14,5	8,3	5,3	4,5	6,7
	University students	0,3	1,3	1,4	1.5	5,2	87,5
Like the videos I like	Secondary	7,6	6,8	7,8	7,4	16,2	52,4
	University students	36,4	21,4	14,9	6,1	8,2	10,2
Write comments on other people's videos	Secondary	3	2	3,8	4,1	15,7	69,5
	University students	1,5	2	4,6	5	8,1	76
Doing direct	Secondary	2	0,9	0,7	1,2	1,8	91,6
	University students	0,1	0,6	0,6	0,5	1,5	93,9

Source(s): Ikusiker, 2023-2024.

6. Discussion and Conclusions

As previously indicated, while Facebook remains the most widely used social media network on a global scale, this trend does not hold true within the Basque youth context. A growing number of individuals are opting to disconnect from this particular social media platform, instead preferring to engage with alternative networks, notably TikTok. Although Instagram continues to be the most important social network for young people, a closer look at the differences between high school and university students reveals a greater presence of TikTok in the daily lives of the former.

Moreover, the study revealed the pervasive use of mobile phones and frequent access to social media. However, it also highlighted a significant level of dissatisfaction among young people with the time they spend on these platforms. Despite the increase in their use, a considerable proportion of users express a desire to reduce the time they spend on social media networks, which raises questions about their relationship with these digital tools. This phenomenon of dissatisfaction could be related to the compulsive consumption that platforms such as TikTok can encourage, where viewing time is high.

It is noteworthy how TikTok, which was initially established as an entertainment platform based on choreographies and short videos, has evolved into a multifaceted space that encompasses informational, political and educational uses. This diversification underscores the growing relevance of TikTok in various spheres, in addition to its impact on the music industry, where it has become a catalyst for the viralisation of songs and the discovery of new talent. This phenomenon is indicative of the manner in which social networks have transcended their original purpose, establishing highly lucrative business models and significant cultural impact.

In this context, research on social media consumption becomes crucial, given the dynamic and constantly evolving nature of this environment. It is imperative to undertake continuous studies to detect transformations and comprehend emerging trends. In this regard, the biannual studies conducted by the Ikusiker Observatory are of paramount importance, as they furnish an updated perspective on the patterns of utilisation and conduct of young individuals in relation to these platforms. By focusing its analysis on a segment of intensive consumers, the Ikusiker Observatory contributes to anticipating changes and understanding the impact of social media on the social and cultural dynamics of the younger generations.

7. Acknowledgements

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