Peers, Privacy & Pleasure:

A mapping of how social norms influence consumers in their diffusion of a social media application with privacy implications, the case of TikTok

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Abstract

TikTok, the social media network where users can post and share user created content with one another, has fallen under examination of governments across the globe due to rising distress in regards to the privacy implications that the app may have. Understanding how TikTok reached such success even with an apparent privacy implication calls for a mapping of the social norms (Injunctive, Descriptive, Personal) and how they shaped consumer perceptions. Applying a conceptual model that links the diffusion of innovations and how the perceptions of the *observability, complexity, trialability, relative advantage*, and *compatibility* of TikTok were influenced by social norms in the eyes of the consumers. Furthermore, the privacy implication was added to the mix to distinguish how it impacts the perception of TikTok and also how that fell under normative influence. The findings stated that both injunctive and descriptive norms were the most salient in influencing consumers, this was however depending on the situation. Furthermore, the *relative advantage*, and *compatibility* fell under the influence of the privacy implication. The study contributes to a greater understanding of how social norms influence consumers in their diffusion of innovations and shaping of their perceptions to an app like TikTok. Applying the findings, understanding that using social norms to influence consumer perceptions to new innovations becomes an important tool for marketing managers in the future to demonstrate elements of their innovations.

Keywords: Social Norms, Injunctive Norms, Descriptive Norms, Personal Norms, Privacy Implication, Privacy Concern, Privacy Risk, Diffusion of Innovation, TikTok.

1. Introduction

One could almost think that the doomsday clock is already ticking in the way that TikTok and its integrity risks are ever more being headlined in news reports and tabloids. TikTok, where users can share and watch short user created videos, is the latest trend in the world of social media with over one billion users per month globally (Macfarlane, 2022). Recently, TikTok have been under the microscope in how they manage their users personal data due to the parent company, Bytedance, being Chinese owned (Romefors, 2023). Living in a digital world where information is never

too far away it comes as no surprise that many concerns in regards to TikTok have sprung up. With previous data scandals in a not too far away past demonstrating how the power of social media and bad intentions can go hand in hand in implying that we live in an age where our own phones and their apps may be the weakest link in a democratic society. A clear example of this is how social media was used as a base of operations in the Russian interference in the US election of 2016 to strengthen or weaken the voting power of people with certain political views' (Abrams, 2019; BBC, 2018). Similar notions were seen in Facebook's Cambridge Analytica data scandal back in 2018, where user data was unauthorisedly collected and used to influence the Brexit vote in 2016 (Meredith, 2018). Thus, this serves as a demonstration of the power of social media and its influence on individuals and the potential privacy implications that it originates from.

These generic privacy implications are also apparent in the way in which TikTok is being conceptualized as an issue and threat to our democratic societies. Creating a backdoor from which China could assert influence over the west through the app, potentially turning TikTok into a social media with severe privacy implications (Fung, 2023). According to Wahlund (2023), TikTok is the worst social media app when it comes to the collection and storing of personal data. Mapping not only the user's behaviors in the app but also collecting their search/browsing history, geolocation, phone contact lists, e-mail, phone number and age (Fung, 2023). The distress of the ambitious data collection comes with the fact that the Chinese Communist Party's (CCP) intelligence

agency has a right to demand all the data, which Bytedance collects through TikTok. This means that an accurate mapping of user behaviors in the app could potentially be made (Nordevik, 2020). Furthermore, clustering people and their online personal data from the app could potentially be used to gain an understanding of people's political beliefs, preferences and behaviors while in the app. Which could be used to assert influence based on these grounds on both individual, group and even societal level.

Still with these potential issues in mind TikTok is one very popular social media app, which is a part of the greater potential issue. For instance, in Sweden the app is highly popular among consumers born in the 90's-2010's even though the privacy implications are seemingly there (Svenskarna och Internet, 2022). With democracy and societal independence at risk, understanding how TikTok could have achieved such great success becomes important. Social norms often act as a great influence in shaping people's attitudes, opinions, behaviors and could thus be one of the contributing factors to the popularity of TikTok (Farrow et al., 2017). The social norms being injunctive (beliefs about important others approval of a behavior), descriptive (how other people commonly behave) and personal norms (individuals own values and beliefs) (Beldad & Hegner, 2018; Jacobson et al., 2020). In previous studies, these norms have shown to be an important factor in shaping individuals behavior in adopting an innovation (Barth et al., 2016; Wang, 2015). Thus, social norms could play a significant role in influencing individuals behavior in adopting a social media innovation such as TikTok. Further, they have also shown to

influence individuals to the extent that they can diminish privacy concerns in order to perform a behavior that mirrors others around them to be socially approved (Horne & Przepiorka, 2021). Earlier research further suggests that individuals' low perceived privacy concerns and risk may be affected by misaligned norms (Saeri et al., 2014). That is; if important others approve of privacy protection and are concerned about TikTok for example, but neglect to take action themselves and continue to use TikTok, then their actual behavior contradicts their beliefs.

Mapping how the social norms influence people in their adoption of a social media innovation like TikTok is well needed. Due to the previously established conception that normative influence shapes perceived privacy implications and adoption of innovations, but not necessarily how and when the various social norms are prominent. The purpose of the study is to generate a greater understanding of how social norms influence consumers in their diffusion of innovations which leads to an adoption or rejection, as well as how the privacy implication influences this diffusion and how it is formed out of the social norms. Thus the study aims to answer the two research questions:

How do social norms (injunctive, descriptive, personal) influence consumers in their adoption of the social media application "TikTok"?

How does the privacy implication impact the adoption process and how do social norms form the privacy perceptions?

Developing this field of study will not only provide implications for how TikTok may

have risen in popularity based on social norms, but also provide a more detailed look into how social norms produce and shape outcomes among individuals regarding privacy perceptions and adoption of social media innovations. This information can be used to further develop the knowledge of social norms in future studies, provide worthwhile understanding of social norms and how to cater to them in marketing activities.

To delve into the subject of the study, a literature review of relevant theoretical themes will be introduced, after which their relevance will be visually presented in a theoretical model. Following this the method of the study will be introduced containing basic information of the interviewees and the way the findings were analyzed. This will lead into the findings and discussion where not only the findings will be brought forth but also be discussed in relation to their pre-established theoretical relevance. The conclusions of the study will follow as will the implications that the findings produce alongside the potential directions for future research and limitations of the current study.

2. Literature Review

In the literature review, the various social norms (injunctive, descriptive and personal) will be presented and elaborated on. This followed by Rogers diffusion of innovation theory and its dimensions which are needed for an adoption of an innovation, as well as the normative effects on diffusion of innovations. Further, the literature review will go through privacy implications, more specifically, privacy concerns and risks, and the normative

influence on privacy perceptions. Lastly, a conceptual model will be displayed to visualize the potential relationship between the above mentioned literature.

2.1 Social Norms
2.1.1 Injunctive Norms

Injunctive norms, sometimes referred to as subjective norms, have shown to influence individuals' thoughts, feelings, behavior and attitude (Perera et al., 2020; Liang & Shiau, 2018). It can be described as individuals' perception of whether important people (influential individuals who hold significance to them) or the majority of their referent social group will approve of them participating or not in a particular behavior (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). But also individuals' own motivation to comply with the social groups normative beliefs of what social actions they think is acceptable. Although, individuals might not always agree with important others that a particular behavior and its outcome are appropriate (Liang & Shiau, 2018). However, it is enough if only one or more important others from the referent social group supports a behavior to increase the individuals' motivation to comply with the referent social group even if they directly do not support the behavior (Beldad & Hegner, 2018). Thus, engaging in a certain behavior, or not, is seen as being voluntary rather than enforced (Perera et al., 2020). This as it is based on the individual's own beliefs and how they perceive social pressure from the collective general beliefs among important others which influences them to conform to the injunctive norm (Syed et al., 2021; Perera et al., 2020). Furthermore, according to Beldad and Hegner (2018) social influence can be further differentiated into two norms, injunctive and descriptive. This as studies have shown that injunctive norms alone might not be sufficient in expressing social influence.

2.1.2 Descriptive norms

Descriptive norms could be explained as how others typically do or actually behave in a particular situation and individuals' perception about how commonly that behavior occurs (Salmivaara et al., 2021; Habib et al., 2021). In other words, descriptive norms are contextual and the expectations or standards for behaving appropriately may differ depending on the situation, but also on individual and cultural differences. These norms are important for individuals' as it acts as a behavioral guide in how to behave appropriately in various social contexts (Gelfand & Harrington, 2015; Salmivaara et al., 2021). More specifically, descriptive norms can in a situation of uncertainty act as a heuristic (or a mental shortcut) which can help individuals to navigate the social landscape by providing certain information on how other people typically act in a certain context which can reduce uncertainty and structure their behaviors in order to receive positive outcomes socially. (Gelfand & Harrington, 2015). According to Duong and Liu (2019) the news media environment can influence individuals' perception of the prevailing descriptive norm in society and what kind of behavior other individuals commonly engage themselves in certain situations. Furthermore, descriptive norms are believed to have a weaker influence on intentional behavior than injunctive norms (Habib et al., 2021). This is because injunctive norms allude to individuals' need

for social approval. However, in situations where it is unclear for individuals' what the appropriate behavior is that one should comply with, descriptive norms have shown to be more influential than injunctive norms (Salmivaara et al., 2021). The extent to which individuals' are motivated to rely on descriptive norms and comply with others can differ depending on various factors (Gelfand & Harrington, 2015). Thus, the level of accountability is regarded as having a motivational force to comply with descriptive norms. For example, in situations where individuals feel that they are assessed for their behavior and the accountability is high for how they act, individuals tend to rely more on descriptive norms to be more positively evaluated by their reference group. Although, in situations where individuals can act anonymously while engaging in a certain behavior could lower their sense of accountability and not be as influenced to adhere to descriptive norms.

2.1.3 Personal norms

Personal norms is described by Berenguer (2010) as "internalized rules of conduct that are socially learned vary among individuals within the same society and direct behavior in a particular situation" (p. 111). To elaborate, individuals tend to internalize both injunctive and descriptive norms over time as their own personal norms (Jacobson et al., 2020). It can serve as a behavioral guide, derived by individuals' own elaborate reasoning and reflection, which works independently from the existing normative guidelines (descriptive or injunctive norms) in their reference groups and society (Jacobson et al., 2020; Doran & Larsen, 2016). Personal norms are connected to the self-concept and can be

further elaborated on as reflecting an individual's own beliefs of what kind of behavior is morally appropriate to engage in a given situation. Depending on the situation, personal norms can deviate from social norms and sometimes even override social consequences due to individuals' strong moral beliefs and values (Doran & Larsen, 2016; Zlatevska & Spence, 2016). Cialdini et al. (1991) argue that while personal norms can be perceived as having a greater impact on behavior than injunctive and descriptive norms, this may not always be the case. They state that it is rather highly dependent on the given setting and whether the individual is focused on internal or external rules and the corresponding sanctions for that particular behavior which guides individuals behavior. Therefore, the type of norm that is currently most salient is most likely the one which individuals will conform to and dictate their behavior.

