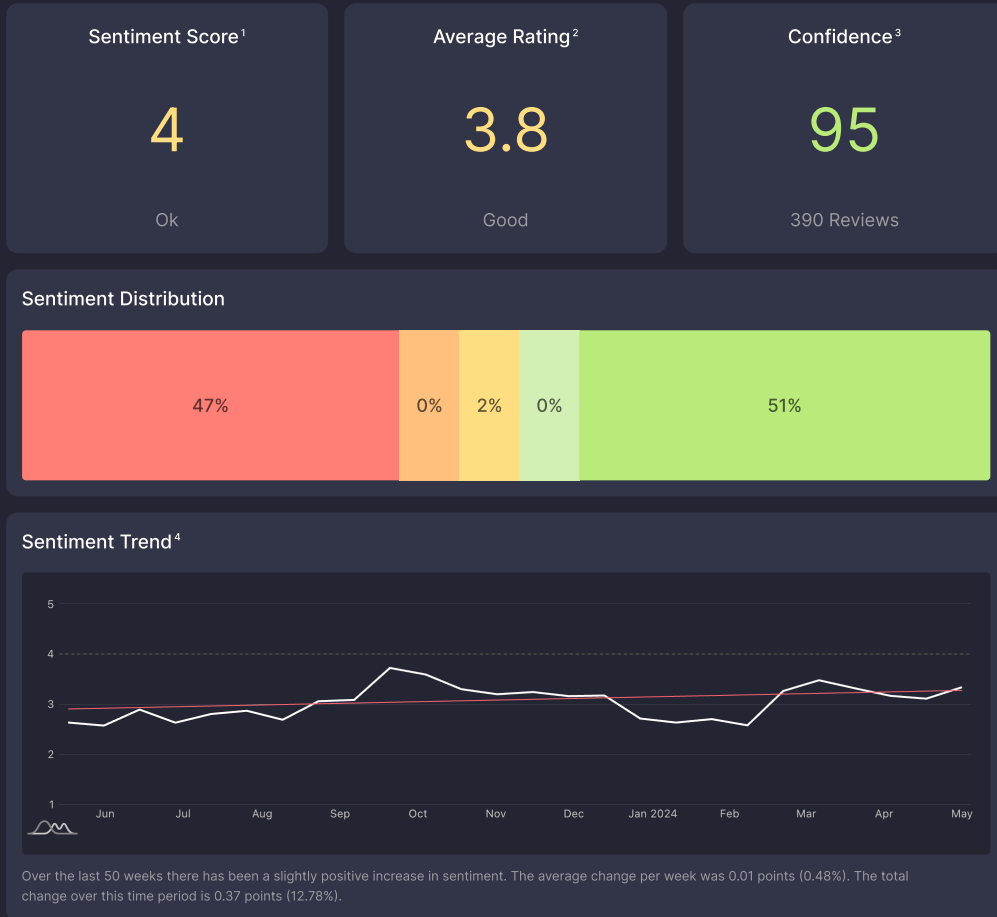## Executive Summary

Users are split on TikTok: while many love its global connectivity, creativity, and diverse content, a significant portion strongly criticize its algorithms, excessive ads, and poor customer support. Calls for better moderation and clearer guidelines are common across the spectrum.
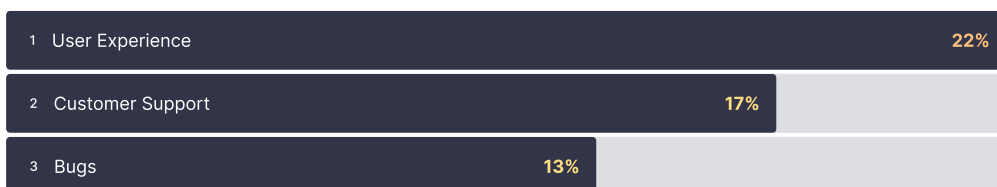
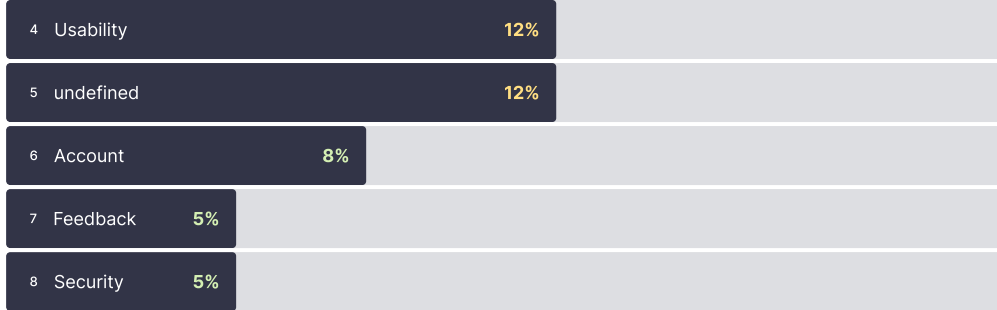| Sentiment Score[1]	Average Rating[2]	Confidence[3]
4	**3.8**	**95**
Ok	Good	390 Reviews

Sentiment Distribution

47%	0%	2%	0%	51%

Sentiment Trend[4]

Over the last 50 weeks there has been a slightly positive increase in sentiment. The average change per week was 0.01 points (0.48%). The total change over this time period is 0.37 points (12.78%).

