

# Study on the influence of TikTok Use and individual socialization among adolescents

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**Abstract.** Under the background of the Internet, the integration, interaction, visualization and mobile of information transmission are more and more prominent. At the same time, short videos like TikTok are widely spread and popular among young people, which undoubtedly has a far-reaching influence on the development of its socialization. Taking TikTok short videos as an example, this paper aims to deeply understand the current situation of high school students' behavior in using TikTok, collect and make statistics on sample data of this study through questionnaire survey and statistical analysis, and analyze and compare the possible influence of TikTok exposure on individual knowledge accumulation, values, social cognition and other aspects. On the basis of the present situation, the author tries to put forward further countermeasures and suggestions that are conducive to the correct use of such social media by minors.

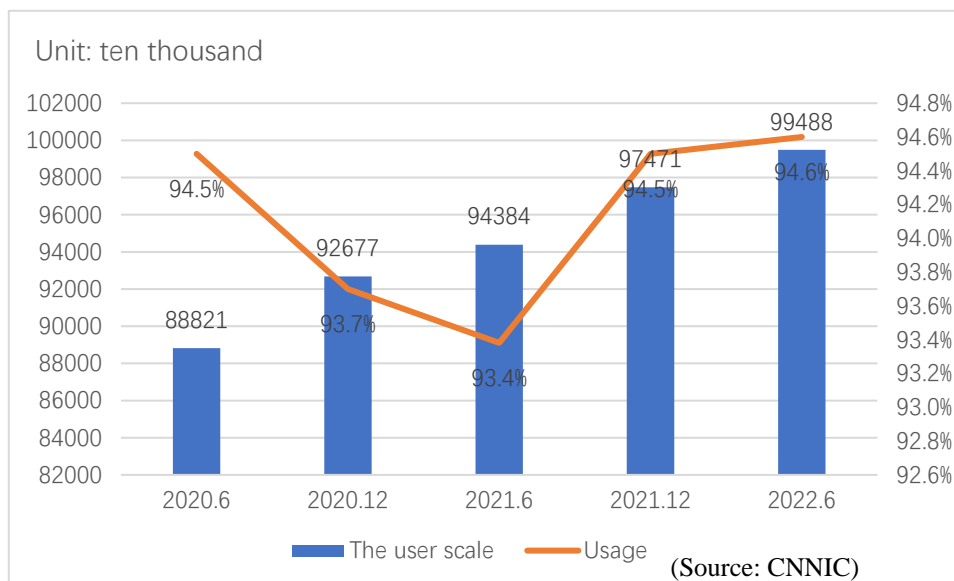
**Keywords:** socialization, teenagers, short video.

## 1. Research background

Along with the progress of The Times and the development of society, the Internet related industry has developed rapidly in recent years, and the development of mobile Internet has advanced rapidly, deeply affecting the current social development. At the same time, short videos like TikTok are widely disseminated and popular among young people, exerting great influence on the values, behavior education, patriotism spirit, psychological intervention and other aspects of ideological and political education for young people.

### 1.1. Our country network video user group is huge, short videos such as TikTok fast rise.

With the widespread use of smart phones and the continuous maturity of related technologies, short video related applications have become an integral part of most People's Daily life. According to the statistical report, by June 2022, the number of netizen in China was 1.051 billion, among which the number of short video users increased by the most obvious, reaching 962 million, 28.05 million more than that in December 2021, accounting for 91.5% of the overall Internet users [1]. According to the report, mobile Internet access and Internet video (short video) use in Chinese mobile phones still maintain a rapid growth, and short video applications show a booming trend.



**Figure 1.** 2020.6-2022.6 Scale and usage rate of network video (including short video) users

TikTok officially released and launched in September 2016. Relying on its unique algorithm advantages and marketing promotion, TikTok has achieved rapid development. According to the information disclosure of data portal "Questmobile", as of June 2022, there are 680 million active users of TikTok, and the active user penetration rate of Wechat video accounts is as high as 59.2%. Its market share is still increasing, and it seems to be the leading enterprise in the short video industry.