2.2 Adoption of an Innovation
2.2.1 Diffusion of an Innovation

Applying the Rogers (2003) diffusion of innovations onto a social media application shows that there are five apparent themes which need to be present in assisting a consumer in their diffusion. Those being the *relative advantage, compatibility, complexity, trialability and observability* of an innovation (Rogers, 2003). These five dimensions create an assemblage of perceptions that a potential user will experience in their process of diffusion of an innovation. In this study it will be applied to the TikTok app which in itself represents an innovation in the form of a new social media app and website. Competing with previous social media

networks and perhaps even replacing them in the hands of the users.

2.2.2 Complexity

According to Rogers (2003) the complexity of an innovation, the more complex an innovation is, it is more difficult to understand and to consume then the lower the rate of adoption. On the other hand if a new innovation or technology was to be less complex, easier to understand and to consume then the technology should have a faster rate of adoption. Rogers (1995) makes the example that home computers were difficult to understand in their early days of the 1970's and 80's, they were perceived as very complex by average people who would need to rely on friends and peers to figure out how these computers worked and how to put them to good use. This barrier and level of complexity had not been perceived to the same degree by computer hobbyists who were more knowledgeable and confident in the usages of home computing compared to average folks.

2.2.3 Trialability

Furthermore Rogers (2003) also reflects upon the trialability of an innovation. If an innovation is easy for an individual to try for oneself, make an own judgment and find a personal meaning to an innovation then it is more likely that this will facilitate faster adoption of the innovation. The lower the barrier is to try a new technology, the easier it is for an individual to find a personal meaning to the innovation which means a potential for faster adoption. According to Rogers (1995) the ability to experiment with a new innovation is even more important for someone who acts as more of an early adopter as those who are

later may have peers to share their opinions or experiences with.

2.2.4 Observability

The characteristics or values which the innovation does possess must be observable to some degree. Rogers (2003) means that the easier it is to see the results of an innovation the faster the adoption rate of it, this could also be valued by the innovation being easy to describe to others (Rogers, 1995). Furthermore, Rogers (2003) raises the example of software versus hardware in which new hardware is easy to observe physically while new software may not be as observable.

2.2.5 Relative Advantage

Speaking of the relative advantage of an innovation, Rogers (2003) says that if the innovation does not have an advantage compared to what it is replacing then there may be difficulties in it being adopted and embraced by consumers. Depending on both the innovation and independent individuals the relative advantage may take shape in different forms. This relative advantage could be social, representing a form of prestige, or being more economic compared to what is being replaced. The specific advantageous characteristic depends on what the individual deems to be most important. The importance of the attributes to the innovation could be taken so far as to lead to an overadoption according to Rogers (1995), where the attributes override the decision process which normally would have led to a rejection. But instead led to an adoption, due to the individual chasing a specific status or other perceived attribute.

2.2.6 Compatibility

In the compatibility of an innovation by Rogers (2003) the innovation has to be compatible with the individual. The innovation must find a relevance in the needs of the individual. This is something which could be discovered independently or be brought to the light of the individual through people in their surrounding. Demonstrating a new innovation may thus establish a need or consequences of being a non-complier which the innovation could solve by being adopted (Rogers, 1995). To build upon this, the past experiences that the individual may have had with other innovations also plays a role in the compatibility of an innovation. Already established ideas out there could shape the perceptions that an individual has with the new, to either bridge or hinder an adoption process. What is already out there and available to the individual becomes a guide which the individual can relate the practices or new innovation to (Rogers, 1995). Lastly, the values and beliefs of the individual must be met by the innovation (Rogers, 2003). This could become a barrier to adopting an innovation if the individual believes that something which the innovation stands for is less important than something else.

2.2.7 Normative Effects on Diffusion of Innovations

Prior studies regarding the diffusion of innovations by Rogers (2003), suggest that peers and other people's behaviors may have a significant effect on adoption of innovations (Horne & Przepiorka, 2021; Wang, 2015). This is in congruence with Mo et al. (2021) who states that descriptive norms (a behavior that is perceived to be common in society) is found to have a great influence on the adoption of innovations.

This as it indicates how accepted the innovation is to use in society based on the extent of its use. They further argue that the descriptive norm, thus the great extent of usage in society, induces a social pressure to adhere to the descriptive norm to fit in and therefore adopt the innovation. Descriptive norms are also said to be especially influencing regarding adopting social media innovations (Wang, 2015). Complexity of social media innovation, such as TikTok, have been shown to be influenced by a descriptive norm among peers which shows how easy or difficult it is to use a certain social media application. Regarding relative advantage, it can be influenced by a descriptive norm in the sense that it can increase the observability of the benefits (relative advantage) with an innovation, such as Tiktok, if an individual observes how popular it is to use compared to other social media applications. Thus a high observability of an innovation may enable greater potential for descriptive norms. Furthermore, injunctive norms seem also to be a significant factor in adopting an innovation (Barth et al., 2016). If an individual perceives important others in their social group to approve of the innovation, they may get influenced into a decision to adopt it to comply with the social group's beliefs and values.

2.3 Privacy Implications: Concern & Risk

When looking at new innovations they may also have potential drawbacks. Nowadays personal data is often needed to render an innovation usable which has several implications in the name of privacy. In general privacy can be seen as the desire of being excluded from observations or intruded upon when in regards to personal

matters (Merriam-Webster, n.d.). This desire and longing for privacy can be split into two camps, privacy concern and privacy risks. Where the aforementioned regards a feeling of uncertainty and unease while the latter represents a more concrete consequence and what that could be. Previous research on the two matters which fall under the category of privacy often mix the two, calling it privacy risk perceptions instead of privacy concerns and mixing synonyms; an example of this can be seen in Saeri et al. (2014). What is needed is a more clear definition of privacy risks and privacy concerns. It is important to keep in mind that an individual may have a perceived privacy risk without a privacy concern and vice versa. From a perspective of theory and literature to mix the two may be imprecise as they represent two different aspects, one more emotional and one related to potential consequences.

2.3.1 Privacy Concerns

Privacy concerns refers to the worries which individuals might have regarding losing their personal information to other parties or being used in a way that they did not intend (Ayaburi & Treku, 2020). It originates from individuals' lack of personal control and knowledge regarding what type of private personal data primary parties collect and what third parties are managing and have access to (Jahari et al., 2022; Anic et al., 2019). However, in today's digital society, online privacy concern (OPC) is more frequently used when referring to privacy concerns regarding the internet or various digital technologies (Fortes & Rita, 2016). More specifically, an individual's OPC is said to rely on three factors; *collection, control* and *awareness*. Firstly, the privacy concern

for data *collection* depends on the type of data and the extent to which it is collected (cost), as opposed to the benefits an individual receives. This cost-benefit trade-off is commonly referred to as the privacy calculus theory (Jozani et al., 2020). Secondly, the *control* which an individual possesses over their own personal data is said to be reflected in what extent they can influence how and what data that is being accessed and used by other parties (Fortes & Rita, 2016). Lastly, *awareness* is referred to as the level of knowledge which an individual has regarding the privacy practices other parties engage themselves in.

Furthermore, prior research suggests that privacy concerns and consumer behavior are closely linked to each other. According to Jozani et al. (2020), individuals tend to be negatively affected by privacy concerns in that sense that it lowers their level of wanting to disclose and share data. According to Acquisti et al. (2015) the level of privacy concerns are highly dependent on various situational contexts. In a social media context, privacy concerns have been revealed to have a negative influence on individuals' intention to involve themselves in social media (Jozani et al., 2020). Be that as it may, individuals have a tendency to prioritize benefits and underestimate the importance of their privacy. Earlier research found that individuals often highly value benefits such as personalisation, enjoyment, social and efficiency benefits of using social media, thus disclosing their private information. Further, it has been shown that it is challenging for individuals to assess the potential privacy implications of their actions in a social media context.

Therefore, individual's cost-benefit analyses tend to be inaccurate.

2.3.2 Privacy Risks

Looking at the question of privacy from a perception of the risks one is greeted by mixed definitions of how a risk may be perceived. Lim (2003) defined perceived privacy risk as the possibility that individuals' online personal data will be collected and used in ways that are considered inappropriate. According to Bhatia and Breaux (2018) the definition of a privacy risk could have many different meanings, although the general consensus seems to be that a privacy risk is some sort of consequence or damage which may be the result of an action or decision. They also go on to add to the risk perception that they may be defused if the user is presented with an abundance of positives or if the risk perceived behavior was to encompass unquantifiable gains such as an improved lifestyle in the form of greater personal privacy in itself (Bhatia & Breaux, 2018). Beke et al. (2022) presents, backed up by Acquisti et al. (2016), that these positives or gains could be interlocked with the risk; as an example sharing of personal information could offer a positive in the form of saving money. This does however raise certain risks as that information now becomes available to the company.

The actual risks that a consumer may run into or perceive in regards to data sharing are according to Milne et al. (2017) *social*, *psychological*, *monetary* and *physical* risks. These risks are supported by Beke et al. (2022). Social risks could be seen as a perceived risk to one's reputation or the perception of others or even self-esteem. To exemplify this could be a form of consequence which damages the social standing among one's peers, having to explain oneself or having one's status hurt (Milne et al., 2017; Beke et al. 2022). Psychological risk refers to risks associated with conflicts to the self-image or any types of distress or anxiety, perhaps some form of bullying or other ill deed aimed at the individual (Milne et al., 2017). Beke et al. (2022) brings forth the exemplification here that a user could also perceive a risk in intrusiveness, that they are being observed or monitored. Monetary risks are risks relating to any financial losses that may arise or come into play, being scammed personally or being part subjected to a situation where a close one loses money (Milne et al., 2017). This is called a financial risk by Beke et al. (2022), they draw a connection to a user's financial information being used to financially harm the user in some way. Finally, physical risks adhere to physical damage or injury which could become a reality (Milne et al., 2017). This could be a risk if one's location was to leak and if the user was threatened with physical violence on social media. What needs to be kept in mind however is the apparent linkage of risks, if one was to be subjected to a monetary risk it would probably have psychological consequences as well as few individuals would find losing money to be an enjoyable experience. Demonstrating that while one risk may be the apparent first hand risk in mind, others may also play into it.

