Social media during social distancing. The case of TikTok.

The influence of gender traits on TikTok use during the global pandemic (COVID-19) and ultimately on well-being.

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ABSTRACT

During the concurring global COVID-19 pandemic, an increase in social media use has been reported. It has remained a question without a conclusive answer how different uses of social media during this period influences well-being. Until recently, research on the effect of social media use on well-being during the COVID-19 pandemic has focused mainly on biological sex. The present study sought to contribute to the existing literature regarding this phenomenon by studying gender traits, which compose one's personality, as valuable predictor for different uses of media during the COVID-19 pandemic. To examine different uses of media, this research focuses on the use of TikTok specifically. Biological gender and gender traits are examined to investigate how this influences' coping and escapism strategies using TikTok, and how this ultimately influences the users' well-being. The study addressed the following research question: To what extent do biological gender and gender traits influence coping and escapism strategies, how does this influence TikTok use and how does this ultimately influence the users' well-being? To answer this research question, a quantitative survey was used among an international sample of TikTok users (N = 354). Results showed that gender traits influenced all variables under study, except for TikTok use in hours. Findings thus confirmed that gender traits add significant predictive value when analysing the motivations to use social media. Results of this research also revealed that regardless of one's age, during the COVID-19 pandemic, negative masculine traits and problem-focused coping, positively influenced well-being. Contrary to expected, escapism had no significant impact on well-being. Moreover, this study showed that for those who belong to Generation Z, a discontinuance intention for social media during the COVID-19 pandemic was possibly experienced. The study also demonstrated that for this specific group, using TikTok for the purpose of emotion-focused coping negatively influenced well-being. In conclusion, this research proposes several reassurances and warnings for different uses of TikTok during the COVID-19 pandemic. To improve well being during the COVID-19 pandemic or other following crises, future research should examine these different uses of TikTok and its influence on well-being for other social media platforms.

KEYWORDS: COVID-19, Social Media Use, TikTok, Gender Traits, Well-Being.

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Chapter 1. Introduction

The concurring global pandemic of COVID-19, caused by the coronavirus (SARS-COV-19), significantly impacts our day-to-day life (Haleem, Javaid & Vaishya, 2020). To inhibit the growth of the coronavirus, some of the restrictions for the public implemented by the government were that people should 'stay home' and keep 'social distance'. As a result of these government implemented policies, social interaction became harder (Singh, Dixit & Joshi, 2020), and for many people, face-to-face communication reduced (Masciantonio, Bourguignon, Bouchat, Balty & Rimé, 2021; Zhao & Zhou, 2021). While the full impact on well-being of the preventive measures of COVID-19 is yet to be known, several studies have already highlighted the harmful effects of the prolonged period of social isolation (Cauberghe, Van Wesenbeeck, De Jans, Hudders & Ponnet, 2021; Fegert, Vitiello, Plener & Clemens, 2020). As social media allows people to interact socially, share ideas, form relationships, and create a social image online (Kietzmann et al., 2011) while being physically distant, it is interesting to examine the use of social media during the COVID-19 pandemic.

Social media provides people with a platform to remain socially connected (Singh et al., 2020). To maintain social connections, people spent more time online during the COVID-19 pandemic (Zhao & Zhou, 2021). Apart from social practices, a transition from offline to online was made, including remote working and remote learning (Singh et al., 2020; Zhao & Zhou, 2021). Many people spent an increased time on social media to satisfy the need for disaster-related information and as a source for updating information on COVID-19 (Bridgman et al., 2020; Cinelli et al., 2020; Koeze & Popper, 2020). As a result of the COVID-19 pandemic, the use of social media significantly increased across all major platforms across the globe (Business Insider, 2021).

Even before the spread of the COVID-19 pandemic and the government-imposed restrictions, high social media and internet use has been reported among adolescents (Kircaburun & Griffiths, 2018). Several scholars have pointed to the adverse effects of intensive social media use on well-being (Fardouly & Vartanian, 2015; Lin et al., 2016; Sagioglou & Greitemeyer, 2014). Multiple studies have linked anxiety and depression to internet addiction (Tian, Qin, Cao & Gao, 2020; Yao & Zhong, 2014; Wong et al., 2020). For example, Yao and Zhong (2014) have argued that unhealthy internet use increases loneliness. A more recent study has shown that internet addiction is associated with decreased self-esteem and life satisfaction (Blachnio, Przepiorka, Benvenuti, Mazzoni, & Seidman, 2018). Considering that several studies have highlighted the harmful effects of social media use on well-being, the increased usage of social media during the COVID-19 pandemic becomes alarming.

In the existing literature, most research regarding problematic media usage has focused on biological gender (Aparicio-Martínez et al., 2020; Chen et al., 2017; Tifferet & Vilnai-Yavetz, 2014; Weiser, 2000; Ye, Hashim, Baghirov & Murphy, 2017). In numerous studies, problematic use of social media tends to be linked to women (Amez, Vujić, Soffers & Baert, 2020; Andreassen, Pallesen & Griffiths, 2017; Chae, Kim & Kim, 2017; Kircaburun, Alhabash, Tosuntas & Griffiths, 2018; Sheldon & Braynt, 2016). For example, Chae et al. (2017) have found that women were more likely to use social media in response to feelings of emptiness. More recently, Su et al. (2020) have shown that while females mostly experience social media addiction, males would be more likely to experience internet gaming disorders. In light of the previous argument, it becomes apparent that both genders are equally interesting to include when analysing (problematic) media behaviour.

Apart from differences in biological gender, research has shown that personality predicts the use of communication technologies (Ehrenberg, Juckes, White & Walsh, 2008; Kircaburun & Griffiths, 2018; Kneer, Franken & Reich, 2019). In fact, it has been argued that analysing social media use solely based on biological gender is not sufficient (Ehrenberg et al., 2008; Kneer et al., 2019). When studying media behaviour and consequences, Kneer et al. (2019) suggest that gender traits, which compose individual users' personalities, should be included as they are expected to add significant predictive value. To analyse media behaviour and its consequences, this research thus includes both biological gender and gender traits.

As social media has been linked to adverse effects on well-being, concerns of psychological consequences of increased social media use during the COVID-19 pandemic are rising. For example, according to Moghanibashi-Mansourieh (2020), anxiety levels related to COVID-19 are higher among people who follow more online news. Additionally, Zhong, Huang and Liu (2021) have found that social media usage predicts depression during the COVID-19 pandemic.

Numerous other studies speak more positively of the use of social media during the COVID-19 pandemic. According to Kaya (2020), the positive effect of social media use on well-being is caused by the different way in which social media is used during the COVID-19 pandemic. Because while in normal times, social media shares would be unrealistic and might cause anxiety, people share similar feelings during the pandemic and have a common purpose, namely that of "survival" (p. 5). In fact, Kaya (2020) suggests that people should use social media during the COVID-19 lockdown as it would not negatively affect psychological well-being due to this common purpose. In line with this recommendation, González-Padilla and Tortolero-Blanco (2020) suggest that during the COVID-19 lockdown, people should use social

media to reduce isolation, boredom and maintain communication with friends and family. Additionally, Cauberghe et al. (2021) have suggested that during the COVID-19 pandemic, social media can be used as a coping mechanism that allows people to cope with the feelings of loneliness and anxiety caused by the pandemic.

The intensive use of social media to cope with low moods and complex thoughts have been previously referred to as a form of 'escapism' (Király et al., 2020). According to Henning and Vorderer (2001), escapism is an avoidant coping strategy used to deal with life's stress and escape unsatisfying life circumstances. Király et al. (2020) argue that while using social media as a coping strategy typically constitutes non-problematic media behaviours, it may lead to problematic media behaviours for some individuals. In line with this argument, several studies have found that using social media for an escapism motive during the COVID-19 pandemic can lead to problematic media behaviour and sometimes also to adverse effects on mental health (King, Delfabbro, Billieux & Potenza, 2020; Ko & Yen, 2020; Mestre-Bach, Blycker & Potenza, 2020). Hence, what becomes clear, is that recent scholarship on the use of social media during the COVID-19 pandemic, regardless of social media being used as a coping mechanism or not, has shown both positive and negative effects on well-being. In fact, it has remained a question without a conclusive answer how social media use during the COVID-19 pandemic influences well-being.

As each platform has unique features, motives and gratifications (Shao, 2009), this research focuses on the use of one specific platform. Focusing on one specific platform might help explain the medium's influence on well-being during the COVID-19 pandemic. To add to the body of knowledge on the effect of social media on well-being during the COVID-19 pandemic, this research focuses on TikTok use during the COVID-19 pandemic and how this ultimately affects well-being. TikTok, specifically, is an interesting platform to analyse, as it has gained extreme popularity during the COVID-19 pandemic (Iqbal, 2021). TikTok was introduced in 2016 by a Beijing-based company named Bytedance and is a social networking app that allows users to create and share videos (Omar & Dequan, 2020). In March 2020, the first month of the widespread coronavirus lockdowns, TikTok downloads increased by 115 million. In fact, with 718.5 million downloads, TikTok was the most downloaded of the year 2020 (Iqbal, 2021).

Previous research on TikTok that built on the Uses and Gratifications theory of Katz et al. (1973) has found that TikTok mainly was used for self-documenting motives and that there was no influence of personality traits on TikTok use (Omar & Dequan, 2020). This research has indicated limitations in their inclusion of personality traits. More recently, the effect of

TikTok use on well-being has also been analysed during the COVID-19 pandemic (Masciantonio et al., 2021). This study's results showed that the use of TikTok had no effect on well-being during quarantine and that social support and upward comparison did not appear to play a mediating role between TikTok use and well-being (Masciantonio et al., 2021). However, this research only included 121 participants that used TikTok, and all of them were Francophone. This study also did not include personality, and focused solely on biological gender, while it has been previously shown that analysing media behaviour based on biological gender alone seems reductive (Ehrenberg et al., 2008; Kneer et al., 2019). Hence, as both studies on TikTok use have limitations in their research, this highlights the need for further research on TikTok.

In sum, while a few scholars have already researched the use of social media during the COVID-19 pandemic as a coping strategy or as a way of escapism, the concurrent literature presents conflicting findings regarding its effect on well-being. Hence the present study aimed to research how biological gender and gender traits influence the use of TikTok as a coping strategy and as a way to escape from the COVID-19 pandemic, and how this ultimately influences well-being. To refine these existing theories and to add to the existing literature, the present study is conducted through a quantitative survey that answers the following research question:

To what extent do biological gender and gender traits influence coping and escapism strategies, how does this influence TikTok use and how does this ultimately influence the users' well-being?

In light of previous arguments, there is a scientific and societal relevance for this study. The scientific contribution of this research includes the nuanced conceptualisation of personality, as this research includes gender traits in analysing TikTok use. While previous research has already distinguished biological gender and personality when analysing social media use and its consequences (Ehrenberg et al., 2008; Kircaburun & Griffiths, 2018), studying gender traits is expected to add significant predictive value (Kneer et al., 2019).

Moreover, this research investigates the influence of gender traits in relation to social media use during the COVID-19 pandemic. While social media use has been found to be different during the COVID-19 pandemic (Bridgman et al., 2020; Cauberghe et al., 2021; Cinelli et al., 2020; Eden, Johnson, Reinecke & Grady 2020; Király et al., 2020; Koeze & Popper, 2020), gender traits have not yet been included in these studies. This study aimed to

address this issue by contributing to the understanding of the impact of both biological gender and gender traits on TikTok use during the COVID-19 pandemic.

Focusing on one specific platform is interesting as each platform has different characteristics (Pittman & Reich, 2016). Focusing on TikTok particularly is scientifically relevant as there is a gap in empirical research on TikTok, as it is relatively new, and the studies that have researched TikTok have indicated limitations in their study (Masciantonio et al., 2021; Omar & Dequan, 2020). TikTok has also gained significantly in popularity during the COVID-19 pandemic (Iqbal, 2021). While this rise in TikTok its popularity has already been brought to attention by multiple articles (Kale, 2020; Littleton, 2021; Team Research Live, 2021), there is no scientific evidence or theory that enlightens this rise in popularity.

This research also has a high social relevance. It has been previously argued that the preventive measures of the COVID-19 pandemic had harmful effects on well-being (Cauberghe et al., 2021; Fegert et al., 2020) and that social media provided a solution to overcome these harmful effects (Singh et al., 2020). However, other research has highlighted the adverse impacts of social media usage during the COVID-19 pandemic on well-being (Moghanibashi-Mansourieh, 2020; Zhong et al., 2021). While some research has suggested that social media can be used to cope with the pandemic (Cauberghe et al., 2021), other research has suggested that using social media to cope might lead to problematic social media use (Király et al., 2020). This study aimed to address this issue and contribute to the understanding of gender traits influence' on TikTok use and ultimately one's well-being during the COVID-19 pandemic. As this research aimed to answer the aforementioned research question, this research also leads to a mix of reassurances and warnings for TikTok use during the COVID-19 pandemic to either prevent adverse effect or benefit from the impact of TikTok use on well-being. Thereby, it provides solutions for improving well-being during the corona crisis.

To investigate the influence of biological gender and gender traits on strategies to cope with the COVID-19 pandemic and TikTok use during the COVID-19 pandemic, and further on well-being, the second chapter will overview the previously mentioned concepts. This chapter will also include the formulation of the hypotheses for this research. In the third chapter of this research, the research design of this quantitative research will be clarified, and the different methodological choices that were made will be explained. In the fourth chapter, the results of the survey will be analysed, and the formulated hypotheses will be either accepted or rejected. In chapter five, the results that were found will be discussed in relation to previous literature, and the limitations of this research will be considered. Lastly, this final chapter will provide an answer to the research question.

Chapter 2. Theory

Previous literature has suggested that when studying media behaviours and their implications, analysing the mere biological sex is not sufficient (Ehrenberg et al., 2008; Kircaburun et al., 2018). Instead, gender traits should be taken into account (Kneer et al., 2019) as they are expected to add significant predictive value when analysing media behaviours and its consequences. Therefore, this research includes both biological gender and gender traits to examine how TikTok is used to cope with and escape from, the COVID-19 pandemic, how this influences TikTok use during the COVID-19 pandemic, and how this ultimately affects well-being. Previous literature on biological gender, gender traits, social media use, social media coping strategies, escapism and TikTok use and its motivations are used to analyse the impact of previously mentioned concepts on well-being. To examine different coping strategies and escapism when using TikTok, the Uses and Gratifications (U&G) framework on user-generated media (UGM) is used (Katz et al., 1973, as cited in Shao, 2009). In addition to this framework, the mood management theory is used, as this framework is expected to add value when analysing social media use during the COVID-19 pandemic. Altogether, these frameworks were used to formulate 9 hypotheses to answer the research question: to what extent do biological gender and gender traits influence coping and escapism strategies using social media? How does this influence TikTok use how does this ultimately influence the users' well-being?

2.1 Social media

It is challenging to provide one single definition for social media and measure social media usage because of all of the activities and uses it encompasses (Treem, Dailey, Pierce & Biffl, 2016). From the early beginning of media research, the Uses and Gratifications (U&G) framework has been used to conceptualise social media use (Katz et al. 1973). This framework is helpful to clarify 'how people use media to gratify their needs, to understand motives for media behaviour and to identify functions or consequences that follow from these needs, motives and media behaviour' (Shao, 2009, p. 9). This framework thus assumes that motivations significantly influence the way individuals use media.

Media scholars have previously used the U&G theory to analyse traditional media, such as television, radio, and cable television. More recently, the approach has also been applied to social networking sites (Dolan, Conduit, Fahy & Goodman, 2015; Phua, Jin & Kim, 2017; Quan-Haase & Young, 2010; Whiting & Williams, 2013) such as Facebook (Malik et al., 2016; Raza et al., 2020), Instagram (Sheldon & Bryant, 2016) and TikTok (Omar & Dequan, 2020). Shao (2009) has used the U&G perspective to research how and why people use user-generated

media (UGM) and what factors make it appealing. This theory is particularly salient for this research, as Shao (2009) has adjusted the relatively old U&G theory of Katz et al. (1973) and adapted it to analyse UGM media, of which TikTok is an example.

UGM can be understood as new media for which content is publicly available, reflecting a certain amount of creative effort and created for personal practices (Shao, 2009). In his research, Shao (2009) suggests that people use UGM in three different ways, by consuming (watching, viewing, browsing, reading), by participating (liking, adding, sharing, posting, and commenting) and lastly by producing (creating and publishing one's content). Different motivations also drive these three uses: people consume for information, entertainment and to regulate mood, participate in social interaction and community development, and produce their content for self-expression and self-actualisation (Shao, 2009, p. 9).

In the existing literature, consuming social media to regulate mood is referred to as the mood management theory (Greenwood & Long, 2009, Reinecke, 2016). As individuals can increasingly use social media to their perceived social and emotional needs, this theory proposes that individual differences in emotional well-being predict media consumption patterns in negative or bored moods (Greenwood & Long, 2009, p. 619). The selection of media to regulate or alter mood, is often viewed as a self-regulation or coping mechanism (Eden et al., 2020; Reinecke, 2016). According to Carver and Connor-Smith (2010), coping refers to the way individuals attempt to manage stress. In the existing literature, ways to cope are often distinguished as either engagement coping strategies (problem-focused coping and emotion-focused coping), or disengagement strategies (Zhou et al., 2017). The problem-focused coping strategy deals with the problem that causes emotional distress, while the emotion-focused coping strategy can be used to regulate emotions. On the contrary, disengagement coping refers to responses that are more avoidant of stressful situations and are therefore also more emotional responses (Carver & Connor-Smith, 2010 p. 685). As opposed to the uses and gratifications approach, the mood management theory suggests that the selection of media content is not always a rational and conscious process, but that instead, users of media may be unaware of why they chose to use a specific medium (Reinecke, 2016). In line with the mood management theory, Shao (2009, p.11) suggests that people can consume media to alter mood states and that the selection of specific content on media for consuming practices often serves to regulate mood states. This clearly demonstrates that consuming media to regulate mood is part of the uses and gratifications framework of UGM as proposed by Shao (2009).