**1.2. Minors have become the main body of the Internet ecology, and TikTok has expanded the way for teenagers to socialize**

In recent years, China's mobile Internet user group has been expanding from the middle to the two ends, and the user group of TikTok has extended to the lower age group especially. According to the Youth Blue Book: Report on the Internet Use of Chinese Minors (2022), the main Internet use behaviors of minors are still focused on entertainment, learning and socializing, with 65.3 percent of minors using short video applications.

Teenagers have strong self-awareness and curiosity, and they are easy to accept new things. The short video of TikTok on mobile Internet is an important gathering place of novel things. According to the statistical results of Aurora Big Data, young users in TikTok short videos account for a large proportion in the total user group, with users under 19 accounting for 20%. It can be seen from these data that in the era of mobile Internet, young users have increasingly become an active group that cannot be ignored on the short video platform represented by TikTok.

**2. Research objectives**

Mass communication usually makes individuals accept or identify with socially recognized values and norms of behavior imperceptibly, so as to harmonize individuals and society. With the rise of the network society, various new media continue to penetrate into the daily life of teenagers, and the trend of minors accessing the Internet at a younger age is becoming increasingly fierce. Many problems such as Internet addiction and threats to Internet use safety have surfaced. As a popular product among teenagers, TikTok has a certain underage user base.

This investigation report aims to take TikTok as an example to deeply understand the current situation of high school students' use behavior of short videos like TikTok, and analyze and compare the possible influence of exposure to TikTok on individual knowledge accumulation, values, social cognition and other aspects. For example, whether there is a tendency of juvenile socialization and adult socialization, and what kind of thinking mode and communication behavior is formed based on the use of TikTok short videos. In addition, on the basis of the present situation, this study attempts

to further put forward countermeasures and suggestions conducive to the correct use of such social media by minors.

### **3. Research methods and subjects**

This research provides materials and relevant theoretical basis for the research of this paper through extensive collection and collation of existing literature. At the same time, questionnaire method was used as the main research method, and cross analysis, SPSS analysis and other methods were used to analyze the results. This questionnaire was distributed to senior three students in Sichuan and surrounding areas through questionnaire Star, and 15 copies were recovered. The specific contents include personal basic information (such as gender, age and family economic level, etc.), basic information about short video usage (such as duration of use of TikTok, types of watching short video, etc.) and the influence of short video on teenagers (such as social awareness and values, etc.).

In addition, semi-structured interview and focus group interview were used to supplement the research. A total of 6 structured interviews and 2 focus interviews were completed, and 8 students were interviewed. After collecting questionnaires, the author divided the groups with high and low media use frequencies according to the frequency of media use, and selected 3 people from each group to conduct semi-structured interviews. The relevant questions of the interview include media usage in high school, cognition about the influence of TikTok on values, media literacy level, specific motives for using media and basic information about family capital, which to some extent makes up for the defects of one-way questionnaire.

### **4. Result analysis**

#### **4.1. Overview of the use of TikTok by high school students**

##### **4.1.1 Reasons why high school students use TikTok**

According to data statistics, high school students use TikTok mainly because it adds fun to study and life, with the percentage of cases reaching 46.67%. Followed by nothing to do in free time, accounting for 40%; At the same time, 33.33% use TikTok live streaming because it is novel and interesting. Only 6.67 percent were influenced by what people around them were watching, the so-called bandwagon effect. In the interview, some students said, "I use TikTok mainly because of the high pressure of study in the third year of high school. Watching funny videos makes me feel relaxed." "I am interested in fashion trends, so I like to share them."

##### **4.1.2 Duration and places for high school students to use TikTok**

According to data statistics, due to their heavy academic pressure and strict school control, 80% of high school students use mobile phones to watch short network videos within half an hour on average every day. Only a few students watch TikTok for more than half an hour. And most students can use TikTok at home, school and other common places.

##### **4.1.3 Main types of short video viewing**

It can be seen from Figure 2, teenagers prefer to watch short videos of knowledge communication and entertainment, accounting for 60%, followed by short videos of news facts and games. In terms of the difference between male and female viewers, male students prefer entertainment and funny videos, games and news facts, while female students prefer more diversified types, mainly knowledge communication, entertainment and funny videos and food short videos. In the interview, some girls think that "short food videos are interesting and soothing." One male student said, I get satisfaction from watching short video games to learn game skills.

