

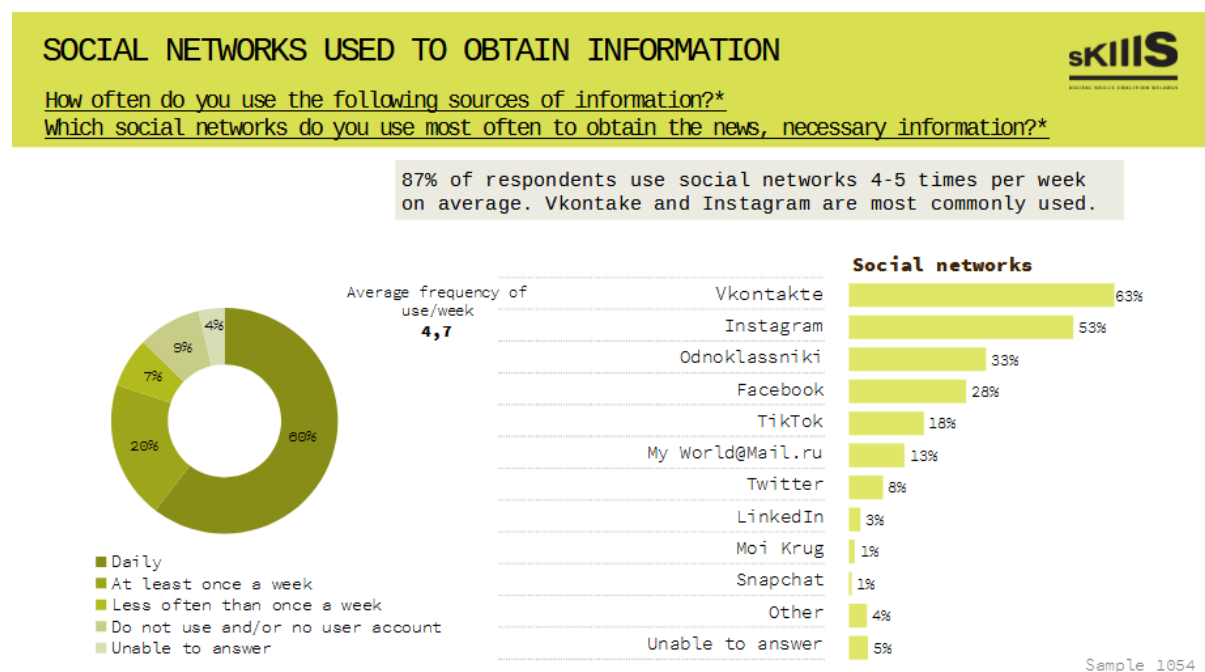
TikTok Audience in Belarus

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According to the study "[Media Consumption and Media Literacy in Belarus in August 2021](#)", in August 2021 Belarusian Internet audience aged 18-74 used the TikTok social network to obtain information - 18% of respondents were doing so.

Socio-demographic characteristics of the Internet audience of the growing Chinese social network.



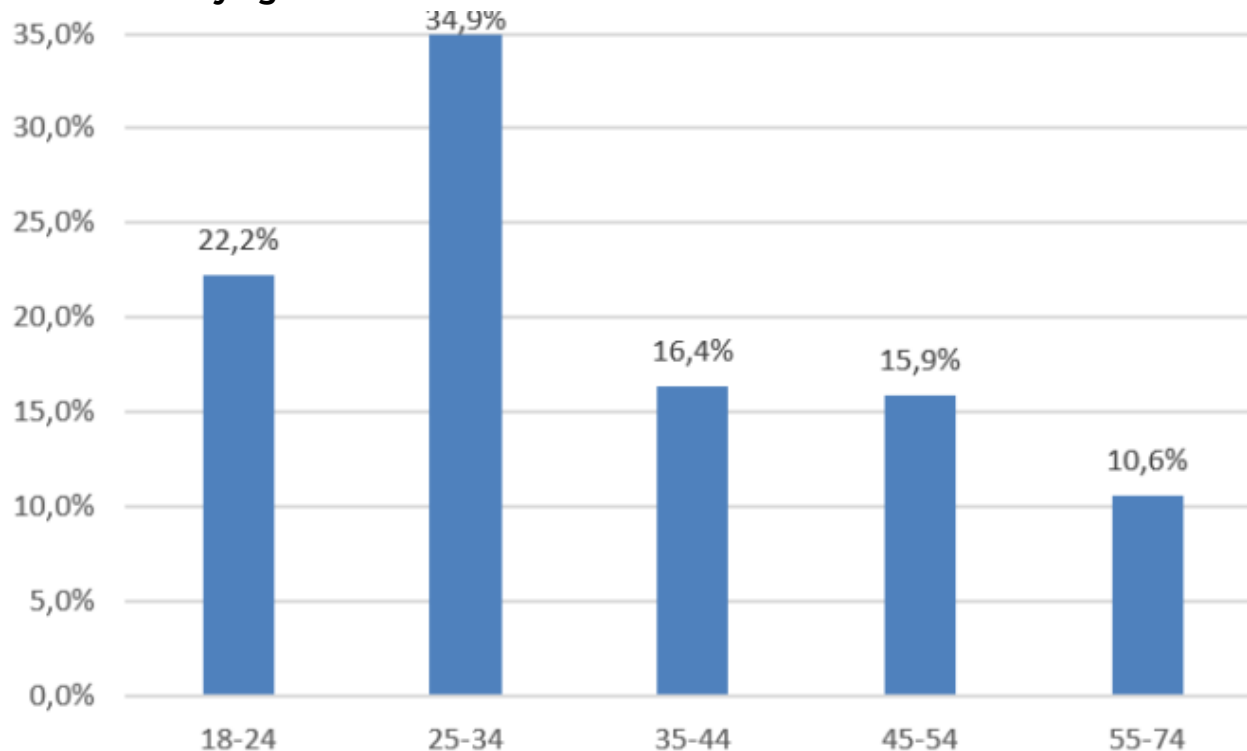
Distribution by gender:

Men - 37.8%

Women - 62.2%

Men make up 14.9% of the total male audience that uses social networks to obtain information. For the female audience that number is 20.3%.