2.3.3 Normative Effects on Privacy Perceptions

Earlier studies suggest that social norms, more specifically injunctive and descriptive can have an influential effect on individuals' perceived privacy risks and

concerns. According to Acquisti et al. (2015), privacy perception is influenced by an individual's culture and behavior of other people's behavior in their surroundings. This suggests that individuals' perceived privacy risks and concerns are influenced by the prevailing social norms in a society in which they are a part of. Furthermore, recent research on online privacy has revealed that individuals find it difficult to comprehend online privacy and are uncertain about the potential risks that may arise (Horne & Przepiorka, 2021). Therefore, in search of reducing uncertainty about online privacy and what corresponding behavior is deemed most appropriate, individuals look to others' behaviors around them (Horne & Przepiorka, 2021; Gelfand & Harrington, 2015). It serves as a reference in how they should behave and what others approve of in regards to privacy risks and concerns towards online privacy.

Thus, a study by Horne & Przepiorka (2021) showed that descriptive norms do have an influence in shaping individuals' perceived level of privacy risks. They argue that individuals who use a certain innovation, which has potential privacy risks, are implicitly conveying that they approve of the innovation as well as any potential privacy risks that may exist with the innovation and its provider. This means that if a consumer sees that others are using an innovation which may have questionable privacy risks, they will have a decreased privacy risk perception if the person sees others still using it. Making other people's behaviors a source of information regarding the normative perceptions whether it is a worthwhile innovation to use even if the potential privacy risks are seemingly there. Thus, the normative influence in seeing

other individuals interacting with an innovation with potential privacy risk, conveys that the benefits must outweigh the risks. When it comes to injunctive norms, previous research suggests that individuals and their perceived privacy risk and following concerns may be affected by injunctive norms (Saeri et al., 2014). Thus, if individuals perceived their important others to be likely to protect their online privacy and approve of such behavior, individuals would perceive a greater privacy risk and wanting to protect their online privacy to comply with their social group, and vice versa.

2.4 The Normative Innovation Acceptance Conceptual Model

To visualize the potential relationships between the dimensions of diffusion of innovations by Rogers (2003; 1995) and the aspects of social norms Figure 1 has been created. Note that this is a conceptual model and should be interpreted as a tool for visualization rather than an accurate demonstration of which order the five diffusions should come in. Arguably when an individual comes in touch with a new innovation the perception and analysis of it may be very quick. The road does however lead to an adoption or a rejection of the innovation in question, something which is built upon the *observability*, *complexity*, *trialability*, *relative advantage*, and *compatibility*. Note that with TikTok as a backdrop for the study the question of privacy also becomes an important matter. The privacy implication could influence the potential user in one of the 5 steps towards the adoption or rejection of the innovation by Rogers (2003; 1995).
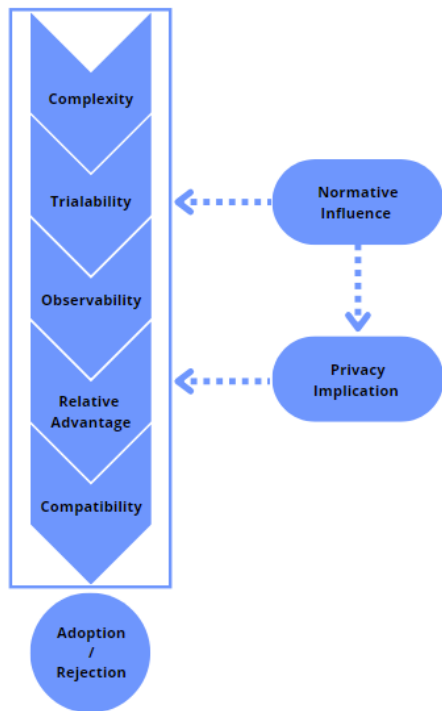
Figure 1. Innovation Adoption Conceptual Model

3. Method

3.1 Research Approach

This study aims to understand partially how social norms (injunctive, descriptive, personal) do influence consumers in their adoption of the social media application "TikTok"?

But also; how does the privacy implication impact the adoption process and how do social norms form the privacy perceptions? Thus, a qualitative approach was deemed to be most fitting for this study. This is because, according to Silverman (2020) a qualitative approach can provide a deeper understanding of social phenomena, such as social norms, that could not be achieved through a quantitative approach. Patel and Davidson (2011) further states that a qualitative approach allows for more interpretive analysis of verbal text material which allows the researchers to understand individuals behavior, perceptions, thoughts and opinions on a deeper level. Therefore, in order to understand these opinions and

perceptions it was deemed most appropriate to conduct semi-structured interviews to allow any emerging issues or areas of interest to be properly studied if they were to arise throughout the interview processes (Kallio et al., 2016; Elliot & Jankel-Elliot, 2003). An abductive approach was also further applied, which is a combination of an deductive and inductive approach described by Patel and Davidson (2011). Thus, the process of developing the literature review was iterative. At the beginning of the study, a literature review was carried out to review previous literature regarding social norms, adoption of innovations, and privacy concerns and risk. The literature review was readvised after the interviews with additional literature which would aid the analysis of the collected empirical data to gain deeper insights.

3.2 Data collection

The collection of primary empirical data was conducted using the digital video call tool known as Zoom. Using video call softwares allows the researchers the possibility of offering a quick and convenient way for the respondents to be part of the study as they can take part from the comfort of their own home (Lobe et al., 2022). The fact that the respondents are allowed to be at home or some other location where they may feel comfortable should facilitate lower levels of anxiety resulting in respondents who may be more relaxed and open to communication (Van Zeeland et al., 2021). Further, the interviews were all conducted in Swedish. This was done partially due to practical aspects as both the researchers and the respondents have Swedish as their mother tongue. But mainly to allow the

respondents to express themselves without being constrained by their English-speaking abilities. According to Patel and Davidson (2011) it is important to follow and consider certain rules of ethics. Thus, the interviewees gave their consent to be part of the research beforehand. They were also informed how their data was going to be collected and used, and that they are anonymous in the paper. The interviewees were also told about the purpose of the study after the interviews were conducted.

Regarding the sampling method, the overarching goal was to mobilize interview objects to be able to paint a whole picture of the studied phenomenon. In this study a selective sampling was applied, although it had elements of convenience to it. This combination was established through the vicinity of the interviewees to the researchers and also that they were selected based on pre-established knowledge that they would know what TikTok is and that they were or were not users of TikTok (Gill, 2020; Stratton, 2021). To find out about the potential interviewees and their knowledge and experience with TikTok they were asked beforehand either in person or over direct message in a casual way as to not lead them on or influence them to too great of a degree. The interviewees age span ranged from 21-30 with an average age of 25. The reason behind this choice to sample people who are in their early 20s to 30s as opposed to younger or older age groups was due partially to convenience, but also because it has been shown that people born in the 90's-2010's are the majority of the users of TikTok (Svenskarna & Internet, 2022). Furthermore, the ambition of the sampling was not to focus on striking a balance between the genders. While gender may

have an effect on individuals and their perceptions, the aim of this study was to focus on a mapping of the normative influence that had shaped the perceptions.

The final goal of the sampling was to achieve saturation in the findings, that the same key themes and aspects were recurring in the interviews. With the first goal being of having an even split in the interviewees which were active users of TikTok or not. The ambition of maintaining a balance between users and non-users rested upon a belief that merely conducting interviews with one or the other may lead to misleading results as interviewees could be overly positive or negative, instead aiming to find a balance between the two. After conducting the first 8 interviews signs of saturation were clearly present, to make sure that this was the case 4 more interviews were conducted in total equalling a total of 12 interviews in the end. This is in line with Sliverman (2020) who argues that it is common to have 6 to 20 interviews in a qualitative study. The 12 interviewees, which lasted on average for 35 minutes, were evenly split into two camps of users/non-users of TikTok containing 6 individuals in each. A short presentation of the interviewees can be seen in Table 1.

An extensive and self-critical development of the interview guide was conducted. This was undertaken by developing an interview guide, which was informed by the literature review to be able to ask relevant questions to collect relevant empirical data to answer the research question. The questions were divided in two sections. In the first section, literature from "social norms" and "adoption of an innovation" chapters was combined to ask questions about how social

norms have influenced their adoption of TikTok. In the second section, the focus was on how the perception of the privacy implication had been influenced by social norms. These questions were based on literature from social norms and the privacy implications chapters. Questions and follow up questions were developed and used to tap into emerging themes, to delve deeper into privacy concerns if an interviewee spoke of perceived privacy risks as an example. Further, a pilot interview was first conducted to test the quality of the questions in the interview guide. The pilot interviewee reflected on the interview questions and the overall interview process. The pilot study was conducted with a woman who is a user of TikTok, 23 years old and holds a bachelor's degree. The pilot interview showed that the interview guide managed to extract information and got the interviewee to reflect upon how their surroundings may have come to influence them in their usage and perceptions of TikTok regarding the innovation itself and the potential privacy concerns. Furthermore, one interview, which was not a pilot study, did not offer a lot of knowledge. This was the first interview which after being transcribed showed that the subject was not able to properly explain, think and reflect due to fatigue. This drawback most likely originates from the sampling and the interview method of using a digital tool to conduct the interviews. The person in question suggested a time right after they had gotten home from work, which was possible via Zoom. However, a long work day had its toll on the person and made the interview weak. A lesson was learned to make sure that the interviewees were rested beforehand as to steer clear from this issue

in the following interviews, due to this the issue never returned.

3.3 Analysis

The interviews were transcribed and translated to English continuously throughout the interviewing process, this was done due to the perceived time effectiveness. Meaning that when the last interview was done and transcribed, they would all be transcribed. This meant that the analysis could start immediately where the relevant themes were pinpointed and extracted from the transcripts. The coding process of identifying emerging themes from the empirical material was done in several steps with the literature review as guidance. To reduce researcher bias this was done together to reduce the subjectivity of the selection of themes, making sure that one researcher did not draw their own conclusions. Firstly, the empirical material was coded and reduced with Rogers (2003) five dimensions of diffusing an innovation (complexity, trialability, observability, relative advantage and compatibility) as well as with literature from the privacy implications (concerns and risks). Secondly, the empirical material was then further coded and filtered with social norms (injunctive, descriptive and personal) in mind. This to identify what norms seemed to be most salient in influencing the respondents in regards to the various criterias in adoption of an innovation as well as privacy implications and in turn its influence on the adoption process. Thirdly, after the relevant themes had been extracted from all the interviews, they were all compiled and had quotes taken to act as representations of the themes and the opinions which the interviewees spoke of in

their respective interviews.