Using both the U&G theory of Shao (2009) and the mood management theory of Greenwood and Long (2009) is particularly salient for this research for multiple reasons. First

of all, this research aimed to find out how individuals use TikTok to cope with or escape from the COVID-19 pandemic. The concurrent literature on the COVID-19 pandemic presents both positive and negative effects on adolescents and adults, and several scholars have indicated individual differences in well-being due to the COVID-19 pandemic (Adams-Prassl, Boneva, Golin, & Rauh, 2020; Banks, Fancourt & Xu, 2021; Liu, Liu, Yoganathan & Osburg, 2021; Pierce et al., 2020). As the mood management theory suggests that individual differences in well-being predict media consumption, this theory is interesting to consider when examining how individual differences lead to different uses of TikTok during the COVID-19 pandemic. This study also aimed to find out how different coping strategies and escapism affect TikTok use. Here, coping strategies and escapism are examined as motivations for TikTok use. This means that this part of this research builds on the Uses and Gratifications theory. Finally, the mood management theory suggests that the way individuals use social media has significant implications for mental health and well-being (Gross & Muñoz, 1995). As this research ultimately tries to find out how well-being is affected by using TikTok, this once again shows the importance of using the mood management theory. In sum, building this research on the U&G theory (Katz et al., 1973; Shao, 2009) and the Mood Management Theory will help explain the gratifications sought and obtained in the use of TikTok, and will also show that these gratifications differ according to individual characteristics.

2.1.2 TikTok

As this research aimed to identify and analyse why people use TikTok during the COVID-19 pandemic and how this ultimately influences well-being, it seems primordial to briefly discuss TikTok, its rise in popularity, the different ways to use the social media platform and the motivations that lead to the different uses of TikTok.

TikTok is a social networking app that allows users to create, share and view videos for a maximum of 15 seconds (Omar & Dequan, 2020). Apart from viewing, creating and sharing content, TikTok allows its users to establish their network of TikTok users. The social networking app thus builds on both the creation and exchange of User Generated Content (Kaplan & Haenlein, 2010). Therefore, Omar and Dequan (2020) argue that it has both the ideological and technological foundations of Web 2.0. As the creation of content is essential for TikTok, Omar and Dequan (2020, p.11) speak of the platform as a "manifestation of user-generated media" (UGM).

In the first month of the global coronavirus lockdowns, TikTok downloads increased by 115 million (Iqbal, 2021). With 718.5 million downloads in total, TikTok was the most

downloaded of the year 2020. In comparison, the runner up was WhatsApp, with 600 million downloads. According to a report on the latest trends in social media from the Global Web Index (2021), 28% of the users of TikTok shared coronavirus news, while 26% of users shared coronavirus news on Instagram and 25% on Facebook. Additionally, 16% of US and UK users turned to TikTok to feel more connected to others during the early months of the coronavirus pandemic. The most mentioned reasons for TikTok use in daily life would be to find funny or entertaining content, post and share photos or videos, and keep up to date with news worldwide (Global Web Index, 2021).

In their research on TikTok use, Omar and Dequan (2020) have examined the influence of personality traits and user motivations for TikTok use by building on Shao's (2009) understanding of the three ways of dealing with UGM (consuming, participating, or producing). The study of Omar and Dequan (2020, p. 125) suggested that TikTok use was motivated by social interaction, archiving, self-expression, and escapism. The social interaction motive suggested that TikTok was used to fulfil the need to communicate with friends and to interact with others. The archiving motive denotes a need to be able to remember certain happenings or occasions. The self-expression motive refers to the videos posted on TikTok that expressed one's feelings or impressed the audience. Lastly, escapism refers to the escape or relief from day-to-day pressure by using TikTok.

What should be noted is that in their study, Omar and Dequan (2020) have found that some motives predicted different uses of the social media platform. For example, the archiving motive was a significant predictor for all the different uses of TikTok. This means that TikTok users archive the videos they watch, the videos they like, and the videos they create. As these overlapping motivations for different uses of TikTok were found, this research does not differentiate between the different uses of TikTok. In this research, TikTok's motivations will be analysed as predictors for consuming, participating, and producing behaviours.

This research aimed to find out how TikTok use during the COVID-19 pandemic influences well-being. This is interesting as there is a gap in empirical research on TikTok as it is relatively new, and the studies that have researched TikTok have indicated limitations in their study (Masciantonio et al., 2021; Omar & Dequan, 2020). Previous research on the effect of social media use on well-being has primarily focused on Facebook (Fardouly & Vartanian, 2015). However, Facebook differs from TikTok in two crucial aspects. First, Facebook is both image and text-based, while TikTok relies on videos and is image-based (Masciantonio et al., 2021). Second, while Facebook is mainly used for social support and self-presentation (Nadkarni & Hofmann, 2012), Omar and Dequan (2020) have found that TikTok is mainly used

for archiving, self-expression, social interaction, and escapism, all of which have also been examined in relation to Instagram (Lee, Lee, Moon & Sung, 2015). This clearly demonstrates that it is more relevant for this research to look at the use of image-based platforms, such as Instagram, to see how the use of such platforms is influenced by biological gender, gender traits and how these platforms ultimately influence well-being.

2.2 Gender

In their study on TikTok, Omar and Dequan (2020) have not found an effect of gender or personality traits. However, even before the emergence of SNS, gender differences have already been found in Internet use (Weiser, 2000). Weiser (2000) demonstrated that while males used the Internet primarily for entertainment and leisure purposes, women used it mainly for interpersonal communication and educational purposes. More recently, gender differences have also been found in the use of social networking sites (Aparicio-Martínez et al., 2020; Sheldon & Bryant, 2016; Tifferet & Vilnai-Yavetz, 2014; Ye et al., 2017). For example, Sheldon and Bryant (2016) demonstrated that gender was the best predictor for Instagram use, as women tended to be more active on the platform than men were. In terms of motivations to use social media, Horzum (2016) found that Facebook would be used by females for higher educational aims, while males used it primarily to express their selves and meet new people. Other literature has suggested that while men used social media primarily for information and interpersonal communication (Noguti, Singh & Waller, 2019), women were more likely to use social media in response to feelings of emptiness (Chae, Kim & Kim, 2017).

Using social media in such a way has been argued to increase the possibility of social media addiction (SMA) (Andreassen et al., 2017; Chae et al., 2017; Su et al., 2020). In the existing literature, problematic media usage, of which SMA is an example, is often linked to being female (Amez et al., 2020; Andreassen et al., 2017; Aubrey, 2007; Kircaburun et al., 2018). Su et al. (2020) argue that while females mostly experience SMA, males would be more likely to experience internet gaming disorders. In light of the previous argument, it becomes apparent that both genders are equally interesting to include when analysing (problematic) media behaviour.

Because gender differences have been found in the use of social media, this raises the question of whether these differences between men and women solely stem from biological gender. When analysing media behaviours and their consequences, Kneer et al. (2019) suggest that including the mere biological sex is meaningful but not sufficient. While this research still includes biological gender, it demonstrates that gender attributes, and own gender affiliations,

which compose one's personality, lead to different media uses and help explain different motivations to use media. This thus clearly shows that to explain media behaviours and their consequences, personality is more revealing than biological gender or sex roles (Kneer et al., 2019), and that personality should thus be included for this research.

As gender traits compose one's personality (Kneer et al., 2019), this research conceptualises personality using the notion of gender traits as proposed by Berger and Krahé (2013). Berger and Krahé (2013) argue that to understand gender-related differences, both socially desirable attributes (positive) and undesirable attributes (negative) should be included. These gender attributes can thus be either negative masculine, positive masculine, negative feminine or positive feminine traits. Gender traits such as analytical and logical are examples of positive masculine traits, while emotional and emphatic are examples of positive feminine traits. Gender traits such as arrogance and harshness are examples of negative masculine traits, and self-doubting and anxiousness are examples of negative feminine traits. While previous research on gender attributes has not always included negative characteristics in the past, Berger and Krahé (2013) argue that this is important because it could confound research findings when these negative traits are present but not examined.

When studying social media use, multiple previous studies have conceptualised personality in terms of the Big Five personality traits (Ehrenberg et al., 2008; Horzum, 2016; Kircaburun & Griffiths, 2018; Ryan & Xenos, 2011; Zhou, Li, Wang & Zhao, 2017). The Big Five personality traits consist of agreeableness, conscientiousness, extraversion, neuroticism, and openness to experiences (McCrae & John, 1992). When examining the Big Five personality traits in relation to social media use, Horzum (2016) found that agreeableness and conscientiousness positively related to using social media to maintain existing relationships and for informational and educational purposes.

Previous studies have also found a relationship between the Big Five personality traits and problematic social media use. A recent study of Kircaburun et al. (2018) showed that problematic social media use was not only linked to being female but also to being introverted, conscientious, agreeable and neurotic. Before this study, Kircaburun and Griffiths (2018) had already demonstrated that agreeableness, conscientiousness and self-liking negatively associated with Instagram addiction. Congruent with this finding, when studying internet addiction (IA), Zhou et al. (2017) found that agreeableness and conscientiousness negatively associated with IA, while extraversion, neuroticism and openness to experience positively associated with IA. This research also demonstrated that conscientious personalities would lead to less emotion-focused coping strategies, whereas extraverted, neurotic and open personalities

would lead to increased-emotion focused coping strategies. In turn, using more emotion-focused coping strategies was found to positively associate with IA (Zhou et al., 2017).

As indicated previously, Omar and Dequan (2020) have researched the influence of the Big Five personality traits on TikTok use but did not find a significant effect. Previous research has demonstrated that social media uses and gratifications vary as a function of user characteristics as biological gender and personality (Kircaburun et al., 2018; Kneer et al., 2019). Not finding an effect of personality traits in TikTok use is interesting as it undermines individual differences between users. While describing the limitations of the research on TikTok use, Omar and Dequan (2020, p. 132) suggest that their measure for personality traits (the Big Five personality traits) could have contributed to the insignificant effect of personality traits in their research. Hence, Omar and Dequan (2020) suggest that future research should include more specific and subtle personality traits and compare users' motivations for different types of personality traits. Therefore, this research uses the notion of gender attributes as proposed by Berger and Krahé (2013). As Berger and krahé (2013) include both negative and positive gender attributes, this conceptualisation of personality is expected to be more specific and subtle than the Big Five personality traits.

Drawing upon the study of Kneer et al. (2019), this research includes gender traits, understood as personality and biological gender, as gender traits are expected to add significant value when analysing media behaviours and their consequences. As demonstrated by existing literature, social media use is predicted by biological gender, gender traits or personality characteristics, needs and motivations, and mood. What is crucial to point out is that the interplay between these characteristics and motivations is expected to predict social media use. In sum, this research includes all these variables to examine the use of TikTok to cope with and escape from the COVID-19 pandemic and how this ultimately affects well-being.

2.3 Well-being

As social media plays an increasingly important role in people's life, several scholars have been researching the impact of social media use on well-being (Weinstein, 2018). Most studies link the concept of well-being to psychological indicators such as the perception of happiness and life satisfaction (Chou & Edge, 2012), self-esteem (Schmuck, Karasy, Matthes & Stevic, 2019), stress and quality of life (Bevan, Gomez & Sparks, 2014), decreased depression (Hunt, Marx, Lipson & Young, 2018) and body image (Haferkamp & Krämer, 2011; Meier & Gray, 2014).

For this research, well-being refers to a 'subjective well-being and should be understood as the "individual's own assessment of his or her own life" (Diener, Scollon & Lucas, 2009, p. 189). To examine the assessment of one's life, this research uses life satisfaction, as this allows to globally capture a sense of well-being from the respondent's perspective (Diener et al., 2009, p. 197). This cognitive level of subjective well-being allows capturing how people evaluate their lives, while self-esteem as a measure for well-being varies based on emotional fluctuations (Diener et al., 2009).

While there is a significant amount of literature on the effect of social media use on well-being, scholars remain polarised on the effect (Best, Manktelow, Taylor, 2014). Several previous studies have indicated that passively using social network sites negatively influences well-being, while actively using social network sites positively influences well-being (Verduyn, Ybarra, Résibois, Jonides & Kross, 2017; Verduyn et al., 2015; Kim & Lee, 2011; Shaw, Timpano, Tran & Joormann, 2015). Active usage of social media here refers to the activities in which information is produced. In contrast, passive usage refers to the monitoring of other people's life without engaging in exchanges with others (Verduyn et al., 2017). The increase in well-being when actively using social media is explained by the enhancement of social capital and feelings of connectedness. On the contrary, passively using SNS would lead to lesser subjective well-being by fostering social comparison and envy (Verduyn et al., 2017, p. 281). While it has been argued that this model contributes to the understanding of the consequences of social media use on well-being, studies building on this model have foremost focused on the use of Facebook (Masciantonio et al., 2021). Even though it is interesting to examine the difference in active or passive TikTok use on well-being, it does not mean that the same effect of active and passive use of TikTok will be found. As TikTok is an image-based platform, it might be more relevant for this research to look at the use of image-based platforms and their effect on well-being.

Pittman and Reich (2016) have studied the differences between text and image-based social media platforms and found that the use of image-based media negatively correlated with loneliness, and positively correlated with well-being. Congruent with this theory, Yang (2016) has found that interacting and browsing on Instagram related to lower loneliness and suggested that the application, accordingly, increased psychological well-being. However, as opposed to these theories, Fardouly et al. (2017) have suggested that the use of intensive image-based social networks could drive higher self-objectification among users, which eventually may lead to depression or anxiety. Moreover, when analysing Instagram use, intensive use has been

demonstrated to negatively influence participants' sociological well-being, with signs of depression, anxiety, and stress (Keyte et al., 2020).

Regardless of the amount of research on the influence of social media use on well-being, the relationship between the two remains controversial (Pantic, 2014). Weinstein (2018) suggests that the relationship between social media usage and well-being is not an either/or framework but has both positive and negative influences. This study extends the scope of research on the effect of social media use on well-being by researching the effect during a crisis period. Researching the effect of social media use on well-being in times of the COVID-19 pandemic is especially interesting and also crucial, as several scholars have indicated severe health implications for the use of social media during the COVID-19 pandemic (Gao et al., 2020; Saricali, Satici, Satici, Gocet-Tekin & Griffiths, 2020; Satici, Saricali, Satici & Griffiths, 2020).

This study aimed to determine how TikTok is used to cope with and escape from the COVID-19 pandemic, and how this ultimately influences well-being. In conclusion, the findings of this research lead to a mix of reassurances and warnings for TikTok use during the COVID-19 pandemic. Thereby, it provides solutions for improving mental health during the corona crisis. In order to provide an answer to the beforementioned research question, and the following solutions for improving mental health and well-being, it is essential to discuss previous research on the COVID-19 pandemic.

2.4 The COVID-19 pandemic

This research aimed to determine how social media, and in particularly TikTok, is used to cope with or escape from the COVID-19 pandemic and how this ultimately affects well-being. Consequentially, it is essential to understand how the COVID-19 pandemic influences the use of social media, and TikTok specifically, and how this ultimately influences' well-being. This chapter will discuss previous theories on the COVID-19 pandemic and social media use as a coping and escapism strategy.

2.4.1 The COVID-19 pandemic and social media use

Several previous studies have researched social media use during the COVID-19 pandemic (Drouin, McDaniel, Pater & Toscos, 2020; Gao et al., 2020; Moghanibashi-Mansourieh, 2020; Moore & March, 2020; Pahayaha & Khalili-Mahani, 2020; Saricali et al., 2020; Satici et al., 2020; Singh et al., 2020; Zhong et al., 2021). Some studies have linked social

media to the diffusion of misinformation on the COVID-19 pandemic (Bridgman et al., 2020; Cinelli et al., 2020; Laato, Islam, Islam & Whelan, 2020). Several other studies have addressed the negative psychological consequences of social media use during the COVID-19 pandemic (Gao et al., 2020; Satici et al., 2020; Zong et al., 2021). According to Banks et al. (2021), there are several protective and risk factors of personality that influence well-being during the COVID-19 pandemic. The factors that could positively contribute to well-being during the COVID-19 pandemic are extraversion, grit, gratitude and resilience. The psychological characteristics that were risk factors for worse well-being during the COVID-19 pandemic, were the intolerance for uncertainty and also pre-existing mental health conditions (Banks et al., 2021, p. 137). A study by Zhong et al. (2021) reported greater depression and secondary trauma within those who used social media more often. Also, research of Gao et al. (2021) has shown that during the COVID-19 pandemic, increasing interaction with social media was often associated with a higher likelihood of anxiety and depression.

Other studies speak more positively on the use of social media during the COVID-19 pandemic. For example, it has been suggested that during the COVID-19 pandemic, social media can be used to maintain social connections while physically distant (Singh et al., 2020; Zhao & Zhou, 2021), and as a tool to update on information related to COVID-19 (Koeze & Popper, 2020; Singh et al., 2020). There are also multiple studies that have addressed social media use as a strategy to cope with the covid-19 pandemic (Cauberghe et al., 2021; Eden et al., 2020; Király et al., 2020). For example, Cauberghe et al. (2021) have suggested that social media can be used as a strategy that allows people to cope with the feelings of loneliness and anxiety caused by the pandemic.

2.4.2 The COVID-19 pandemic and coping strategies

Cauberghe et al. (2021) have researched how adolescents use social media to cope with feelings of loneliness and anxiety during the COVID-19 lockdown by building on the BRIEF coping inventory, as defined by Carver (1997). This research includes three forms of coping by using social media, namely that of active coping, social relation coping and humorous coping. Active coping can be described as accepting the current situation, searching information on measures, activating others to follow measures and thinking positively about the situation. Social relation coping can be described as a way to cope with the lack of social relations during the COVID-19 pandemic. Lastly, humorous coping can be used for entertainment motives and therefore to cope in a humorous way. Playing video games, consuming memes, or watching

funny videos could be examples of ways to humorously cope with the COVID-19 pandemic (Cauberghe et al., 2021).

