Unraveling the Social Media Experience: A Captivating Exploration of Uses and Gratifications Theory

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Abstract
Social media has become the most commonly used software among modern netizens, and they have become an indispensable part of our daily lives. This article adopts a descriptive analysis method to summarize the literature review on social media and Uses and Gratifications. Researchers have analyzed Uses and Gratifications' origin, development, and application. Scholars from the East and West mainly study social media's characteristics, functions, and user behavior. Finally, researchers take TikTok, the most popular social media research Uses and Gratifications to point out that excessive use of TikTok has seriously affected users' health and social stability. The research summary on social media and Uses and Gratifications can provide specific references and references for future researchers and practitioners of social media.
Keywords : Social Media, Uses and Gratifications, Audience, Communication

Introduction
The development of Uses and Gratifications has gone through three stages of germination, growth, and maturity with the continuous efforts of research scholars (Katz, 1974; Masciantonio et al., 2021; Takeuchi, 1989). Among them, research topics in news communication mainly include Social Sciences, Psychology, Computer Science, Decision Sciences, Arts, and Humanities. It primarily contains two themes: firstly, studying the characteristics and functions of social media itself (Zhang & Wang, 2021; Zhang et al., 2023). The second is research on the usage behavior of social media users. Whether it was newspapers, radio, television, or today's social media, it's the same (Stavropoulos et al., 2019).
In the analysis of audiences by researchers, some researchers not only use Uses and Gratifications (UGT), but also use innovation diffusion theory (IDT), Media Dependency Theory (MDT), social cognitive theory (SCT), Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB) (Meng & Leung, 2021; Peters et al., 2021) as an analysis to

audiences. In China, researchers mostly use content analysis or grounded theory methods to analyze and study audiences. Few scholars choose a particular theory as their paper support when analyzing (Sun et al., 2020; Wen & Jie, 2022). Among the few papers that use theories, use, and characterizations are the most commonly used theories. Other theories include interactive ritual chain theory, meme theory, and planned behavior theory (Zhou et al., 2022). Among them, internet addiction, political influence, and economic communication studies are the focus of attention for Eastern and Western scholars.

Finally, with the development of today's society, social media brings joy and convenience to users and many problems to society. Internet addiction has become the main problem of our time. Many users have been using social media for a long time, which has seriously affected their physical and mental health, and even more extreme users have escalated this issue to mental illness (Xiao & Zhang, 2023). On the other hand, network faults are severe with the development of technology. Users in the elderly population do not use social media, and some elderly people may not even use smartphones. The anonymity of social media can also affect audience participation and interpersonal interaction. Rumors and fake news, utilizing the anonymity of social media, cause panic and even endanger social stability (Xue, 2020). Therefore, in the future, researchers need to come up with solutions to problems based on the development points of social media so that users can use social media with moderation and security (Yun et al., 2020). Meanwhile, researchers should continue to delve deeper into users' needs and motivations to satisfy them, gain a deeper understanding of their needs, and improve user experience.
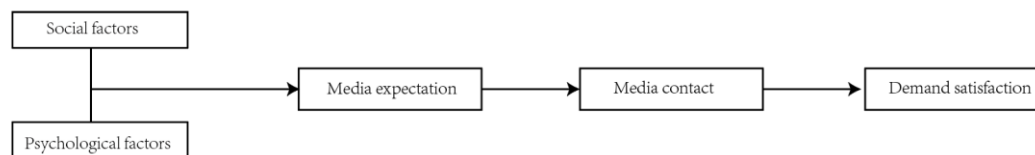
Uses and Gratifications Review
The Origin and Development on Uses and Gratifications
The Embryonic Stage of Uses and Gratifications. In the temporal dimension, Uses and Gratifications originated in the 1940s. The study of Uses and Gratifications first appeared in the United States, followed by Britain, Sweden, Finland, Japan, and Israel (Lozano-Blasco et al., 2022). Wimmer and Dominick (2005), based on a large amount of literature, found that when analyzing the content studied by researchers at the time, they mainly analyzed why the audience would use different media. This early research proves that audiences choose different media according to their needs. Indeed, their research did not explore the connection between psychological and sociological roots in users' pursuit of satisfaction. At the same time, Katz et al. (1973) emphasized that researchers must still find the interrelationships between various media functions quantitatively or conceptually (Livingstone, 2019).

