

TikTok's Influence on Education

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Abstract. In a globalized new era of information and technology, social media plays one of the most important roles in human life. People use it for study, work, and connecting. TikTok is one of the fastest-growing social media. It hosts a variety of short-form user videos from genres like pranks, stunts, tricks, jokes, dance, and entertainment. Currently, content creators start a revolution of education on TikTok. They teach second languages, scientific knowledge, and historical events on TikTok. This paper will discuss the impacts of Education on TikTok, which will provide future implications for those students who plan to use social media like Tik Tok to study.

Keywords: Tik Tok, Influence, Education.

1. Introduction

The traditional education method is always complained about by a large number of students. It's not fascinating and attractive enough for them. Staying in the classroom and listening to teachers' lectures are not interesting for young-aged students. However, a number of teachers and content creators are trying to make education more joyful. They make short videos or start a live room on TikTok to teach viewers knowledge. There are many applications for using TikTok [1-5].

These videos or live rooms can be viewed at any time and anywhere. This knowledge is also practical and useful for the viewers. A lot of people are questioning the efficiency and drawbacks of this type of learning. Our research's top priority is to find out the impacts of TikTok's influences on education.

2. Literature Review

A social media platform that consists of videos is called TikTok [1,2]. People can create videos with various filters and currently popular tunes in under 15 seconds [3,4]. You can also upload videos you've made to websites like Twitter or Instagram [5-7]. These kinds of apps are incredibly well-liked among young people for some reason. This application had 100 million users and a potential audience of 1 billion when it first launched, back when it was still known as Douyin [8,9]. Due to the individual's success in creating videos, there were TikTok celebrities even in Indonesia [10-12]. This platform promotes the Challenge as a draw for users to want to utilize TikTok [13]. This portal promotes the Challenge initiative [14]. Also, it is a game with challenges you can do alone or with companions. As a result, after completing a task, the person will challenge others [15].

3. Research method

This paper designed a questionnaire to find out TikTok's influences on education. The participants all have higher education. The questionnaire has fifteen questions. Three questions about the background. Ten multiple choices questions and two essay questions. The questionnaire asked participants how often they used TikTok. What kind of content creator are they most interested in? Did they view and learn from these Education and knowledge popularization content creators? They prefer the traditional education style or learning from TikTok which is more interesting. Knowledge learned from TikTok is not easy to forget or not. What do they think about whether Learning from TikTok is more beneficial than drawbacks or not?

4. Research question

Research question1: Is TikTok widely used by higher educated learners? Does TikTok make education more interesting and enjoyable?

Research question 2: Does TikTok bring practical and useful knowledge that learners do not know before?

5. Results

TikTok is one of the most used social media today. The research results show that 61 percent of participants use TikTok more than three times per day and 13 percent of participants use TikTok at least once per day.

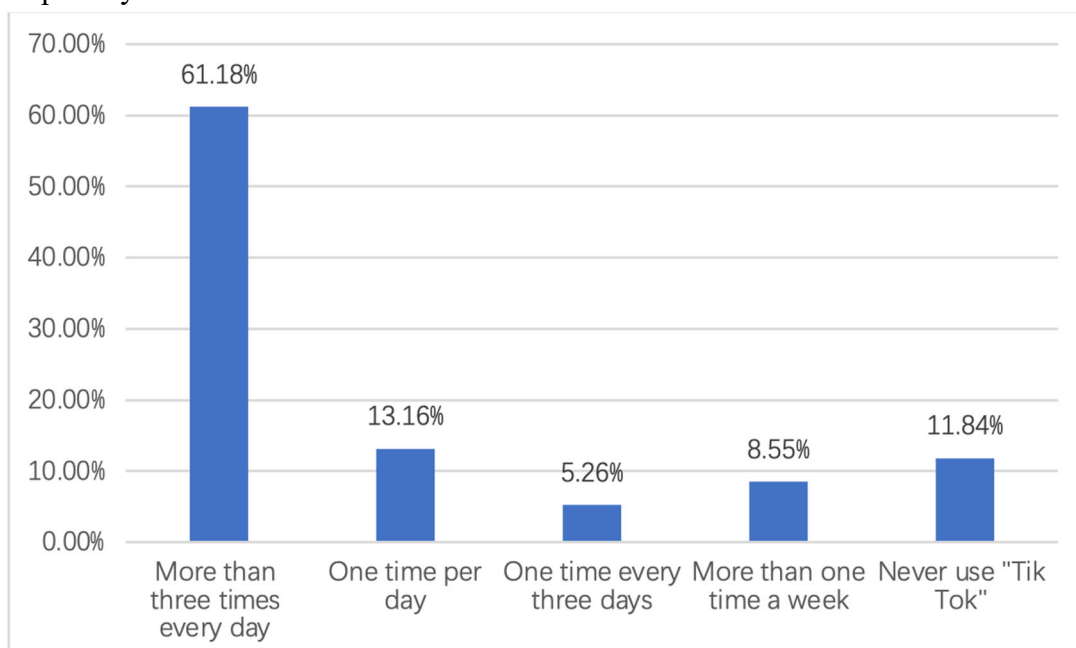


Fig. 1 The frequency of using TikTok

TikTok was firstly known for their entertain content. 59 percent of participants love TikTok’s fun videos. However, Education and knowledge popularization content creators are also dominant on TikTok now. 33 percent of participants picked Education and knowledge popularization as their interested content creators on TikTok. These accounts provide useful and practical knowledge which people don’t know before.

