

Tik Tok: A New Way of English Learning

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Abstract. Nowadays, social media is not only a platform for traditional use but also a platform for learning, including Tik Tok. It has a wide range of English learning accounts. These content creators are from all over the world. In addition, different content creators have different aspects they focus on. This paper reviews the New oriental education group (i.e., Xin Dongfang), which was once one of China's largest private tutoring firms. It is the first choice for most students who want to learn English. However, Beijing enforced the Double Reduction Policy on private education that barred tutoring for profit. Then, they start their E-commerce business with English learning. The New Oriental host, after promoting a set deal for steaks, pulls out a small whiteboard where he writes words including "steak" and "seasoning" in English, explaining how to use them in sentences before encouraging viewers to buy. This live room revolutionized traditional English learning, which will provide inspiration for future teachers.

Keywords: Short videos; Tik Tok; English learning.

1. Introduction

With the popularization of 4G mobile Internet, short videos have quickly gained the favor of users with low technical thresholds with convenient creation and sharing methods. Short Video provides users with a one-stop video creation service by providing built-in video editing tools in the app. Under the protection of capital, the creation and profitability of such apps have gradually become obvious and diversified. Short video apps have sprung up, and the online time of users who create and watch users has increased rapidly.

The functions of comments and private messages have made public communication easier. Convenience, disinterested, and following functions provide users with "personal customization" through computer algorithms. After that, the number of participants in short videos exceeded that of long videos, becoming the second largest type of Internet application after instant messaging. Apps are constantly being upgraded in accordance with the needs of these people. When users choose the software they prefer, the software is also potentially choosing students. However, the huge benefits brought by the creation and promotion of short videos have expanded the scope of video content for software and video creators to increase user stickiness. At the same time, user feedback is also the driving force for the continuous evolution of short video apps.

With the development of 5G technology, society has entered the era of short video explosion, and people can understand social dynamics through short video content at any time and anywhere. Short video applications have the characteristics of a low entry threshold, convenient viewing, and perfect social functions. Statistics from Iqbal show that 63% of TikTok users are under the age of 30, with the largest age proportion aged between 20 and 20 years old at 35% [1]. Therefore, short videos have the most obvious attraction and pulling effect on new netizens in the sinking market and become the most preferred video content for new netizens. The explosive development of short videos has also brought new vitality to cultural education [2].

Short videos of language education make the acquisition of knowledge convenient and reduce the seriousness of academic education. Among them, English, as one of the mainstream languages, has become the choice of most language education video creators and viewers. Many educational institutions have also discovered this business opportunity and launched many education-oriented software; other video apps have also expanded the vertical-screen sliding short video function similar to Tik Tok. Under the influence of COVID-19, digital teaching has been applied on a large scale, and various advantages and disadvantages have emerged. Perhaps there is a big difference between school

education and recreational education, but they can provide each other with a new direction. In the teaching process, they can compare and complement each other. The combination of emerging media applications and trends has multiple implications for curriculum design and members involved in teaching. The discussion on the advantages and disadvantages of Tik Tok short video language education provides directions for the development of all aspects of digital education in the future. that the corresponding authors grant us the copyright to use the paper for the book or journal in question.

2. The Characteristics of English learning on Tik Tok

One of the characteristics of short videos is that they have a wide range of dissemination, which includes a complicated group of audiences. Taking language video audiences as an example, their language knowledge level, learning ability, learning habits, and way of thinking are different. Hence, the content of the video content is different. Authenticity is very important. As the creator of language education videos, after understanding the influence of short videos, it is necessary to ensure the validity of your video content. On the other hand, whether language learners or non-language learners mainly seek relaxation and happiness in short videos, the attention of short video platforms also affects the income of video creators. Therefore, the entertainment of video content has also become one of the important factors of language education with short videos.

2.1 The Advantages of English learning on Tik Tok

Short video platforms such as Tik Tok have become the mainstream applications in a few years. The convenience that it brings cannot be ignored. The extremely high network coverage makes Tik Tok and other short video APPs have a wide audience. In an important study on user motivation, Omar and Dequan found three roles that people play when using TikTok: consumer, participant, or creator [3]. The built-in video editing tools and communication. The function also greatly reduces the restrictions on creation and viewing, and the vertical screen viewing settings are well adapted to the mobile phone screen. The purpose of short video software is to help people share and record their lives. It is a highly entertaining software, so the keynote of his software is lighthearted and pleasant, and creators will choose a more dramatic or humorous way of presentation when making videos. Short video platforms are so popular not only because of the ease of content but also because of the "private customization" of big data backend computing. Therefore, even when people seek knowledge here, they feel a little "serious academic vibe," liberated from the formal classroom.