While Király et al. (2020) have also shown that social media can be used to help alleviate the stress of life during the COVID-19 pandemic, they have argued that using social media in such a way can be considered a form of escapism. Previous research has associated escapism with problematic social media use (Kircaburun et al., 2018) and social media addiction (Gao et al., 2017). Other research has shown that using social media for escapism purposes does not positively affect individuals (Meier, Meltzer & Reinecke, 2018), and leads to a decrease in well-being (Blachnio et al., 2018). More recently, it has been demonstrated that during the COVID-19 pandemic, using social media for escapist coping purposes associated with lower mental health scores (Eden et al., 2020).

What should be pointed out, is that the study of Cauberghe et al. (2021) includes anxiety and loneliness as the only independent variables. While indeed, previous studies on the effects of the COVID-19 pandemic have shown primarily negative results of the pandemic on well-being (Gao et al., 2021; Satici et al., 2020), some studies have shown positive effects of COVID-19 pandemic on well-being (Banks et al., 2021). While some of these differences might be caused by the unique circumstances of the COVID-19 pandemic for each person, multiple scholars have found an influence of personality traits on coping strategies (Carver & Connor-Smith, 2010, Skinner & Zimmer-Gembeck, 2007; Zhou et al., 2017). For instance, Zhou et al. (2017) have demonstrated that extraversion, neuroticism and openness to experience lead to more emotion-focused coping strategies, while the study of Cauberghe et al. (2021) does not take personality into account. What becomes clear is that it seems reductive to use anxiety and loneliness as the only independent variables when studying coping strategies using social media. Hence, for this research, both biological gender and gender traits are included, as including personality is expected to significantly add value when analysing different coping strategies using social media.

2.4.3 The COVID-19 pandemic and Generation Z

The individual differences of the COVID-19 pandemic have recently been addressed by a report of Kluth (2020), who has suggested that, especially for Generation Z, mental health and well-being have been heavily negatively influenced by the COVID-19 pandemic. This profound negative effect was explained by the fact that especially this generation spends considerable time on social media (Liu et al., 2021). During the COVID-19 pandemic, this would lead Gen Z to receive a pandemic related information overload. As a result, the

generation experienced social media fatigue and a bigger fear of COVID-19, which eventually led to a social media discontinuance intention. However, as social media was also the primary method for Gen Z to stay connected with their friends during the lockdown, the mental state of Fear of Missing Out (FoMO) allowed members of Gen Z to gain psychological comfort from social media use during the covid lockdown and weakened the relation between the information overload and Gen Z's well-being (Liu et al., 2021). This shows that it is essential to analyse the difference in TikTok use, coping strategies and its effect on well-being for those who belong to Gen Z and those who do not.

2.5 Hypotheses

In this final part of chapter two, nine hypotheses are formulated that extend previous theories in media studies. What is important to note is that all the following hypotheses focus on the use of TikTok during the COVID-19 pandemic.

Pre-existing research has examined how the use of social media influences well-being. Although some research suggests that engaging with social media has positive effects on well-being, other research points to the adverse effects of social media usage on well-being. At the same time, it has remained a question without a conclusive answer how social media use during the COVID-19 pandemic influences well-being. The present study aimed to add to the body of knowledge on the effect of social media use on well-being during the COVID-19 pandemic by studying how biological gender and gender traits influence the use of TikTok as a coping strategy and as a way to escape from the COVID-19 pandemic, and how this ultimately influences well-being.

When analysing the effect of social media use on well-being, it has been suggested that studying media behaviour based on biological sex is not sufficient (Ehrenberg et al., 2008; Kircaburun & Griffiths, 2018). Instead, gender traits, which compose one's personality, should be included, as they are expected to add significant predictive value (Kneer et al., 2019). Following the study of Kneer et al. (2019), this research sought to demonstrate that gender traits are a better predictor for media behaviour and its consequences than biological gender alone is. Omar and Dequan (2020) have examined personality in relation to the use of TikTok but have not found a significant effect. However, this study has indicated limitations in its findings, as the inclusion of the Big Five personality traits would not be subtle enough and therefore might have caused the insignificant effect. Hence, this research uses the notion of gender traits as proposed by Berger and Krahé (2013), which includes both positive and negative gender attributes, and is expected to be more subtle and specific.

As TikTok is an image-based platform, it is interesting to look at the influence of personality for other image-based platforms such as Instagram. Following this line of argumentation, women would be more likely to spend more time on the platform than men (Kircaburun et al., 2018; Sheldon & Bryant, 2016). In terms of personality, Zhou et al. (2017) found that agreeableness and conscientiousness negatively associated with internet addiction, while extraversion, neuroticism and openness to experience positively associated with internet addiction. Congruent with this finding, when analysing Instagram, Kircaburun and Griffiths (2018) found that agreeableness, conscientiousness and self-liking negatively associated with Instagram addiction. As both internet addiction and Instagram addiction have been linked to the previously mentioned personality traits, it is expected that these personality traits positively influence the use of TikTok in hours. Following the theory of Berger and Krahé (2013), these personality traits can be linked to both negative masculine, positive masculine and negative feminine characteristics.

H1: TikTok use in hours is positively influenced (a) biological gender (female), (b) negative masculine traits, (c) positive masculine traits and (d) negative feminine traits.

Furthermore, while Gen Z spends a considerable time on social media during the COVID-19 pandemic, research has demonstrated that during the COVID-19 pandemic, this generation experienced a discontinuance intention for social media use (Liu et al., 2021). This discontinuance intention would be caused by an information overload that resulted in a bigger fear of COVID-19. However, as social media was also the primary method for Gen Z to connect with their friends, the mental state of FoMO allowed some members of Gen Z to gain psychological comfort from the use of social media, and therefore weakened the relation between the information overload and Gen Z's well-being (Liu et al., 2021).

While it is expected that Gen Z spends less time on TikTok than those who do not belong to Gen Z, it is not expected that there is a significant difference in the use of coping strategies or well-being during the COVID-19 pandemic. Even though problem-focused coping and emotion-focused coping include ways to cope by socially interacting, the research of Liu et al. (2021) has solely focused on Gen Z. While it is expected that Gen Z uses these coping strategies, it is not expected that these strategies are used to a lesser extent by those who do not belong to Gen Z. Therefore, the following hypothesis was formulated.

H2: For those who belong to Gen Z, (a) TikTok use in hours is significantly less than for those who do not belong to Gen Z, while there is no significant difference in (b) problem-focused coping, (c) humorous coping, (d) emotion-focused coping (e) escapism, (f) life satisfaction score or (g) active and passive usage between the two groups.

Several studies have suggested that social media can be used to cope with the COVID-19 pandemic (Cauberghe et al., 2021; Eden, Johnson, Király et al., 2020; Renecke & Grady, 2020). According to Cauberghe et al. (2021), there are three different ways to cope with the COVID-19 pandemic, which are active coping, humorous coping, and social relation coping. After factor analyses for this scale was conducted the items of this scale did not belong to the expected factors. The scale was adapted to make sure that each factor and it's belonging items correctly described what it was measuring. The three factors found were: problem-focused coping, humorous coping, and emotion-focused coping. For factor loadings of individual items of the three factors please see Table 1. In the current study, these three coping strategies by using TikTok are examined in relation to biological gender, gender traits, and life satisfaction.

Both problem-focused coping and emotion-focused coping, were found to be congruent with the theory of Carver and Connor-Smith (2010) and Zhou et al. (2017), who suggest that problem-focused coping strategies deal with the problem that causes emotional distress, while the emotion-focused coping strategies can be used to regulate emotions. Humorous coping, on the other hand, did not directly fit into either engagement or disengagement coping of Carver and Connor-Smith (2010) or Zhou et al. (2017) but can be explained as a way to cope with the situation by playing video games, consuming memes, or watching funny videos with or without friends (Cauberghe et al., 2021).

Following the theory of Zhou et al. (2017), it can be expected that the Big Five personality trait significantly correlate with coping styles. Zhou et al. (2017) suggested that extraversion, neuroticism and openness to experience led to more emotion-focused coping strategies, while conscientiousness led to less emotion-focused and more problem-focused coping strategies. In terms of personality, extraversion and openness to experience can both be linked to positive feminine traits, while neuroticism can be linked to negative feminine traits and conscientiousness can be linked to positive masculine traits.

Moreover, when researching the influence of personality on Facebook use, Horzum (2016) found that agreeableness and conscientiousness positively related to motives of maintaining existing relationships and for informational and educational purposes. While it has been argued that TikTok is different than Facebook for multiple reasons, the coping strategy of

problem-focused coping, includes items that refer to maintaining existing relationships such as ‘Stay updated with my family and friends' lives, and items that refer to informational and educational purposes, such as ‘Search which measures I need to follow’. Therefore, it is expected that problem-focused coping will be influenced by agreeableness and conscientiousness as well.

It has been argued that playing video games, consuming memes, or watching funny videos are examples of ways to cope with the COVID-19 pandemic humorously (Cauberghe et al., 2020). Following the theory of Kneer et al. (2018), it has been found that positive feminine traits predicted social interaction motivations in gameplay. Additionally, as humorous coping does not suggest any problematic form of gameplay, positive masculine attributes, which predicted harmonious passion in gameplay, are also expected to be linked to humorous coping.

Consequentially, the following hypotheses were formulated:

H3.1: Problem-focused coping is positively influenced by (a) positive masculine traits and (b) positive feminine traits.

H3.2: Humorous coping is positively influenced by (a) positive masculine traits and (b) positive feminine traits.

H3.3: Emotion-focused coping is positively influenced by (a) negative feminine traits and (b) positive feminine traits and negatively influenced (c) positive masculine traits.

While previous research has shown that social media can used to cope with the COVID-19 pandemic, it has been suggested that it can also be used as a form of escapism (Király et al., 2020). Escapism was found to be an avoidant coping strategy (Henning & Vorderer, 2001). Therefore, it can be linked to what Carver and Connor-Smith (2010) refer to as a disengagement strategy. While these responses are mostly avoidant of stressful situations, it has also been argued that this is the most emotional coping strategy (Carver & Connor-Smith, 2010, p. 685). Kircaburun et al. (2018), found that escapism can be linked to neuroticism. In terms of personality, it is thus expected that escapism can be linked to both positive feminine and negative feminine traits.

H3.4: Escapism is positively influenced by (a) negative feminine traits and (b) positive feminine traits.

This study examines the use of TikTok during the COVID-19 pandemic by researching TikTok use for problem-focused coping, humorous coping, emotion-focused coping and as a way of escapism. Omar and Dequan (2020) have recently studied the use of TikTok in normal times. This research builds on the U&G framework as proposed by Shao (2009), who applied the U&G framework to UGM to analyse to satisfies individuals' needs. Using the U&G framework, Omar and Dequan (2020) have found several overlapping motives for consuming, participating and producing on TikTok. In sum, their study suggests that the archiving motive, the self-expression motive, social interaction motive and the escapism motive are predictors of TikTok use (Omar & Dequan, 2020).

As problem-focused coping is a strategy that includes support seeking, and social interaction was found to be a significant motive for TikTok use (Omar & Dequan, 2020), it is expected that problem-focused coping positively influences TikTok use. As emotion-focused coping also includes social interaction coping strategies such as 'Compensate for the missing of our friends', emotion-focused is also expected to significantly influence TikTok use.

Furthermore, humorous coping includes items such as 'I watch funny movies about the situation'. Omar and Dequan (2020) found that TikTok users archive the videos they watch, the videos they like and the videos that they create, and that archiving was thus a significant predictor for TikTok use. Therefore, humorous coping is also expected to significantly influence TikTok use. Finally, as during the COVID-19 pandemic, it has been argued that social media can be used for the purpose of escapism, and escapism has been found to be a predictor of TikTok use, it is expected that escapism positively influences TikTok use.

H4: TikTok use in hours is positively influenced by (a) biological gender (female) (b) negative masculine traits, (c) positive masculine traits, (d) negative feminine traits, (e) problem-focused coping, (f) humorous coping, (g) emotion-focused coping and (h) escapism.

As pointed out by the literature, scholars remain polarized on the effect of social media use on well-being (Best et al., 2014; Weinstein, 2018). To measure well-being, this research examines life satisfaction. While it has been argued that men and women engage differently in social media, Vigil and Wu (2015) suggested that there were no gender differences regarding life satisfaction.

It has been argued that in times of the COVID-19 pandemic, social interaction became harder (Singh et al., 2020), and for many people, face-to-face communication reduced (Masciantonio et al., 2021, Zhao & Zhou, 2021). Especially for young people, as they rely

highly on social contact, this prolonged period of isolation was expected to cause damage on mental health (Cauberghe et al., 2021). Moreover, Banks et al. (2021) have shown that extraversion, grit, gratitude and resilience positively correlated to well-being. In terms of personality, these psychological characteristics can be linked to both positive masculine and feminine attributes. An intolerance for uncertainty on the other hand, which Banks et al. (2021) argued to negatively influence well-being during the COVID-19 pandemic, can be linked to negative feminine traits.

Although scholars remain polarized on the effect of social media during the COVID-19 pandemic, it is not expected that the use of TikTok either increases or decreases life satisfaction. Research on social media use during the COVID-19 pandemic, regardless of it being used as a coping mechanism or not, has also found different effects on well-being. Several studies have highlighted the harmful effects of this period of social isolation on mental health (Cauberghe, et al, 2021; Fegert et al., 2020).

Using TikTok for the purpose of problem-focused coping, includes strategies such 'Search which measures I need to follow' and 'Motivate others to take action / follow the COVID measurements'. This strategy of problem-focused coping is expected to lead to an enhancement of social capital and feelings of connectedness and therefore also to an increase in life satisfaction. For Gen Z, it has been argued that using social media during the COVID-19 pandemic would lead to a perceived information overload (Liu et al., 2021). This perceived information overload would then lead to a social media fatigue and bigger fear of the COVID-19 pandemic. Therefore, it is expected that while problem-focused coping leads to an increase in life satisfaction for those who do not belong to Gen Z, it decreases life satisfaction for Gen Z.

According to Zhou et al. (2017), emotion-focused coping increases IA for adolescents, which is why it could be suggested that emotion-focused coping would decrease life satisfaction for Gen Z. However, Liu et al. (2021) have shown that while during the COVID-19 pandemic Gen Z experienced an information overload that decreased their well-being, the mental state of FoMO allowed the members of Gen Z to gain psychological comfort from social media use, and therefore weakened the relation between the information overload and Gen Z's well-being (Liu et al., 2021). As emotion-focused coping includes items such as 'Compensate for the missing of our friends' it is expected that for Gen Z, this strategy increases life satisfaction score.

Furthermore, research of Strick (2021) has shown that being exposed to humorous messages during the COVID-19 pandemic increased positive emotions during the pandemic.

Escapism on the other hand, was found to be a predictor for problematic social media use (Kircaburun et al., 2018) and social media addiction (Gao et al., 2017) and to a decrease in well-being (Blachnio et al., 2018). Therefore, it is expected that using social media during the COVID-19 pandemic for the purpose of escapism, negatively influences life satisfaction.

H5.1: For Gen Z, life satisfaction is positively influenced by (a) positive masculine traits, (b) positive feminine traits and (c) humorous coping, (d) emotion-focused coping, and negatively influenced by (e) negative feminine traits, (f) problem-focused coping and (g) escapism.

H5.2: For those who do not belong to Gen Z, life satisfaction is positively influenced by (a) positive masculine traits, (b) positive feminine traits and (c) problem-focused coping and (d) humorous coping and negatively influenced by (e) negative feminine traits and (f) escapism.

To summarize, this theoretical framework builds on the concepts of biological sex, gender traits, TikTok use, motivations, coping strategies, escapism, and well-being. The formulated hypotheses are an extension of previous theories in media studies. However, accepting or rejecting the hypotheses will expand previous research and fill up existing research gaps. Altogether, this framework will create an understanding of the influence of biological gender and gender traits on TikTok use during the COVID-19 pandemic and ultimately its effects on well-being.

Chapter 3. Method

This third chapter contains a justification for the choice of a quantitative research method, as well as an explanation of the research design, the sample, and the measurements that are used to answer the research question: to what extent do biological sex, gender traits and the motivations to use TikTok to cope with the COVID-19 pandemic, influence TikTok use during the COVID-19 pandemic, and how does this ultimately influence the users' well-being.

3.1 Research design

As mentioned previously, this research aimed to examine the potential impact of biological sex, gender traits and motivations to use TikTok to cope with the COVID-19 pandemic on TikTok use and to analyse how this altogether influences the users well-being. Well-being here is understood as one's satisfaction with life. As this research intends to demonstrate a relationship between independent and dependent variables, a quantitative method was suitable for this study. Furthermore, such an approach can be used to analyse the presence of a cause-effect relationship and allows the researcher to investigate if different coping strategies could be considered a moderating variable for well-being.

For this research, a survey was conducted using Qualtrics. Punch (2003) suggests that surveys are most appropriate when the research's main objective is to measure and establish relationships between a series of variables, which is the case for this research. Surveys are also an efficient way to collect data on large populations (Nardi, 2006). Furthermore, a survey was also suitable for this research as this research intends to examine well-being by measuring life satisfaction. To examine life satisfaction, this research asks questions on how people evaluate their lives. As surveys allow the researcher to investigate people's opinions, ideas, attitudes, knowledge, and experiences (Matthews &. Ross, 2010, p. 204), this is a suitable method to analyse life satisfaction.

As the internet offers access to a large and diverse virtual community (Wright, 2005), this research survey was distributed online. While it has been argued that the internet population might not be truly representative of the general population (Evans & Mathur, 2005), this research intends to examine an international population consisting out of TikTok users. As the focus of this research is on TikTok, an online app, analysing the internet population won't negatively influence the findings of this research. The survey was distributed online via Amazon Mechanical Turk, which allowed the study to access a worldwide population (Wright, 2005). Another advantage of Amazon Mechanical Turk was that it offered mechanisms that

allowed the exclusion and inclusion of participants. For this research, this meant that all participants had to be users of TikTok to participate in the survey.