The development stage of Uses and Gratifications. Lundberg and Hulten (1968) proposed the hypothesis of the Uses and Gratifications model. Firstly, the audience is active. Media-oriented is essential to mass media (Jacobson, 2020; McQuail et al., 1972). Secondly, in mass communication, the connection between the choice of media and the satisfaction of needs largely depends on human subjective initiative. Thirdly, the media competes with other sources of need satisfaction. The content served by mass media is only a tiny part of human needs. This results in varying levels of user satisfaction among different mass media. Fourthly, from a methodological perspective, users' needs for using mass media can be summarized from the data provided by different users. Fifth, the value judgment of the cultural significance of mass communication should be suspended, and the audience's orientation should be explored based on their conditions. The preliminary assumption of this exploration theory has played a critical guiding and reference role in the formal determination of Uses

and Gratifications. In the 1970s, communication scientist Katz proposed the basic model of Uses and Gratifications. In his book "Personal Use of Mass Communication" in 1974, he summarized Uses and Gratifications as a basic model. Social and psychological factors can affect media expectations. Media expectations can affect media exposure. Media exposure can affect demand satisfaction. They are all linear causal relationships (Katz, 1974).
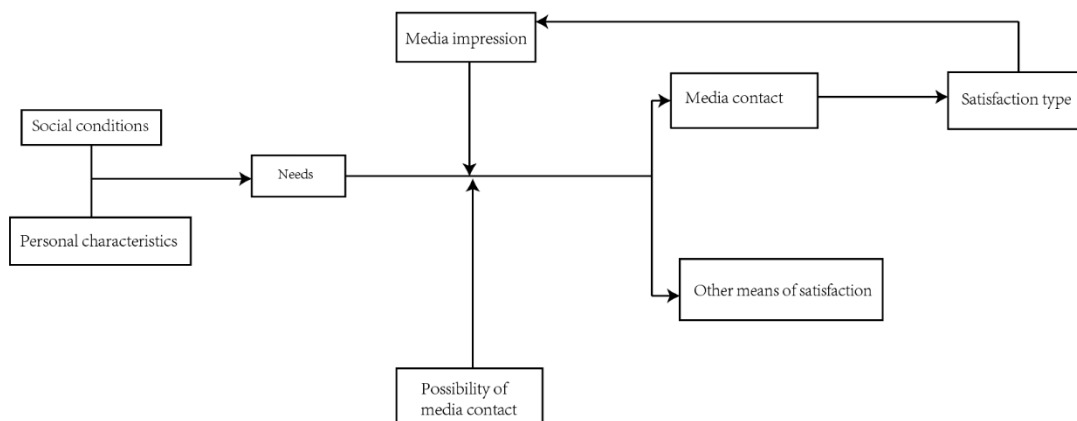

Framework of Uses and Gratification theory（Katz, 1974）

This article covers theoretical methods, providing comprehensive theoretical significance for Uses and Gratifications for the first time. They pay attention to the social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to different patterns of media exposure (or engagement in other activities), resulting in need differentiation and other sequences, and always unincorporated ones. At the same time, he also added social factors as factors that affect audience satisfaction. He emphasized that communication studies should focus on "what the media has done to people" and carefully study "what people have done to the media." This emphasizes human subjective initiative.

The mature stage of Uses and Gratifications. The research hypotheses have become more mature with the continuous development and improvement of Uses and Gratifications. Katz (1974) pointed out that before people understand the impact of users' factors on their media use, exploring the significance of users' culture in mass communication should be put aside. Rubin (1994) further analyzed the literature of research scholars represented by Katz and summarized five primary hypotheses. User exposure to media is selective, goal-oriented, purposeful, and motivational. Users will actively choose and use media to meet their needs or interests. Many social conditions and psychological factors of users affect individual media use. There is a competitive relationship between media exposure and other alternative sources in meeting people's needs. People's initiative regulates their media usage behavior and outcomes.

In 1977, Japanese scholar Yuliang Takeuchi (1979) further supplemented this model. Based on Katz's research, Yuliang Takeuchi supplemented the framework. Firstly, people contact the media to meet specific needs with particular social and personal psychological origins. Secondly, the occurrence of contact behavior requires two conditions. Media contact is possible because there must be material conditions such as television and newspapers around. Otherwise, people will turn to other alternative means of satisfaction. Media impression, which evaluates whether the media can meet their practical needs, is formed based on past media contact experience. Thirdly, users will choose specific media or content based on media impressions to initiate specific media contact behaviors. Fourthly, there are two outcomes: whether the user is satisfied. Fifth, whether users are satisfied will affect future media contact behavior. Users will modify their existing media impressions based on the satisfied results and change their expectations of the media to varying degrees (Gu, 2020; Jia, 2017).

Framework of Uses and Gratification theory（Yulang Takeuchi, 1977）

In summary, in the process of long-term development, the framework of Uses and Gratifications has been officially established, and the relationships between variables and the dimensions of individual needs have also been recognized and accepted by researchers.