Lastly, after the full analysis of the extracted themes where relevant theory from the literature review was applied, a redeveloped model was produced to visualize the findings. How social norms had influenced the consumers in the production of their perceptions towards TikTok and their adoption or rejection and how the privacy implication had been formed by normative influence and affected the diffusion of the innovation.

Interviewee #	TikTok User Yes / No	Age	Sex	Highest Degree of Completed Education
Interviewee 1	No	26	Male	Master's
Interviewee 2	Yes	27	Female	High School Degree
Interviewee 3	No	25	Female	Bachelor's
Interviewee 4	Yes	22	Female	High School Degree
Interviewee 5	No	23	Male	High School Degree
Interviewee 6	No	30	Male	High School Degree
Interviewee 7	No	23	Male	High School Degree
Interviewee 8	No	29	Male	Master's
Interviewee 9	Yes	21	Female	High School Degree
Interviewee 10	Yes	22	Female	High School Degree
Interviewee 11	Yes	24	Male	High School Degree
Interviewee 12	Yes	27	Male	Bachelor's

Table 1.

4. Findings & Discussion

In the following chapter the findings of the interviews will be brought forth and discussed in accordance to the previously presented theory. This will be done in the order of the diffusion themes by Rogers (1995; 2003) and presented with the found normative influences, at the end the privacy implication will also be tackled.

4.1 Normative influence on diffusion of innovation

4.1.1 Complexity - Injunctive & Descriptive Norms

According to Rogers (2003), the complexity of an innovation, such as TikTok, can impact its adoption rate. An innovation that is easy to understand and use, with low complexity, is likely to result in higher adoption rates, whereas an innovation that is confusing and difficult to comprehend or use would likely lower adoption rates. Regarding complexity, the interviewees did not find TikTok difficult to understand nor to use but rather easy (Rogers, 2003). For instance, interviewees 8 does not have TikTok, but has people in his proximity, friends, family and coworkers, who use TikTok. Based on what he has been told by his important others, he believes that TikTok seems rather easy to get into and get hooked on, it is therefore perceived as quite easy to both understand and use.

It's not that many people I've met who use TikTok, but there are a few. There are three people in my vicinity who, so to speak, use it. Uh, yeah, I feel that, or they tell me that the app is easy to get hooked on, it's easy to spend a lot of time on it, just sitting in front of the app. So it's a sign that the threshold for starting to use the app is probably very low. - Interviewee 8

In this example, one could argue that injunctive norms were salient and had an influential factor in the shaping of the interviewees' attitude and beliefs about TikTok and its level of complexity. This as injunctive norms can be viewed as having a strong influence in affecting people's thoughts, feelings, behavior and attitude (Perera et al., 2020; Liang & Shiau, 2018). Furthermore, the interviewee perceived his important others to not have any issues with using or understanding the app. Therefore, one could argue that the interviewee perceived that the most

acceptable way to think about TikTok and its complexity, is that the app is easy to get stuck in and that this is a sign of the accessibility of the app. Meaning that he adhered to his social group and its injunctive normative beliefs towards the TikTok app.

Descriptive norms were also evident in interviewees 7 and 4 reflections regarding their beliefs of TikTok and the complexity of it. Interviewee 7, for instance, could see TikTok being used among his family and friends and that it did look quite easy to use and get obsessed with. Whereas interviewee 4 explained that she could see other people using TikTok on the train and that it looked easy and convenient to use and to understand the various mechanics and functions of Tiktok.

Both my siblings and also my friends use TikTok. And I would say it seems fairly easy to get into it and get hooked on. I know my younger brother he's completely into TikTok and all. Yeah, you try to say something to him and he barely responds, just goes like 'yeah, yeah'. Well, he's completely immersed in it.
- Interviewee 7

Yeah, so like just yesterday I was on the train home and it was like this, you can see a few rows ahead, so I look ahead and you see someone just casually scrolling through videos, and if one is boring, they just switch. So, I mean, it's a perception that it's really easy to just scroll, you don't have to do much, you don't have to contribute anything yourself... -
Interviewee 4

Hence, interviewee 7 can see a typical behavior among his important others that using TikTok is something that they have no problem understanding and looks like it is easy to use and understand, thus a low complexity. This is in line with Rogers (1995) and Wang (2015) who states that individuals tend to rely on their peers and their usage of an innovation as a guidance to comprehend its level of complexity, especially a social media innovation.

Further, interviewee 4 could instead observe that Tiktok usage is a common behavior in society, and that no one seems to have any apparent problems of using it (Salmivaara et al., 2021; Habib et al., 2021). The process of scrolling through videos looked quite simple and straightforward. Thus, one could contend that the interviewee used the descriptive norm of others' typical and actual behavior as a heuristic or mental shortcut to think accordingly, without reflecting themself, that using TikTok is not difficult to perform or comprehend to receive positive outcomes socially and to be approved by others (Gelfand & Harrington, 2015; Salmivaara et al., 2021).

4.1.2 Trialability - Injunctive & Descriptive Norms
Trialability according to Rogers (2003) is how an innovation needs to be easy to try for oneself to make an own judgment. If an innovation is easy to test out then it is easy to decide if it fits with the individual. Both interviewees 1 and 10 both spoke of how downloading the app should not be a difficult task in trying it out for one's self, it's more or less just a question of downloading it.

I don't know how it (friends or other people) may have influenced me in any way, it's pretty easy to try it out I think since it's a free app to download. - Interviewee 1

It feels like, well you hear people talking about it. Yeah, and then I just downloaded it like that to see what it was. Not much more to it. - Interviewee 10

While both reason that it should be very easy to try the app, these emotions towards it could stem from the fact that they are both in their early-to-mid twenties. To them the process of trying an app and making their own judgment is an easy process, downloading apps is probably something they have done before as have people in their surroundings. There may be a normative belief that trying out apps that are free is not something difficult, it may be a question of just performing a few taps on the phone. Their thoughts, feelings and attitudes to the process of trying the TikTok app could thus be under the influence of an injunctive norm that such a process is regarded as easy (Perera et al., 2020; Liang & Shiau, 2018). This demonstrates that the injunctive norm shapes the adoption of innovations, in this case by forming the perceptions of the trialability as mentioned by Horne & Przepiorka (2021).

Meanwhile interviewee 3 reasoned that while she has never made a TikTok clip herself, the process of doing so should be easy since young people are active users and posters in the TikTok app.

I haven't made any TikToks myself, so I don't know how to do that. But considering that there's many

younger users it feels like it should be fairly easy to do. But from using the app and how one would do all that, I cannot say but I guess it isn't too difficult. (...) Did not know how to use it at first, but it's not difficult to figure out and I thought the same in regards to TikTok. - Interviewee 3

The logic which interviewee 3 rests her argument upon mirrors that of a mental shortcut, while she has never made any TikTok posts herself she draws a parallel between users she has observed, their prerequisites and their behaviors using the app. If someone young uses the app actively, it should not be too difficult to use. The uncertainty towards actually posting content on TikTok is thus defused thanks to a descriptive norm which assists her in reasoning about how easy the app is to use (Gelfand & Harrington, 2015; Rogers, 2003). This goes in line with what Mo et al. (2021) found, that while interviewee 3 feels unsure about how to make TikToks herself the extent of usage laying among young users seemingly establishes a descriptive norm about the ease of trialability (Rogers, 1995).

4.1.3 Observability - Descriptive Norms

In regards to the observability of TikTok this was something that the interviewees reflected upon in different ways, having observed or come in contact with TikTok in various ways in their daily lives. Rogers (2003, 1995) meant that if the innovation has easy to see results or if they are easy to describe to a third party then that could be seen as a high observability of the innovation.

Interviewee 8 reflected upon having come in touch with the app both through a friend who used it while they were at the gym, but also through colleagues at work and other friends. To him these social contact points had also in a way introduced him to how TikTok offers easily accessible entertainment where one only needs to swipe from one clip to the next. Furthermore, interviewee 12 mentioned how TikTok content could be shared through Snapchat, another popular social media app, with a watermark and that this allows TikTok content to be shared and recognized with non-users. That was how he observed TikTok before downloading it, by getting Snapchats sent to him by friends.

I think I've seen my friend use it once or twice in the gym. I've also seen a couple colleagues using it and friends as well. They, as far as I understand, people think there are a lot of fun clips there. (...) As I've interpreted it, it's very easy to use. It's made to be easy to see clips and easy to move from one sequence to the next and so on. It's short clips so it's not like you have to focus really, you can just mindlessly watch and still get something out of it so it's very convenient. - Interviewee 8

It wasn't like you could see when someone else used it, but you were kind of fed videos on Snapchat from TikTok that were funny and then you felt like maybe you should try it. (...) You can send through Snap (Snapchat) you know. (...) Yeah, and then people who do not have TikTok can take part in TikTok. And you share what's funny but then they see it as a Snap-clip with a TikTok

watermark in the clip. Then they can see that it's from TikTok but they see it in Snap. - Interviewee 12

Both interviewees 8 and 12 resonate about a descriptive norm in regards to the observability of TikTok. Interviewees 8 brings forth what could be seen as a common social interaction with TikTok where important others, peers and colleagues, demonstrate TikTok to him. These important others thus become a part of the shaping of interviewee 8's perception of TikTok. The results that TikTok offers, easily accessible entertainment, becomes socially introduced through people observed in his surroundings (Gelfand & Harrington, 2015; Salmivaara et al., 2021; Rogers, 2003). This is in line with Wang (2015) who states that a high observability, which TikTok seems to have, can enable greater potential for descriptive norms.

Interviewee 12 was also influenced by descriptive norms which was instead facilitated through an online observation, through the social media application Snapchat, of TikTok. There he could see that the characteristics of TikTok seemed fun but also common to use among his peers who were sending TikTok videos to him. This usage and observability of TikTok, the watermark feature in Snapchat, allows the otherwise software focus of TikTok to become more observable. This, since important others provide digitally an introduction to the app itself, what it offers and that it is a common and that it is an appropriate way to behave socially by having TikTok (Habib et al., 2021; Rogers, 2003; Rogers, 1995).

Looking at the observability of TikTok further, again from a descriptive point of

view, both interviewee 6 and 5 demonstrated how TikTok is observable as a typical behavior in different ways. Interviewee 6 spoke of TikTok being something that various people in his surroundings had used, ranging from peers to family and friends. This had also made it observable to him how TikTok works. Meanwhile interviewee 5 spoke of how he would often see people using TikTok on public transport, on the internet and in marketing. This recurring contact which it establishes with TikTok also awakens a sort of curiosity towards the app in his opinion.