As it was not possible to translate the survey to all languages, the survey was distributed in English, which required all its participants to be English-speaking. Before the main survey was distributed, several pilot studies were tested to look for ambiguities in the questions and difficulties in completing the questionnaire (Punch, 2003; Van Teijlingen & Hundley, 2001). While testing the pilot studies, it was found that several participants had trouble with some of the gender attributes as described by Berger and Krahé (2013). Some participants also indicated problems with the motivations to use TikTok during the COVID-19 pandemic. For example, one participant suggested that he or she did not understand what was meant with 'How often do you use TikTok to motivate others to take action'. Therefore, some scales were revised and re-tested until the survey was completely understandable.

After the survey was distributed online, the data was collected and analysed using the statistical software IBM SPSS. Using SPSS allowed this research to identify possible correlations' intensity and directions between the different variables of this research. For this research, this meant that SPSS was used to measure to what extent biological sex and gender traits influenced the motivations to use TikTok to cope with the COVID-19 pandemic. And also, how this altogether affected the users' well-being. To measure these correlations, three regression analyses and one hierarchical regression analyses were conducted via SPSS.

Before conducting regression analyses, several conditions had to be met. As this research used existing scales and subscales, it was essential to examine if the right items belonged to the right subscales by using confirmatory factor analyses. While running confirmatory factor analyses for gender traits and life satisfaction, most items belonged to the expected factor. While running a factor analyses for social media coping strategies this was not the case. The reason for this could be that the adapted scale by Cauberghe et al. (2021), is very new, and has not been used in multiple studies yet.

3.2 Sampling

For this research, the unit of analysis consisted of one survey respondent. The target population of this research were individuals that were eighteen years or older and users of TikTok. Due to time and cost considerations, this research used a sample of this population. The sample of this research consists of both men and women, as according to Holland and Tiggemann (2016), men, as well as women, can be influenced by social media usage. To increase the representativeness of this sample, the distribution of the survey was done via

Amazon Mechanical Turk, which allowed the collection of data from respondents with different cultural backgrounds from all over the world.

Amazon Mechanical Turk only allows users to participate in surveys when they are eighteen years or older. To avoid ethical issues regarding the age of respondents and to make sure that respondents were in fact 18 years or older, the survey also questioned respondents' age. After respondents agreed to be eighteen years or older, they were presented with informed consent. In this informed consent, participants were informed about their purely voluntary participation and their anonymity. The informed consent also explained that their data would be kept confidential and would only be used for academic purposes. While participants could only participate in the research when using TikTok, there was still a question included that made sure that only TikTok users were included. Without informed consent, or the minimum age of eighteen, or when not using TikTok, participants were thanked for their participation and sent to the end of the survey. These responses were also not included in this research.

The desired sample size of this research was determined following the theory of Andy Field (2018), who suggests that the sample size required depends on the size of effect that researchers try to detect. Fields (2018) recommends a statistical level of power of .8, which means that there is an 80% chance of detecting an effect if it exists. To then detect a medium effect size, there should be at least 85 participants (Field, 2018). However, the methodological guidelines suggest that the original desired sample size should be about 250 respondents. To ensure that even after data cleaning, the sample size of this research would be at least 250, this research sought to collect at least 350 participants so that there was enough data to conduct reliable and valid research even after data cleaning.

As the survey of this research was distributed through Amazon Mechanical Turk, the sample for this research was selected randomly, and the sampling method was that of probability sampling. The advantage of the probability sampling method is that it allows the researcher to produce representative samples (Sarstedt, Bengart, Shaltoni & Lehman, 2017, p. 654). In turn, this also allows the study to generalize results to the target audience (Acharya, Prakash, Saxena & Nigam, 2013). What should be noted, is that the sample was not completely random, as being a user of TikTok was one of the prerequisites to participate in this research. While TikTok use could also have been questioned in one of the initial questions of the study, it was intentionally used as a prerequisite. This choice was made as TikTok, in comparison to other social media platforms, is relatively new (Iqbal, 2020). It was expected that not including TikTok use as a prerequisite to participate would lead to a large amount of unusable data.

3.3 Sample

During this research, a total of 421 responses were recorded between April 3rd and April 19th, 2021. In the initial sample, 0.2% (N=1) of the participants indicated their gender as non-binary/third gender. In order to include sex as a binary variable, this participant was excluded from further analyses. After data cleaning, N = 354 were included for further analyses, which is still above the needed N. In the final sample, the percentage of women was 39.8% and the male share was 60.2%.

Participants average age was 30.82 years (SD = 7.67), ranging from 19 to 61 years old. 28.2% of these participants belonged to Gen Z and were born between 1995 and 2015. Due to the international intention of the research, the sample obtained a total of 27 different countries of residence, the most prominent countries of residence being India (43.2%), the United States of America (30.5%) and Italy (5.1%). The sample obtained a total of 31 different places of birth, with once again India (45.2%) and the United States of America (27.7%) being the most prominent, followed by Brazil (5.4%) and Italy (4.5%). The most named highest level of education was bachelor's degree (58.5%), followed by master's degree (25.4%) and some college but no degree (7.9%). Most participants indicated they were currently not a student (60.7%). The respondents were also users of other social media, the most frequently recorded being Facebook (85.3%), YouTube (83.1%) and Instagram (80.8%).

Participants used TikTok approximately 6.02 hours a week (SD = 9.20) and most of them started to use TikTok in 2020 (33.9%). Most of them also created their own TikTok's (79.9%). The participants' TikTok followers' average was 4937.77 (SD = 54832.24), ranging from 0 to 1 million.

As indicated in the theoretical part of this research, several scholars suggest that there are significant differences between men and women in the use of social media in hours. This means that one group Mean would be significantly higher or lower than the other group Mean. To find out if there were any significant differences between the use of TikTok in hours in this research between males and females, a preliminary independent samples t-test was run. This independent sample t-test showed that there was no significant difference in TikTok use in hours in the past week between males (M= 6.58, SD = 10.65) and females (M= 5.16, SD = 6,32), $t(342.27) = 1.57$, $p = .119$.

As it also has been argued that there was a significant difference between active and passive usage in the effect of social media use on well-being, a preliminary independent sample t-test was also conducted on life satisfaction score for active and passive use of TikTok. This independent sample t-test showed that there was a significant difference in life

satisfaction between active users of TikTok (*M*= 5.41, *SD* = 1.03) and passive users of TikTok (*M*= 4.51, *SD* = 1.43), $t(87.47) = 4.92$, $p < .001$.

3.4 Measurements

This research included several existing scales to measure the independent, dependent, and moderating variables. These variables were biological gender, gender traits, social media coping strategies, escapism, TikTok use and well-being.

Biological gender variable. Participants were asked about their biological sex (1 = male, 2= female, 3 = non-binary/third gender, 4 = rather not say.

Gender traits. Gender traits were measured by the scale from Berger and Krahé (2013), as those traits compose one's personality (Kneer et al., 2019). This scale tests the participants relation to positive and negative gender attributes, by using 5-point Likert scales (1 = does not describe me at all, 5 = describes me extremely well). In total, there were four subscales which consisted of negative masculine traits (Cronbach's α = .89), positive masculine traits (Cronbach's α = .76), positive feminine trats (Cronbach's α = .74), and negative feminine traits (Cronbach's α = .83).

Coping strategies. To measure how participants use TikTok to cope with the COVID-19 pandemic, an adaption of the Brief Coping Scale (Carver, 1997) was used. This scale has recently also been adapted by Cauberghe et al., (2021) to measure how participants use social media to cope with the COVID-19 situation. This adapted BRIEF-coping scale consists of three coping strategy factors. These are: problem-focused coping (Cronbach's α = .84), humorous coping (Cronbach's α = .63) and emotion-focused coping (Cronbach's α = .64). In total, 10 items were included. Participants were asked to answer how often they used TikTok for the given motives. Questions were formulated on a 5-point Likert scale (1 = never, 5= always).

Escapism. To measure to escapism, the adaption of the escapism scales as introduced by Gao et al. (2017) is used. This scale is adapted to measure escapism from the real world by using social media apps. Escapism (Cronbach's α = .71) was measured by four items and questions were formulated on a 4-point Likert scale (1 = Strongly disagree to 4 = strongly agree).

TikTok use. To measure TikTok use, participants were asked to self-report the estimated time of hours spent on TikTok over the past week.

Well-being. To examine the well-being of participants, life satisfaction is measured. To measure life satisfaction, The Satisfaction with Life Scale of Diener et al. (1985) is used as this

allows the researcher to globally capture a sense of well-being from the respondent's own perspective (p. 197). This scale consists of five items using 7-point Likert-scales (1 = strongly disagree, 7 = strongly agree). The overall level of life satisfaction was examined by averaging the respondents scores across the items that measured life satisfaction.

Demographics. Other variables measured were nationality, country of residence, the highest level of education, age, if participants were currently a student, other social media use, and when participants started to use TikTok, TikTok followers and if participants created TikTok's (active users). Lastly, while participants were not asked if they were part of gen Z, the data was split based on the birthyear of participants. Those who were born between 1995 and 2015 were coded as 1, while those who were born after 2015 or before 1995 were coded as 2.

3.5 Reliability of the measurements

As this research has used established measuring instruments (either partially or totally), this leads to a higher degree of validity (Punch, 2003). While most of the scales used in this research have been used and tested in previous studies, it was still essential to check the reliability of the continuous variables, especially as multiple subscales grouped certain items. In order to see if the items were grouped in the right way, the internal consistency had to be checked (Pallant, 2010). Therefore, in addition to reliability checks, factor analyses were conducted. To conduct factor analyses, a few preconditions had to be met. These preconditions were that variables had to be measured on a continuous level, normally distributed, that each scale had to contain at least three variables and that the sample size was sufficient.

Gender traits. The 24 items of gender traits, which were Likert-scale based, were entered into factor analysis using Principal Components extraction with Varimax rotation with fixed numbers of factors (=4.00), $KMO = .90$, χ^2 ($N = 354, 276$) = 3615.259, $p < .001$. The resultant model explained 55.8% of the variance in Gender traits. Factor loadings of individual items onto the four factors are presented in Table 1. The factors that were found were in line with the existing literature. Only naïve, was found to be part of negative masculine traits, instead of negative feminine traits. As this did not cause any reliability issues, the item was left in. The factors found were in concordance with existing literature. As after pilot testing the survey of this research, it became clear that participants experienced difficulty with 'ostentatious', this negative gender trait was revised into 'pretentious'. The rest of the factors were labelled following the original scale of Berger and Krahé (2013).

Negative masculine traits. The first factor that was found includes seven items, boastful, inconsistent, pretentious, arrogant, harsh and power-hungry.

Positive masculine traits. The second factor that was found includes six items, analytical, logical, objective, rational, practical and solution focused.

Positive feminine traits. The third factor that was found includes six items, emotional, loving, passionate, sensitive tender and empathic.

Negative feminine traits. The fourth factor that was found includes five items, anxious, disoriented, naïve, oversensitive and self-doubting.

Table 1. Factor and reliability analyses for scales for gender traits (N = 354)

Item	Negative masculine traits	Positive masculine traits	Positive feminine traits	Negative feminine traits
To what extent do the following character traits describe your personality?				
Inconsiderate	.85			
Naive	.78			
Arrogant	.77			
Power-hungry	.74			
Pretentious	.74			
Boastful	.73			
Harsh	.72			
Rational		.71		
Practical		.66		
Objective		.65		
Logical		.65		
Analytical		.59		
Solution-focused		.55		
Loving			.73	
Emotional			.61	.
Passionate			.60	
Sensitive			.56	

Empathic			.51	
Tender			.49	
Anxious				.64
Disoriented				.34
Self-doubting				.55
Oversensitive				.40
Overcautious				.36
R^2	.24	.12	.11	.07
Cronbach's α	.89	.76	.74	.83

Coping strategies. The 9 items which were Likert-scale based were entered into factor analysis using Principal Components extraction with Varimax rotation, with fixed number of factors (=3.00), *KMO* = .84, χ^2 (*N* = 354, 36) = 1333.41, *p* < .001. The resultant model explained 71.3% of the variance in Coping Strategies. For factor loadings of individual items of the three factors please see Table 2. The items belonging to the three factors were not in accordance with the theory of Cauberghe et al. (2021). Consequentially, they were revised to make sure each factor correctly and clearly described what it was measuring.

Problem-focused coping. The first factor that was found included five items. The items found for this factor are in line with what Carver and Connor-Smith (2010) describe as problem-focused ways of coping.

Humorous coping. The second factor that was found was the only factor that confirmed Cauberghe et al. (2021) existing coping strategy scale and consisted of 2 items.

Emotion-focused coping. The third factor that was found includes two items. As both of these items indicated wishful-thinking behaviours, this third factor can be linked to the emotion-focused coping strategy as proposed by Carver and Connor-Smith (2010).

Table 2. Factor and reliability analyses for scales for coping strategies (*N* = 354)

Item	Problem-focused coping	Humorous coping	Emotion-focused coping
Talk with family and friends	.85		
Search which measures I need to follow	.84		
Accept what is currently happening (during COVID-19)	.72		

Stay updated with my family and friends' lives	.69		
Motivate others to take action / follow the COVID measurements	.69		
Watch funny movies about the situation		.83	
Watch funny movies about the situation with others		.82	
Compensate for the missing of our friends			.86
Reframe the situation in a different, more positive way			.56
R^2	.37	.17	.17
Cronbach's α	.87	.63	.64

Escapism. The 4 items that were Likert-scale based were entered into factor analysis using Principal Components extraction, with fixed numbers of factors (=1.00), *KMO* = .73, χ^2 (*N* = 354, 6) = 247.09, *p* < .001.The resultant model explained 53.6% of the variance in Escapism. Items loaded onto one factor with an Eigenvalue > 1.00. The reliability for the items was then tested and showed a Cronbach's α of .71, which indicates that the scale has a good reliability.

Life satisfaction. The 5 items of life satisfaction, which were Likert-scale based were entered into factor analysis using Principal Components extraction, with a fix number of factors (= 1.00), *KMO* = .85, χ^2 (*N* = 354, 10) = 885.31, *p* < .001. The resultant model explained 67.9% of the variance in Life satisfaction. Items loaded onto one factor with an Eigenvalue > 1.00. The reliability for the items was then tested and showed a Cronbach's α of .88, which indicates that the scale has a good reliability.

Chapter 4. Results

In chapter two, several hypotheses were formulated. In chapter three, factor analyses were conducted, and new variables were created based on several items of the questionnaire. In this fourth chapter, the new variables, along with previous variables, are tested using regression analyses for continuous independent variables such as age and personality traits.

4.1 Impact of biological gender and gender traits on TikTok use

In order to test H1, a multiple linear regression with TikTok use as criterion was conducted. Predictors were biological gender and gender traits. The model was found not to be significant, $F(5, 340) = .97$, $p = .439$, $R^2 = .01$. Neither gender (β= -.07, $p = .210$), nor negative masculine traits (β= .12, $p = .153$), positive masculine traits (β= -.06, $p = .334$), positive feminine traits (β= .03 $p = .655$), or negative feminine traits (β= -.11, $p = .190$) were found to be significant predictors for TikTok use in hours.

Therefore, H1: TikTok use in hours is positively influenced (a) biological gender (female), (b) negative masculine traits, (c) positive masculine traits and (d) negative feminine traits, is rejected completely.

4.2 Impact of Gen Z on TikTok use

In order to test H2a/f, independent samples *t*-tests were conducted to find out if there were differences between participants that belonged to Gen Z and those who did not belong to Gen Z. An independent sample *t*-test showed that (H2a) those who did not belong to Gen Z had significantly spent more hours on average on TikTok in the last week ($M = 6.80$, $SD = 10.86$), than Gen Z did ($M = 4.49$, $SD = 4.01$), $t(322.25) = 2.81$, $p = .005$. While there were no significant difference in problem-focused coping (H2b) for Gen Z ($M = 3.67$, $SD = 0.99$) and those who do not belong to Gen Z ($M = 3.88$, $SD = 0.87$), $t(332) = 1.95$, $p = .053$. There was also no significant difference in humorous coping (H2c) for Gen Z ($M = 3.97$, $SD = 0.89$) and those who do not belong to Gen Z ($M = 3,97$, $SD = 0.77$), $t(161.75) = .25$, $p = .799$, or emotion-focused coping (H2d) for Gen Z ($M = 3.77$, $SD = .93$) and those who do not belong to Gen Z ($M = 3.84$, $SD = 0.77$), $t(332) = .73$, $p = .464$. or escapism (H2e) for Gen Z ($M = 3.15$, $SD = 0.57$) and those who do not belong to Gen Z ($M = 3.14$, $SD = 0.54$), $t(332) = 137$, $p = .891$. There was also no significant difference in life satisfaction (H2f) for Gen Z ($M = 5.24$, $SD = 1.24$) and those who do not belong to Gen Z ($M = 5.24$, $SD = 1.13$), $t(332) = .04$, $p = .971$.

A Chi-Square test was then conducted to find out if there was a difference between Gen Z and those who did not belong to Gen Z in actively and passively using TikTok (H2g). This Chi-Square test showed no significant difference between Gen Z and those who did not belong to Gen Z in actively or passively using TikTok, χ^2 (1, N = 333) = 2.024, p = .155.

Therefore: H2: For those who belong to Gen Z, (a) TikTok use in hours is significantly less than for those who do not belong to Gen Z, while there is no significant difference in (b) problem-focused coping, (c) humorous coping, (d) emotion-focused coping (e) escapism, (f) life satisfaction score or (g) active and passive usage between the two groups, is completely accepted.

4.3 Impact of biological gender and gender traits on coping strategies and escapism

In order to test H3 multiple regression analyses were conducted with problem-focused coping, humorous coping, emotion-focused coping and escapism as criteria, and biological sex and gender traits as predictors.

4.3.1 Impact of biological gender and gender traits on problem-focused coping

In order to test H3.1, a multiple linear regression with problem-focused coping as criterion and biological gender and gender traits as predictors was conducted. For problem-focused coping, the model was found to be significant F(5, 347) = 25.36, p < .001, R^2 = .27. Both negative masculine traits (β= .37, p < .001), positive feminine traits (β= .35, p < .001) and negative feminine traits (β= -.16, p = .039) were found to be significant predictors for problem-focused coping. While biological gender (β= .02, p = .709) and positive masculine traits (β= .07, p = .212) were not significant predictors for problem-focused coping. This linear regression showed that both negative masculine traits, positive feminine traits and negative feminine traits are predictors for problem-focused coping.