2.1.1 More Audiences and Fewer Restrictions

Different types of anchors focus on different aspects of English learning. Some anchors will focus on various English accents, and their videos can help language learners better unify English accents and identify differences in English pronunciation in different regions. At the same time, these anchors will also create some interesting videos based on the English accent to increase the entertainment of the video and the stickiness of the audience. Some will focus on everyday language, and they will teach some more life-like oral knowledge based on the expressions and extended meanings of some words in daily life. This type of video can help language learners improve their daily English communication skills, and performers usually set up short sitcoms or dialogues as an aid to allow learners to better understand the meaning and application scenarios of these words and sentences. There are also some video creators who are good at excavating and collecting materials and providing the speaking habits of native English speakers by intercepting some TV series and movies (e.g., continuous reading, swallowing) to provide students with learning samples.

Because the audience of short videos is extremely broad, their needs for video types and teaching methods are also varied. Video creators will cut in from different angles and provide videos of various styles. At the same time, in order to impress the audience, video creators usually have a relatively fixed creative style. Through the big data back-end algorithm, the user's video of interest and the anchors they follow are counted and analyzed to push similar content. People can learn to listen,

speak, read, and write all four basic skills of English learning by studying at different accounts and content creators.

On the other hand, short videos also reduce various restrictions, which greatly improves the convenience of video creation and viewing. The first is the reduction of scene constraints. As a video creator, you must keep your account active, the frequency of video updates must be high, and the number of effective audiences must be sufficient. Therefore, the scenes of many short video content of language teaching are not fixed. For some creators, new scenes can also become new teaching content, which can also bring freshness to the audience. For those who watch videos, today's developed unlimited network coverage and traffic have reduced the scene limit to almost nothing. People can open short video software such as Tik Tok to browse and watch anytime, anywhere in the area where the network can be connected. The built-in functions of Tik Tok such as comment area and private message also allow viewers and anchors to communicate or leave messages in real time.

2.1.2 Fun and Personalization

At the end of the Chinese version of the Tik Tok video, their icon and a slogan will appear: "Tik Tok, record a better life." It can be seen that the original intention of the software was to be daily and entertainment software. With the increase of users, various needs have emerged, and videos that cater to people's tastes have also appeared, but what remains unchanged is the creation of interesting content. Therefore, the teaching video of "Tik Tok English Teacher" must be entertaining to a certain extent. After all, the audience of the video is not only language learners but also potential learners who like this kind of language comedy. But in any case, everyone who opens the Tik Tok software is here to relax, away from the serious academic teaching atmosphere of the classroom, and interesting teaching methods are more welcome. Tik Tok limits the length of uploaded videos to 3 to 60 seconds. If uploaders want to gain attention and likes, they need to create interesting videos within a limited time. Language education uploaders are also included in the video, containing several complete language knowledge. Some unexpected comedic effects will impress people, and people's desire to share will help the video go viral.

Because of the limited length of the video and its interestingness, it contains less language knowledge. Therefore, after watching the video, the viewer will continue to recall and will continue to deepen the impression while leaving a deep first impression. On the other hand, every "like," "disinterested," "following," and the number of views of the complete video of Tik Tok will affect the big data background calculation of the software. The background data calculation of these Tik Tok will analyze the user's viewing orientation, help the software recommend more videos that meet the user's taste, and complete the push of intelligent "personal customization." Language learners can use this feature to meet more language teachers who suit their learning styles.

2.1.3 Less pressure to study

Most of the Tik Tok short videos are interesting, and people can interact in the comment area. The average video length is only 20 to 30 seconds, and there is not much language knowledge for a video, but the number of videos is large. So it's all about micro-learning -- the phone can be used as a mini-classroom to learn what people want. This makes it great for short attention spans or for quickly scrolling through the phone during non-work or non-study time. In the Hurst et al. survey, viewers of these Tik Tok videos strongly felt that they learned something new and increased their interest in the topic after watching the video [4]. Tik Tok also has a strong social nature. Its original intention is to share the good moments of life. It cannot be separated from society and social interaction. Everyone can express their thoughts here. Many people will find that many bloggers in the same creative area know each other, and people will find people around them in the comments section. In the comment area of short language education videos, people will share their language knowledge. Even if the video is not released, there will be knowledge dissemination and exchange. Anyone on Tik Tok can become a teacher [5].