What Customers' Love The Most

Aggregated across all the reviews analayzed

1	Engaging and entertaining content
2	Ability to discover new things and learn
3	Community interaction and connections
4	Community engagement and fun content
5	User-friendly and intuitive app design

Most mentioned issues

The most frequently mentioned negative issues users face when using the app

1	User Experience	22%
2	Customer Support	17%
3	Bugs	13%

4	Usability	12%
5	undefined	12%
6	Account	8%
7	Feedback	5%
8	Security	5%

Sentiment Summary

Very Negative 46.9%

Users express strong dissatisfaction with TikTok's algorithms, pushing irrelevant content, promoting pay-to-be-seen tactics, inconsistent moderation, multiple account bans without clear reasons, ineffective appeals process, excessive ads disrupting user experience, declining livestream quality, shadow banning, and lack of real customer support.

Issues

1	Issues with following accounts
2	Profile pic and bio upload errors
3	Limited discovery of new content
4	Community guidelines enforcement inconsistency
5	Autobans and warnings based on automated systems
6	Excessive ads impacting user experience
7	Quality issues with live streams and lack of appeal process for bans
8	Algorithm pushing content to unwanted audiences
9	Ineffective spam and fake account detection
10	Unjustified account bans/suspensions

Customer Quotes

"My time on this app is most likely going to end soon. It's becoming like the rest. A boring, growth-stunting, cesspool."

"TikTok has undoubtedly been the most toxic and infuriating social media app I have ever used."

"Today is the worst day of my entire existence. TikTok suspended my account. FOR NO REASON!!"

"As much as I like TikTok until something is done about this bull, I will keep a one-star rating..."

Sentiment Summary

Neutral 2.1%

Users express frustration with algorithm changes affecting content variety, update frequency, and UI adjustments. Concerns include inaccurate search results, ineffective blocking/reporting features, and sudden content removals. Improved communication, account security, and content moderation are requested for a better user experience.

Issues

1	Lack of control over comment history
2	Frequent unnecessary updates
3	Inaccurate search results
4	Inconsistent enforcement of guidelines
5	Age verification issues
6	Algorithm prioritizes single interests
7	Ineffective block and report system

8	Removal of essential features
9	Ineffective appeal process for account issues
10	Unfair content moderation

Customer Quotes

"The app is constantly getting unnecessary updates, like changing where buttons are and stuff like that."

"Also, I wish (like with your watch history) you could have a select all button and delete all your comment history."

"When we get a new phone number and no longer have access to our old number, you can't change it to your new one. A lot of creators are having this exact same problem."

"Sometimes your calling people out on abuse is based solely on the actual reviewers political views."

Sentiment Summary

Very Positive 50.8%

Users express their love for TikTok due to its global connectivity, creative freedom, ease of use, and diverse content. They appreciate the platform for bringing joy, connection, creativity, and education. Some feedback includes requests for clearer guidelines and search improvements.

Issues

1	Restrictions on User Interaction Rates
2	Censorship and Content Muting
3	Lack of Clear Guidelines for Content Creation
4	Limitation on Music Video Length
5	View and Like Engagement Issues
6	Search Functionality and Recommendation Accuracy
7	Algorithm Bias and Content Rejection

Customer Quotes

"TikTok is an incredible app that provides an unparalleled outlet for creative expression and a platform to connect with like-minded individuals. As someone who loves to create content and connect with people from all over the world, I can confidently say that TikTok is one of the best apps out there."

"I honestly love TikTok, its features like videos, likes, comments, shares, chatting, etc. I've been having TikTok for about 2 years now, and I really don't have anything bad to say about this app! When the pandemic started, I really was bored and had nothing to do. Until I downloaded it, and I was having fun, it just brings so many memories with me."

"TikTok is easy to use; I don't have any trouble with it like I do Facebook. It's not censored like Instagram or Snapchat. TikTok is the last bastion of free speech; please do not get rid of it. I'm 78 years old, and even I use TikTok, Facebook, and Instagram, so in the name of free speech, do not get rid of TikTok!"

"TikTok has become my new favorite, providing me with enjoyment instead of TV. There might be a few unfair aspects, but overall, it offers entertainment we can all enjoy. Share the joy of TikTok, spread laughter, inspiration, and creativity with every video you share. We're thrilled to have you as part of our vibrant community. Happy TikToking!"

Footnotes

1 Sentiment scores range from -100 to +100 and reflect the overall customer sentiment towards the app given the available data used in the analysis.

2 Average Rating represents the mean of all user ratings for the app over the past 12 months, on a scale from 1 to 5.

3 The confidence score indicates the statistical reliability of user feedback based on established survey techniques.

4 Analyzed using an Exponential Moving Average (EMA) over the past 12 months.