Therefore, H3.1: Problem-focused coping is positively influenced by (a) positive masculine traits and (b) positive feminine traits, is reject apart from H3.1b.

4.3.2 Impact of biological gender and gender traits on humorous coping

In order to test H3.2, a multiple linear regression with humorous coping as criterion and biological gender and gender traits as predictors was conducted. The model was found to be significant, F(5, 340) = 11.12, p < .001, R^2 = .14. Both positive masculine traits (β= .23, p < .001) and positive feminine traits (β= .17, p = .007) were found to be significant predictors for

humorous coping. While biological gender (β= .05, p = .368), negative masculine traits (β= -.03, p = .743) and negative feminine traits (β= .06, p = .502) were not significant predictors for humorous coping.

This linear regression showed that both positive masculine traits and positive feminine traits are predictors for humorous coping. Therefore, H3.2: Humorous coping is positively influenced by (a) positive masculine traits and (b) positive feminine traits, is completely accepted.

4.3.3 Impact of biological gender and gender traits on emotion-focused coping.

In order to test H3.3, a multiple linear regression with emotion-focused coping as criterion and biological gender and gender traits as predictors was conducted. The model was found to be significant, $F(5, 347) = 13.28$, $p < .001$, $R^2 = .16$. Both positive masculine traits (β= .16, p = .009) and positive feminine traits (β= .25, p < .001) were found to be significant predictors for emotion-focused coping. While biological gender (β= .08, p = .116), negative masculine traits (β= .15, p = .058) and negative feminine traits (β= -.08, p = .311) were not significant predictors for emotion-focused coping.

This linear regression showed that both positive masculine traits and positive feminine traits are predictors for emotion-focused coping. Therefore, H3.3: Emotion-focused coping is positively influenced by (a) negative feminine traits, (b) positive feminine traits and negatively influenced (c) positive masculine traits, is rejected apart from H3.3b.

4.3.4 Impact of biological gender and gender traits on escapism.

In order to test H3.4, a multiple linear regression with escapism as criterion and biological gender and gender traits as predictors was conducted. The model was found to be significant, $F(5, 346) = 15.76$, $p < .001$, $R^2 = .19$. Both positive masculine traits (β= .17, p = .005) and positive feminine traits were (β= .23, p < .001) were found to be significant predictors for escapism. While gender, (β= .08, p = .104), negative masculine traits (β= .13, p = .105) and negative feminine traits (β= .03, p = .754) were found not to be significant predictors for escapism.

This linear regression showed that both positive masculine traits and positive feminine traits were predictors of escapism. Therefore, H3.4: Escapism is positively influenced by (a) negative feminine traits and (b) positive feminine traits is rejected, apart from H3.4b.

4.4 Impact of biological gender, gender traits coping strategies and escapism on TikTok use

In order to test H4, hierarchical linear regression analysis was conducted with TikTok use the criterion. Biological gender and gender traits (negative masculine, positive masculine, positive feminine, negative feminine) were entered in the first block. The second block included coping strategies and escapism. For all standardized beta weights, F-values and R-changes please see Table 3.

Table 3. Standardized beta weights and R^2 of the linear regression analyses with TikTok use as criterion and biological gender, gender traits, coping strategies and escapism as predictors.

	Model 1	**Model 2**
TikTok use		
Gender	-.07	-.07
Negative masculine traits	.12	.11
Positive masculine traits	-.06	-.07
Positive feminine traits	.03	.02
Negative feminine traits	-.11	-.12
Problem-focused coping		.02
Humorous coping		-.02
Emotion-focused coping		-.07
Escapism		.11
	ΔR^2 = .28	**ΔR^2 = .12**
	***p* < .001**	***p* < .001**

Note: *p < .05, **p < .01, ***p < .001.

This hierarchical regression analyses showed that when gender and gender traits were included in the first block, the model did not reach significance. When in the second block coping strategies and escapism were added, the model still did not reach significance. Therefore: H4: TikTok use in hours is positively influenced by (a) biological gender (b) negative masculine traits, (c) positive masculine traits, (d) negative feminine traits, (e) problem-focused coping, (f) humorous coping, (g) emotion-focused coping and (h) escapism, is rejected.

4.5 Impact of biological gender, gender traits coping strategies and escapism on life satisfaction

In order to test H5, hierarchical linear regression analyses were conducted with life satisfaction score as the criterion. Biological gender and gender traits (negative masculine, positive masculine, positive feminine, negative feminine) were entered in the first block. The second block included coping strategies and escapism. The data was then split in two groups (Gen Z and not Gen Z). For all standardized beta weights, *F*-values and *R*-changes please see Table 4.

Table 4. Standardized beta weights and R^2 of the linear regression analyses with life satisfaction score as criterion and biological gender, gender traits, coping strategies and escapism as predictors.

	Gen Z		**Not Gen Z**	
	Model 1	**Model 2**	**Model 1**	**Model 2**
Life Satisfaction				
Gender	.07	.04	-.05	-.04
Negative masculine traits	.50***	.34**	.41***	.30**
Positive masculine traits	.14	.08	.05	.01
Positive feminine traits	.26*	.20*	.30***	.15
Negative feminine traits	-.23	-.25*	-.11	-.07
Problem-focused coping		.53***		.29***
Humorous coping		.28**		.07
Emotion-focused coping		-.41***		-.00
Escapism		.07		.08
	$\Delta R^2 = .37$	**$\Delta R^2 = .20$**	**$\Delta R^2 = .26$**	**$\Delta R^2 = .09$**
	$p < .001$	**$p < .001$**	**$p < .001$**	**$p < .001$**

Note: *p < .05, **p < .01, ***p < .001.

This hierarchical regression analyses showed that for Gen Z, both negative masculine traits and positive feminine traits predicted life satisfaction score in the first block. When in the second block coping strategies and escapism was included, negative feminine traits also became significant predictors for life satisfaction. In the second block, negative masculine traits, positive feminine traits, negative feminine traits, problem-focused coping, humorous coping

and emotion-focused coping all were found to be significant predictors for life satisfaction score for Gen Z.

Therefore: H5.1: For Gen Z, life satisfaction score is positively influenced by (a) positive masculine traits, (b) positive feminine traits and (c) humorous coping, (d) emotion-focused coping, and negatively influenced by (e) negative feminine traits, (f) problem-focused coping and (g) escapism, is rejected apart from H5.1b, H5.1c and H5.1e.

For those who did not belong to Gen Z, negative masculine traits and positive feminine traits were predictors for life satisfaction score in the first block. When in the second block coping strategies and escapism were included, positive feminine traits were no longer predictors of life satisfaction. In the second block, negative masculine traits and problem-focused coping were found to be significant predictors for life satisfaction.

Therefore: H5.2: For those who do not belong to Gen Z, life satisfaction score is positively influenced by (a) positive masculine traits, (b) positive feminine traits and (c) problem-focused coping and (d) humorous coping and negatively influenced by (e) negative masculine traits and (f) escapism is rejected apart from H5.2c.

Chapter 5. Conclusion

This research aimed to investigate to what extent biological gender, gender traits, coping strategies, escapism and TikTok use in hours influenced well-being during the COVID-19 pandemic. To provide a thorough and cohesive conclusion, this chapter will discuss the main research findings of this study and its implications for existing research. Then, an answer to the research question will be given. In this final part, a mix or reassurances and warnings for TikTok use during the COVID-19 pandemic will be discussed that can possibly provide solutions for improving well-being during the corona crisis. Following this critical reflection, the limitations of this study and suggestions for future research will be presented.

5.1 Discussion

The present study was conducted through a quantitative survey and sought to refine existing theories about predictors for social media use on well-being during the COVID-19 pandemic. It investigated whether gender traits could add significant predictive value when analysing TikTok, even though previous research has not found an effect of personality traits on TikTok use. This research also tested if gender traits could predict different uses of TikTok during the COVID-19 pandemic. Further, this research examined how the use of TikTok could be beneficial for one's well-being during the pandemic.

5.1.1 Impact of biological gender and gender traits on TikTok use

The present study has found no effect of biological gender on TikTok use in hours on average in the past week (⫤ H1a). While it was expected that women would spend more time on the platform than men did, this was not the case for TikTok use in hours during the COVID-19 pandemic. Moreover, while this research sought to demonstrate that gender traits, which compose one's personality (Kneer et al., 2019), were better predictors for social media behaviours, there was no substantial evidence found that showed that gender traits added significant predictive value for the use of TikTok in hours (⫤ H1bcd). Congruent with the findings of Omar and Dequan (2020), there was no significant relation found between the use of TikTok in hours and different personalities.

5.1.2 Gen Z and TikTok use in hours

While it has been previously argued that especially Gen Z spends much time on social media during the COVID-19 pandemic, it was found that Gen Z experienced a discontinuance

intention due to an information overload (Liu et al., 2021). In line with this theory, this research demonstrated that those who did not belong to Gen Z, spent more hours on TikTok on average during the COVID-19 pandemic than those who did not belong to Gen Z (=H2a). Apart from the difference in average time spent on TikTok in hours, there were no significant differences between the two groups in problem focused coping (=H2b), humorous coping (=H2c), emotion-focused coping (=H2d), escapism (=H2e), life satisfaction score (=H2f) or active and passive usage (=H2g). Results show that there may indeed be a discontinuance intention for Gen Z for social media use during the COVID-19 pandemic.

5.1.3 Impact of biological gender and gender traits on coping strategies and escapism

Even though biological gender and gender traits were found not to be significant predictors for TikTok use in hours (≠ H1), when analysing the use of coping strategies and escapism, it was found that gender traits significantly influenced the motives to use TikTok (=H3.1b), (=H3.2ab), (=H3.3b), (=H3.4b). Biological gender was found not to be a significant predictor for problem-focused coping, humorous coping, emotion-focused coping or escapism. Congruent with the theory of Kneer et al., (2019) this shows that when analysing media motivations, including gender traits, adds significant predictive value.

While it was expected that problem-focused coping would be influenced by both positive masculine (≠ H3.1a) and positive feminine traits (=H3.1b), this study demonstrated problem-focused coping was positively influenced by positive feminine traits, negative masculine traits and negative feminine traits. While Zhou et al. (2017) found that conscientiousness, which is a positive masculine trait, would lead to more problem-focused coping strategies, this could not be confirmed by the results of this study. However, whereas conscientious people are consistent people with high self-discipline who are less-likely to use emotion-focused coping strategies, this does not necessarily implicate a greater use of problem-focused coping strategies. Instead, as the problem-focused coping strategy directly deals with the problem that causes emotional distress, positive masculine traits such as being rational, and objective may make one less likely to use these problem-focused coping strategies.

As expected, humorous coping was influenced by both positive masculine (=H3.2a) and positive masculine traits (=H3.2b). This finding is in line with the theory of Kneer et al. (2019), who demonstrated that positive feminine traits predicted social interactions motivations in gameplay while positive masculine traits predicted harmonious passion in gameplay. Interestingly, the adapted version of the coping scale of Cauberghe et al. (2020) only included two items, which both addressed watching funny movies. Gaming, e.g., playing video games

or consuming memes, were not included when testing for humorous coping motives for TikTok. Still, a significant effect was found for both positive masculine and positive feminine traits for humorous coping (=H3.2).

Emotion-focused coping was found not to be positively influenced by negative feminine traits (≠ H3.3a) or negatively influenced by positive masculine traits (≠ H3.3c). Instead, emotion-focused strategies were positively influenced by positive feminine traits (=H3.3b) and, as opposed to the theory of Zhou et al. (2017), by positive masculine traits. While Escapism was not significantly influenced by negative feminine traits (≠ H3.4a), it was predicted by positive masculine traits. Also, as in line with the theory of Carver and Connor-Smith (2010) positive feminine traits positively influenced escapism motives (=H3.4b).

What becomes clear, is that apart from problem-focused coping, all other coping strategies and escapism were positively influenced by both positive masculine and positive feminine traits. Only problem-focused coping was found not to be predicted by positive masculine traits. As argued previously, the absence of an effect of positive masculine traits on problem-focused coping can possibly be explained by the fact that the problem-focused coping strategy, directly deals with the problem, while positive masculine traits such as being rational and objective, could make one prone to seeing the COVID-19 pandemic as a real problem that needs to be solved.

As positive feminine traits significantly influenced all coping strategies and escapism, this shows that regardless of the effect which using social media during the pandemic has, using coping and escapism strategies during the COVID-19 pandemic significantly relates to positive feminine traits. As positive feminine traits include personality traits such as sensitiveness and empathy for others, in a period of crises, these traits could possibly lead to the use of coping and escapism strategies to either express sympathy, or to an increased time on social media to satisfy the need for disaster-related information (Bridgman et al., 2020; Cinelli et al., 2020; Koeze & Popper, 2020).

Moreover, considering that three out of the four different motivations for TikTok use during the COVID-19 pandemic were motivated by positive feminine and positive masculine traits, it raises the question if the inclusion of negative gender attributes, as proposed by Berger and Krahé (2013) is indeed essential. However, as this research demonstrated that problem-focused coping was influenced by positive feminine traits, but also by negative masculine traits and negative feminine traits, this shows that it is indeed valuable for this research to take negative gender attributes into account, as when they are present but not examined, this could

confound research findings (Berger & Krahé, 2013), which would thus be the case for problem-focused coping in this research.

5.1.4 Impact of biological gender, gender traits, coping strategies and escapism on TikTok use in hours

When analysing the effect of biological gender, gender traits, coping strategies and escapism on TikTok use in hours, no significant effect was found (⫤ H4). The absence of a significant effect of biological gender, gender traits, coping strategies and escapism on TikTok use in hours, can be caused by the fact that coping mechanisms account for the motivations to use media, which indicates that motivations to use social media are more critical than mere usage. This finding is in line with Shao's (2009) theory, who argued that the Internet is a mediating tool for individuals to demonstrate specific behaviours online. Consequentially, this shows that motivations to use media are more relevant to look at than social media use in hours.

5.1.5 Impact of biological gender and gender traits, coping strategies and escapism on life satisfaction score

In line with the theory of Vigil and Wu (2015), this research has found no significant predictive effect of biological gender on life satisfaction. Research of Chen et al. (2017) has previously shown that during normal times, life satisfaction was influenced by personality. During the COVID-19 pandemic, Banks et al. (2021) has indicated that there were both protective and risk factors for well-being. As expected, and in line with the theory of Banks et al. (2021), for Gen Z, life satisfaction score was positively influenced by positive feminine traits (=H5.1b) and negatively influenced by negative feminine traits (=H5.1e). For those who did not belong to Gen Z, negative feminine traits did not influence life satisfaction score. Cauberghe et al. (2021) have suggested that especially the younger generation relies highly on social contact. Considering that being anxious or self-doubting are examples of negative feminine traits, it could be suggested that those of Gen Z who score high on these traits, experience a negative effect of this period of social isolation on life satisfaction, as they are insecure already.

For both gen Z, and those who did not belong to Gen Z, life satisfaction was found to be positively influenced by negative masculine traits. These findings can possibly be explained by the fact that while in normal times, negative masculine traits such as being arrogant or being ignorant would decrease life satisfaction, during the COVID-19 pandemic, these traits might

positively influence well-being as these traits make one less likely to look at the pandemic as a problem or may cause people to think that 'they won't get affected by the COVID-19 pandemic.

Following the theory of Liu et al. (2021), it was expected that for Gen Z, problem-focused coping would not be beneficial for life satisfaction as it would lead Gen Z to experience a perceived information overload. On the contrary, for those who did not belong to Gen Z, problem-focused coping would be beneficial to life satisfaction. Results showed that using a problem-focused coping strategy, improved life satisfaction for members of Gen Z (≠H5.1e) and also for those who did not belong to Gen Z (=H5.2c). The positive effect on life satisfaction from problem-focused coping for Gen Z can possibly be explained by the fact that problem-focused coping included social interaction motives such as 'Talk with family and friends'. While for Gen Z, it was expected that only emotion-focused coping would be beneficial to life satisfaction (=H5.1d), as this strategy allowed members of Gen Z to interact with friends during the lockdown, and would lead members of Gen Z to gain psychological comfort (Liu et al., 2021), it could be possible that problem-focused coping also allows Gen Z to gain psychological comfort for their mental state of FoMO from social interaction.

Like expected, there was no significant effect of emotion-focused coping on well-being for those who did not belong to Gen Z. The negative effect of emotion-focused coping on life satisfaction for Gen Z on the other hand (≠H5.1d), can possibly be explained by the theory of Zhou et al. (2017), who indicated that emotion-focused coping, in part accounts for the association between personality and adolescent internet addiction. Another explanation for this finding could be that the emotion-focused coping strategy is based on wishful thinking. Although there is no literature that contributes to the following finding, it could be suggested that this strategy may cause blindness to unintended consequences of the COVID-19 pandemic, and ultimately to a decrease in life satisfaction.

For those who did belong to Gen Z, humorous coping was found to be beneficial to life satisfaction, while for those who did not belong to Gen Z, there was no effect. While there is no empirical evidence that supports this finding, and this findings is open to interpretation, it could be expected that Gen Z benefits more from humorous coping as they are younger, and less serious.

Against all expectations, this research has found no effect of escapism on life satisfaction for Gen Z (≠ H5.1g) or those who do not belong to Gen Z (≠ H5.2f). Previous literature has linked the use of social media for escapism purposes to problematic social media use (Kircaburun et al., 2018) and social media addiction (Gao et al., 2017). During the COVID-19 pandemic, using social media for the purpose of escapism has also been associated with

lower mental health scores (Eden et al., 2020; Meier et al., 2018). However, the absence of an effect of escapism on life satisfaction can notably explained by the theory of Király et al. (2020). This theory suggests that using social media for escapism purposes, does not necessarily constitute problematic media behaviours. While for some individuals this study shows that using social media for escapism purposes did constitute problematic media behaviours (Király et al, 2020). While it is impossible to draw conclusions on problematic media behaviours and non-problematic media behaviours when using TikTok for escapism motives in this research, this could still be an explanation for the insignificant effect of escapism on life satisfaction.