It seems to be very personalized and that you're fed with content that you are interested in. I'm a sports fan and I like football and padel or whatever it may be. I'll like the content and then there's various clips and so on that are connected to that which you're fed with. So you get awashed with things that you really like to a greater extent compared to other apps like I was saying. - Interviewee 6

(...) I can see that if I'm sitting on a tram or am present in a space where people in that case may use the app, I think that I see TikTok a lot. I also see it a lot on the internet as well obviously, in news articles, marketing. It's, it's very difficult to miss, to miss TikTok no matter if you care about it or not and it's probably that makes you, with all apps, especially this one then that it's so many that have tried it. I think you become a little curious, as the average Swede or something when it's spoken about so often and there's

a lot of publicity in media. - Interviewee 5

Interviewee 6 shows directly how the way TikTok works becomes observable to him through the people in his vicinity. The observability of the app is demonstrated by the people which in turn creates a mental shortcut within him that TikTok works in a way where it feeds the user with popular content that they may enjoy (Gelfand & Harrington, 2015). The uncertainty is thus defused for interviewee 6 as the typical way that TikTok is interacted with is to feed the user specific content, making it clearly observable to him in the process (Rogers, 2003). Thus it becomes increasingly possible for him to also describe what the app has to offer as well as how it is offered as demonstrated by the quote, going in line with Rogers (1995). To him the entertainment value has been demonstrated and become observable through his social surroundings (descriptive norm), demonstrating the benefits (Wang, 2015). What interviewee 5 spoke of shows how a descriptive norm could be observed in various places in society, various sources created a buzz surrounding TikTok which showed what the appropriate behavior was; an interest in TikTok (Salmivaara et al., 2021). As the descriptive influence on him made TikTok observable, there was something about it, a curiosity was awoken as he could observe that TikTok seemingly offered something which caught his attention and had demonstrated that the guide to TikTok is that consuming it was acceptable (Rogers, 2003; Gelfand & Harrington, 2015; Salmivaara et al., 2021). Interviewee 5 thus had the benefits made observable through descriptive norms in society indicating how accepted the app is,

igniting an interest (Wang, 2015; Mo et al., 2021).

4.1.4 Relative advantage - Injunctive & Descriptive Norms

Regarding the relative advantage of downloading and using TikTok, some of the interviewees were seen to be affected by injunctive norms of their reference group, such as their peers. According to Rogers (2003), an innovation's relative advantage and what characteristics that are deemed most important with it, depends on the individual, such as social (reflecting some sort of status) or economical. In the interviewee 4 case, for instance, she saw a social benefit in downloading TikTok compared to other social media applications as she did not want to be left out of her social circle. She wanted to know what her friends were talking and laughing about, and to keep up with the latest trends.

> *You might feel a bit left out if you haven't looked at it, depending on who you hang out with. Because in most circles, there are a lot of inside jokes that revolve around trends, statements, or funny sounds that are popular on TikTok. And if you don't have TikTok, you won't understand it and it's not as fun. You want to understand what your friends are talking about. So that was part of why I downloaded it, too, because you want to know what's going on, since it's such a big part of society, what everyone is laughing about and what's so funny. And you also want to be a part of it, you know.* - Interviewee 4

Furthermore, one could argue that the interviewee 4 were under influence of the current injunctive norm among her peers. She perceives that using TikTok is deemed to be an appropriate behavior among her peers and something that she should do to be accepted by her social group (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). Therefore, she can see a relative advantage of having TikTok to comply with the social pressure from her important others to not feel left out and be a part of the group (Syed et al., 2021; Perera et al., 2020). However, adhering to injunctive norms is not seen as something that is enforced upon the individual but rather optional (Perera et al, 2021; Liang & Shiau, 2018). Individuals might not always agree with their significant others and their beliefs and can diverge from it, regardless of the social repercussions. The interviewee 4, nevertheless, did not stray from her group's beliefs, which can be interpreted that she did not want to experience the social repercussions of not having TikTok and end up outside her social circle.

Following the interviewee 4, the injunctive norm influence on relative advantage is further apparent when it comes to the interviewee 2 for example. She also believed that using TikTok might benefit her and result in a positive outcome socially. This is because interviewee 2 perceives it to be an appropriate behavior as the majority of her referent social group use TikTok (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). She believes that TikTok provides her with the ability to keep up with her friends by following them and what they upload on TikTok.

> *If I find something funny on TikTok, I share the clip with my friends so that*

they can also enjoy it. In that way, they also become happy and find it entertaining. - Interviewee 2

She also alludes to the fact that it provides her and other peers in her proximity with happiness and enjoyment by sharing funny videos between each other on TikTok. Therefore, one can argue that interviewee 2 is motivated to comply with her perception of her social group and what they think is socially acceptable and what she ought to do (Perera et al., 2021).

One could argue that descriptive norms also played a part in the interviewees' perceptions of TikTok's relative advantage to them. This as a majority of the interviewees saw entertainment as well as social advantage in downloading and using TikTok to adhere to the descriptive norm. For instance, interviewee 2 observed a friend from work using TikTok during lunch breaks and was also shown some videos by her coworker that she found amusing which influenced her and aroused interest and perceived relative advantage in downloading it.

Yeah, well, it was actually a much younger girl than me, a coworker, and she would show videos that she had shared, and, yeah, then she showed funny videos that were entertaining. And that's what made me curious about it, and also because many people were dancing to music and it was so fun to watch. Plus it was also new music I got introduced to, like new songs that I liked. (...) During lunch breaks, she [coworker] would scroll through it, and eventually, I also downloaded it just to see what it was all about, and

then I got hooked on it. - Interviewee 2

Consequently, watching her coworker using TikTok on lunch breaks, and that it looked fun to use (relative advantages), could be viewed as a descriptive norm of an actual behavior which she sees is common, even at her work place. One could argue that the descriptive norm from observing her coworker enhanced her relative advantages in seeing the benefits of using TikTok. This is in line with (Wang, 2015) who contends that a descriptive norm can enhance the observability of an innovation's relative advantages if an individual observes how popular it is to use in comparison to other innovations. Furthermore, in this context, one could also argue that the coworker functions as a normative guide and a heuristic for interviewee 2 to navigate the social landscape (Gelfand & Harrington, 2015). This to lower her uncertainty in how to behave appropriately to comply with others in this particular situation (lunch break), thus be favorably assessed socially. As well as it enhanced her perceived relative advantage of using TikTok. However, as previously discussed in this chapter, interviewee 2 was also exposed to injunctive norms. According to Salmivaara et al. (2021), descriptive norms tend to be more influential than injunctive norms when it is not obvious what the appropriate behavior is in a certain situation, but have a weaker effect on individuals on intentional behavior when an injunctive norm is present (Habib et al., 2021). Hence, in terms of interviewee 2, she has a strong injunctive norm that is present, thus it is not unclear for her how to behave due to her having a good perception of what kind of behavior regarding TikTok that is deemed acceptable among her important others.

Therefore one could argue that injunctive norms may be more influential on her perceived relative advantage of using TikTok than the descriptive norm.

Furthermore, a descriptive norm was also evident in the interviewee 11 case as well, affecting his perception of the relative advantage of using TikTok (Salmivaara et al., 2021; Habib et al., 2021; Rogers, 2003). However, in this case, the interviewee did not observe a typical behavior in real life regarding TikTok as in interviewee 2 case. Instead, he noticed a common behavior online of people posting TikTok-videos on the social media application "Snapchat". This caught his interest and induced a relative advantage in trying out TikTok as it was a common behavior which looked fun.

> *So it wasn't like you saw someone else using it, but rather you were fed funny videos from TikTok on Snapchat, and then you felt like maybe you should try it too. It looked fun.* - Interviewee 11

Thus, one could argue that seeing a common behavior of people online regarding TikTok versus observing it offline doesn't matter. One is still getting influenced by the descriptive norm as a heuristic of how to behave in an acceptable manner, which can also influence the perceived relative advantage of using TikTok.

4.1.5 Compatibility - Injunctive, Descriptive & Personal Norms

Rogers (2003) brings forth the perspective that an innovation must be compatible with the user. What this means is that the innovation must find a relevance in the needs of the individual, being a fit with beliefs and values which the individual carries with them. The compatibility could be demonstrated by solving an established need or consequences of being a non-user. The individual could also use available technologies and innovations as a guide to relate to the new innovation (Rogers, 1995). Several of the interviewees brought forth ways in which their own compatibility had been somehow molded by normative influence. Interviewee 12 mentioned how one of his friends directly conveyed to him how TikTok would be a better fit for him. Due to how TikTok has a tendency to be more goofy compared to Instagram, something which would fit his more laid back nature.

> *Partially it's like this, my friend has it. I was uploading like banter on Instagram and on Instagram you get no reach. (...) So she was like, so download TikTok at least there you can be a little more goofy, you know? TikTok is a little bit unserious in a way, in its nature, so partially it's that you can be more unserious there and it is rewarded in a way. So it was probably that, if you're going to be posting things where you're not serious, it's better to do it on TikTok.* - Interviewee 12

The story that interviewee 12 brought up shows exactly how his friend demonstrated clearly how TikTok as a behavior is not only acceptable but even a better fit for him (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). Arguably this showed him that the social action in regards to TikTok is okay and even brought forth how TikTok should find a greater relevance with him compared to the more stiff or serious attitudes which are seemingly more

common on Instagram where he would hangout previously. Thus interviewee 12's beliefs and values were beginning to be shaped in accordance to TikTok being compatible with him as an individual from an injunctive source of his friend demonstrating a need for the app (Rogers, 2003; Rogers, 1995). Interviewee 12's friend was the force that showed that the adoption of the innovation was acceptable which influenced him to comply with the acceptable behavior after the compatibility had been demonstrated, as reasoned by previous studies (Horne & Przepiorka, 2021; Barth et al., 2016). This is further in line with Beldad and Hegner (2018) who states that it is sufficient with only one important other to enhance the motivation of an individual to comply with their referent social groups supported behavior.

Further, both interviewees 6 and 8 reasoned that their age is a significant factor to their incompatibility in regards to the TikTok app. Interviewee 6 has a skepticism towards new apps due to his age and friends who share the same attitude regarding new apps. While interviewee 8 lacks a surrounding that enables him to share TikTok-videos. This is due to him spending most of his time with people older than him at work, who have no interest in TikTok.