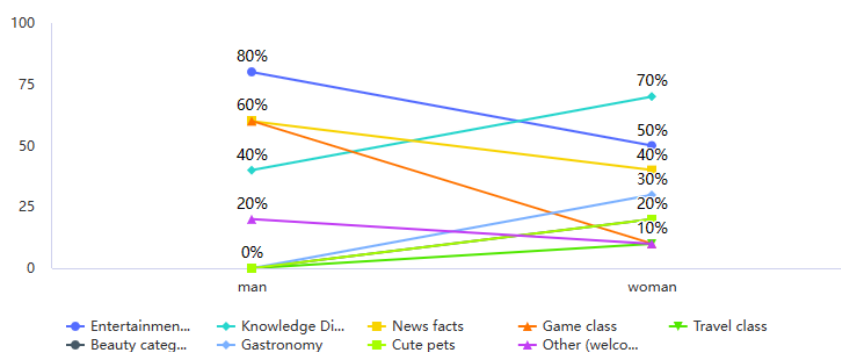


Figure 2. The main types of short videos watched by different genders

#### 4.1.4 Viewing and consumption of TikTok studio

The characteristics of homogeneity and vulgarization are obvious in the presentation of TikTok short video content. The negative impact of common "flaunting wealth" content on society cannot be ignored [2]. Through the statistics of high school students' consumption in the live room can be seen that most senior high school students never watch live room on TikTok, accounting for 66.67%; A small number of students watched the live room and did not consume in there, accounting for 26.67%; Only 6.67% of the students watched the live and consumed, mainly food and clothing products. Through a separate interview with the student, the student said, "Many snack and clothing brands will give out coupons in the live room, which can be cheaper than usual. Sometimes when I see a brand promotion, I can't help but buy."

### 4.2. The influence and difference of TikTok on high school students

#### 4.2.1 The impact of TikTok on the lifestyle of high school students

In the questionnaire, one person did not use TikTok at all. Comparing the contacts and non-contacts, most students still think TikTok will affect their lifestyle, while they think "no influence at all". "Internet dependence has a significant positive effect on adolescents' life skills" was proved. The virtual society created by the network provides a new social environment for people. It breaks through the restrictions of regional space and time, and spreads the scientific and cultural achievements of people of all ethnic groups to teenagers in all regions comprehensively, quickly and in real time, enabling them to acquire a large amount of scientific and cultural knowledge in a broader social environment than before, which is helpful for teenagers to master life skills [3]. According to data statistics, the use of TikTok mainly affects high school students' understanding of hot political news, accounting for 53.33%; The second is the influence of speech style and cultural knowledge, accounting for 33.33%; In addition, exposure to short videos also has a certain impact on life attitude, creativity and innovation. Only 26.67 percent of high school students said it had no effect at all.

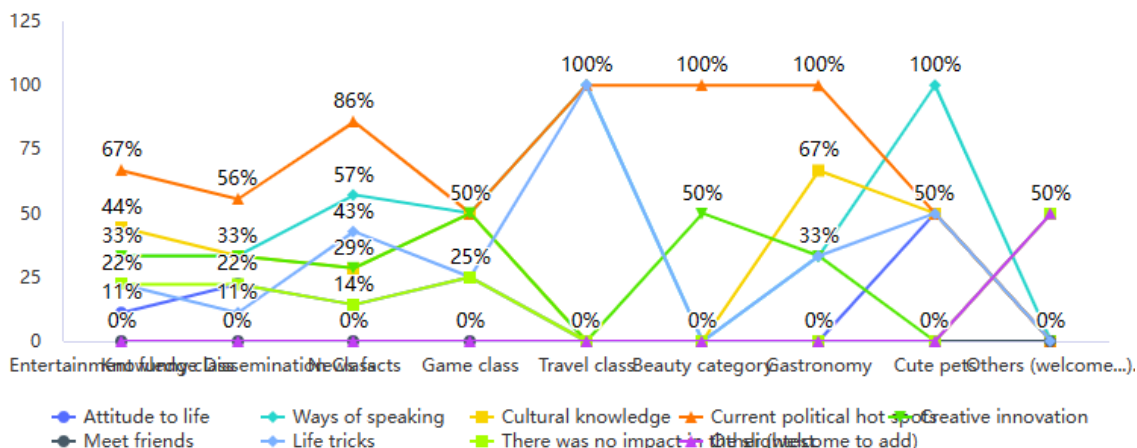


Figure 3. Analysis diagram of the influence of Douyin video type on high school students' lifestyle

The author analyzed and compared the influence of duration of TikTok use on the lifestyle of senior high school students, and found no significant difference in indicators. However, by comparing the influence of different types of TikTok videos on the lifestyle of high school students, it is found that short videos mainly increase students' understanding of current political hot spots. Most of the videos will affect high school students' knowledge accumulation and life attitude, among which food and cute pets have the greatest impact.