5.2 Limitations

While this study was conducted after an intensive literature review and research, no study is devoid of limitations. First of all, the data collection of this research was done by using a quantitative survey. In a quantitative survey, measurement validity is achieved when the researcher accurately measures what was initially claimed to be measured (Boynton & Greenhalgh, 2004; Lawrence, 2014; Matthews & Ross, 2010). For this research, it should be kept in mind that most questions in the survey required self-reported answers. Using questions that allow participants to self-report can cause validity problems as respondents may exaggerate or under-report the frequency or the severity of their answers. For instance, the question 'How many hours have you used TikTok in the past week?' might negatively influence validity as the exact time spent on the app will most likely be estimated or could be more or less than one wants to admit. Using multi-method approaches instead would have allowed a better replication of findings of this research (Davis, Golicic & Boerstler, 2010).

This study's survey was distributed through Amazon Mechanical Turk. While using MTurk to distribute this survey allowed to obtain a large amount of data from a diverse group of participants using random sampling (Wright, 2005), this diversity should not be misinterpreted as representativeness. While this study included participants from 27 countries of residence and 31 different places of birth, which makes the sample diverse, the obtained sample consisted primarily of participants living in India (43.2%) and the United States (30.5%), and most of them were also born in India (45.2%) and the United States (27.7%). This shows that the sample does not accurately reflect the characteristics of the larger group and that the sample is not entirely representative of the entire population of TikTok users. To generalise results, other nationalities should be included for future research to increase the sample's representativeness.

It should also be kept in mind that while most scales and subscales were proven reliable, some limitations still emerged from the use of these scales. The BRIEF-coping scale of Carver (1997), which had been adjusted by Cauberghe et al. (2020), was readjusted for this research. Two out of three of the coping factors that were found showed a questionable internal consistency, which is why caution should be taken when generalising results for both humorous coping and emotion-focused coping.

Most importantly, this research examined the effect of the use of social media on well-being during the COVID-19 pandemic and is a cross-sectional study. This means that this study cannot establish causal relationships. Although the study was guided by theory and examined the impact of personality on social media use and further on well-being during the COVID-19 pandemic, caution should be taken in speaking of consequences.

Moreover, while this study builds on both the U&G framework and Mood Management to analyse social media use during the COVID-19 pandemic, the initial mood or emotional state that led to the use of social media during the COVID-19 pandemic was also not tested. For example, this study thus cannot support if people with lower well-being, in the beginning, used social media more to cope with the COVID-19 pandemic. Results of this study capture a snapshot of one point of the COVID-19 pandemic. Also, as the pandemic spans over a larger amount of time, social media use and well-being may be adapting during the crisis.

Besides, Sturrock, Francis and Carr (2009) have found that one's coping style shapes personality development, which could also be the case for this research. What becomes clear is that while this study proposes a mix of reassurances and warnings for TikTok use during the COVID-19 pandemic, caution should be taken in these recommendations.

5.3 Suggestions for future research

In light of the findings of this study and the previously mentioned limitations, this study proposes several suggestions for future research. First, in line with the study of Kneer et al. (2019), this study has shown that gender traits added significant predictive value when analysing the different motivations to use social media. Future research on motivations to use social media should thus continue to examine the predictive value of gender traits when analysing social media use and its consequences.

This research demonstrated that there was no significant effect of escapism on life satisfaction during the COVID-19 pandemic. As previously explained, this finding can be attributed to the different ways of using social media for escapism, which can be either

problematic or non-problematic (Király et al.,2020). Future research should thus include both forms of escapism by using social media to find out how it ultimately affects well-being.

Furthermore, this study has indicated that caution should be taken in the given recommendations for TikTok use and further social media use during the COVID-19 pandemic. As this study single study cannot provide solutions for improving well-being during the corona crisis, more research on the use of social media during the COVID-19 pandemic is necessary. Considering that this study had to take caution in speaking of causality and consequences, future research should use longitudinal and experimental research designs. It would also be interesting to analyse other social media platforms to see how different platforms are used to cope with the COVID-19 pandemic. Although it has been argued that accessing specific activities on SNS during the COVID-19 pandemic could better help explain links to well-being, there are a lot of different reasons to use social network sites. Future research should assess different kinds of motivations to use social networking sites during the COVID-19 pandemic.

5.4 Summary

To conclude, the present study found that biological gender did not influence any of the motivations to use TikTok during the COVID-19 pandemic. Gender traits, on the other hand, were found to influence almost all variables under study, namely, problem-focused coping, humorous coping, emotion-focused coping, and escapism. Only TikTok use in hours was found not to be predicted by personality, as composed by gender traits. This research sought to demonstrate that gender traits are better predictors than mere biological sex when analysing media behaviours and their consequences. Results of this study showed that this was especially true for the different motivations to use social media. The present study analysed well-being by examining life satisfaction score. Results for well-being showed that regardless of age, using TikTok for problem-focused coping during the COVID-19 pandemic significantly influences well-being. For those who belong to Gen Z, using TikTok for humorous coping also positively influenced well-being, while using TikTok for emotion-focused coping negatively influenced well-being.

5.5 Scientific and societal impact

In this final part of this research, a mix or reassurances mix of reassurances and warnings for TikTok use during the COVID-19 pandemic either prevent adverse effect or benefit from the impact of TikTok use on well-being will be given. First of all, regardless of age, users can

use TikTok for problem-focused coping. Using TikTok in such a way means that one can use TikTok for the purpose of talking with friends and family, but also by searching with COVID-19 measures they need to follow. For those who belong to Generation Z, the platform can also be used to watch humorous TikTok's about the COVID-19 pandemic. This can be done either alone or with others. However, if one is older, there will be no significant beneficial effect of watching these humorous TikTok's. For those who belong to Gen Z, TikTok should not be used to compensate for the missing of friends or to reframe the situation more positively. Using TikTok in such a way will possibly shortly avoid discomfort, but as this strategy is based on wishful thinking, it may eventually cause blindness to unintended consequences of the COVID-19 pandemic, and ultimately to a decrease in well-being. For those who do not belong to generation Z, TikTok can be used in such a way, but it will have no beneficial effects.

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Appendix A. Questionnaire

Dien van Dijk, thesis survey - TikTok and COVID-19.

Block: Default Question Block (21 Questions)

Page Break

Start of Block: Default Question Block

Consent Dear Participant, Thank you for taking the time to be part of this survey.

This questionnair will take you about **11 minutes** to complete.

This survey aims to find out more about social media use during the pandemic.

This study is intended for people aged 18 years and older.

Please know that your participation is voluntary.

You may refuse to take part in this research, to exit the survey at any time or to refuse to answer certain questions.

You participation is anonymous and will be kept confidential.

There are no right or wrong answers.

They are no risks involved in participating in this survey other than those encountered in day-to-day life.

The results of the study will be exclusively used for academic purposes to help us learn more about particular behaviours on social media.

If you have any questions or concerns, please e-mail me at MTtiktok@gmail.com

Thank you for your participation,

Master's student in Media and Creative Industries at Erasmus University Rotterdam.

Page Break

Informed consent

Clicking on the button to continue this survey means that:

- You have read the above information
- You voluntarily agree to participate
- You are 18 years old or older

- ○ I understand and I would like to continue to the survey (1)
- ○ I disagree/don't understand and want to exit the survey (2)

Skip To: End of Survey If Intro = I disagree/don't understand and want to exit the survey

Page Break

TikTok Use Do you use TikTok?

- ○ Yes (1)
- ○ No (2)

Skip To: End of Survey If TikTok use = No

Page Break

Since when do you use TikTok?

Month	▼ I don't know (1) ... December (13)
Year	▼ I don't know (1) ... December (13)

Page Break

Approximately how many hours have you spent on TikTok over the past week? (Please only use numbers)

_____

Page Break

Do you create your own TikToks?

- ○ Yes (1)
- ○ No (2)

Page Break

To what extent do the following character traits describe your personality?

	Does not describe me (1)	Describes me slightly well (2)	Describes me moderately well (3)	Describes me very well (4)	Describes me extremely well (5)
Analytical (1)	○	○	○	○	○
Arrogant (2)	○	○	○	○	○
Emotional (3)	○	○	○	○	○
Anxious (4)	○	○	○	○	○
Logical (5)	○	○	○	○	○
Boastful (6)	○	○	○	○	○
Empathic (7)	○	○	○	○	○
Disoriented (8)	○	○	○	○	○
Objective (9)	○	○	○	○	○
Harsh (10)	○	○	○	○	○
Loving (11)	○	○	○	○	○
Naive (12)	○	○	○	○	○
Practical (13)	○	○	○	○	○
Inconsiderate (14)	○	○	○	○	○
Passionate (15)	○	○	○	○	○

Overcautios (16)	○	○	○	○	○
Rational (17)	○	○	○	○	○
Pretentious (18)	○	○	○	○	○
Sensitive (19)	○	○	○	○	○
Oversensitive (20)	○	○	○	○	○
Solution-focused (21)	○	○	○	○	○
Power-hungry (22)	○	○	○	○	○
Tender (23)	○	○	○	○	○
Self-doubting (24)	○	○	○	○	○

Page Break

How often do you use TikTok during the lockdown to ...

	Completely disagree (1)	Tend to disagree (2)	Neither agree nor disagree (3)	Tend to agree (4)	Completely agree (5)
Motivate others to take action / follow the COVID measurements (1)	○	○	○	○	○
Search which measures I need to follow (2)	○	○	○	○	○
Reframe the situation in a different, more positive way (3)	○	○	○	○	○
Accept what is currently happening (during COVID-19) (4)	○	○	○	○	○

Page Break

How often do you use TikTok during the lockdown to ...

	Completely disagree (1)	Tend to disagree (2)	Neither agree nor disagree (3)	Tend to agree (4)	Completely agree (5)
Compensate for the missing of our friends (1)	○	○	○	○	○
Talk with family and friends (2)	○	○	○	○	○
Stay updated with my family and friends' lives (3)	○	○	○	○	○

Page Break

How often do you TikTok during the lockdown to ...

	Completely disagree (1)	Tend to disagree (2)	Neither agree nor disagree (3)	Tend to agree (4)	Completely agree (5)
Watch funny movies about the situation (1)	○	○	○	○	○
Watch funny movies about the situation with others (2)	○	○	○	○	○
Stay updated with my family and friends' lives (3)	○	○	○	○	○

Page Break

I use TikTok during the COVID-19 pandemic because…

	Completely Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
Helps me to escape from the world of reality (1)	○	○	○	○
Helps me to escape from problems and pressures (2)	○	○	○	○
Helps me to escape from things that are unpleasant and worrisome (3)	○	○	○	○
Makes me feel as if I am in a different world of reality (4)	○	○	○	○

Page Break

To what extent do you agree with the following statements about your life during the COVID-19 pandemic?

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
In most ways my life is close to my ideal (1)	○	○	○	○	○	○	○
The conditions of my life are excellent (2)	○	○	○	○	○	○	○
I am satisfied with my life (3)	○	○	○	○	○	○	○
So far I have gotten the important things I want in life (4)	○	○	○	○	○	○	○

If I could live my life over, I would change almost nothing (5)	○	○	○	○	○	○	○

Page Break

Age How old are you?

▼ (262) ... 101 (346)

Other SM What other social media do you use on a daily basis?

- ☐ Facebook (1)
- ☐ Twitter (2)
- ☐ Instagram (3)
- ☐ YouTube (4)
- ☐ Pinterest (5)
- ☐ None (6)
- ☐ Other (7) _____

Gender What is your gender?

- ○ Male (1)
- ○ Female (2)
- ○ Non-binary / third gender (3)
- ○ Prefer not to say (4)

Country reside In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

Birthplace What is your place of birth?

▼ Afghanistan (1) ... Zimbabwe (1357)

Education What is the highest level of school you have completed or the highest degree you have received?

- ○ Less than high school degree (1)
- ○ High school graduate (high school diploma or equivalent) (2)
- ○ Some college but no degree (3)
- ○ Bachelor's degree (4)
- ○ Master's degree (5)
- ○ Doctoral degree (PhD) (6)
- ○ Professional degree (JD, MD) (7)

Student Are you currently a student?

- ○ Yes (8)
- ○ No (13)
- ○ Rather don't say (10)

Page Break

Q33 **Here is your completion code 123456**

Copy this value to paste into MTurk
When you have copied this code, please click the next button to submit your survey.

End of Block: Default Question Block

Appendix B. SPSS output

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	213	60.2	60.2	60.2
	Female	141	39.8	39.8	100.0
	Total	354	100.0	100.0	

Statistics

Age

N	Valid	334
	Missing	20
Mean		30.82
Std. Error of Mean		.420
Median		29.00
Std. Deviation		7.672
Variance		58.857
Range		42
Minimum		19
Maximum		61

GenZ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	GenZ	100	28.2	29.9	29.9
	NotGenZ	234	66.1	70.1	100.0
	Total	334	94.4	100.0	
Missing	System	20	5.6		
Total		354	100.0		

Countries of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Armenia	1	.3	.3	.3
	Australia	4	1.1	1.2	1.4
	Bangladesh	2	.6	.6	2.0
	Belgium	1	.3	.3	2.3
	Brazil	17	4.8	4.9	7.2
	Brunei Darussalam	1	.3	.3	7.5
	Cambodia	2	.6	.6	8.1
	Canada	3	.8	.9	8.9
	China	1	.3	.3	9.2
	France	1	.3	.3	9.5
	Germany	2	.6	.6	10.1
	India	153	43.2	44.1	54.2
	Ireland	1	.3	.3	54.5
	Italy	18	5.1	5.2	59.7
	Nepal	1	.3	.3	59.9
	Netherlands	3	.8	.9	60.8
	Nigeria	1	.3	.3	61.1
	Oman	1	.3	.3	61.4
	Peru	1	.3	.3	61.7
	Philippines	1	.3	.3	62.0
	Portugal	1	.3	.3	62.2
	Romania	1	.3	.3	62.5
	Singapore	1	.3	.3	62.8
	Spain	8	2.3	2.3	65.1
	United Kingdom of Great Britain and Northern Ireland	12	3.4	3.5	68.6
	United States of America	108	30.5	31.1	99.7

	Venezuela, Bolivarian Republic of...	1	.3	.3	100.0
	Total	347	98.0	100.0	
Missing	System	7	2.0		
Total		354	100.0		

What is your place of birth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Algeria	1	.3	.3	.3
	Angola	2	.6	.6	.9
	Argentina	1	.3	.3	1.2
	Australia	3	.8	.9	2.0
	Austria	1	.3	.3	2.3
	Bangladesh	3	.8	.9	3.2
	Barbados	1	.3	.3	3.5
	Brazil	19	5.4	5.5	9.0
	Canada	3	.8	.9	9.8
	China	2	.6	.6	10.4
	Estonia	1	.3	.3	10.7
	France	1	.3	.3	11.0
	India	160	45.2	46.2	57.2
	Italy	16	4.5	4.6	61.8
	Kenya	3	.8	.9	62.7
	Latvia	1	.3	.3	63.0
	Netherlands	3	.8	.9	63.9
	Nigeria	2	.6	.6	64.5
	Pakistan	2	.6	.6	65.0
	Paraguay	1	.3	.3	65.3
	Philippines	1	.3	.3	65.6
	Romania	1	.3	.3	65.9
	Russian Federation	1	.3	.3	66.2

	Serbia	1	.3	.3	66.5
	Singapore	1	.3	.3	66.8
	South Korea	1	.3	.3	67.1
	Spain	4	1.1	1.2	68.2
	United Kingdom of Great Britain and Northern Ireland	9	2.5	2.6	70.8
	United States of America	98	27.7	28.3	99.1
	Venezuela, Bolivarian Republic of...	2	.6	.6	99.7
	Viet Nam	1	.3	.3	100.0
	Total	346	97.7	100.0	
Missing	System	8	2.3		
Total		354	100.0		

Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school degree	1	.3	.3	.3
	High school graduate (high school diploma or equivalent)	19	5.4	5.4	5.7
	Some college but no degree	28	7.9	8.0	13.8
	Bachelor's degree	207	58.5	59.3	73.1
	Master's degree	90	25.4	25.8	98.9
	Doctoral degree (PhD)	2	.6	.6	99.4

	Professional degree (JD, MD)	2	.6	.6	100.0
	Total	349	98.6	100.0	
Missing	System	5	1.4		
Total		354	100.0		

Are you currently a student?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	36.4	36.9	36.9
	Rather don't say	6	1.7	1.7	38.6
	No	215	60.7	61.4	100.0
	Total	350	98.9	100.0	
Missing	System	4	1.1		
Total		354	100.0		

Other Social Media - Selected Choice Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	302	85.3	100.0	100.0
Missing	System	52	14.7		
Total		354	100.0		

Other Social Media - Selected Choice Twitter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twitter	198	55.9	100.0	100.0
Missing	System	156	44.1		
Total		354	100.0		

Other Social Media - Selected Choice Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	286	80.8	100.0	100.0
Missing	System	68	19.2		
Total		354	100.0		

Other Social Media - Selected Choice YouTube

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YouTube	294	83.1	100.0	100.0
Missing	System	60	16.9		
Total		354	100.0		

Since when do you use TikTok - Year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't know	12	3.4	3.4	3.4
	2010	5	1.4	1.4	4.8
	2011	6	1.7	1.7	6.5
	2012	3	.8	.8	7.4
	2013	6	1.7	1.7	9.1
	2014	8	2.3	2.3	11.3
	2015	13	3.7	3.7	15.0
	2016	10	2.8	2.8	17.8
	2017	17	4.8	4.8	22.7
	2018	47	13.3	13.3	36.0
	2019	82	23.2	23.2	59.2
	2020	120	33.9	34.0	93.2
	2021	24	6.8	6.8	100.0