Research topics and roles in communication area
Through the joint efforts of many researchers, Uses and Gratifications has become a very mature theory widely studied in news communication. Taking the database of Science Direct as an example, when researchers use Uses and Gratifications for research, their research topics in news communication mainly include Social Sciences, Psychology, Computer Science, Decision Sciences, Arts, and Humanities. From the perspective of research topics, using Uses and Gratifications mainly includes two topics. One is to study the characteristics and functions of social media itself. The second is research on the usage behavior of social media users. From early newspapers, where people pursued accurate information (Berelson, 1949), Gained satisfaction by listening to soap operas on the radio (Herzog, 1942), Targeted subscription of users to different TV programs (LaRose & Atkin, 1991); Until now, social media that meets various personal needs (Horna, 1988) has been the same.

In recent years, the research topics in news communication have remained within this scope. Researchers Gentina and Rowe (2020) analyzed the addiction mechanisms of users using social media. Some scholars have also studied the types of needs that users meet (Scherr & Wang, 2021). Some researchers have analyzed the reasons for using social media from the perspective of users' needs based on satisfaction (Meng & Leung, 2021). Moreover, some researchers have analyzed how the social media environment affects users' satisfaction from the perspective of the social media environment (van Oosten et al., 2023). In the sudden COVID-19 epidemic, some researchers also analyzed the impact of COVID-19 on users' use of social networks (Fu et al., 2022). On the other hand, whether social media will affect users' consumption behavior has also been widely studied (Bossen & Kottasz, 2020). Also, can the behavior and opinions of users after watching social media affect their purchase intention (Singh & Chakrabarti, 2023)

The study of Uses and Gratifications has significantly impacted the history of research on the effectiveness of mass communication, which pioneered the exploration of the mass communication process from the audience's perspective. Through the long-term efforts of research scholars, McQuail (1987) represented them in the field of news communication and made breakthroughs (Hu, 2017). McQuail's (1987) research has rigorous procedures for conceptual manipulation, audience sampling, and data analysis. He summarized the common

satisfaction provided by media: mood switching, interpersonal relationships, self-confirmation, and environmental monitoring. Firstly, the utility of mood conversion is providing entertainment, alleviating people's life pressure and burden, and bringing a sense of emotional liberation. Secondly, the utility of interpersonal relationships - there are two types of interpersonal relationships here. One is the "pseudo" interpersonal relationship, which refers to the feeling of "acquaintances" or "friends" of the appearing characters, hosts, etc. Another type is real-life interpersonal relationships, which involve discussing program content to harmonize family relationships and establish social circles. Thirdly, self-confirmation utility - TV programs can provide a reference framework for self-evaluation, allowing viewers to reflect on their behavior and coordinate their ideas and behaviors through comparison. Fourthly, the effectiveness of environmental monitoring - by watching TV programs, various information directly or indirectly related to daily life can be obtained, and environmental changes can be grasped promptly.

Moreover, the study of "use and satisfaction" takes whether it can meet the audience's needs as the primary standard for measuring communication effectiveness, which is of great significance. Firstly, it believes that the audience's media exposure is an activity of selecting media content based on their own needs, which has a certain degree of "initiative," which helps to correct the "absolute passivity of the audience" view in mass sociology. Secondly, it reveals the diversity of audience media usage patterns, emphasizes the restrictive effect of audience needs on communication effectiveness, and plays a vital role in negating the early "bullet theory" or "subcutaneous injection theory" of effectiveness. Thirdly, the study on "use and satisfaction" pointed out that mass communication has some primary effects on the audience, which is also a beneficial correction for the "limited effects theory" that overemphasized the powerlessness of mass communication in the 1940s to 1960s (Cao & Yuan, 2013; Lu, 2011; Ruggiero, 2000).

Finding in Social Media

With the development of social media, the new era is also known as the entertainment era. Due to the significant negative impact of social media addiction on society and user health, addiction to social media has become a research topic. Based on the Uses and Gratifications and the I-PACE framework, we believe that process-oriented and social smartphones are intermediaries in the relationship between adolescent materialism and smartphone dependency issues (Gentina & Rosen, 2020). They aim to demonstrate how smartphone dependency problems may be related to materialism, two types of satisfaction (process and social or directed use), and how gender affects these relationships (Weiser, 2000; van Deursen et al., 2015). Researchers have concluded that feelings of loneliness and helplessness (Bian & Leung, 2015), social network tension (Cha & Seo, 2018), social anxiety (Zhigi et al., 2019), and personality traits (Cocorada et al., 2018) are the leading causes of user addiction. Some scholars have also studied the types of needs that users meet (Scherr & Wang, 2021). Researchers explore the satisfaction of TikTok as a new type of social media application based on the combination of niche theory and the uses and classifications. There are four main types of social rewards: self-presentation, fashion, escapist addiction, and curiosity. Among them, curiosity is the most important motivation for all users to use TikTok. Some researchers have also confirmed that users seek nine types of satisfaction: escape, fashion, entertainment, information seeking, money making, social seeking, navigability, modularity, and interactivity (Alhabash & Ma, 2017; Meng & Leung, 2021; Omar & Dequan, 2020)