The influence of age, gender and other control variables on adolescent socialization is inconsistent. Specifically, compared with men, women have a more significant impact on life skills. Age has a negative effect on the life skills index of teenagers, and the older the age, the less the influence of short videos. It may be because teenagers develop self-judgment as they get older. In the interview, many teenagers also said that short online videos have a positive impact on their life skills. "It can improve my skills in drawing and raising pets," said some teenagers. "Through TikTok, I can learn about relevant topics more quickly and accumulate materials for writing essays."

#### 4.2.2 High school students' dependence on TikTok

According to the table 1, the duration of using TikTok every day is taken as the independent variable, and the acceptability of uninstalling TikTok is taken as the dependent variable. Through SPSS regression analysis, it can be seen that p value is  $0.019 < 0.05$ , indicating that the duration of using TikTok has an influence on the acceptability of uninstalling TikTok. With whether to watch and consume live on TikTok as the independent variable and whether to accept uninstallation of TikTok as the dependent variable, the p value is  $0.758 > 0.05$ , indicating that the shopping consumption of TikTok has no influence on whether to accept uninstallation of TikTok. As can be seen from Figure 12, 53.33% of high school students do not care whether to uninstall TikTok at all; 33.33% of high school students think that unloading Tiktok "is not very important, but just a pastime"; Only 6.67 percent of high school students said, "It is unacceptable and has become a part of life."

**Table 1.** SPSS statistical results

Project	Regression coefficient	T-value	P-value	VIF
Constant	0.71	1.66	0.122	-
Duration of TikTok use per day	0.54	2.70	0.019*	1.63
Watch live and spend money on it	0.11	0.32	0.758	1.63
Sample size	15			
R <sup>2</sup>	0.535			
Adjust R <sup>2</sup>	0.458			
F	F(2,12)=6.907,p=0.010			
* p<0.05 ** p<0.01				

In the interview, some students also said that "the algorithm mechanism of TikTok makes me unable to extricate myself, and it will consume a lot of time in an invisible way", "the high school study pressure, actually don't care about the content of TikTok".

### 4.3. The influence and difference of TikTok on high school students

#### 4.3.1 Reasons why high school students think they are addicted to TikTok

As a group that is forming its understanding and cognition of the world and society, teenagers are in a period of rapid changes in their cognitive structure and attitudes. Meanwhile, the addictive effect of short videos is more prominent among teenagers [4]. According to data statistics, teenagers believe that the main reason for addiction to TikTok is lack of self-control, accounting for 66.67%; Secondly, APP studies the excitement of human psychology, accounting for 53.33%; 20% of the students think they just like watching. In the interview, some students said that "after big data analysis, TikTok can accurately push videos to fit the preferences of video viewers".

### 4.3.2 High school students' views on TikTok

According to data statistics, people of different ages and genders have different evaluations on TikTok. In general, most high school students think TikTok is a tool to kill time, accounting for 53.33%; Secondly, they hold a positive view on TikTok, believing that TikTok has broadened their horizon, accounting for 46.67%; 26.67% of students think TikTok can learn creativity and innovation; 20% of the students think TikTok is low. Boys generally hold a negative attitude, think TikTok kill time; Female students generally hold a positive attitude, believing that TikTok can broaden their eyes and let them learn more.

According to data statistics, 46.67% of high school students believe that the disadvantages of TikTok outweigh the advantages; 20% of high school students think there is little difference between the advantages and disadvantages of using TikTok; Only 6.67 percent of high school students think the advantages of TikTok outweigh the disadvantages. Qiao Zhihui put forward the negative effects of content fragmentation of new media information brought by people's logical thinking decline, emotional and other related negative effects [5]. Although most students are aware of this, they generally believe that short videos have a moderate impact on them, which may be the embodiment of the "third-person effect".

