

The Impact of using Tik-Tok Application on Life Satisfaction among Generation Z in Jordan

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ABSTRACT

The purpose of this study is to measure the impact of using the TikTok application on life satisfaction among Generation Z in the Hashemite Kingdom of Jordan. This study is considered a descriptive-analytical study, where data is collected and analyzed. The research was conducted across various databases and spanned over 6 months. The study relied on gathering information from 300 youth aged between 14 to 25 years old. A life satisfaction scale was designed, and variables such as gender, age, and hours spent using the TikTok application were used. The study's results showed that the impact of the TikTok application was generally moderate, with the psychological aspect being the most affected due to using the same application. The study revealed statistically significant differences attributed to the variables of gender, age, and hours spent using the TikTok application

INTRODUCTION

Social media platforms have a significant impact on the lives of individuals and communities, as the use of social media has become one of the main factors shaping our digital identity and influencing our social interactions.

The widespread availability of the internet around the world has enabled millions of users to access information in a standardized manner within just a few seconds, and to exchange knowledge and experiences with ease—making the world feel like a small village. Social networking sites such as TikTok, Facebook, YouTube, Twitter, and others connect millions of users, transcending barriers such as age, gender, profession, or nationality. What unites them is their shared interests, which makes the youth demographic particularly more engaged and exposed to these platforms. Shawareb, (2024).

The TikTok application stands as one of the most prominent platforms today, evident from its vast user base worldwide. According to statistics compiled by the Tik Tok company, there are one billion active monthly users of the application, and it has been downloaded over three billion times on smartphones in under four years (Dean, 2023). These numbers underscore the application's significant influence. Additionally, the figures also indicate that (Generation Z) dominates the majority of users of this application, as the application allows them to express themselves in a more creative way from their point of view, which attracts the majority of young people to this application. The content on TikTok spans diverse topics, with entertainment-related content leading to an astonishing 535 billion views, followed by dance content with 181 billion views. These impressive numbers highlight the substantial impact that the TikTok application exerts. (Udescu, 2023).

"Social media plays an important role in our daily lives, as it contributes to influencing social events and general behaviors, having significantly impacted people's beliefs, which has made it an essential element in society. Al-ghizzawi, et al (2023) The uses of the TikTok application are numerous, starting from creating video content to disseminating information or news, or even it can be a place to earn money. However, like any other application, its use can be positive or negative depending on the method and duration of its use. Many children, adolescents, and even adults use TikTok to share, find the latest information, or use it only for entertainment, and excessive or unwise use for long hours leads to negative effects that harm users (Maulida, et al., 2022).

The young population uses social media as a space through which they can explore their self-identity. It provides teenagers and young individuals with opportunities for social interaction with others and self-identity. Through their activities on these platforms, young people tend to develop part of their own self-concept, as a result, social media, including TikTok, has become a significant contributor and influencer in shaping the self-concept of adolescents. Despite the numerous benefits of social media, it's important to note that there are potential risks associated with their use, particularly for younger individuals. Excessive use of social media can lead to addiction, cyberbullying, online harassment, and exposure to inappropriate content, especially concerning the younger demographic (Oktarini et al., 2022).

The results of a study conducted by Mohammad et al. (2023) confirmed that the most significant motivations for TikTok users include the desire to escape from reality, pass time, and seek entertainment. Users are incentivized to participate on the platform through opportunities it provides for amusement, social interaction, self-expression, and creativity. Similarly, the study's findings indicate that TikTok significantly impacts individuals' religious beliefs and thoughts. This platform contributes to the adoption of thought patterns and habits that may not align with religious and conservative communities.

Several aspects contribute to the exacerbation of mental health issues among younger people who use the TikTok application. The teenage brain, particularly the prefrontal cortex responsible for regulating thoughts, actions, and emotions, hasn't fully developed in individuals under the age of 24 to 26. Naturally, unmonitored exposure to applications, including TikTok, lacking proper controls and guidelines, can render young people susceptible to mental health problems such as anxiety, depression, low self-esteem, feelings of inadequacy, increased self-harm tendencies, and more. Complications escalate further with the lack of trust and communication between adolescents and their families or educators (Bahnweg & Omar, 2023).

