

Gen Z uses Social Media as a Search Engine

40% of Gen Z uses Instagram and Tik Tok as a search engine rather than using Google. Why?

- TikTok is an **authentic** place: 64% of users say they can be their true selves on the platform and 53% of TikTok users say they trust others to be their natural selves on TikTok (<https://fanbytes.co.uk/gen-z-tiktok>)
 - While people are always warned about not believing everything you see on social media, TikTok appears to be different
 - Despite the “fake news” on TikTok, generally users believe what another user tells them
- TikTok brands itself as a **community**, and users feel this community aspect as they communicate with other users over common interests from across the globe through videos, comments, etc.
 - This community aspect leads to trust
- Gen Z generally distrusts the government and big businesses, which is why the community aspect on TikTok is comforting and appears trustworthy
- TikTok is a place for funny videos, trends, music, tips and tricks, stories, recipes, ideas, warnings, information, facts, news, fashion and creativity
 - Anything is welcome and everything is personalized

While Gen Z still uses Google to search answers to quick questions, there are other apps where they can learn in a more efficient and effective way by people they trust more than Google

- They don't need to use Shazam or Google to find the name of a song anymore, they can use a feature on Snapchat that will listen and tell you the name of the song
- They don't need to do their own research on a true crime story, someone on TikTok has already done that and made it into an easily digestible 1-3 minute video
- They don't need to Google reviews of a TV show or movie they want to watch, they can use the search feature on TikTok to see user's personal reviews and the subsequent comments

Personal examples of using TikTok and Instagram as search: (from a 20 year old female)

- My friend is telling me about a brand: instead of pulling up their website, she shows me their Instagram account
- I'm trying to learn how to curl my hair: instead of looking up a tutorial on Google or even YouTube, I look it up on TikTok and can easily access thousands of quick video tutorials
- I'm wondering what a certain celebrity has been up to recently: I might look them up on Instagram instead of Google
- I'm looking for a recipe to make for dinner: I will search what I am looking for on TikTok rather than using Pinterest or Google
 - Easier to sort through, don't have to read through long blogs to find a recipe on Google, can easily see how in depth the recipe will be in the 1-2 minute video
 - I can even look through my saved videos to find a recipe I had previously saved when I saw it on my For You Page