In addition, in the interview, many teenagers also said that short online videos would have a negative impact on their role playing. Some teenagers said that "TikTok videos contain vulgar content, which will affect the formation of values" and "they can learn about popular things through such apps to spend time and relax their mood. However, as a high school student, they are easy to indulge in them, wasting time and affecting their study plan". Students who think the advantages of TikTok outweigh the disadvantages said, "Short online videos make me more considerate of my parents, take the initiative to do housework, and better understand my role obligations," and "It will improve my role expectations, and I hope I can successfully enter college like the characters in the short videos." With regard to role conflict, some teenagers believe that role conflict does not exist, but TikTok has a moderate influence on them. "Study should be a combination of work and rest, and watching TikTok will not cause role conflict," they said. "I have a clear understanding of myself and will not suffer from role differences." "The characters in the short video are all set and are different from those in real life, so I don't have a problem with character conflict."

## 5. Conclusions and suggestions

### 5.1. Conclusions of the Study

Based on a questionnaire survey of teenagers in high school, this paper analyzes the influence of TikTok on teenagers' socialization by using cross analysis and SPSS software, and mainly draws the following conclusions:

First, in terms of the current situation of teenagers' use of short online videos, teenagers have unclear motives for using short online videos, but they have good self-control. The average daily use time is generally less than half an hour, and they are often used at home. Teenagers use motivation mainly because of the study pressure, through the network short video entertainment can increase the fun of life. Teenagers mainly like to watch short videos of knowledge transmission and entertainment and funny, boys prefer entertainment and funny and game short videos, while girls prefer knowledge transmission and food short videos. Teenagers do not rely much on short videos, mainly think TikTok will affect their study plan; Most high school students have never made a purchase in a TikTok studio.

Second, the use of short online videos has a positive impact on teenagers' socialization, interpersonal communication, role playing and life skills. The influence of age, gender and other control variables on adolescent socialization is inconsistent. Specifically, compared with men, women have a more significant impact on life skills. Age has a negative effect on the life skills index of teenagers, and the older the age, the less the influence of short videos. Some teenagers believe that the negative thoughts they are exposed to on short online videos will cause their values to tilt and

influence the formation of their correct outlook on life and values imperceptitiously. According to the survey, in the network virtual environment, teenagers can practice life skills in the network space, highlighting the characteristics of social autonomy and deepening the understanding of roles. Short videos can be regarded as an effective carrier of youth cultural exchange.

Thirdly, in terms of teenagers' views on TikTok, different ages and genders have different opinions on TikTok. Most high school students think TikTok is a tool to kill time, and secondly, they think TikTok opens their eyes. Among them, boys generally hold a negative attitude, think TikTok kill time; Female students generally hold a positive attitude, believing that TikTok can broaden their eyes and let them learn more. In terms of the overall evaluation of TikTok, most students think that the disadvantages of TikTok outweigh the advantages, but the overall influence is not so great. It will have a negative impact on their socialization, especially on their consumption concept and outlook on life.

## 5.2. Recommendations of the study

First, strengthen the network short video platform level of governance. First, strictly check the video content. Bad short video content and uploaders will be severely punished; Second, adjust the algorithm recommendation system. Instead of personalized content, teenagers should be provided with high-quality content on politics, science and technology, culture, etc.; Third, implement the real-name authentication mechanism. Force young people to use the teenage mode, and strictly supervise and control the content and use time of push.

Secondly, give play to the role of network values education at the family and school level. First, families should establish good family traditions and guide teenagers to use short videos correctly. Second, if families and schools find the phenomenon of watching bad short videos or addicted to network short videos, they should do a good job of guidance and education, and pay attention to adolescent mental health education; Thirdly, both should encourage young people to participate in practical activities, improve their physical quality and cultivate good moral character.

Finally, attach importance to the self-management and self-education of young people. First, we should have our own time planning and beware of being addicted to short online videos. Second, actively use the teen model. Teenagers should watch more short network videos of knowledge to enrich their inner world; Third, actively participate in social practice activities. During the holidays, teenagers can broaden their horizons and enrich their lives by participating in social practice activities, rather than being limited to the acquisition of short video content such as TikTok.

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