In the sudden COVID-19 epidemic, some researchers also analyzed that people are more willing to seek satisfaction in the virtual social network when they face uncertain death threats and observe the social norms of home isolation (Fu et al., 2022). Users see pleasure and satisfaction as a powerful motivations to use social media, translating into immediate happiness or emotional regulation (Guido et al., 2017). Another significant research finding is that users' behavior and opinions after watching social media can affect their purchase intention (Singh & Chakrabarti, 2023). Researchers used graphics to explain consumers' choice of media and the psychological functions behind their choice of media, starting from users' needs and satisfaction (entertainment, enjoyment, and information acquisition) (Cheung & Lee, 2009). Users, as consumers, trust the opinions and behaviors of other consumers more than the content created by the brand after watching their opinions and behaviors (Ballantine & Yeung, 2015).

Different Perspectives and Discoveries from the East and West

Based on the researcher's summary and literature review, Western research scholars have a unique perspective on Uses and Gratifications (Ihlen, 2020). Western researchers have addressed quantitative, qualitative, and mixed research methods (Hadlington, 2017). Especially in the study of user behavior, both quantitative and qualitative research methods are in a similar state (Gentina & Rowe, 2020). Not exceptionally dedicated to using a research method, but based on the research questions and assumptions, choose the appropriate research form. In studying the characteristics and functions of social media, Gentina and Rowe (2020) had shown a cautious attitude. From the user addiction analysis, social media's drawbacks and harms have been identified, guiding users and the government to adopt relative policies to prevent addicted users from engaging in malicious events that harm themselves and society. When studying the user's usage behavior, we mainly start from the perspective of user needs and have studied a vibrant range of user motivations for using social media. This can encourage social media developers to improve software functionality based on this demand data. Moreover, consumer behavior is often mentioned in user needs. Western researchers are also more enthusiastic about studying marketing themes.

However, researchers from the East (China) have different perspectives and findings in studying Uses and Gratifications compared to the West. Take China's largest literature database, CNKI, as an example. Chinese researchers particularly enjoy using literature analysis methods (Cao & Yuan, 2013), which can be called descriptive analysis in Western research methods. Researchers use more qualitative and less quantitative methods (Chen, 2009). However, the author believes that using data to speak through survey questionnaires is more persuasive in the study of needs and satisfaction. Qualitative research does not involve a wide range of people. The most popular and frequently studied theory in communication studies in China is Uses and Gratifications. The research and analysis topic mainly focuses on news and media (Lu, 2011). Of the 2616 papers searched, 1505 were about news and media. Chinese researchers mainly analyze from four aspects. Analyze and interpret social phenomena; Analyze user needs and motivations; The social and psychological characteristics that affect media use; Exploration of Uses and Gratifications (Cao & Yuan, 2013). However, the most noteworthy aspect is the greater focus on studying user needs and satisfaction, especially the impact of social media characteristics on user needs (Kuang & Liu, 2017).

Moreover, there are differences in the variable dimensions of user needs between Eastern and Western scholars. The user needs analysis of Western scholars is rich and diverse, and their research is very detailed and thorough. However, after extensive analysis and

argumentation, Chinese scholars unanimously believe that user needs only need to be summarized and summarized into five categories. They are cognitive needs, emotional needs, personal integration needs, social integration needs, and stress relief needs (Xiao & Hou, 2019). This has limitations and does not need to increase the enrichment and expansion of Uses and Gratifications.

Research contribution in China

Uses and Gratifications are imported products in China's traditional news and communication research field. Its analysis of news dissemination in China has led to another perspective. The perspective of whether the audience's needs can be met as the primary standard for measuring communication effectiveness is significant. It believes that the audience's media exposure is an activity of selecting media content based on their own needs, and this choice has a certain degree of "agency." At this point, regardless of the type of social media, it is beginning to be recognized that users' needs affect the rise and fall of the media.

Moreover, researchers have promoted the development of Chinese journalism and communication studies by determining the five needs based on Uses and Gratifications (Xiao & Hou, 2019). For example, they are studying the cognitive needs of users in searching for information when using short videos (Dai, 2020; Li & Pan, 2023). Study the emotional needs of users when using emoticons on social media (Kuang & Liu, 2017). Research on users' personal and social integration needs to improve themselves and actively participate in community service construction (Xiao & Hou, 2019). Study the need for users to relieve stress by watching videos on TikTok that emphasize impact, fun, and vivid expression (Yue & Wang, 2023).