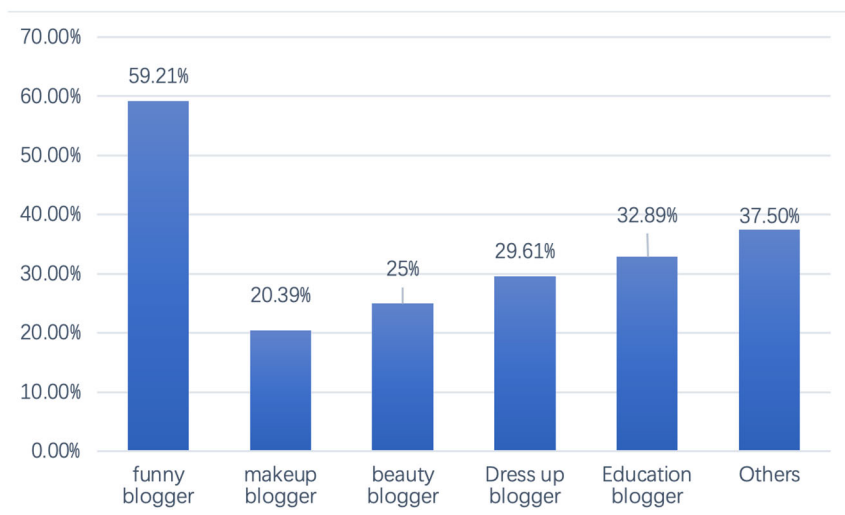


Fig. 2 Preferences of bloggers on “Tiktok”

76 percent of participants learned new knowledge, for instance, new second language words, history, and common sense, on TikTok. 82 percent think the knowledge they learned from TikTok is practical and useful. 69 percent of them had used this knowledge before. As a result, TikTok is not only an entertaining social media but also a place with an educational function.

In addition, the research shows that the knowledge learned from TikTok is not easy to forget. 73 percent person agree with that. Compared to the traditional education system, 68 percent person prefer learning from social media. 69 percent of research participants think that learning from social media has more benefits than drawbacks.

6. Discussion

The results show that TikTok is now the most widely used social media among the higher educated person. It is also demonstrated in previous research that it is helpful for education [1-5]. Most people use it every day. Education and knowledge popularization content creators are popular on TikTok now. TikTok is not entertaining social media but also a study tool. Learners prefer to learn from TikTok than traditional education. Because TikTok videos are more interesting and enjoyable. How to make education more attractive to learners is one of the most important topics in education. TikTok uses its benefits and interesting sources to make education more acceptable and enjoyable. Instead of sitting in the classroom and listening to a long lecture, TikTok makes study can start anywhere and anytime. Learners can start learning by just opening the App and watching the videos or live room.

In addition, the knowledge provided by content creators is special. Some knowledge is practical and useful in our daily life. For example, new oriental starts its E-Commerce live room to teach consumers English. When they sell fresh premium steak, the live anchors will teach how to pronounce “steak” and use some attractive and interesting stories to teach how to describe the steak you want, like medium rare, medium, medium well. It is interesting that people feel easier and happier when they learn English in these live rooms. The fascinating thing is that the English they learned in live rooms are more remarkable and not easy to forget.

On the other hand, TikTok also provides knowledge that people cannot learn from the traditional class. Some of the Education and knowledge popularization content creators use short videos to tell stories about unpopular knowledge, but its helpful in our daily life.

7. Conclusion

This research found that TikTok is one of the most popular and widely used social media among educated people. Education and knowledge popularization content creators are popular on TikTok now. People learned new knowledge from these content creators. This knowledge is practical and useful and not easy to forget. Most participants think learning from TikTok has more benefits than drawbacks. And they prefer studying on social media to traditional learning.

Even though TikTok has many benefits to education, we still need more time to make this practical and professional. TikTok and other social media solved one of the most difficult aspects of education, how to make study happy. On the other hand, drawbacks and difficulties are still existing. It's hard to describe learning efficiency from TikTok. Interactions with teachers are limited. Teachers' quality cannot be guaranteed. How to combine both social media learning and traditional learning' s benefits is what we need to do in the future.

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