Al-Tahitah et al. (2023) indicated that individuals' use of social media is influenced by a range of psychological and behavioral factors, such as perceived benefits, self-confidence in using the platforms, and the influence of friends and society. These factors play a key role in shaping users' attitudes and their intention to engage with digital platforms. The study also highlights that social media use goes beyond educational purposes, encompassing social interaction and personal motivations. When applying these findings to TikTok, we can better understand how Generation Z in Jordan may be influenced by these same factors. If they find the app useful, feel confident using it, and see others around them engaging with it, their motivation to use TikTok increases—potentially impacting their overall life satisfaction.

Life Satisfaction

The concept of life satisfaction is a key indicator of mental health and is positively correlated with a wide range of personal, psychological, behavioral, social, and relational outcomes. Considering various definitions of life satisfaction, Buetell (2006) defines it as a comprehensive assessment of feelings and attitudes about an individual's life during a specific timeframe, ranging from negative to positive. On the other hand, Veenhoven et al. (1996) define life satisfaction as the degree to which a person evaluates their life holistically, either positively or negatively. In other words, it measures how content an individual is with the life they are living.

Several factors contribute to creating life satisfaction among the young population, such as high self-esteem, family cohesion, parental support, positive social interactions, and a good family economic situation (Šarić et al., 2009).

However, in our current era, a new element has emerged: social media, which has become an integral part of most people's daily lives. The TikTok application, particularly, has risen to be one of the most widely used applications today. Undoubtedly, this has an impact on the lives of younger people, given that they are in a stage of growth and development. Currently, scientists and researchers are significantly concerned with studying the impact of social media on adolescents and young people. In a large-scale study aimed to examine the impact of social media platforms on 6,500 children aged 12 to 15 in the United States, the findings revealed that those who spend more than three hours daily on social media platforms might be at a higher risk of mental health problems. Another study conducted in 2019 on more than 12,000 teenagers aged 13 to 16 in England found that using social media more than three times a day predicts poor mental and psychological health and life satisfaction among teenagers (Mayo Clinic, 2022).

Şahin (2017) suggests that individuals who are dissatisfied with their lives are more inclined to use social media. They view these platforms as an escape from their reality, seeking to avoid the feeling of dissatisfaction. Therefore, individuals prefer spending more time on social media to evade this dissatisfaction, therefore, Lack of life satisfaction is the primary driver behind spending extended hours on social media platforms, including TikTok. Moreover, Orben et al. (2019) observed that gender plays a significant role in determining life dissatisfaction among the young population. They found that females are more negatively affected by the use of social media than males. Social media, including TikTok, predicted a slight decrease in life satisfaction for males, while it predicted a more substantial decrease in life satisfaction, especially concerning appearance, for females. (Orben et al. 2019)

Generation Z, often referred to as Gen Z, encompasses individuals born in the late 1990s to the early 2010s. Most researchers agree that Gen Z starts around 1997 and ends around 2012. This generation is considered the first digitally native generation, having grown up during the rise of the internet. Unlike previous generations, most of them don't remember life before smartphones. The way Gen Z interacts with the internet and with each other differs from previous generations, as noted by some reports, Certain reports indicate that Gen Z members are more pragmatic, mature, education-focused, and cautious in their career choices compared to previous generations. Researchers found that they are less likely to engage in alcohol consumption or drive without wearing a seatbelt. This might partly stem from their upbringing by Generation X parents, who were highly concerned about child safety. Another contributing factor could be that Gen Z came of age during the 2007-2009 recession, witnessing financial struggles and job instability in their surroundings. This experience might motivate them to avoid the difficulties faced by previous generations (Eldridge, 2022).