On the other hand, Tik Tok is also a video storage platform. Although today's mobile phone memory is getting larger and larger, it is limited after all. Tik Tok's videos do not need to be

downloaded, and under today's network coverage, they can be loaded online for repeated viewing at any time. Hermann Ebbinghaus proposed the forgetting curve more than 130 years ago to verify that forgetting is a natural, inevitable part of the learning process [6]. According to Ebbinghaus' forgetting curve, repeated viewing can provide an opportunity to review after the learner's short-term memory is forgotten, so that this language knowledge gradually becomes long-term memory. Especially in countries like China, although English is learned as the first foreign language, there are not many opportunities to use it outside the classroom. People can learn and consolidate their language knowledge by watching videos and interacting in the comment section. In the atmosphere of Tik Tok, which is light on academics and strong on entertainment, learners have little psychological pressure, and they will consider this short study as entertainment and sharing more.

2.2 The Disadvantages of English learning on Tik Tok

But from another perspective, these advantages mentioned above also bring corresponding disadvantages. Most Tik Tok learning participants discussed the advantages and disadvantages of utilizing Tik Tok to study English, they stated that developing and enhancing English learning interest was the main appeal, while the fragmented knowledge framework was the major downside [7]. After all, Tik Tok is not a specialized learning platform, and there is a big difference between short video learning and physical classroom learning. This makes Tik Tok short video teaching very limited, and it also has certain requirements for students' psychological quality. As users repurpose the burden of language learning in new features that were not initially planned for that purpose, the usability of language learning is determined by the platform's design and technological capabilities, as well as the users' clarification of its utilization [8].

2.2.1 Limitation

First of all, Tik Tok cannot guarantee the language academic reserve and teaching ability of the uploaders who provide language teaching videos. In addition to some bloggers who have disclosed their teaching qualifications, others have not publicly displayed or explained their language or teaching related materials. Sometimes in the comments section, some viewers with a higher level of language knowledge point out errors in the language knowledge mentioned in the video. Therefore, the discrimination of Tik Tok's "true and false teachers" depends on the viewer's own judgment.

English learning on Tik Tok is not suitable for all English learners. Because the creation of short videos should have both language knowledge and interest and should not exceed 60 seconds, the knowledge of too complex language cannot be fully explained in one minute. Dividing into several videos in time does not guarantee that viewers are willing to watch it and click on the author's homepage to view the follow-up; it also cannot guarantee that the push mechanism can be pushed to users who browse the recommended pages in an orderly and continuous manner. Therefore, most of the language teaching videos on Tik Tok are more suitable for language learners with 0 basic to B level language level, and the higher the language level, the less effective it is. For example, users at the B2 language level can only learn some more academic or suitable words for writing, and the length of the short video does not support the author to fully explain the usage of the word.

In Tik Tok, bloggers can also conduct online language teaching through live broadcasts, but bloggers do not know the language level of the participants on the other side of the screen. They can only preset according to the minimum language level, so the content is relatively simple. For example, a B1 language level learner enters a live broadcast room and sees a blogger explaining the difference between "refrigerator" and "fridge." Learners at the B1 language level can participate but do not gain additional language knowledge.

In addition, most bloggers like to teach more everyday words and sentences because it is less difficult to teach content for both learners and teachers and can ensure the completeness of knowledge points in the limited time of 60 seconds. Very few bloggers will cover some of the more academic content, but not completely. Therefore, the practical type of Tik Tok language teaching is extremely unbalanced in daily life and academics.

2.2.2 Students' Psychological Quality

Digital learning proves to be successful in enhancing student academic engagement during the COVID-19 issue. However, the extent to which students may profit from these digital learning environments is dictated mainly by their ability to use them. TikTok might also hamper their academic success because students might find this application a hindrance in their learning process [9]. Learning English through Tik Tok also has certain requirements for students' psychological quality.

Tik Tok its main function is an entertainment software, which is more or less, it is easy to divert the learners' attention. To master a little language knowledge, you need to watch it repeatedly. Students' frequent use of social media while studying, often engaging in irrelevant study or task content, can lead to overuse of apps and addiction [10]. The temptation of non-language knowledge videos will reduce the learner's self-control, and will develop bad study habits for young language learners. Students' low self-discipline skills may lead to less efficient digital learning processes [11]. In order to attract audiences and increase viewership, some Tik Tok users will display words that are rarely used or "derivatives" of words that are rarely used, which will also reduce the learning efficiency of beginners. Practice is another difficult part of English learning on Tik Tok. TikTok does not have any tools for learners to practice, and it is difficult for teachers to check the progress of learners. Due to Tik Tok's limitation of video length, most of the language knowledge involved is fragmented and cannot be fully explained, such as verb conjugation, phrase combination, derivation, grammar application, etc.