Chinese scholars' research on Uses and Gratifications, at the macro level, helps the government control the source of information dissemination and is conducive to social stability. For social media developers, they can start from the needs of users and prevent their media products from being abandoned by the times. For users, it can enhance knowledge learning, strengthen self-identity, strengthen emotional connections, and assist in satisfying social interactions.

Audience Analysis in the Communication Studies

From the perspective of communication studies, in addition to using and characterizing (UGT), researchers mainly analyze audiences through innovation diffusion theory (IDT), Media Dependency Theory (MDT), social cognitive theory (SCT), Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB). Firstly, researchers have utilized IDT to discover the characteristics of course management systems, which significantly positively impact innovation in the field of information technology for the audience (students) during their use (Pinho et al., 2021). Some scholars have also concluded that users with higher levels of information technology tend to form a more positive attitude toward new information technology and use it more quickly (Jeong et al., 2009; Lee et al., 2007). Secondly, some researchers use MDT to analyze the relationship between users as consumers and social media. They concluded that social media significantly impacts consumers' consumption habits, especially with a strong positive impact on brand image and users' willingness to consume (Jia et al., 2022; Sangvikar et al., 2019). Thirdly, in SCT, researchers analyzed the motivational processes of users using social media as goals and self-evaluations of progress, self ecacy, social comparisons, values, output expectations, attributes, and self-regulation (Schunk & DiBenedetto, 2020; Usher &Schunk, 2018). Fourthly, Al Qaysi et al. (2020) found

using TAM that college students gradually accept the logic and functions of social media usage in the process of communicating with others online. Users' perceived engagement, subjective norms, and self-efficacy are important factors in accepting social media (Alshurideh et al., 2019). Fifthly, in TPB, researchers have studied the correlation between user attitudes, social norms, perceived behavioral control, and purchasing behavior, and the first three are positively correlated with the latter (Zhou et al., 2020).

In China, researchers mostly use content analysis or grounded theory methods to analyze and study audiences. Few scholars choose a particular theory as their paper support when analyzing. Among the few papers that use theories, use, and characterizations are the most commonly used theories. Other theories include interactive ritual chain theory, meme theory, and planned behavior theory. Researchers used content analysis to investigate television dramas. They found that the quality of the film influences the audience's appreciation of TV dramas, the popularity of celebrities, and personal reflection (Wu & Wang, 2022). Among representative researchers who use grounded theory, Yue & Huang (2017) used WeChat to derive user perceptions (reliability, usability, value), needs (information needs, social needs, emotional needs), and satisfaction (user choices under expectation confirmation). Cheng (2023) adopts the interactive ritual chain theory to analyze the audience's content identification and emotions. Some researchers use meme theory to analyze the excessive promotion of content that caters to the audience on social media, leading to severe addiction among the audience (Wen, 2022). Some researchers have also adopted the theory of planned behavior, pointing out that social media uses payment methods to motivate users to post content on related topics, thereby promoting users' attention to a specific topic (Li et al., 2022). Some researchers used the technology acceptance model to analyze the use of e-government media by telecommunications center users. The results showed that trust partially mediated between users' intention and the actual usage of these services (Kamarudin et al., 2021)

From other research perspectives, Western researchers also have different perspectives on audience analysis. Among them, the focus of research scholars is on the political perspective. Many researchers point out that politics has influenced the audience's thinking. After the media has a political color, the audience's ignorance, credulity, and fear of exploitation will directly manifest. The audience will be filled with media panic (fake news, election scandals, and phone addiction) (Livingstone, 2019). Platforms like Facebook and Twitter allow candidates to contact voters directly, mobilize supporters, and influence public agendas (Stier et al., 2020). Moreover, this approach, similar to strategic communication, can affect audiences' misconceptions about information sharing, meaning creation, social differences, and power formation (Ihlen, 2020; McGravey et al., 2022). Another central perspective is economic communication studies. McGravey et al. (2021) explained that audience needs can shape the focus and direction of a project. Jacobson (2020) used symbolic interactivism to explain the crucial role of personal branding, where the audience primarily values brand value. As a social media manager, managing the brand's characteristics is also essential. Some scholars also point out that on social media, users are not real people but abstract virtual individuals formed by aggregating a single data point (Couldry & Kalinikos, 2017). Due to the anonymity and lack of nonverbal cues provided by social media, audiences are exposed to their true selves to a greater extent. Online communication provides a greater degree of control, giving people time to reflect and modify their reactions to showcase themselves positively (Schlosser, 2020; Turkle, 2016). Some scholars have also discovered the hidden dangers of internet addiction. Ordinary people are "dispersed to the level of idiots by the