Most of Generation Z are skilled, intelligent, and exceptionally quick in accessing information. They rapidly engage with the waves of information surrounding them. What distinguishes Gen Z the most is their ability to harness technological changes in various aspects of their lives. They naturally utilize technology as seamlessly as breathing. According to statistics, TikTok is currently the most popular and widely used application among Generation Z. This app encourages creativity by allowing users to create content, providing a space for self-expression. Some view it as a platform for learning and information consumption, as well as entertainment. However, there are negative aspects to using this application as well. These include issues such as sexual harassment, the risk of getting caught up in fake news and trends, hate speech that can escalate extremist values among this generation due to algorithmic mechanisms, and cyberbullying, where individuals can either become victims of bullying or engage in such behavior themselves (Oktarini et al., 2022).

Study Problem

Satisfaction on life is important issue affecting human well-being. Many peoples are dissatisfied with their lives, and the complexity of life satisfaction is seen among even those perceived as affluent, healthy, and educated may express dissatisfied. And pepoles lacking financial means or facing health challenges may also experience dissatisfaction. so we can't predict Life satisfaction in light of any situation, it is a deeper concept than can't be easily understood or determined

In this research, we focus on a specific demographic—teens and youth—given the sensitivity of this age group, especially with recent technological advancements, ar tificial intelligence, and the rise of platforms like TikTok, which undoubtedly play a role in shaping life satisfaction, both positively and negatively.

The Arab environment presents unique challenges distinct from Western societies. Many youth in the Arab world contend with poverty, limited job opportunities, educational deficiencies, and the repercussions of violent conflicts in their region or neighboring areas. Consequently, the Arab youth becomes a rich subject of study, with our current research honing in on one particular element: the prevalence and impact of TikTok.

TikTok has witnessed staggering global popularity, with Tridens Technology reporting one billion monthly active users in 2023. The app was downloaded 3.5 billion times in the same year, primarily by Generation Z (ages 9 to 24), with a slight majority of female users at 51%. Users spend an average of 95 minutes on TikTok daily, equivalent to over 6 hours weekly and approximately 26 hours monthly, watching over a billion videos each day. These statistics, though almost incredulous, affirm our hypothesis that TikTok plays a primary role in the psychological state and life satisfaction of the targeted age group, not only in Jordan but across various age demographics.

In Jordan, a small country in the Middle East, TikTok serves as a crucial means of entertainment and catharsis for the youth among challenging circumstances. Therefore, so that , the researchers decided to delve into this topic.

Importance of the Study

This study stands as the first of its kind in Jordan (to the best of the researcher's knowledge), addressing the Generation Z demographic and the impact of TikTok application on their life satisfaction. No prior research has applied these study variables to this specific demographic, making it the first study to examine both the TikTok application and its effect on life satisfaction, the importance in the following aspects

Theoretical Importance

Obtaining information related to understanding the level of life satisfaction among Generation Z in Jordan, where no previous studies have measured the youth's satisfaction of life in the country. This could contribute to providing unprecedented insights in previous research.

Obtaining information regarding the impact of the TikTok application on life satisfaction among Generation Z. This may also contribute to providing new information not found in previous research.

Practical Importance

The results of this study will be valuable in making opportunities for new future researches. Interested principles may use these findings to implement preventive and therapeutical plans for addressing this issue.

Study Questions

Question 1: Does the use of the TikTok application have an impact on life satisfaction among Generation Z in Jordan?

Question 2: Are there differences in life satisfaction based on variables such as gender, age, and hours of usage among Generation Z in Jordan?

METHOD

Participants & Procedures

The study sample was selected using the available purposive sampling method, a type of sample that is deemed appropriate. In this method, samples are chosen from the accessible population for researchers, as these samples are cost-effective and readily available. The researchers opt for these samples simply because of their cost-effectiveness and ease of availability. The study was conducted on 371 youth who agreed to complete the questionnaire. After participants' responses were collected, 38 incomplete questionnaires were excluded. Additionally, 33 responses were eliminated due to the presence of patterned answers. As a result, the final responses were limited to 300 youth.

Table 1 illustrates the distribution of sample individuals based on the variables.