As a result, viewers get only a superficial understanding of the language, which is mostly word-based. Finally, learner-teacher interaction on TikTok is not enough. It is easy for students to raise their hands to ask a question in a traditional classroom, but on TikTok, teachers have too many comments and questions to answer [12].

3. Expectations for Tik Tok's effect with TESOL

Based on the above analysis of the advantages and disadvantages of Tik Tok's media influence in the English education module, it can be seen that the form of live media is a new trend of modern learning tools, but it has shortcomings in academic aspects. In offline education, integrating media into classroom resources or classroom activities can capture students' interests and allow students to take the initiative; it can also provide them with more guidance methods and reduce language learners' learning barriers. In on-campus classroom, Inadequate vocabulary mastery and a lack of practise also make speaking difficult for most students, weakening their interest and motivation in continuing to motivate themselves towards becoming fluent in English [13][14]. The increase in media resources will help teachers, language and education researchers explore new teaching methods that are more in line with social development and the physical and mental development of a new generation of language learners. The rapid iteration of media will also create more educational aids.

On Tik Tok's video English teaching resources, repeatable visual language knowledge reduces the difficulty of acquiring language knowledge, helping these students to consolidate and practice countless times in time. Today, a large proportion of language learners do not have enough time for systematic language teaching or miss the best time for language learning. Therefore, it is very important to effectively use the fragmented time to engage in teaching activities. On the other hand, live media and recorded video can also create new business value. Effective marketing methods for "short video plus language education" will aid in the development of better business prospects as well as the development of language teaching [2]. There is a report:

Andrés said that in 2020, due to a hand injury, he migrated his content from YouTube to Tik Tok, reaching 2 million followers by the end of 2020. And in a live broadcast in August, about \$3,699.62 of courses were sold in just 20 minutes. Reached the \$100,000 sales target through live streaming on Youtube and Tik Tok in the second half of 2021 [15].

Furthermore, teachers can teach through live media. In educational processes constructed through dialogue interactions, the use of media is based on exploratory curiosity, expectations of self-efficacy, and positive self/world relationships [16]. and educational institutions can reduce venue rental expenses through online courses, thereby improving teacher salaries and service quality while providing more incentives for students.

Indeed, new ways of teaching and learning give rise to new teaching methods and teachers need to learn new teaching experiences to adapt to these media tools. A survey by Heidari et al during COVID-19 showed that students' digital proficiency in digital informal learning can directly or indirectly affect their academic engagement [17]. It is argued that COVID-19 has accelerated the formation of this language teaching model to a certain extent, amplifying the advantages and disadvantages of short video language teaching and also providing a direction for future education model updates.

With the onset of the COVID-19 pandemic, schools have urgently transitioned to virtual learning platforms, giving students limited access to traditional educational structures; however, there is ample evidence that students' literacy practice and reading communities exist digitally, on social media platforms such as TikTok, even in the absence of classroom space or mandatory instruction [18]. Short videos allow more people to have more opportunities to contact and learn English, and at the same time, the incompleteness of knowledge transfer due to extremely short video time cannot be ignored. The videos pushed by many short video platforms like Tik Tok are not coherent. For those who create videos, flow and the benefits it brings are also very important. Too fragmented knowledge cannot effectively help viewers to form a systematic knowledge system. Therefore, the current short videos of language teaching can only be used as a dessert of some language knowledge outside the formal classroom.

But on the other hand, due to the existence of the comment area, viewers can put forward their own needs and suggestions, and in general, viewers will not only watch the videos of one author. Short video language teachers will refer to the feedback in the comment area to make adjustments to the video content, so this type of short video will gradually become more systematic.

4. Conclusion

To sum up, consumer culture, as well as the Fordist and post-Fordist advertising industries, have created forms of informal contingent learning that are transmitted via the electronic age's one-way mass media. A short video development mode focusing on "entertainment" content can be grafted into Tik Tok language education, and language education can be expressed through humor and easiness. "Short video plus language education" will have the same popularity as other mainstream short videos in the future pan-entertainment industry era, which will be more stable at the front of the short video branch in the pan-entertainment industry. Based on previous studies, short videos are being used as an emerging medium in foreign language teaching in colleges and universities by an increasing number of teachers. Because of its communication characteristics, it has a larger audience and more learning resources. Short videos allow for more refined cultural and educational content to be displayed in a shorter amount of time, making it more convenient for users to learn in their spare time. The collaboration between education and short videos also provides new ideas for the future development of education.

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