



MANAGING IMPACT OF TIKTOK TO THE IT STUDENTS IN CEBU TECH UNIVERSITY -SAN FRANCISCO CAMPUS FOR AY 2022-2023

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-----ABSTRACT-----

TikTok is a powerful educational tool because it is both a learning platform and a social network. Users make new friends, scroll through the content, and discover new communities with like-minded people as they go. With 1.5 billion users, TikTok has surpassed more well-known social media platforms such as LinkedIn, Twitter, Pinterest, and Snapchat. The study focused on Cebu Technological University - San Francisco Campus hence, population consist of all the 261 full-time undergraduate BIT-CT students. The first come first serve basis technique was used to select the 50 sample respondents. A five-point Likert Scale rating was used to collect data from the participants. This was achieved as descriptive survey research design was adopted. The descriptive statistics of frequency counts and percentage, were used to analyze the demographic data while statistical treatment of Weighted Mean was used in testing the research questions. Research findings shows that great number of IT students in Cebu Technological University San Francisco, have agreed that TikTok has positive impact on their academic performance. To this end, the researchers recommended adding TikTok as one of the platforms for learning as well; Pre-recorded discussions should be non-lengthy and be done often as students find it more convenient this way; The researchers also recommend using educational instructions from TikTok as students thinks it's reliable and relevant to their studies. Students should also be monitored by their parents on their Social Media consumption as five or more hours over the blue screen may implicate health problems. This rising platform is still pretty much unexplored and thus the researchers believes that further extensive studies from different area of concern should be studied.

KEYWORDS: *Tiktok, impact, education, IT students, Cebu Technological University-----*

INTRODUCTION

Social Media is becoming a thing nowadays, it's very convenient to use and it's relatively cheap and compared to the traditional ones. In a blog by Owuto in 2021 says, TikTok's first iteration on the market was launched in 2014. It is powered by artificial intelligence, meaning that the platform analyzes user interest and preferences to create a more personalized feed, resulting in longer usage times. While the app makes personalized feeds for different users, it also allows TikTok helps you find information about many different things be it for entertainment, news, trends, etc. It's becoming something big like other social media platforms such as YouTube, Meta, Twitter, Instagram and among others. In fact, it is among the top seven with highest active users in 2021. In TikTok, users share their thoughts and information through short videos, be it a dubbing, dancing, singing, ranting poetry or be it your private life by vlogging. TikTok accelerate the process of socialization of adolescent groups by allowing yourself to follow other people or be followed back. These social media platforms like TikTok have definitely impacted millions of people around the globe and it's safe to assume that most the impacts are centered on younger audience, making these platforms shaping you and the way live.

The rise of social media is inevitable, the goods and the bads are two sides of the coin of it and comes with it are opportunities for knowledge and understanding on how its modern people lives, especially the young's. According to Fajardo, Elguacil et al, social media have revolutionized the way humans communicate and socialize. Education is also changing: social media are transforming educational environments, and online or blended learning are increasingly used. The researcher's job in this study was to seek the underlying impact of TikTok to the IT students in Cebu Technological University, and along with it was the observation of the data gathered from various sources to create a concrete understanding on certain things such student's performance and behavior in this time of pandemic.

There is no research study as of yet which shows the right and specific data of TikTok users and non-TikTok



users in Cebu Technological University – San Francisco Campus. No such study has as of yet been conducted to investigate the impacts of TikTok to the students of the said school, especially in this time of crises where more CoVid19 variants are popping it. Which means that a lot of unexplored areas in medical observations such as psychological issues or mental issues of the students affecting their behavior and performance at school have yet to be conducted. Therefore, this study, deemed to question not just the educational effect bit of course, student's state of condition in Cebu Technological University-San Francisco Campus. By doing this, the researcher hopes to give a bridge to the other issues regarding social media in Cebu Technological University-San Francisco Campus, to promote awareness and understanding about issues in these crying times and to enables other future researchers to have a foundation for future studies.

OBJECTIVES

The purpose of this research study is to examine the Educational Impact of TikTok to the IT Students in Cebu Technological University - San Francisco Campus. Four Research questions guided the study. Also, this research study helps to portray the advantages and disadvantages of tiktok to education and how IT students are trying to adopt and accept it to the new educational setting. Additionally, this study will also attest how online learning affected by tiktok.