> *So it, it's obvious that when it's people that are close, that it affects one towards it in such a way that you get close to downloading it, but I think that given my age and that I've had experience with different platforms and services that have been established and so over the years, that you ask yourself perhaps a few extra times about whether it is*

relevant and necessary to download yet another one. (...) So I think that by doing so, I have, so to speak, and also a few friends who may have a similar attitude or skepticism about jumping on every single platform that comes. - Interviewee 6

But at my workplace I'm one of the youngest, and in my family I'm the youngest son, and then I don't have much exchange with people who use TikTok. If it had been like that, I would probably have used it more (...) I don't hang out that much with people my age, or slightly younger than me, it's almost only older people I hang out with these days. (...) I'm among the youngest at my job, there's one more (born in) 94 and the rest are or the vast majority are 40 and up. So then it becomes that, I can't really have this, talk about it on lunch breaks with them and show TikTok clips like that because they, well, it's a little too far from their everyday life. - Interviewee 8

Seeing as the main influence in regards to interviewee 6 came from friends who he believed to have similar views as him to TikTok, being that they are older and do not follow every new trend when it comes to social media apps. It seems that an injunctive norm in which people who he sees as important others, friends of a similar age, hold the same acceptable behavior that jumping on new trendy apps is not necessary. This referent social group of people who he sees as people close in mindset to himself thus assist him in coming to the conclusion and decision that TikTok is not for him (Ham et al., 2015;

Syed et al., 2021; Perera et al., 2021). Past experiences with previous social media apps that turned out to be fads are in his memory, thus the belief becomes that TikTok does not offer him much substance in relation to his needs (Rogers, 1995; Rogers, 2003). As the important others did not necessarily approve of the innovation interviewee 6 got influenced by this and landed in a decision not to adopt and thus to comply with the beliefs and values of his social group as demonstrated by Barth et al. (2016).

Interviewee 8 demonstrated how a lack of injunctive norms in his surroundings created a lesser compatibility of TikTok to his own needs. There seems to be no clear important others in his close vicinity that hold a strong enough injunctive influence on him to create a sense of compatibility of TikTok to his relevant needs (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). With few people to clearly share and be part of a more communal experience in regards to TikTok there is no socially acceptable behavior to share TikToks with people demonstrating the opposite, that a lack of an injunctive approval may create an incompatibility (Barth et al., 2016). This bridging an incompatibility for interviewee 8 to TikTok as no relevance can be distinguished where a socially acceptable behavior to discuss TikToks can be found in his case, creating no need or consequence of not complying (Rogers, 2003; Rogers, 1995). As mentioned, demonstrating how a lack of an injunctive norm may hinder the adoption of an innovation just as well as it may facilitate it if it is present (Horne & Przepiorka, 2021).

Concerning interviewee 11, one could argue that his compatibility did not really

fit with TikTok entirely (Rogers, 2003). He stated that he perceives TikTok in a negative way, as something childish and a waste of time. However, he still uses TikTok all the time. This could be explained by, as earlier mentioned, that he is under the influence of an injunctive norm to adhere to a behavior that is deemed acceptable by his peers. This made him disregard his beliefs about TikTok being childish and made TikTok more compatible to him. The descriptive norm, that other people typically believe that TikTok is childish, could thus have been disregarded by the influence of the injunctive norm. This as it has a stronger influence on intentional behavior because of individuals' need for social approval by significant others (Habib et al., 2021).

No, I was actually quite negative about TikTok. Yeah, I really was. Because I felt like it was just rubbish. Partly because it felt a bit, well, like it was for kids, a bit immature to be messing around with TikTok. And partly because it's basically just a waste of time. There are better things to do, in my opinion. (...) And my perspective hasn't changed, I still don't have a very positive view of it, even though I use it all the time. It's not something I go around bragging or showing off about, like, 'Hey, look at all these TikToks I'm watching!' It's still a somewhat negative perception that it's childish. - Interviewee 11

Be that as it may, it appears that the interviewee did not want to exhibit that he has TikTok outside his inner social circle and talk about it with other people. Therefore, one could say that he is affected

by a descriptive norm in other contexts, when he is not with his social circle, and is uncertain in how to behave appropriately to be assessed favorably by other people (Habib et al., 2021; Gelfand & Harrington, 2015). Then he may feel a higher accountability to adhere to the typical behavior (Descriptive norm) of not using TikTok. This is due to it being perceived as something childish by other people when he is in a public setting where he is afraid of receiving a poor assessment of his behavior.

Furthermore, concerning the interviewee 7, he got influenced by articles that he had read and news from the media. There he could observe a behavior that people commonly avoid using TikTok due to potential health concerns and time wastage which affected him. Thus, he did not want to get into TikTok due to the above mentioned issues. The interviewee also mentioned that he is not the most active social media user either, and does not have Instagram and so forth, so for him it was an obvious choice to not use TikTok.

> *Yeah, well, primarily, I would say that I'm not the most active when it comes to social media either. I don't have Instagram either, so when TikTok came along, it felt quite natural like, 'Well, then I don't need that either.' And, it's mostly based on what I've heard and what I've read about it, that, yeah, I've come to the conclusion that it might not be the best choice. Mostly for health reasons, but also in terms of time. I don't want to spend time on TikTok, because I know it's very easy to get sucked into the scrolling and, as I understand it, TikTok almost scrolls*

> *by itself, so it doesn't take much to get stimulated.* - Interviewee 7

Hence, one could claim that the interviewee's compatibility, values and beliefs, regarding TikTok was influenced by the descriptive norms which he had been exposed to in articles and news media. According to Duong and Liu (2019) a persons' perception of the typical behavior, descriptive norm, of what other people commonly engage themselves in can be influenced by the news media environment. Thus, the descriptive norm, provided by the news, could potentially have affected his compatibility regarding TikTok. This as he might have used the news as a guideline for not only behavior but also values and beliefs that are most appropriate regarding the use of TikTok (Gelfand & Harrington, 2015). However, as earlier mentioned, he does not generally use social media. With this in mind, his compatibility regarding TikTok could also stem from his earlier experiences with similar innovations that could have shaped his beliefs regarding social media generally (Rogers, 1995).

Concerning Interviewee 9 (a user who is reducing her usage), one can contend that she was initially influenced in using TikTok by a descriptive norm in the form of having seen TikTok being used by other people around her in her own age. But also by an injunctive norm, due to having friends which had shared TikTok-videos. However, one can argue that she now starts to find her own path and dismiss these two social norms. Instead, interviewee 9 embraces a behavior which she sees as morally appropriate, which is reducing her usage of TikTok. Even if it potentially may have some social drawbacks to put TikTok down from time to time she can't justify the

heavy usage (Doran & Larsen, 2016; Zlatevska & Spence, 2016). The over-relevance the app finds in her daily life takes over, which she does not believe is a good management of her time. While she may value the app in a more casual way, when it starts to take too much time from her she starts to reject it, going against the otherwise present norms and instead embracing a personal norm in relation to the compatibility of TikTok to herself (Jacobson et al., 2020; Doran & Larsen, 2016; Rogers, 2003). Cialdini et al. (1991) argue that personal norms can have a greater influence on behavior than other social norms depending on the context and what rules (internal versus external/social) the individual is committed to and the corresponding repercussions. In this case, one could argue that interviewee 9 is, in the context of TikTok, becoming more committed to her own internal beliefs and the sanctions for her own personal health in using TikTok. Thus puts less emphasis on the social repercussions which could come from disregarding the other norms.

> *I think it's like this, I might feel that I'm spending too much time on my phone or in TikTok and then I think that I should spend my time doing something else. It's like it feels like I'm wasting my time and then I scale it down, something like that.* - Interviewee 9

4.6 Social Norms and Privacy Implications Impact on Diffusion of Innovation

Looking at how the privacy implication impacted the innovation adoption process showed some themes in how it had affected the interviewees and especially how social norms had been a central factor in shaping these perceptions in regards to TikTok.

4.2.1 Relative Advantage - Privacy Implication and Descriptive and Injunctive Norms Influence

The relative advantage seemingly comes under the influence of the privacy implication, which adds a relative *disadvantage* to the mix. This characteristic or attribute of the app becomes a drawback which must be kept in mind when calculating the relative advantage of the app (Rogers, 1995; Rogers, 1999). This was demonstrated by interviewee's 8 and 12. Both of them spoke of how there is an apparent risk with using TikTok as recorded sound of the voice could be used to potentially scam relatives. Interviewee 8 started out talking about how he felt most worried about a falsification, AI imitating his voice and maybe calling the parents asking for money. He felt that this was something that was not too far off in the future and that he had heard about it through the news. He then continued:

> *(...) Yeah, but to a certain extent, you still have, your own voice becomes very exposed, and your appearance and so on, if you record a lot from all sides and angles, they still kind of have an idea of how you look out, how you sound and so on and what clothes you wear and so on. So, it could be used to create some kind of fake thing out of it and so on. But as I said, for my own part I haven't posted anything on TikTok either but then, I think that a great deal of such data exists anyway (Online).(...) So, in my case, TikTok probably didn't*

add that much more risk, but surely for other people. - Interviewee 8

However, I see that as a real risk. I heard about it over the weekend on Friday when my friend told me about it. The first thing I did, I mean, seconds after we sat down and started hanging out with some friends, they told me this is common in the USA. The first thing I did was to call my parents and say; Listen, if I ever call you and ask for money or anything like that, just hang up. I'll never do that. And then I explained to them that this risk exists now, so that's a little scarier. (...) I will be on my toes, and I will tell my parents to just think about this, you know. But I'm not concerned. - Interviewee 12

In interviewee 8's case, a descriptive norm shaped the privacy implication and the relative disadvantage of the app. News and media seem to have taken a central role in demonstrating and forming a perception in regards to the privacy implications of TikTok (Duong & Liu, 2019). This triggered a concern within interviewee 8 in regards to how information may be available to different parties, perhaps not only TikTok (Jahari et al., 2022; Anic et al., 2019). This concern then connected to an apparent risk, interviewee felt how using TikTok comes with some inappropriate implications (Lim, 2003). The risk takes a more monetary form, where the interviewee perceives that potential financial losses may come into play (Milne et al., 2017). Interestingly however is that the descriptive norm demonstrates to him how the questionable privacy poses a greater risk to those who have posted on TikTok, which he never did during his short tenure with the

app. This then defuses the risk and settles some of the concern towards it, he does not feel worried in regards to his online privacy concern (Fortes & Rita, 2016). This goes in line with what Horne and Przepiorka (2021) mention that descriptive norms shape individuals perceived privacy risk. In the same way interviewee 8 had his privacy risk shaped by the demonstrated behavior, however the demonstrated behavior was connected to a certain type of user group which he did not see himself as being a part of.