Life Satisfaction Scale

Frequencies	Categories	variable
135	male	Gender
165	female	
100	Less than 20 years	Age
200	More than 20 years	
220	Less than 3 hours	Number of hours in using tiktok
80	More than 3 hours	
300	total	

The scale was designed based on several studies, including Diener et al. (1985), Abdellatif (2022), and Yurkevich (2023). In its initial form, the scale consisted of 30 items, and after extracting reliability and validity for the scale, it was finalized 24 items. The scale was developed for the purposes of this study through the following steps:

The scale was prepared from a series of published studies in peer-reviewed international journals related to life satisfaction.

It was translation by a specialist, all of the item are suitable for the environment to the youth population in Jordan.

A Likert four-point scale was adopted to score the study scale, assigning each item a score among its four options (Strongly Agree, Agree, Disagree, Strongly Disagree), numerically represented as (5,4, 3, 2, 1) respectively.

To judge the responses of the study sample members, the study tool, the scoring criterion was adopted according to the following equation Class length = maximum (5) - minimum (1) / number of levels (3)

Table 2. Means cut off score

values	1-2.33	2.34- 3.67	3.68-5
Rating degree	low	Moderate	High

Scale Validity

The scale was prepared to be suitable for the Jordanian environment, and in this context, the scale developed, including its applicability to youth in general. The validity indicators for the scale were determined using two way: content validity and construct validity.

Content Validity

The scale, translated and adapted form for the Jordanian environment, was presented to 10 university professors from Jordanian universities (Clinical Psychology and Counseling departments), and assess the suitability for the language of the item. Finally we follow the feedback and the notes of the expert professor to improve the scale, which contains delete 6 item and so that the scale began consisted of 24 item

Construct Validity

To extract indications of construct validity for the scale, correlation coefficients were computed between each item and the total score, each item and its related domain, and among the domains themselves and the total score. This was done in a survey sample outside the study sample, consisting of (25) individuals. The correlation coefficients ranged between (0.49-0.82) for item-tool relationships and (0.44-0.86) for item-domain relationships. The following table illustrates these relationships .

Table 3 Correlation coefficients between the item, the total score, and the field to which it belongs.

Correlation coefficient with the total degree	Correlation coefficient with the Dimension	item	Correlation coefficient with the total degree	Correlation coefficient with the Dimension	item	Correlation coefficient with the total degree	Correlation coefficient with the Dimension	item
.55**	.44**	17	.49*	.58**	9	.69**	.64**	1
.59**	.67**	18	.58**	.76**	10	.68**	.64**	2
.58**	.64**	19	.76**	.73**	11	.63**	.73**	3
.53**	.59**	20	.75**	.80**	12	.55**	.71**	4
.62**	.83**	21	.70**	.86**	13	.59**	.75**	5
.63**	.78**	22	.70**	.76**	14	.50*	.74**	6
.66**	.81**	23	.82**	.81**	15	.57**	.75**	7
.62**	.78**	24	.82**	.82**	16	.70**	.67**	8

**Statistically significant at the significance level (0.01)

Table 3, shows that the values of the correlation coefficients with the dimension ranged between 0.44 and 0.86, while the correlation coefficients with the total degree ranged between 0.49 and 0.82 which are statistically significant and are acceptable values for conducting this study. Which are statistically significant and are acceptable values for conducting this study.

Table 4 Correlation coefficients between the Dimension.

total	Satisfaction on psychological aspect	Satisfaction on social aspect	Satisfaction on self	
			1	Satisfaction on self
		1	.697**	Satisfaction on social aspect
	1	.744**	.618**	Satisfaction on psychological aspect
1	.905**	.888**	.870**	total

Table (4) shows that the values of the correlation coefficients between the domains ranged between (0.618-0.744), and the correlation coefficients between the domains and the total score ranged between (0.870-0.905), which are statistically significant and are acceptable values for conducting this study

Reliability of the Satisfaction on Life Scale

To ensure the stability of the study tool, it was verified using the test-retest method by applying the scale and re-applying it after two weeks to a group of 20 outside the study sample, and then the Pearson correlation coefficient was calculated between their estimates both times. The reliability coefficient was also calculated using the internal consistency method according to the Cronbach Alpha equation.