insatiable demands and worthless pleasures of the internet" (Charles, 2013). In China's CNKI database, there are other research perspectives in addition to the perspective of communication studies. For example, trade and economy, book publishing, and culture. Some researchers adopt the experiential value theory, believing that social media's spiritual, instrumental, emotional, and social experiential values can make the audience full of joy and positive energy during the reading process (Dai, 2020). In terms of trade and economy, Sun (2021) adopts the consumer value theory to analyze that women value the brand value of products more when users use social media. Regarding culture, researchers use carnival theory to analyze the personalized language audiences prefer for short video bloggers. They are pursuing novelty and excitement (Zhu, 2022).

As mentioned earlier, in the era of social media, researchers have made discoveries and challenges through audience analysis. Firstly, internet addiction has become a significant problem in today's era. Internet addiction has become a severe and problematic pathology (Lozano Blasco, 2022). This addiction manifests in the audience's excessive use of social media, characterized by compulsion and dependence (Hadlington, 2017). In addition to affecting health, it also affects the behavior and social relationships of the audience (Hou et al., 2019; Muller et al., 2020). This addiction is particularly prone to occur in young people. Because they are the most active internet users, they spend a long time online every day, at least 3 hours. (Stavropoulos et al., 2019). On the other hand, network faults are severe with the development of technology. Users in the elderly do not use social media, and some do not even use smartphones (Hargittai, 2019; van Boekel, 2017). Researchers have found that the internet-related skills of visually impaired older adults do not meet the requirements of actively participating in the online information society, especially for more complex information. The disability status and health issues of the elderly are also related to the frequency of internet use (Dobransky & Hargittai, 2016). Secondly, the anonymity of social media can affect audience participation and interpersonal interaction (Yun et al., 2020). Anonymous cyberspace is susceptible to biased attacks, and if not addressed, this uncivilized behavior may affect more areas of cyberspace and normalize it. Teenagers are susceptible to social evaluation and attach great importance to others' evaluations, affecting their self-concept development and emotions. Female users are more susceptible to impact (Peters, 2021). The viewing order of social media content can also affect people's attitudes, judgments, and support for policies (Lu, 2023). This may increase public awareness and understanding and improve negative attitudes (Neubaum et al., 2020).

Coincidentally, audience analysis is also of great importance and specificity in China. Firstly, gain a deeper understanding of user needs. User behavior analysis can provide insights into user needs and preferences by collecting data on their behavior on the internet. Through this data, social media-related enterprises can better understand users' preferences, concerns, and behavioral habits, thereby providing them with personalized products and services. For example, the official TikTok account of People's Daily captures the content of audience relationships (positive and human stories), thereby gaining good audience participation, and the account's popularity has always been high (Yang & Sun, 2019). Secondly, improve the user experience. User behavior analysis can help social media companies identify pain points and obstacles in using products or services, improve user experience, and increase user satisfaction and loyalty. For example, some content creators on social media will inevitably post vulgar content, spam advertisements, and false rumors. These can all lead to negative behavior among users and their unwillingness to use social media software. However, when staff identify problems and make corrections, it can reduce users' laziness towards social

media and attract them to continue using the software (Zhang & Wang, 2021). Thirdly, increase product sales. User behavior analysis can help businesses and organizations understand user usage of products, such as user retention time, usage frequency, and conversion rate. By analyzing this data, companies and organizations can understand user purchasing behavior and make corresponding adjustments based on market demand, thereby improving product sales and market share (Wu, 2023).

TikTok and UGT

The author takes the database of Science Direct as an example, and the main research areas related to TikTok and 'Uses and Gratifications' are Business, Management, and Accounting; Psychology; Social Science. In Business, Management, and Accounting, researchers have conducted empirical research on relationships among perceived value, flow experience, emotional gain, and purchase intention (Zhang & Daim, 2023). The research results indicate that hedonic and utilitarian values positively correlate with consumer purchase intention, respectively. Emotional pleasure plays a mediating role between perceived value and purchase intention. It can be said that researchers have integrated Uses and Gratifications, expanding the relevant literature on TikTok in the economic field and providing insights for operators and marketers. In psychology, researchers have also focused on studying the psychological health status of the audience. This psychological state is caused by the audience's addiction to TikTok, including higher levels of depression, anxiety, stress, loneliness, social anxiety, attention problems, lower life satisfaction, and sleep quality (Chao et al., 2023). The psychological health status and school and home environment of addicted audiences are significantly worse than those of non-users and moderate users, indicating that special victims of addiction have potential adverse effects among adolescents. In Social Science, unlike previous research institutes, researchers analyzed the trend of users viewing public health events during COVID-19. Researchers have found that to obtain information on virus prevention and health promotion, the audience will increase their frequency of watching TikTok, thereby obtaining satisfaction (Unni & Weinstein, 2021).