Interviewee 12 in the very same way perceived a monetary risk with the app, the decision to use TikTok came with the potential for a monetary consequence in that his voice may be replicated to scam his parents out of money (Bhatia & Breaux, 2018; Milne et al., 2017). This risk was perceived out of a raising of the concern of the situation, personal information, the users voice could be used in an unintended way (Ayaburi & Treku, 2020). This raised concern and perceived risk came out of an injunctive norm of the friend shaping the thoughts and feelings of interviewee 12 (Perera et al., 2020; Liang & Shiau, 2018). However, as interviewee 12 took matters into his own hands, informing his parents about the potential risk he managed to shape and balance out the cost-benefit trade-off by increasing the personal control over the consequences of the situation (Jozani et al., 2020; Jahari et al., 2022; Anic et al., 2019; Milne et al., 2017).

4.2.2 Compatibility - Privacy Implication and Descriptive and Injunctive Norms Influence

The privacy implication also becomes a part of the assemblage for the compatibility

of the innovation to the user. Both interviewee 3 and 5 demonstrate clearly how the privacy implication became through social norms demonstrated to them, became a part of the compatibility of the innovation and led them down a path of rejection of the app. Interviewee 3 had experienced first hand how the app had tried to show her specific content and she had also seen reports in the media about TikTok which had made her delete TikTok once in the past, that was not the end for her TikTok experience however.

Then when I met (friend's name) then I felt that okay, she constantly keeps on sending (content) "I'm missing out" and I know that TikTok functions in this special way. But if I only use it a little, that is, if I'm not in the app as much, just checking what she sends me, then maybe it's fine. Yeah, so I downloaded the app and I had it for what could it have been, 15 months maybe, something like that. (...) (Talking about the amount of content) My God, now I've got, I'm not kidding 50 TikToks from different people that I have to watch and reply like, it's not fun anymore, it's just stressful, my life is very difficult. (...) I've been following the news lately with the various governments forcing their workers to delete the app, my dad is skeptical. I have followed the news and I felt like this, no I'm done. - Interviewee 3

I had someone that I without a doubt think influenced me, not only in regards to TikTok but using social media in general. Just in general, when I was on exchange last fall as an example, we had a lengthy

discussion. I think that absolutely, this person influenced me in some way but I had also taken part of research and critical examination of the app in the news (About data collection and data storage) (...) It was people that got me to think and reflect, it's certain this formed some sort of decision to remove the app. - Interviewee 5

Interviewee 3 was stuck between two separate injunctive norms pulling her around. Her friend pulled her in a direction towards a normative belief that using the TikTok app was acceptable (Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). Interviewee 3 did mention how her father would sit down with her and talk about the latest reports in regards to the privacy issues with TikTok, sharing news articles with her and telling his own opinion. Slowly with the injunctive norm of her father trying to convey that there are issues connected with TikTok shaping her thoughts and feelings towards the app (Perera et al., 2020; Liang & Shiau, 2018). Furthermore, she had taken part in media investigations in regards to the issues with TikTok, showing a descriptive norm of what is the typical behavior to feel eerie when it came to TikTok and privacy in the app (Duong & Liu, 2019; Salmivaara et al., 2021; Habib et al., 2021). This led her down a path towards not feeling that her referent social group, her friends, were necessarily right in using the app (Liang & Shiau, 2018). Her father managed to add the privacy implication into the assemblage of the compatibility towards TikTok, her raised concern became a part of the rejection of the app as the app lost it's need fulfillment and lost it's fitting to the values

of the individual (Jozani et al., 2020; Rogers, 1995; Rogers, 2003).

Meanwhile interviewee 5 fell under a descriptive norm of news, media and research on the subject demonstrating to him typically how one should behave in regards to TikTok (Duong & Liu, 2019; Gelfand & Harrington, 2015; Salmivaara et al., 2021). The descriptive norm thus informed interviewee 5 about the privacy implications in regards to the app, how personal information was being stored and saved. This raised a privacy concern in a sense of worry in regards to the way data was being treated as demonstrated by the descriptive norm (Ayaburi & Treku, 2020). Furthermore, an injunctive norm supported the privacy implication in regards to the app, making the compatibility of the app apparent as it lost a sense of relevance (Perera et al., 2020; Liang & Shiau, 2018; Rogers, 2003; Rogers, 1995). With these two combined the privacy implication and the compatibility of the app became linked and would even become a part of an eventual rejection of the app.

Finally there was one interviewee who perfectly demonstrated that the privacy implication in itself must be introduced and demonstrated through social norms. Interviewee 9 completely lacked this normative influence which meant that she had no privacy implication perceptions.

I think that if people had been more vocal about, well, think about what you like and that they can see everything. Maybe then you would've been more skeptical and maybe not even had TikTok if I had friends or parents that were more like "be careful with everything on

the internet" then maybe I would've been like "Okay, I'll delete it. I won't use it." But honestly, I think it's pretty nice that most of the people in my surroundings are more like, use it anyway you like. (...) But not having to over analyze everything is something I feel is quite nice, social media and everything it's not the end of the world (...) I think that most people are a little bit like me, lack a greater insight and they just don't think about everything. (...) It's like this, I haven't really asked anyone either, but nobody has actually said to me, "Yeah, I don't use (it) because I'm afraid that they're gonna keep track of me." You know? - Interviewee 9

I also think that it's not like I've heard a lot of buzz about it, but then again I'm not great at watching the news. So it's probably got a lot to do with me not having gone out there and looked for this information about this privacy security. I think that you could probably be more concerned or know more about what it is that you give away, you know? So it's probably got more to do with my lack of information search than what society or my friends have informed me about. (...) Yeah, or, I would say that since I haven't heard much I'm not that scared, you know." - Interviewee 9

What can be extracted from the two quotes by interviewee 9 is that she is unable to perceive any form of privacy implication at all. She diffuses any and all potential risks or concerns by sweeping it under the rug,

saying how it is just social media and not the end of the world. There is no injunctive norm to influence her in the approval of a privacy implication behavior. The injunctive norm thus becomes a voluntary acceptance that the privacy implication is nothing to worry about, it may not even exist, it is just social media it is merely supposed to be fun and entertainment (Perera et al., 2020). There is no social pressure to conform to a specific belief, this vacuum thus becomes the belief in itself (Syed et al., 2021; Perera et al., 2020). With this vacuum acting as the established injunctive norm it replicates the findings of Saeri et al. (2014) where the interviewee complies with the lack of caring about any issues that may or may not be present. Similarly in the second passage interviewee 9 goes on about a lack of a typical behavior in regards to the privacy issues. With no descriptive norm to demonstrate to her what issues may exists, due to not consuming the news and having no people in her social surroundings to inform her, she becomes unable to picture what the issues could be which negates any form of anxiety or anything to be created (Salmivaara et al., 2021; Habib et al., 2021). The normative context which interviewee 9 finds herself in thus becomes that of a non-privacy concern context as entertainment becomes the sole participant in the cost-benefit trade-off (Acquisti et al., 2015; Jozani et al., 2020). With no risks interlocked with the gains there is only gains to be made (Beke et al., 2022; Acquisti et al., 2016).

5. Conclusion

Firstly, this study aimed to understand how social norms (Injunctive, Descriptive, Personal) do influence consumers in their adoption of the social media application "TikTok". The findings shows first and foremost that social norms (injunctive, descriptive and even personal) had an influence on consumers in their adoption of the social media app TikTok, but varied in the extent of their influence depending on the context. By looking at it from a perspective of the diffusion of innovations by Rogers (1995; 2003), one could depict the various normative influences in different contexts in the adoption process. Rogers (1995; 2003) destructs consumer perceptions of an innovation into five parts that plays a crucial role in diffusing an innovation; ***Complexity, trialability, observability, relative advantage and compatibility*** which may lead to adoption/rejection. The normative influence towards the diffusion of the TikTok innovation was found to be in line with previous research.

In the context of ***complexity*** of Tiktok, the findings revealed that injunctive and descriptive norms were most salient in influencing the interviewees perception of the app as something easy to use and understand. An injunctive norm influenced the perceived level of complexity in that it was perceived as that important others did not believe TikTok was something complex to use, thus the interviewees wanted to adhere to their social group beliefs. However, descriptive norms were arguably even more influential. This as a greater number of interviewees reported that they could observe a common behavior among important others, but also in public of people using TikTok, making it observable that the app looked easy to use and understand. This functioned as a heuristic for them to adhere to the most common and approved belief of TikTok's complexity.

Regarding *trialability*, the findings suggest that individuals in their twenties are digital fluent and have no trouble in trying out TikTok as they know how to download and operate apps in general. Furthermore, a connection was arguably found regarding an injunctive norm that influenced the respondents that their peers believe that downloading TikTok is regarded as an easy process and where they complied with the accepted behavior. Descriptive norms could also have had an influential effect, as the interviewees could see that it was common among young people to download the app. This further solidified the perception that it should not be a difficult thing to test out the app in itself if even younger people can do so. In **observability**, descriptive norms were most prominent. The descriptive norms have made this understanding of the app observable as a common and acceptable behavior that the app is geared towards the end-user, the content is maximized to be as entertaining as possible, making it an intriguing app.

The part where social norms was seen to be most important and had most effect in influencing the interviewees perceptions of the diffusion of the social media innovation of TikTok, is when it comes to *relative advantage and compatibility* in the adoption process. Regarding the *relative advantage*, both injunctive and descriptive norms shaped the interviewees perceived relative advantage in using TikTok. Thus, injunctive norms influenced the benefits the interviewees saw in using the app versus not using the app. If their friends had TikTok, they perceive it as being something acceptable to engage themselves in. Therefore, they could see a relative advantage in being able to keep up with their peers and share fun videos with each other to not face social repercussions of being excluded from the social group. Furthermore, the descriptive norm of the most common behavior observable in society, friends and family, was also contributing to the general brief of the relative advantages of using TikTok and what is deemed to be the most appropriate common way to think about the advantages. The most common beliefs about the relative advantages which individuals could observe was that people thought it was fun and entertaining to use TikTok, which they complied with.