Table 5 Cronbach's alpha internal consistency coefficient and test-retest reliability of the fields and the total score

Cronbach Alpha	Test-retest	Field
0.71	0.80	Satisfaction on self
0.79	0.82	Satisfaction on social aspect
0.80	0.85	Satisfaction on psychological aspect
0.84	0.89	total

Table 5, shows that the reliability Cronbach Alpha coefficients for the dimensions ranged between 0.71 and 0.80, Average overall score (0.84) and reliability Test-retest coefficients the dimensions ranged between 0.80 and 0.85, Average overall score (0.89)

RESULTS AND DISCUSSION

Question 1: Is there an impact of using the TikTok application on life satisfaction among Generation Z in Jordan? To answer this question means and standard deviations were computed for the impact of using the TikTok application on life satisfaction among Generation Z in Jordan. Table (6) below illustrates this.

Table (6) The means and standard deviations for the impact of using the TikTok application on life satisfaction among Generation Z in Jordan are listed in descending order based on the means.

Rank	Figure	Domain	Means	STD	Level
1	3	Satisfaction with the psychological aspect	2.90	0.41	Moderate
2	1	Self-satisfaction	2.70	0.06	Moderate
3	2	Social satisfaction	2.60	0.82	Moderate
		Total Grade	2.76	0.42	Moderate

Table (6) reveals that the mean scores ranged from (2.60-2.90). The domain of satisfaction with the psychological aspect ranked first with the highest mean score of (2.90), while the domain of satisfaction with the social aspect ranked last with a mean score of (2.60). The overall mean score for the effect of using the TikTok application on life satisfaction among Generation Z in Jordan was (2.76).

The study results reveal that satisfaction with the psychological aspect is the most affected aspect among adolescents. This finding is consistent with many previous studies that have confirmed that anxiety, depression, dissatisfaction with body image, and sleep disturbances are prominent psychological issues that can arise as a result of using the TikTok application. This can be attributed to several factors, one of which is that spending time-consuming content that primarily focuses on showcasing only the positive aspects of individuals' lives can lead viewers, especially those at a young age, to feel that there is something lacking or missing in their own lives compared to what others display in their content. This negative comparison effect can have a detrimental impact on the psychological well-being of adolescents.

Additionally, TikTok content often emphasizes creating filters that enhance the appearance of content creators, presenting them in a much more aesthetically pleasing manner than in reality. This can contribute to teenagers feeling dissatisfied with their own appearance. Moreover, a significant portion of users on the platform, including adolescents below the age of 18, have gained substantial wealth through the application at a young age. This achievement, coupled with their youth, may lead young individuals to feel inadequate, unsuccessful, and undervalued in their lives, all the above factors leading to decreased life satisfaction among this age group. The study results also indicated that the aspect of self-satisfaction received a mean score lower than that of

psychological satisfaction. This result can be viewed as both positive and negative simultaneously. Based on the responses, the questionnaire items demonstrated a moderate impact on most of them. This implies that TikTok's usage did not significantly elevate self-satisfaction among individuals. This result can be explained by the fact that those who already possess self-satisfaction might not be substantially influenced by TikTok content in terms of their self-esteem. Even if an effect exists, it would likely be minor. The substantial impact would primarily be on individuals who lack self-satisfaction, regardless of their usage of various applications.

Furthermore, we can also interpret the results by considering the contradictory nature of the content on TikTok. Not all content promotes dissatisfaction with oneself; there are contents that encourage self-satisfaction. Humorous and entertaining content exists alongside with the part of the TikTok platform that encourages supporting other users in a specific manner, generating positive feelings and self-satisfaction when helping fellow users. Additionally, TikTok has become a platform for self-expression among teenagers. Moreover, it is noteworthy that TikTok allows some users to earn money, which can enhance their self-satisfaction. Also, the impact of positive comments and the number of likes on attractive content cannot be disregarded. This implies that the application does not exert a significantly negative influence on self-esteem, which is a positive aspect.