From the literature analysis, different addiction mechanisms are related to different motivations for users to continue using social networks. Among them, the need for users' sense of belonging is the main reason for their addiction (Miranda et al., 2023). In gaining a sense of belonging, users also experience negative psychological states, such as emotional fluctuations, pain, unease, tension, inferiority complex, and arrogance (Brailovskaia & Eichert, 2020; Sabir et al., 2020). Some researchers have also found that users pursue social and communication needs for leisure and entertainment (Bossen & Kottasz, 2020; Brailovskaia et al., 2018). The greater the user's motivation to use social networks, the longer they spend using TikTok, and the more likely they are to become addicted, ultimately affecting their physical health. Researchers, starting from the addiction mechanism of users, make parents, teachers, and internet regulators pay attention to the existence of internet addiction, which helps to protect the healthy growth of underage users. In research papers on non-addiction, there is also considerable overlap in the user needs identified by researchers (Falgoust et al., 2022). For example, entertainment, convenience and satisfaction research, increasing social interaction, seeking social support, seeking and sharing information, and avoiding daily life (Vaterlaus et al., 2019). Researchers have found that the demand for entertainment is the most important motivating factor for users to use TikTok (Masciantonio et al., 2021; Qiyang & Jung, 2019). Some researchers have come to the opposite conclusion by analyzing users' willingness to continue using and have found that social interaction does not affect user

satisfaction. The time and emotions of users using TikTok will not affect their satisfaction. However, he affirmed that user access to information and a sense of belonging significantly positively impact TikTok user satisfaction (Sharabati et al., 2022). From here, it can be seen that although the research on using Uses and Gratifications has been very comprehensive, there is still no definitive conclusion on user needs and satisfaction. User needs analysis is still worth discussing.

Researchers have also analyzed marketing and user psychology. Xiao and Zhang (2023) analyzed from a marketing perspective that TikTok's four characteristics (performance expectations, entertainment, tie strength, and sales methods) significantly correlate with user consumption behavior. They pointed out that short videos have natural advantages in increasing user stickiness and aggregating user traffic. Secondly, regarding brand building and corporate information dissemination, the cost of short video advertising is lower than that of traditional advertising. Finally, feedback from users in TikTok (likes, comments, and shares) can all affect their consumption behavior. Therefore, sellers and marketers should use TikTok to create short videos that attract user consumption. On the other hand, researcher Cleofefas (2022) used Uses and Gratifications and qualitative analysis to investigate the psychological health differences of users during the COVID-19 period. He found that people with lower middle incomes and frequent use of TikTok are more anxious and prone to psychological problems. This population deserves special attention to prevent them from affecting others and even social stability.

Moreover, TikTok has become so popular that Chinese researchers have conducted in-depth analyses. However, it should be pointed out that TikTok in China is called Dou Yin. Similar to the analysis by Western researchers, Uses and Gratifications are the theories most commonly used by Chinese researchers. However, there are still other theoretical perspectives to study Dou Yin users. First, some researchers used Goffman's mimetic theory to analyze the motivation behind Dou Yin users' "learning to clock in" behavior (Li, 2023). He pointed out that the primary purpose of users is to shape an idealized self-image, meet the needs of interpersonal interaction, alleviate their inner knowledge anxiety, and motivate them to share in return. Secondly, research scholar Ma (2023) adopts the carnival theory to analyze from three perspectives: national, ceremonial, and subversive. She believes the audience's psychological factors of self-image presentation, emotional relaxation, and release all contribute to this carnival. Third, some researchers use the theory of interactive ritual chain to point out that entertainment, worship of anchors, seeking identity, and emotional needs are the main reasons users use Dou Yin (Chi, 2022). Researcher Zheng (2021) also reached a similar conclusion. Based on the perspective of the interactive ritual chain, he studied the pursuit of Dou Yin users for "stem culture" (a popular term in modern networks). Dou Yin users have gained emotional energy and identity in communication and condensed the corresponding "stem" into group symbols. Group members maintain their sense of belonging and existence as "insiders" through frequent use of this culture. Fourthly, some researchers have adopted self-determination theory and planned behavior theory. He pointed out that the unconscious motivation of the network was generated under the stimulation of the meme produced by Dou Yin, combined with the basic psychological needs and goal pursuit, and internalized the autonomous motivation of "I must go" (Sun et al., 2020). Fifthly, Wen and Ji (2022) adopted the theory of actor networks and pointed out the importance of algorithms. They analyzed that Dou Yin pushed content according to the similarity of users' explicit or implicit preferences, and users were also pleased to watch the content pushed by Dou Yin. Sixth, some researchers have also adopted empathy theory, pointing out that users use Dou