Concerning the *compatibility* (personal fit with one's values and beliefs) of TikTok, it was found to be influenced by injunctive, descriptive as well as personal norms to various extent depending on the individual and the context. Injunctive norms influence were evident in that it became more clear that the app was a personal fit through peers that shaped their beliefs and values in regards to TikTok. This as they perceive their peers believing that TikTok is something fun and compatible with them, creating a social pressure to adopt similar beliefs. Injunctive norms also shape one's perception that the acceptable perception is that the app is not for them. This when there is no one in their surroundings to make the app relevant to have to adhere to the social group. Regarding descriptive norms, they influenced the interviewees in forms of news and other media demonstrating that TikTok may even be addictive. This became an important part in shaping their perceived compatibility of the app. The findings further suggest that depending on the social context, injunctive and descriptive norms can have different influences on individuals' compatibility

regarding TikTok and disregard each other. In the context of one's social group, which approves of the behavior of using TikTok, the injunctive norm influences the individual to experience a higher compatibility with TikTok. While in a more public context with other people where the common behavior (descriptive norm) is to not use TikTok, individuals might feel more accountable for their usage of TikTok. Thus, they are afraid of receiving a poor assessment socially and lower their compatibility in regards to TikTok. The compatibility of the app may also be shaped by individuals own decision making, thus personal norms. Being under influence by their surroundings to use the app (injunctive norm and descriptive norm) but comes to the conclusion that it takes up too much time. Therefore, they decide to reduce their usage of TikTok and go against the normative influences as they believe it is morally appropriate behavior to decline the usage of TikTok as it becomes too compatible in a sense.

Secondly, this research also aimed to gain an understanding of how privacy implications impact the adoption process of TikTok and how social norms form the privacy perceptions. The study discovered that the ***privacy implication*** becomes an influential factor on ***relative advantage*** and ***compatibility***, as shown in the updated model below (Figure 2). Furthermore, the normative influence on the privacy implication was shown to be in line with previous research.

In ***relative advantage***, privacy implication acts as a relative disadvantage, thus a negative and drawback in the mix of what the TikTok app has to offer. The shaping of this privacy implication to the relative

advantage of the app came from normative sources. Descriptive norms seem to demonstrate the typical behavior and understanding one should have in regards to the drawbacks of the apps, the privacy concerns and risks at play. These descriptive norms do however also seem to demonstrate a specific scenario meaning that when the individual does not relate to the details of the scenario, being an active TikTok user, this defuses the urgency of the situation reducing the general concern perception. Peers also seem to be a way in which the privacy implication becomes a part of the relative advantage cluster, informing about risks with using the app which in the interviewee's case even led to the taking of action to reduce the risk and settle the concern. But nonetheless this privacy implication was introduced through injunctive means. Furthermore ***the compatibility*** of the app fell under influence of the privacy implication which in itself was introduced through normative means. The privacy implication shaped the needs of the app as it demonstrated drawbacks to using it which meant that it did not seem to fit the values and beliefs of the individual when normative influence introduced negative privacy values of the app. This could come from both injunctive sources, such as friends shaping the attitudes but also descriptive norms of media introducing typical behaviors in regards to the privacy implications the app comes with. These raised concerns thus became integral in the compatibility of the app as the app not only stands for positive and attractive things, but could represent an incompatibility. Finally what could be said is how important social norms are in the shaping of the privacy implication. One interviewee demonstrated how a lack of both a proper injunctive and descriptive

norm to introduce privacy implications of the app made it impossible for the individual to see clear drawbacks with the app.
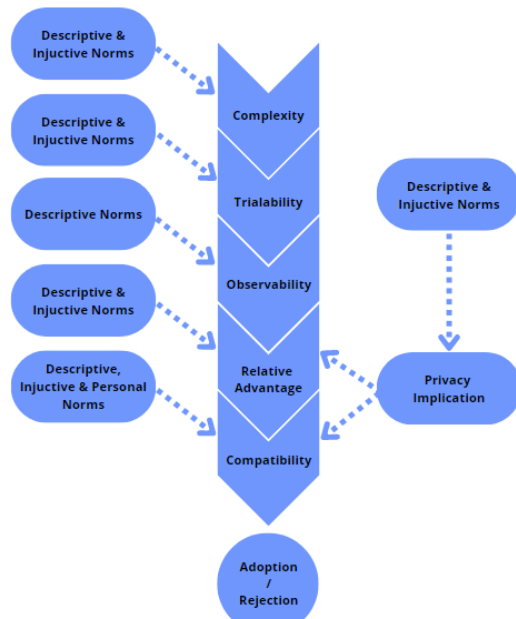

Figure 2. Updated Innovation Adoption Conceptual Model

5.1 Managerial & Theoretical Implications

The managerial implications that this study has to offer is the greater understanding of how social norms influence consumers in the production of their perceptions to an innovation, which in itself leads to an adoption or rejection. Applying the findings of this study in a real world setting generates the understanding of how important injunctive norms are in forming and shaping attitudes, perceptions and even behaviors based off an individual's important others (Perera et al., 2020; Liang & Shiau, 2018; Ham et al., 2015; Syed et al., 2021; Perera et al., 2021). Understanding this dictates that if one was interested in shaping perceptions or behaviors, reaching out with injunctive norms is the way to go. Using influencers as important others to consumers could arguably be one of the easier methods to achieve this. Furthermore, with the

descriptive norms and their seemingly high informative presence, both through news but also making observations of common behaviors (Duong & Liu, 2019; Salmivaara et al., 2021; Habib et al., 202). Arguably the implication of this, which was shown in the study, is that there is potential to use news or other forms of media to inform about contents or values on offers. As was shown, without a definite external normative influence to demonstrate a typical behavior or to form perceptions or attitudes it was difficult to resonate for the individual. Keeping consumers informed through descriptive norms about positive personal data handling practices should be a key way to inform and shape consumer perceptions to be positive and work on forming a willingness to adopt a new innovation. Unfortunately drawing greater implications from personal norms is difficult as it is as the name suggests, personal. It depends on many moving parts in regards to the individual's own situation and surroundings. However, understanding that there may always be some level of randomness to how people may behave depending on personal norms is a valuable knowledge to keep in mind as a manager.

Looking at the theoretical implications of the study, based upon the conclusion, they form the mapping of how social norms influence consumers in their diffusion of innovations which also go on to lead to a rejection/adoption of said innovation. In terms of Rogers's diffusion of innovation theory, this research brings it into the 21st century and adds descriptive and injunctive norms to the assemblage as influencing factors in forming an individual's perception of an innovation's complexity, trialability and relative advantage. Further, descriptive norms are added onto

observability as an influencing factor in enhancing observability of the value of an innovation. Lastly, descriptive, injunctive and personal norms are included as shaping factors to compatibility of an innovation. This as it has shown that they influence compatibility differently in various contexts and depending on the individual in question. The main theoretical implication that this study brings to the table is that when consumers diffuse an innovation with a privacy implication this may become a part of the assemblages of the compatibility and the relative advantage (Rogers, 1995; Rogers, 2003). The influence that the privacy implication may have, the privacy concern and/or risk, is dependent upon a social norm to act as an agent to demonstrate their existence as a part of the innovation in one way or another.

5.2 Limitations & Future Research

This study is not without its limitations. First of all the individuals who took part in the interviews were all quite young, the oldest being 30. This may have implications to the study, as was discussed the trialability of a social media app for young individuals is extremely high, due to being digitally fluents. Arguably this would probably not be the same with individuals who are older such as senior citizens who would probably perceive the app in different ways. Furthermore, the interviewed individuals were divided into two camps when sampling, users and non-users. This could be split further as non-users are current non-users and did not necessarily take into mind if the person in question had tried the app or had it in the past. Even the users of the app could be

split into two camps, active users who post content and passive users who only consume content. These sub-groups of users and non-users could potentially have implications for how people perceive the app, and their process of adopting it.

Future research can apply several lenses and perspectives to keep on building on the findings of this study. As an example, the limitations of this study could be bridged to produce new studies where the ages of the interviewees are more diverse, or with more types of users, all in a social media context, as was presented in the limitations. Furthermore, gender was a perspective which was not brought up and analyzed in this study, this may be an interesting angle to bring forth in future studies to see how it may affect consumers in the shaping of their perceptions in regards to social media diffusion and privacy implications. Moving on, studies could be replicated in Sweden aiming to bridge the limitations of this study or produce a more extensive study with new angles as previously mentioned. Furthermore replicating studies could be made in different countries to produce comparisons, either with the same outlook as this one or with new angles added to the mix. TikTok is a global phenomenon after all. Which brings to the point that studies could be undertaken but with other contexts, such as other social media apps with privacy implications. By applying the updated conceptual model (displayed in Figure 2.) in future research, one could investigate if the mapped normative influences and privacy implications affect Roger's diffusion of innovation dimensions similarly in other contexts.

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Appendix.

Interview guide:

Demographic Questions.
- What is your age?
- What gender do you identify as?
- What is your highest completed degree? For example, high school, bachelor's, master's degree.
- Are you familiar with what TikTok is?

TikTok is a Chinese-owned social media app and website where users can watch, create, and share short video clips. As you may know, the platform has had and continues to have a very rapid growth.

Innovation Adoption Norms.
- Have you ever seen someone in your surroundings use TikTok?
    - Who were those people and what was your perception of using it?
    - In what way were people in your surroundings involved in whether you perceived TikTok as something that seemed easy to try out?
    - Based on your observations, what do you think TikTok offers a user?
    - Do you think there was anything that influenced you to download TikTok? In what way?

- What do you see as the value of using TikTok? Do you feel that the value of using TikTok is affected by your friends or family who use or do not use TikTok?

- What is your perception of the prevalence of TikTok in society? Is it something you believe the majority of the population uses?
    - Why do you think so many people use it/do not use it?
    - How do you think it has affected your adoption of TikTok?

- Do you think you changed your attitude/behavior towards TikTok based on the majority of people in your surroundings?

- Why did you start using/not using TikTok? How did the decision you made come about?

Privacy Implications Norms
- What potential privacy risks do you see with TikTok? (Source?)
    - If not: Why do you not see any privacy risks with TikTok?
    - Do you see any major societal risks with TikTok? (Source?)

- How do you think these risks could affect you?
- How do you think you would feel and experience if such a risk became a reality? (Source?)

- Do you think people in your surroundings have different attitudes, greater or lesser risk assessments, when it comes to TikTok?
    - Who are the people?
    - Why do you think they have greater/lesser risk assessments?

- Are there people in your surroundings who do not use TikTok due to privacy risks?
    - How do you think they reason? (If everyone uses TikTok: Why do you think no one experiences any risks?)
    - Why was your decision to use TikTok different?

- How do you think people in your surroundings and society have been involved in shaping your perception of TikTok when it comes to privacy risks? In what way?

- Has it affected you in what privacy risks you are willing to take and your assessment of privacy risks around TikTok? In what way?
    - Have they in any way informed you about potential privacy risks that you did not see? In what way?

- What do you think society's perception is of the privacy risks around TikTok? Is it something you think the majority of the population considers in their decision to use the app?