On the other hand, the results also indicated a moderate negative impact of the application, meaning that there is a negative influence on self-esteem even if it's not severe. Since it negatively impacts psychological well-being, causing anxiety, depression, sleep problems, and body image issues, this implies an impact on self-satisfaction. However, to firmly conclude that it has a negative impact, several variables need to converge, such as prolonged screen time, exposure to violent and extremist content, lack of parental and adult supervision, absence of TikTok usage guidelines, and many other significant factors that we should not underestimate.

As for the social aspect, the results indicated that most of the study participants pointed out that the application did not have a significant impact on their social lives. We can explain this outcome by the fact that electronic applications, in general, have become an integral part of Generation Z's lives, their presence has become normalized, just like how previous generations spent time watching television, the current generation spends their time on applications. Each generation has its own ways and means of entertainment that do not necessarily have a significant impact on the social aspect, except when misused. Additionally, we can say that social patterns and interactions evolve from one generation to another. What is considered social in today's context might not be the same for an older generation. There are variables that play a bigger role in the impact of applications on the social aspect, such as the number of hours spent using them. Someone who spends one or two hours on TikTok is not in the same situation as someone who spends seven hours, and so on.

This result can also be interpreted positively, as an application that significantly impacts the social aspect is often considered a risky app. Such a significant impact on the social aspect was not evident in the findings of this study nor in the results of many previous studies that have been examined. The outcome of this study aligns with the findings of Oktarini et al. (2022), which indicated that TikTok fosters self-concept development and self-expression among teenagers. Similarly, the results are in line with the findings of Bahnweg & Omar (2023), which pointed out that electronic applications, including TikTok, can lead to anxiety, depression, and psychological issues due to incomplete brain development and emotional regulation in teenagers.

Question 2: Are there statistically significant differences ($\alpha = 0.05$) in the impact of using the TikTok application on life satisfaction among Generation Z in Jordan based on the variables of gender, age, and the number of hours spent on TikTok?

To address this question, mean scores and standard deviations were calculated for the impact of using the TikTok application on life satisfaction among Generation Z in Jordan, based on the variables of gender, age, and the number of hours spent on TikTok. The results are presented in Table (7) below:

Table (7) The mean scores and standard deviations for the impact of using the TikTok application on life satisfaction among Generation Z in Jordan, based on the variables of gender, educational level, and the number of hours spent on TikTok

		Means	STD
Gender	male	2.29	0.23
	female	2.80	0.62
Age	20 years or less	2.88	0.43
	More than twenty years	2.44	0.42
Number of hours spent on TikTok	3 hours or less	2.57	0.69
	More than 3 hours	3.07	0.16

Table (7) demonstrates apparent variations in the means and standard deviations of the impact of using the TikTok application on life satisfaction among Generation Z in Jordan due to differences in gender, age, and the number of hours spent on the TikTok application. To determine the statistical significance of the differences between the means, a three-way Analysis of Variance (ANOVA) was employed, as shown in Table (8)

Table 8 Three-way Analysis of Variance (ANOVA) was conducted to examine the effect of gender, age, and the number of hours spent on the TikTok application on life satisfaction among Generation Z in Jordan.

Source of variation	Sum of squares	Degrees of freedom	Mean squared	F	Statistical significance
Gender	2.009	1	2.009	41.854	.001
Age	1.496	1	1.496	31.166	.005
Number of hours spent on TikTok	1.473	1	1.473	30.687	.005
Error	14.289	296	0.048		
Total	22.325	299			

Table (8) illustrates the following:

- There are statistically significant differences ($\alpha = 0.05$) attributed to the effect of gender, with a P-value of 41.845 and a statistical significance of 0.001. The differences were in favor of females.
- There are statistically significant differences ($\alpha = 0.05$) attributed to the effect of age, with a P-value of 31.166 and a statistical significance of 0.005. The differences were in favor of individuals aged twenty years or less.
- There are statistically significant differences ($\alpha = 0.05$) attributed to the effect of the number of hours spent on the TikTok application, with a P-value of 30.687 and a statistical significance of 0.005. The differences were in favor of those spending more than 3 hours.