Distribution by age:



Or as a percentage of all respondents who took part in the study:

18-24 years - 25.9%

25-34 years - 21.6%

35-44 years - 12.1%

45-54 years - 19%

55-74 years - 11.6%

First of all, it should be noted that a quarter of the young audience (18-24) call TikTok a source of information. It is necessary to work with this fact more carefully and in detail.

Distribution by education:

Incomplete secondary - 33%

Complete secondary - 20%

Secondary specialized - 22%

Incomplete higher - 21%

Higher (Bachelors, Specialist, Masters, academic degree) - 16%.

Education correlates with age. We arrive at a second serious figure: a third of people with incomplete secondary education, the absolute majority of whom are schoolchildren, obtain information from TikTok.

62% of TikTokers think people are wary of getting vaccinated against COVID-19 for fear of side effects

Regional distribution:

Brest region - 23%

Vitebsk region - 17%

Gomel region - 17%

Grodno region - 14%

Minsk region - 16%

Minsk - 29%

Mogilev region - 19%.

Minsk is close to constituting a third of the audience!

Now let's look at behavioral characteristics.

Let's begin:

From which sources do you most often obtain the news, necessary information?

Social networks - 71.8%

Internet websites/Internet media - 70.6%

Telegram channels and other messengers - 41.0%

Conversations with relatives, friends, acquaintances - 40.4%

Television - 31.4%

Forums, blogs - 17.0%

Print media (newspapers, magazines) - 5.9%

Radio - 6.4%

Social networks and websites are of course the leading sources of information.

Another important figure is that the popularity of telegram channels and messengers as a source of information is significantly inferior to leaders.

Which TV channels do you use most often in order to obtain the news, necessary information?

Russian TV channels - 58.9%

Belarusian national TV channels - 48.4%

International TV channels - 46.5%

Belarusian regional TV channels - 21.7%

This is a sad story - you can see the large lead that Russian TV channels have. Belarusian television, both national and regional, is unable to offer interesting content to Belarusian tiktokers.

Which news sites do you use most often in order to obtain the news, necessary information?

International news sites - 65.9%

Belarusian news sites - 55.8%

Russian news sites - 55.2%

Here we also see a fact that is alarming for the Belarusian media ecosystem, both regarding the use of international news sources and Russian ones.

Which social networks do you use most often in order to find out news, necessary information?

Instagram.com - 76.6%

Vk.com - 75.0%

Odnoklassniki - 39.4%

Facebook.com - 25.0%

We assume that this is an unexpected result for many, but Instagram is the most important source of news information for tiktokers, even surpassing Vk.com, not to mention the "old school" Facebook.

Which messengers do you use most often to find out the news, the necessary information?

Viber - 73.7%

Telegram - 69.2%

WhatsApp - 29.5%

Facebook messenger - 14.7%

It's an amazing fact that despite the youth of the audience, Viber is in the lead. The low figure for Facebook messenger is easily explained: it is just a channel for direct communication between users, and not a source of information.

Are there any sources of information that you trust more than others? And if so, which?

Internet sites/Internet media - 37.2%

Social networks - 30.9%

Telegram channels and other instant messengers - 26.1%

Conversations with relatives, friends, acquaintances - 20.2%

There are no sources of information that I trust more than the rest - 19.3%

Forums, blogs - 11.2%

Television - 12.2%

Print press (newspapers, magazines) - 2.1%

Radio - 1.6%

Don't know - 13.3%

Fifth of respondents does not trust any source of information! Virtually zero trust in traditional (non-electronic) information sources.

Do you get the feeling that the media / media are deceiving you?

Very often / constantly - 25.5%

Often - 26.6%

Sometimes - 31.9%

That is, in total, 84% believe that the mass media are lying. A sad result.

Based on your experience, where are you most likely to come across fake news?

Television - 60.1%

Print press (newspapers, magazines) - 42.6%

Social networks - 39.9%

Internet sites/Internet media - 36.7%

Telegram channels and other messengers - 30.3%

Radio - 29.8%

Discussion Boards - 25.0%

Conversations with relatives, friends, acquaintances - 14.4%

Unable to answer - 8.5%

Another striking result, what surprises here is not that people expect unreliable information (fake news) from television (60.1%), but the opinion that conversations with relatives, friends, acquaintances, the so-called "word of mouth" is the information source from which false information is least expected. Such is this new, surprising world 😊

The general idea is that the audience of TikTok users who use this social network to obtain information is so significant - in some target groups it reaches 33% - that it can no longer be ignored when preparing a mediastrategy for media channel use.

This publication was prepared by the Baltic Internet Policy Initiative.