The Influence of Covid-19 on Social Media & Society

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The Rise of TikTok

During the first three weeks of March 2020 in the United States, TikTok downloads increased by 27 percent (Stassen, 2020). The majority of the app consists young teenagers 16 to 24.

TikTok has ultimately become more than just an app, but rather a host for niche communities during an unconventional time.
The interviews and research helps the audience realize they aren’t the only ones going through a hard time and that the whole world was going through a pandemic together. The findings represent how The COVID-19 Pandemic created the perfect conditions to popularize this application, and for it to reach its level of global influence in such a short time frame. People virtually joined together to try and push through a difficult situation through connectivity relief.