	Total	353	99.7	100.0
Missing	System	1	.3	
Total		354	100.0	

Creator vs user

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, creator	283	79.9	80.2	80.2
	No, not a creator	70	19.8	19.8	100.0
	Total	353	99.7	100.0	
Missing	System	1	.3		
Total		354	100.0		

Statistics

		Hours use on average	How many followers do you have on TikTok? (Please only use numbers)
N	Valid	347	349
	Missing	7	5
Mean		6.02	4937.77
Std. Error of Mean		.494	2935.103
Median		4.00	150.00
Std. Deviation		9.199	54832.243
Variance		84.618	3006574834.625
Range		76	1000000

Minimum	0	0
Maximum	76	1000000

T-test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Hours use on average	Male	210	6.58	10.645	.735
	Female	137	5.16	6.317	.540
ProblemFocused Coping	Male	213	3.7676	.80607	.05523
	Female	141	3.9184	.80539	.06783
HumorousCoping	Male	211	3.9384	.81416	.05605
	Female	136	4.0515	.79181	.06790
EmotionFocusedCoping	Male	213	3.8077	.84438	.05786
	Female	141	3.8610	.97364	.08199
EscapismMean	Male	213	3.0927	.51444	.03525
	Female	140	3.1994	.59782	.05052
LifeSatisfactionScore	Male	213	5.2141	1.17264	.08035
	Female	140	5.2529	1.17617	.09940

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Hours use on average	Equal variances assumed	5.408	.021	1.414	345	.158	1.426	1.009	-.558	3.411
	Equal variances not assumed			1.565	342.271	.119	1.426	.912	-.366	3.219
ProblemFocusedCoping	Equal variances assumed	1.064	.303	-1.724	352	.086	-.15083	.08748	-.32289	.02122
	Equal variances not assumed			-1.724	300.087	.086	-.15083	.08747	-.32296	.02130
HumorousCoping	Equal variances assumed	.108	.743	-1.277	345	.203	-.11308	.08858	-.28730	.06113

	Equal variances not assumed			-1.284	293.935	.200	-.11308	.08804	-.28636	.06019
ActiveCoping	Equal variances assumed	1.509	.220	-.546	352	.585	-.05325	.09750	-.24499	.13850
	Equal variances not assumed			-.531	269.923	.596	-.05325	.10035	-.25082	.14433
EscapismMean	Equal variances assumed	1.888	.170	-1.786	351	.075	-.10668	.05973	-.22415	.01079
	Equal variances not assumed			-1.732	265.934	.084	-.10668	.06161	-.22798	.01461
LifeSatisfactionScore	Equal variances assumed	.074	.786	-.304	351	.762	-.03877	.12774	-.29000	.21245

	Equal variances not assumed	-.303	296.874	.762	-.03877	.12782	-.2903 1	.2127 7

T-test

Group Statistics

	Age	N	Mean	Std. Deviation	Std. Error Mean
Hours use on average	GenZ	97	4.49	4.012	.407
	NotGenZ	231	6.80	10.857	.714
ProblemFocused Coping	GenZ	100	3.7700	.92502	.09250
	NotGenZ	234	3.8419	.77140	.05043
HumorousCoping	GenZ	98	3.9694	.89043	.08995
	NotGenZ	231	3.9957	.77177	.05078
ActiveCoping	GenZ	100	3.6685	.98757	.09876
	NotGenZ	234	3.8786	.86673	.05666
EscapismMean	GenZ	100	3.1450	.57206	.05721
	NotGenZ	234	3.1360	.53836	.03519
LifeSatisfactionScore	GenZ	100	5.2360	1.23661	.12366
	NotGenZ	234	5.2410	1.13350	.07410

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Hours use on average	Equal variances assumed	10.693	.001	-2.039	326	.042	-2.313	1.134	-4.545	-.082
	Equal variances not assumed			-2.813	322.257	.005	-2.313	.822	-3.931	-.696
ProblemFocusedCoping	Equal variances assumed	2.117	.147	-.734	332	.464	-.07188	.09799	-.26465	.12089
	Equal variances not assumed			-.682	160.564	.496	-.07188	.10535	-.27994	.13618
HumorousCoping	Equal variances assumed	4.443	.036	-.270	327	.788	-.02628	.09750	-.21809	.16553

	Equal variances not assumed			-.254	161.753	.799	-.02628	.10329	-.23026	.17769
ActiveCoping	Equal variances assumed	.592	.442	-1.945	332	.053	-.21013	.10806	-.42269	.00243
	Equal variances not assumed			-1.846	167.204	.067	-.21013	.11386	-.43491	.01465
EscapismMean	Equal variances assumed	.358	.550	.137	332	.891	.00896	.06555	-.11998	.13790
	Equal variances not assumed			.133	177.329	.894	.00896	.06716	-.12358	.14150
LifeSatisfactionScore	Equal variances assumed	.086	.769	-.036	332	.971	-.00503	.13921	-.27887	.26882

	Equal variances not assumed	-.035	173.361	.972	-.00503	.14416	-.28956	.27951

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Creator vs user * Gender	353	99.7%	1	0.3%	354	100.0%

Creator vs user * Gender Crosstabulation

			Gender		
			Male	Female	Total
Creator vs user	Yes	Count	173	110	283
		Expected Count	170.0	113.0	283.0
		Residual	3.0	-3.0	
	No	Count	39	31	70
		Expected Count	42.0	28.0	70.0
		Residual	-3.0	3.0	
Total		Count	212	141	353
		Expected Count	212.0	141.0	353.0

Chi-Square Tests

			Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
	Value	df			

Pearson Chi-Square	.686[a]	1	.407		
Continuity Correction[b]	.479	1	.489		
Likelihood Ratio	.681	1	.409		
Fisher's Exact Test				.417	.244
Linear-by-Linear Association	.684	1	.408		
N of Valid Cases	353				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.96.

b. Computed only for a 2x2 table

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Creator vs user * Age	333	94.1%	21	5.9%	354	100.0%

Creator vs user * Age Crosstabulation

			Age		
			GenZ	NotGenZ	Total
Creator vs user	Yes	Count	74	191	265
		Expected Count	78.8	186.2	265.0
		Residual	-4.8	4.8	
	No	Count	25	43	68
		Expected Count	20.2	47.8	68.0
		Residual	4.8	-4.8	
Total		Count	99	234	333
		Expected Count	99.0	234.0	333.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.024[a]	1	.155		
Continuity Correction[b]	1.623	1	.203		
Likelihood Ratio	1.966	1	.161		
Fisher's Exact Test				.181	.102
Linear-by-Linear Association	2.018	1	.155		
N of Valid Cases	333				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 20.22.

b. Computed only for a 2x2 table

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	3615.259
	df	276
	Sig.	.000

Communalities

	Extraction
To what extent do the following character traits describe your personality? - Analytical	.359

To what extent do the following character traits describe your personality? - Arrogant	.643
To what extent do the following character traits describe your personality? - Emotional	.516
To what extent do the following character traits describe your personality? - Anxious	.656
To what extent do the following character traits describe your personality? - Logical	.462
To what extent do the following character traits describe your personality? - Boastful	.617
To what extent do the following character traits describe your personality? - Empathic	.405
To what extent do the following character traits describe your personality? - Disoriented	.641

To what extent do the following character traits describe your personality? - Objective	.444
To what extent do the following character traits describe your personality? - Harsh	.660
To what extent do the following character traits describe your personality? - Loving	.634
To what extent do the following character traits describe your personality? - Naive	.651
To what extent do the following character traits describe your personality? - Practical	.501
To what extent do the following character traits describe your personality? - Inconsiderate	.730
To what extent do the following character traits describe your personality? - Passionate	.533

To what extent do the following character traits describe your personality? - Overcautios	.527
To what extent do the following character traits describe your personality? - Rational	.622
To what extent do the following character traits describe your personality? - Pretentious	.592
To what extent do the following character traits describe your personality? - Sensitive	.396
To what extent do the following character traits describe your personality? - Oversensitive	.610
To what extent do the following character traits describe your personality? - Solution-focused	.467
To what extent do the following character traits describe your personality? - Power-hungry	.577

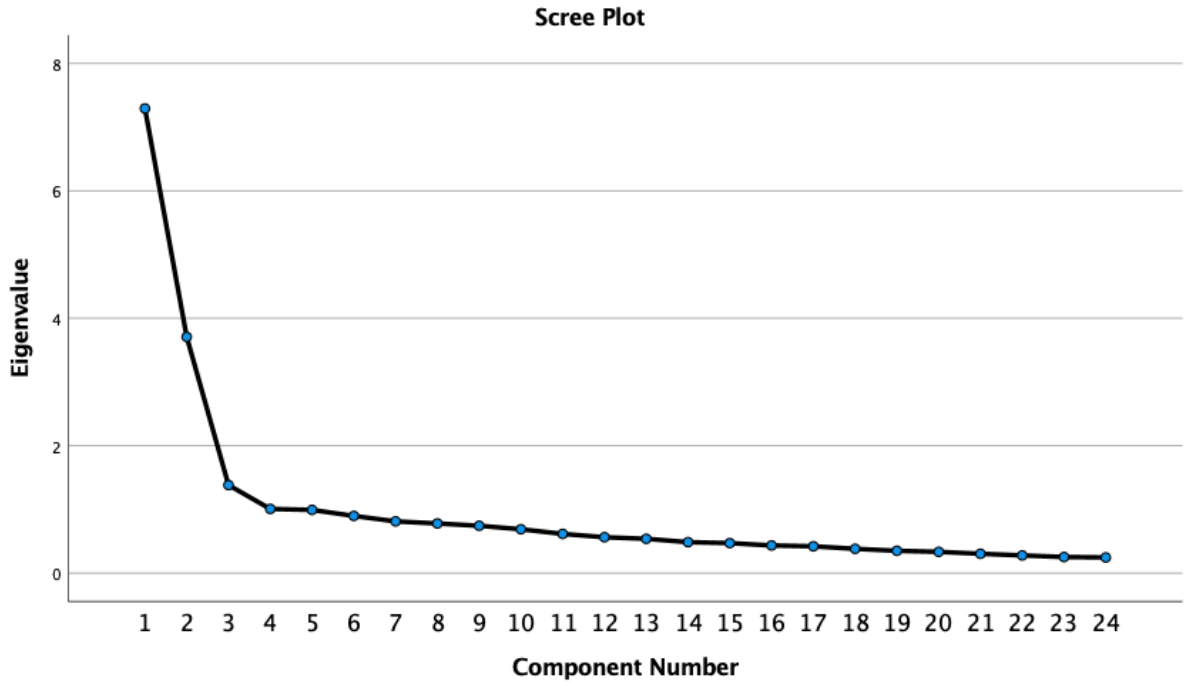
To what extent do the following character traits describe your personality? - Tender	.489
To what extent do the following character traits describe your personality? - Self-doubting	.662

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.294	30.393	30.393	5.880	24.499	24.499
2	3.709	15.453	45.845	3.098	12.910	37.410
3	1.383	5.762	51.607	2.707	11.278	48.688
4	1.008	4.202	55.809	1.709	7.121	55.809

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component			
	1	2	3	4
To what extent do the following character traits describe your personality? - Inconsiderate	.747	-.344		
To what extent do the following character traits describe your personality? - Boastful	.727			
To what extent do the following character traits describe your personality? - Arrogant	.724	-.322		

To what extent do the following character traits describe your personality? - Naive	.713			
To what extent do the following character traits describe your personality? - Pretentious	.711			
To what extent do the following character traits describe your personality? - Overcautios	.686			
To what extent do the following character traits describe your personality? - Self-doubting	.686	-.307		.304
To what extent do the following character traits describe your personality? - Harsh	.681	-.338		
To what extent do the following character traits describe your personality? - Disoriented	.681	-.395		
To what extent do the following character traits describe your personality? - Oversensitive	.678		.329	

To what extent do the following character traits describe your personality? - Power-hungry	.662			-.330
To what extent do the following character traits describe your personality? - Anxious	.658			.418
To what extent do the following character traits describe your personality? - Tender	.541	.413		
To what extent do the following character traits describe your personality? - Loving		.642	.383	
To what extent do the following character traits describe your personality? - Solution-focused	.302	.609		
To what extent do the following character traits describe your personality? - Logical		.578		
To what extent do the following character traits describe your personality? - Passionate	.306	.567		

To what extent do the following character traits describe your personality? - Practical	.331	.558		
To what extent do the following character traits describe your personality? - Empathic	.382	.468		
To what extent do the following character traits describe your personality? - Rational	.416	.447	-.378	.326
To what extent do the following character traits describe your personality? - Analytical		.442		
To what extent do the following character traits describe your personality? - Objective	.344	.424	-.382	
To what extent do the following character traits describe your personality? - Sensitive	.363	.406		
To what extent do the following character traits describe your personality? - Emotional	.395		.492	

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
To what extent do the following character traits describe your personality? - Inconsiderate	.850			
To what extent do the following character traits describe your personality? - Naive	.782			
To what extent do the following character traits describe your personality? - Arrogant	.768			
To what extent do the following character traits describe your personality? - Power-hungry	.742			
To what extent do the following character traits describe your personality? - Pretentious	.739			
To what extent do the following character traits describe your personality? - Boastful	.729			

To what extent do the following character traits describe your personality? - Harsh	.721			
To what extent do the following character traits describe your personality? - Disoriented	.713			.344
To what extent do the following character traits describe your personality? - Self-doubting	.592			.554
To what extent do the following character traits describe your personality? - Oversensitive	.563		.358	.396
To what extent do the following character traits describe your personality? - Overcautios	.530	.325		.368
To what extent do the following character traits describe your personality? - Rational		.706		.336
To what extent do the following character traits describe your personality? - Practical		.661		

To what extent do the following character traits describe your personality? - Objective	.651		
To what extent do the following character traits describe your personality? - Logical	.646		
To what extent do the following character traits describe your personality? - Analytical	.585		
To what extent do the following character traits describe your personality? - Solution-focused	.547	.407	
To what extent do the following character traits describe your personality? - Loving		.726	
To what extent do the following character traits describe your personality? - Emotional		.613	.355
To what extent do the following character traits describe your personality? - Passionate	.331	.603	

To what extent do the following character traits describe your personality? - Sensitive			.562	
To what extent do the following character traits describe your personality? - Empathic		.340	.507	
To what extent do the following character traits describe your personality? - Tender		.390	.483	
To what extent do the following character traits describe your personality? - Anxious	.471			.637

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.836	.326	.305	.318
2	-.419	.684	.577	-.154
3	-.053	-.650	.754	.082
4	-.350	.059	-.075	.932

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	348	98.3
	Excluded[a]	6	1.7
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.893	7

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	343	96.9
	Excluded[a]	11	3.1
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.757	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	345	97.5
	Excluded[a]	9	2.5
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.740	6

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	348	98.3
	Excluded[a]	6	1.7
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.828	5

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	1333.417
	df	36
	Sig.	.000

Communalities

	Extraction
Motivate others to take action / follow the COVID measurements	.680
Search which measures I need to follow	.741
Reframe the situation in a different, more positive way	.639

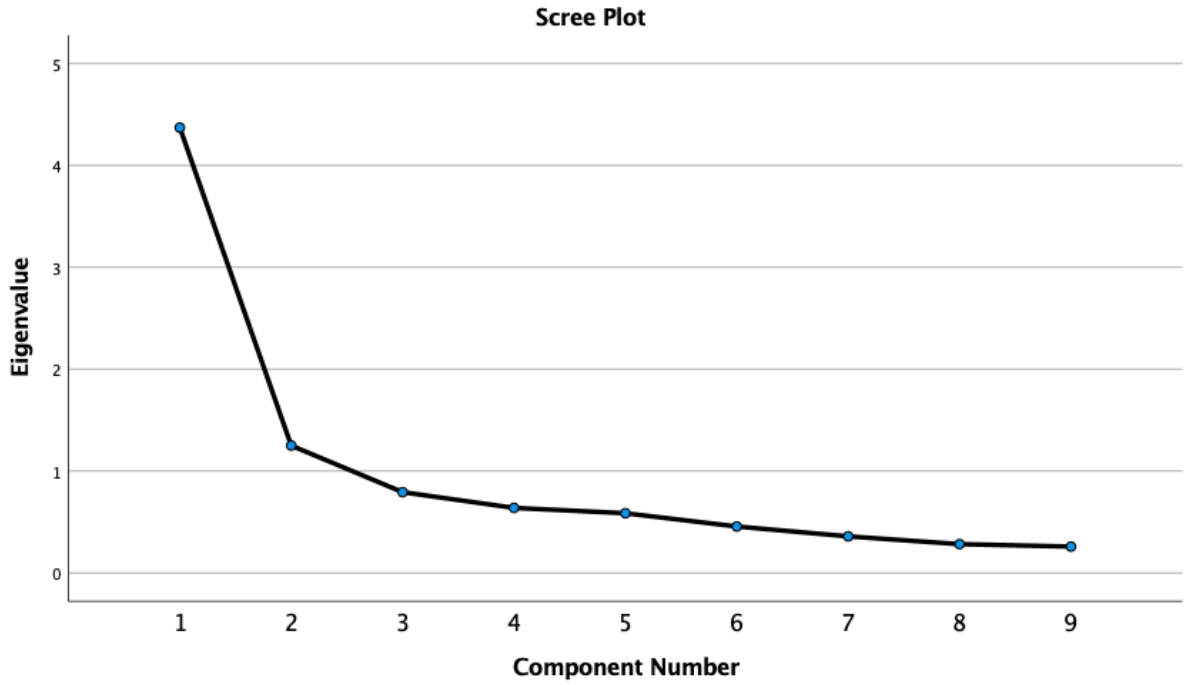
Accept what is currently happening (during COVID-19)	.628
Compensate for the missing of our friends	.828
Talk with family and friends	.744
Stay updated with my family and friends' lives	.580
Watch funny movies about the situation	.770
Watch funny movies about the situation with others	.805

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.371	48.570	48.570	3.370	37.448	37.448
2	1.251	13.899	62.469	1.523	16.926	54.374
3	.793	8.815	71.284	1.522	16.910	71.284