The results revealed statistically significant differences attributed to the effect of gender, indicating that females are more influenced by the TikTok application compared to males and perceive higher life satisfaction. This result can be attributed to the fact that in Arab culture, females often spend more time indoors without significant activities, making them more inclined to use TikTok. On the other hand, males are generally more open to external social experiences. This suggests that females have found a primary source of entertainment, enjoyment, and laughter in electronic applications like TikTok, serving as their main means of leisure and amusement. Furthermore, we can add that presenting content related to fashion, food, and female-oriented interests is crucial in enhancing satisfaction among females more than males. TikTok can be seen as a social platform that caters to females, providing them with a space for communication and self-expression. Many teenage girls and young women have become content creators on TikTok, positioning themselves as leaders in creating and sharing content. Therefore, it can be argued that this application has offered them a realm of creativity, freedom, and a means to connect with the world.

The results also revealed statistically significant differences attributed to the effect of age. Specifically, younger individuals under the age of twenty exhibited a greater impact of TikTok on their life satisfaction compared to those who were older. This suggests that the communication and self-expression patterns among teenagers align seamlessly with TikTok's operational mechanism and its content. The inherent nature of Generation Z teenagers leans towards creativity and adept usage of applications, which distinguishes them from older individuals. Consequently, this platform provides them with a space for innovation, self-expression, and the creation of a unique identity. As a result, TikTok has a positive influence on them, as they perceive it as an integral part of their self-concept and an important element of their lives. For them, TikTok is not just a source of entertainment and learning, but also a means for personal expression, self-discovery, and growth.

The study results also revealed an effect attributed to the variable of the number of hours spent using the TikTok application. Those who used the TikTok application for more than three hours displayed a higher level of self-satisfaction. This result can be explained by considering that teenagers and young individuals in their early ages usually have a significant amount of leisure time, unlike older individuals who might be graduating and getting married. Therefore, teenagers expressed their enjoyment in spending three hours on the TikTok application. They find pleasure in the content presented on the platform. Additionally, there are many content creators among them. Spending extended periods of time, even more than three hours, is considered normal and acceptable, especially with features like live streaming, which often involves broadcasting for hours or even an entire day to earn money, is common. Hence, the application captures the users' time due to the high level of enjoyment experienced by both content creators and viewers. Spending three hours on the platform is considered acceptable and was positively expressed by teenagers.

CONCLUSIONS AND RECOMMENDATIONS

The current study examined the impact of TikTok application on life satisfaction among Generation Z in Jordan. The new aspects of this research include the Generation Z variable, life satisfaction variable, and the Jordanian society, which has not been studied before. We conducted this study because these variables had not been addressed previously, and with the widespread popularity of TikTok among the youth, we felt the need to investigate this phenomenon.

The study results indicated that psychological factors had the most significant influence on the effects of TikTok on life satisfaction among Jordanian youth. TikTok application proved to affect the psychological well-being of the majority of the sample, as expected. Previous studies also confirmed that TikTok usage increases anxiety, depression, and eating disorders among the younger age group.

The researchers recommend the necessity of awareness campaigns, especially in schools and universities, regarding the impact of TikTok on younger individuals. There is also a need to study and filter the content shared on TikTok, with a focus on raising awareness among parents on how to monitor the application's content. The primary focus should be on families and parental education. Additionally, researchers interested in technological matters are advised to design programs and applications for children under the age of 18 to ensure the safety of their exposure to digital content.

Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Ethics Statement

This research adheres to the highest ethical standards and principles. All aspects of this study involving human subjects have been conducted in accordance with the humanitarian and Scientific and are in full compliance with applicable laws and regulations.

Informed consent was obtained from all participants, and their confidentiality and anonymity have been rigorously preserved. Any potential conflicts of interest have been disclosed and managed appropriately. This study respects the principles of fairness, respect, and integrity in research.

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