Yin due to emotions, cognition, and behavior (Yang, 2023). Seventh, some researchers adopt a 4V theoretical perspective, including Variance, Versatility, Value, and Vibration, to analyze user behavior (Kong, 2023; Zhang et al., 2022). Eighth, Xue (2020) uses the 4P theory (Product, Price, Place, Promotion) to conclude that accurate content distribution, unique video style, and personalized discourse expression are why users are willing to buy products with Dou Yin. Admittedly, researchers have adopted several theories to analyze Dou Yin users in China, but some things could be improved. Firstly, the use of many theories, floating on the surface, is for practical purposes rather than saying that a particular theory is very suitable for the research content. Secondly, the universality and generalizability of the research conclusions need further testing. This requires other researchers to continue following up and delving deeper. Finally, many researchers use qualitative analysis methods and should follow up on quantitative research, using data to speak up.

Researchers have also obtained different results regarding individual needs and satisfaction in the study of Uses and Gratifications using Dou Yin users in China. For example, there are nine types of user satisfaction: avoidance, fashion, entertainment, information seeking, making money, social seeking, navigation, methods, and interaction (Meng & Leung, 2021). The five needs of users : cognitive needs, emotional needs, personal integration needs, social integration needs, and stress relief needs (Cai, 2019). There are four types of user needs: self-presentation of social rewards, fashion, addiction to escapism, and novelty (Scherr & Wang, 2021). Some researchers have also refined user needs. The main level needs include social interaction needs, leisure and entertainment needs, and the need to showcase oneself; The sub-level needs include the need for economic benefits, the need for care, the need to document life, and the ability to meet the constant changing new needs of users (Ma & Wang, 2018). Some researchers have also identified the anonymity hazards of identity in Dou Yin's cyberspace. This allows users to experience unrestrained pleasure and a thrill of curiosity. Without the constraints of social identity and role ethics, and even the lack of necessary regulations and legal constraints, it is straightforward to lead to "abnormal" or "anomie" user behavior (Lai, 2018).

Although Chinese researchers have achieved specific results based on Uses and Gratifications, some areas still need improvement. Firstly, the relationship between user usage time and satisfaction has yet to be confirmed, and further research is needed. Secondly, user demand dimensions still need to be linked to popular short video content. Researchers need to reassess the scale's validity, reliability, and stability. Thirdly, the research method is single, the phenomenon of following the trend is severe, and the research perspective needs to be broadened. Uses and Gratifications can be combined with theories such as science, logic, politics, and computer science to develop a more diverse and influential framework.

Conclusion
Overall, scholars from both the East and the West mainly study the characteristics and functions of social media itself and the usage behavior of social media users. From a research perspective, the main research topics include Social Sciences, Psychology, Computer Science, Decision Sciences, Arts and Humanities. After summarizing, the main focus is on internet addiction, political influence, and marketing. Users' primary needs are cognitive and emotional needs, personal integration needs, social integration needs, and the need to relieve stress. Although Chinese researchers have achieved specific results based on Uses and Gratifications, some areas still need improvement. Firstly, the use of theory by Eastern researchers is superficial and requires further exploration. Secondly, the universality and

generalizability of the research conclusions need further testing. Finally, many researchers use qualitative analysis methods and should follow up on quantitative research, using data to speak up.

In the future, researchers should analyze the relationship between user usage time and satisfaction. Regarding user needs, it should be linked to popular short video content. Researchers also need to reassess the scale's validity, reliability, and stability. Thirdly, combine theories from other disciplines to develop a more diverse and practical framework. From a theoretical perspective, this article provides a detailed introduction to the origin, development, and current research status of Uses and Gratifications based on previous research. This provides theoretical analysis and references for researchers. This article also summarizes the analysis of the audience from the perspective of communication studies. This article points out the theories and methods currently used in the research. In the summary analysis of social media, this article selects TikTok as the research object, analyzes the theoretical research situation of current researchers, and points out that Uses and Gratifications are good theories that can study users' usage behavior. This is a study in communication studies, summarizing the research direction in the new media era and pointing out the shortcomings of researchers studying TikTok. This can enable later researchers to conduct research better. Moreover, this article compares theoretical and TikTok analysis in the Chinese and Western contexts, pointing out the current study's limitations and potential directions for further exploration. This can provide effective research templates for future researchers.

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