

Abstract

According to Hootsuite website from April 2023, TikTok, described by some as “Social Media 3.0,” is currently the fastest growing social network with a total of over 1 billion daily active users throughout the world and more than 1 million active users in the Czech Republic (McLachlan, 2023).

Czech *TikTok* users and the content they consume are still relatively unexplored areas academically, even given the relatively recent emergence of the platform. Therefore, the aim of this thesis is to map the ways in which Czech users interact with *TikTok* and the types of content they are shown through the analysis of video screen content. At the same time, it is also to dive into certain behavioural patterns and suggest a typology of this content, time spent in the application or a to compare interactions based on the gender of the respondents.

Keywords

TikTok, Interaction, Social Media, Content, Video Content, For You Feed