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component		
	1	2	3
Search which measures I need to follow	.789		
Accept what is currently happening (during COVID-19)	.782		
Talk with family and friends	.781		
Reframe the situation in a different, more positive way	.758		
Motivate others to take action / follow the COVID measurements	.753		

Stay updated with my family and friends' lives	.743		
Watch funny movies about the situation with others	.575	.562	-.397
Watch funny movies about the situation	.358	.800	
Compensate for the missing of our friends	.611		.618

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
Talk with family and friends	.848		
Search which measures I need to follow	.844		
Accept what is currently happening (during COVID-19)	.723		
Stay updated with my family and friends' lives	.692		.303
Motivate others to take action / follow the COVID measurements	.686		.453
Watch funny movies about the situation		.831	
Watch funny movies about the situation with others	.367	.819	

Compensate for the missing of our friends		.863
Reframe the situation in a different, more positive way	.544	.562

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3
1	.834	.324	.447
2	-.438	.881	.180
3	-.335	-.345	.877

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	350	98.9
	Excluded[a]	4	1.1
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.866	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	346	97.7
	Excluded[a]	8	2.3
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.634	.641	2

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	352	99.4
	Excluded[a]	2	.6
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.643	.647	2

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.725
Bartlett's Test of Sphericity	Approx. Chi-Square	247.093
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
Escapism - Helps me to escape from the world of reality	1.000	.537
Escapism - Helps me to escape from problems and pressures	1.000	.521
Escapism - Helps me to escape from things that are unpleasant and worrisome	1.000	.526
Escapism - Makes me feel as if I am in a different world of reality	1.000	.561

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.144	53.593	53.593	2.144	53.593	53.593
2	.742	18.560	72.153			
3	.602	15.044	87.197			
4	.512	12.803	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
Escapism - Helps me to escape from the world of reality	.733
Escapism - Helps me to escape from problems and pressures	.722
Escapism - Helps me to escape from things that are unpleasant and worrisome	.725
Escapism - Makes me feel as if I am in a different world of reality	.749

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	350	98.9
	Excluded[a]	4	1.1
	Total	354	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.711	4

Item Statistics

	Mean	Std. Deviation	N
Escapism - Helps me to escape from the world of reality	3.07	.650	350
Escapism - Helps me to escape from problems and pressures	3.17	.807	350

Escapism - Helps me to escape from things that are unpleasant and worrisome	3.09	.728	350
Escapism - Makes me feel as if I am in a different world of reality	3.21	.812	350

Inter-Item Correlation Matrix

	Escapism - Helps me to escape from the world of reality	Escapism - Helps me to escape from problems and pressures	Escapism - Helps me to escape from things that are unpleasant and worrisome	Escapism - Makes me feel as if I am in a different world of reality
Escapism - Helps me to escape from the world of reality	1.000	.318	.435	.391
Escapism - Helps me to escape from problems and pressures	.318	1.000	.354	.448
Escapism - Helps me to escape from things that are unpleasant and worrisome	.435	.354	1.000	.340
Escapism - Makes me feel as if I am in a different world of reality	.391	.448	.340	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Escapism - Helps me to escape from the world of reality	9.47	3.247	.494	.263	.650
Escapism - Helps me to escape from problems and pressures	9.37	2.841	.492	.254	.648
Escapism - Helps me to escape from things that are unpleasant and worrisome	9.45	3.067	.482	.253	.652
Escapism - Makes me feel as if I am in a different world of reality	9.33	2.765	.519	.281	.630

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	. Enter

a. Dependent Variable: Hours use on average

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.118[a]	.014	-.001	9.210	.014	.965	5	340	.439

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	409.306	5	81.861	.965	.439[b]
	Residual	28843.278	340	84.833		
	Total	29252.584	345			

a. Dependent Variable: Hours use on average

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.630	3.599		2.676	.008
	Gender	-1.283	1.021	-.068	-1.257	.210
	NegMascTraits	1.118	.780	.124	1.433	.153
	PosMascTraits	-.889	.920	-.063	-.967	.334
	PosFemTraits	.426	.953	.030	.447	.655
	NegFemTraits	-1.097	.835	-.114	-1.313	.190

a. Dependent Variable: Hours use on average

Group Statistics

	GenZ	N	Mean	Std. Deviation	Std. Error Mean
Hours use on average	GenZ	97	4.49	4.012	.407
	NotGenZ	231	6.80	10.857	.714

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Hours use on average	Equal variances assumed	10.693	.001	-2.039	326	.042	-2.313	1.134	-4.545	-.082

	Equal variances not assumed	-2.813	322.257	.005	-2.313	.822	-3.931	-.696

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter

a. Dependent Variable: ProblemFocusedCoping

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.517[a]	.268	.257	.77288	.268	25.366	5	347	.000

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.763	5	15.153	25.366	.000[b]
	Residual	207.281	347	.597		

	Total	283.044	352

a. Dependent Variable: ProblemFocusedCoping

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.143	.291		3.928	.000
	Gender	.032	.085	.017	.373	.709
	NegMascTraits	.321	.065	.367	4.918	.000
	PosMascTraits	.096	.077	.071	1.251	.212
	PosFemTraits	.481	.079	.351	6.058	.000
	NegFemTraits	-.144	.070	-.156	-2.067	.039

a. Dependent Variable: ProblemFocusedCoping

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter

a. Dependent Variable: HumorousCoping

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.375[a]	.141	.128	.75397	.141	11.122	5	340	.000

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.614	5	6.323	11.122	.000[b]
	Residual	193.282	340	.568		
	Total	224.896	345			

a. Dependent Variable: HumorousCoping

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.966	.286		6.885	.000
	Gender	.075	.084	.046	.901	.368
	NegMascTraits	-.021	.065	-.027	-.329	.743
	PosMascTraits	.284	.075	.233	3.765	.000
	PosFemTraits	.211	.078	.171	2.692	.007
	NegFemTraits	.047	.069	.056	.673	.502

a. Dependent Variable: HumorousCoping

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter

a. Dependent Variable: EmotionFocusedCoping

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.401[a]	.161	.148	.74653	.161	13.277	5	347	.000

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.996	5	7.399	13.277	.000[b]
	Residual	193.385	347	.557		
	Total	230.381	352			

a. Dependent Variable: EmotionFocusedCoping

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.670	.281		5.941	.000
	Gender	.129	.082	.078	1.576	.116
	NegMascTraits	.120	.063	.152	1.903	.058
	PosMascTraits	.193	.074	.158	2.613	.009
	PosFemTraits	.303	.077	.245	3.951	.000
	NegFemTraits	-.068	.067	-.082	-1.014	.311

a. Dependent Variable: EmotionFocusedCoping

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter

a. Dependent Variable: EscapismMean

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change

1	.431[a]	.186	.174	.50032	.186	15.763	5	346	.000

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.729	5	3.946	15.763	.000[b]
	Residual	86.610	346	.250		
	Total	106.340	351			

a. Dependent Variable: EscapismMean

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.532	.189		8.123	.000
	Gender	.090	.055	.080	1.632	.104
	NegMascTraits	.069	.042	.128	1.624	.105
	PosMascTraits	.142	.050	.170	2.858	.005
	PosFemTraits	.190	.051	.226	3.703	.000
	NegFemTraits	.014	.045	.025	.314	.754

a. Dependent Variable: EscapismMean

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method

1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	. Enter
2	HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping[b]	. Enter

a. Dependent Variable: Hours use on average

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.114[a]	.013	-.002	9.293	.013	.871	5	333	.500
2	.147[b]	.022	-.005	9.308	.009	.724	4	329	.576

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376.229	5	75.246	.871	.500[b]
	Residual	28757.072	333	86.358		
	Total	29133.301	338			
2	Regression	627.288	9	69.699	.804	.612[c]
	Residual	28506.012	329	86.644		
	Total	29133.301	338			

a. Dependent Variable: Hours use on average

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

c. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.553	3.654		2.615	.009
	Gender	-1.275	1.044	-.067	-1.222	.223
	NegMascTraits	1.084	.800	.119	1.355	.176
	PosMascTraits	-.861	.936	-.060	-.920	.358
	PosFemTraits	.417	.972	.029	.429	.668
	NegFemTraits	-1.054	.858	-.109	-1.229	.220
2	(Constant)	8.011	4.089		1.959	.051
	Gender	-1.313	1.053	-.069	-1.247	.213
	NegMascTraits	.979	.827	.108	1.183	.238
	PosMascTraits	-.950	.960	-.066	-.989	.323
	PosFemTraits	.213	1.031	.015	.207	.836
	NegFemTraits	-1.108	.866	-.115	-1.279	.202

ProblemFocusedCopin g	.243	.818	.023	.297	.767
HumorousCoping	-.215	.742	-.019	-.290	.772
EmotionFocusedCopin g	-.752	.872	-.065	-.863	.389
EscapismMean	1.902	1.220	.112	1.559	.120

a. Dependent Variable: Hours use on average

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	ProblemFocusedCoping	.030[b]	.473	.636	.026	.735
	HumorousCoping	.008[b]	.130	.897	.007	.879
	EmotionFocusedCoping	-.008[b]	-.139	.890	-.008	.839
	EscapismMean	.084[b]	1.402	.162	.077	.825

a. Dependent Variable: Hours use on average

b. Predictors in the Model: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter
2	HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping[b]	.	Enter

a. Dependent Variable: Hours use on average

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.114[a]	.013	-.002	9.293	.013	.871	5	333	.500
2	.147[b]	.022	-.005	9.308	.009	.724	4	329	.576

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376.229	5	75.246	.871	.500[b]
	Residual	28757.072	333	86.358		
	Total	29133.301	338			
2	Regression	627.288	9	69.699	.804	.612[c]
	Residual	28506.012	329	86.644		
	Total	29133.301	338			

a. Dependent Variable: Hours use on average

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

c. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.553	3.654		2.615	.009
	Gender	-1.275	1.044	-.067	-1.222	.223
	NegMascTraits	1.084	.800	.119	1.355	.176
	PosMascTraits	-.861	.936	-.060	-.920	.358
	PosFemTraits	.417	.972	.029	.429	.668
	NegFemTraits	-1.054	.858	-.109	-1.229	.220
2	(Constant)	8.011	4.089		1.959	.051
	Gender	-1.313	1.053	-.069	-1.247	.213
	NegMascTraits	.979	.827	.108	1.183	.238

	PosMascTraits	-.950	.960	-.066	-.989	.323
	PosFemTraits	.213	1.031	.015	.207	.836
	NegFemTraits	-1.108	.866	-.115	-1.279	.202
	ProblemFocusedCopin g	.243	.818	.023	.297	.767
	HumorousCoping	-.215	.742	-.019	-.290	.772
	EmotionFocusedCopin g	-.752	.872	-.065	-.863	.389
	EscapismMean	1.902	1.220	.112	1.559	.120

a. Dependent Variable: Hours use on average

Excluded Variables[a]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	ProblemFocusedCoping	.030[b]	.473	.636	.026	.735
	HumorousCoping	.008[b]	.130	.897	.007	.879
	EmotionFocusedCoping	-.008[b]	-.139	.890	-.008	.839
	EscapismMean	.084[b]	1.402	.162	.077	.825

a. Dependent Variable: Hours use on average

b. Predictors in the Model: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

Variables Entered/Removed[a]

GenZ	Model	Variables Entered	Variables Removed	Method

.	1	NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits[b]	. Enter
	2	EmotionFocusedCoping, HumorousCoping, EscapismMean, ProblemFocusedCoping[b]	. Enter
GenZ	1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	. Enter
	2	HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping[b]	. Enter

NotGenZ	1	NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits[b]	.	Enter
	2	HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping[b]	.	Enter

a. Dependent Variable: LifeSatisfactionScore

b. All requested variables entered.

Model Summary

						Change Statistics				
GenZ	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
.	1	.888[a]	.788	.700	.75105	.788	8.931	5	12	.001
	2	.975[b]	.951	.895	.44413	.162	6.579	4	8	.012
GenZ	1	.610[c]	.372	.337	1.01372	.372	10.881	5	92	.000
	2	.758[d]	.574	.530	.85354	.202	10.443	4	88	.000
NotGenZ	1	.507[c]	.257	.240	.98829	.257	15.467	5	224	.000
	2	.589[d]	.347	.321	.93451	.091	7.631	4	220	.000

a. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits, EmotionFocusedCoping, HumorousCoping, EscapismMean, ProblemFocusedCoping

c. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

d. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

ANOVA[a]

GenZ	Model		Sum of Squares	df	Mean Square	F	Sig.
.	1	Regression	25.189	5	5.038	8.931	.001[b]
		Residual	6.769	12	.564		
		Total	31.958	17			
	2	Regression	30.380	9	3.376	17.113	.000[c]
		Residual	1.578	8	.197		
		Total	31.958	17			
GenZ	1	Regression	55.910	5	11.182	10.881	.000[d]
		Residual	94.541	92	1.028		
		Total	150.451	97			
	2	Regression	86.341	9	9.593	13.168	.000[e]
		Residual	64.110	88	.729		
		Total	150.451	97			
NotGenZ	1	Regression	75.534	5	15.107	15.467	.000[d]
		Residual	218.786	224	.977		
		Total	294.319	229			
	2	Regression	102.192	9	11.355	13.002	.000[e]
		Residual	192.127	220	.873		
		Total	294.319	229			

a. Dependent Variable: LifeSatisfactionScore

b. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits

c. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits, EmotionFocusedCoping, HumorousCoping, EscapismMean, ProblemFocusedCoping

d. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits

e. Predictors: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits, HumorousCoping, EmotionFocusedCoping, EscapismMean, ProblemFocusedCoping

Coefficients[a]

GenZ	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
.	1	(Constant)	2.116	.938		2.256	.044
		Gender	-.065	.432	-.024	-.150	.883
		NegMascTraits	.637	.244	.530	2.614	.023
		PosMascTraits	-1.153	.354	-.733	-3.254	.007
		PosFemTraits	1.199	.451	.691	2.658	.021
		NegFemTraits	.291	.334	.203	.871	.401
	2	(Constant)	2.512	1.103		2.277	.052
		Gender	.286	.339	.105	.845	.423
		NegMascTraits	.986	.196	.820	5.030	.001
		PosMascTraits	-.788	.277	-.501	-2.844	.022
		PosFemTraits	1.550	.357	.892	4.346	.002
		NegFemTraits	.191	.220	.134	.867	.411
		ProblemFocusedCoping	-1.154	.392	-.579	-2.945	.019
		HumorousCoping	.120	.217	.069	.552	.596

		EmotionFocusedCoping	.931	.286	.408	3.256	.012
		EscapismMean	-1.234	.358	-.558	-3.443	.009
GenZ	1	(Constant)	1.031	.777		1.327	.188
		Gender	.168	.213	.066	.789	.432
		NegMascTraits	.733	.173	.501	4.242	.000
		PosMascTraits	.249	.168	.144	1.481	.142
		PosFemTraits	.516	.195	.261	2.640	.010
		NegFemTraits	-.372	.189	-.227	-1.968	.052
	2	(Constant)	.433	.716		.604	.547
		Gender	.107	.183	.042	.584	.561
		NegMascTraits	.495	.169	.339	2.932	.004
		PosMascTraits	.136	.146	.078	.929	.355
		PosFemTraits	.403	.173	.204	2.324	.022
		NegFemTraits	-.405	.162	-.247	-2.499	.014
		ProblemFocusedCoping	.666	.155	.531	4.304	.000
		HumorousCoping	.387	.114	.277	3.385	.001
		EmotionFocusedCoping	-.544	.145	-.407	-3.762	.000
		EscapismMean	.150	.250	.069	.600	.550
NotGenZ	1	(Constant)	2.211	.468		4.724	.000
		Gender	-.106	.137	-.045	-.774	.440
		NegMascTraits	.423	.107	.407	3.955	.000
		PosMascTraits	.093	.136	.051	.685	.494
		PosFemTraits	.520	.131	.301	3.965	.000
		NegFemTraits	-.113	.113	-.105	-1.003	.317
	2	(Constant)	1.279	.498		2.567	.011
		Gender	-.093	.131	-.039	-.707	.481
		NegMascTraits	.315	.103	.303	3.049	.003
		PosMascTraits	.025	.132	.014	.188	.851
		PosFemTraits	.252	.134	.145	1.873	.062

NegFemTraits	-.073	.107	-.068	-.683	.495
ProblemFocusedCoping	.372	.102	.285	3.638	.000
HumorousCoping	.108	.097	.074	1.116	.265
EmotionFocusedCoping	-.005	.108	-.003	-.046	.963
EscapismMean	.157	.150	.075	1.047	.296

a. Dependent Variable: LifeSatisfactionScore

Excluded Variables[a]

							Collinearity Statistics
GenZ	Model		Beta In	t	Sig.	Partial Correlation	Tolerance
.	1	ProblemFocusedCoping	.044[b]	.170	.868	.051	.287
		HumorousCoping	.320[b]	2.006	.070	.518	.554
		EmotionFocusedCoping	.271[b]	1.841	.093	.485	.679
		EscapismMean	-.409[b]	-2.097	.060	-.534	.361
GenZ	1	ProblemFocusedCoping	.385[c]	4.076	.000	.393	.654
		HumorousCoping	.286[c]	3.471	.001	.342	.895
		EmotionFocusedCoping	.046[c]	.503	.616	.053	.837
		EscapismMean	.240[c]	2.657	.009	.268	.783
NotGenZ	1	ProblemFocusedCoping	.335[c]	5.178	.000	.328	.710
		HumorousCoping	.169[c]	2.711	.007	.179	.833
		EmotionFocusedCoping	.188[c]	2.983	.003	.196	.810
		EscapismMean	.209[c]	3.379	.001	.221	.827

a. Dependent Variable: LifeSatisfactionScore

b. Predictors in the Model: (Constant), NegFemTraits, Gender, PosMascTraits, NegMascTraits, PosFemTraits

c. Predictors in the Model: (Constant), NegFemTraits, Gender, PosMascTraits, PosFemTraits, NegMascTraits