THE ORETICAL BACKGROUND OF THE STUDY

Studying the impacts of a widely known form of entertainment such as social media helps understand the underlying impacts it bought to people. It might lead to the discovery of certain things such mental health condition and at the same time as a society's acceptance to this surging form of entertainment. Social media has evolved into more than just a way to stay in contact with friends and family. A plethora of information is available, from links to research reports to chats about trending topic. According to Hosem, Chem et al, social media has become a useful tool for learning and teaching due to its functions for knowledge formation. Higher education institutions that recognize the value of social media and the importance of individual motivation have sought to encourage its use to bolster learning performance.

According to Hansin, Smith et al. social media has the potential to improve social priorities such as government transparency, disaster responds, education and citizen science. However, it also has been increasingly used for nefarious purposes in recent years through misinformation campaigns, profiling, election meddling ad anti-vaccine propaganda. Researchers in social networks analysis have provided a set of concepts and metrics to systematically study these dynamic processes. Innovations in information visualization have also contributed to helping users to discover platforms, trends, clusters, gaps, and outliers, even in complex social networks. Each day solutions for better network insights are being found that bring competitive advantages to business product developers, opportunities for government agency staffers, and new possibilities for non-governmental social entrepreneurs.

STATEMENT OF THE PROBLEM

The purpose of this study is to determine the educational impact of TikTok to the IT students in Cebu Technological University San Francisco Campus. As it may pave a way to the understanding on the behavioral relationship of student's academic performance to the said platform on whether it helps them or not in their studies. This study aims to answer the following questions:

1. What is the overall perception of the students on TikTok as a Platform?
2. Do students prefer TikTok as a platform over the others?
3. Does TikTok provides positive impact on the Academic performance of the students?
4. Do students think of TikTok as an obstruction for learning or likewise?

SIGNIFICANCE OF THE STUDY

The study is beneficial to the following:

Students. This study will help students be aware of certain things when it comes to social media usage. This study will also help understand the idea of whether this platform is a good source of information for students or not. Along with it is the discipline on when to use the social media.



Teachers. Teachers will definitely benefit from this study as they will get valuable information such as whether they will use the platform for educational purpose on such as for activities, as a source of information, class mode, materials, etc. especially in this pandemic times. This study also provide data on whether this social media platform helps students raise their grades or not, being enthusiastic, optimistic etc. teachers’ data on whether this social media platform helps students raise their grades or not, being enthusiastic, positive etc.

Medical Experts. This study helps doctors uncover connections such as mental or behavioral condition of a person.

Researchers. The result of this study can be used as a basis for further researches on related studies.

METHODOLOGY

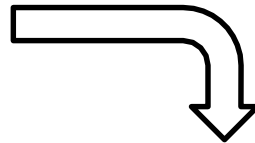
DESIGN

To understand the educational impact of TikTok to IT students in Cebu Technological University- San Francisco Campus, the researcher will use a descriptive type of approach. The survey research shall be used for the collection, the researcher shall analyze, interpret, and present the collected data. This study values neutrality and anonymity, therefore critical information is protected. Furthermore, a sampling technique befitting to the said approach shall be used. For that, that researcher shall use sampling technique of the total population via random sampling.

FLOW OF STUDY

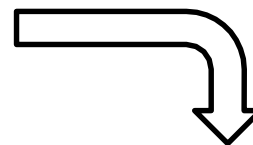
INPUT

- 1. IT Students
- 2. Conducted researchers through online platform.
- 3. Surveys



PROCESS

- 1. Sending questionnaire to the IT students via Google link to collect data that was given to the respondents.
- 2. Data were gathered then processed and treated statistically.



OUTPUT

“ A better understanding of students academic performance on whether these social media platforms affected the students or not”.



SUMMARY, FINDINGS, CONCLUSION, AND RECOMMENDATIONS

SUMMARY

This chapter presents the summary of the data gathered, the conclusion reached and the recommendation raised based on the result of the study.

The research study on the Educational Impact of TikTok to the IT Students in CTU-SF: Pedagogical Perspectives from BIT Course was conducted virtually from May 28, 2022 to June 29 20, 2022. It aimed to find the overall impact of this new trend app called TikTok to the IT students in Cebu Technological University - San Francisco Campus which would be beneficial to the understanding on the students academic performance in certain issues such as student's preference of the said app and student's overall of the app. Collection of data on the Educational Impact of TikTok to the IT Students in CTU-SF: Pedagogical Perspectives from BIT Course was gathered and recorded together with its treatments. The respondents in the study were the fifty (50) IT students which are selected through First Come, First Served (FCFS) method. The statistical tool used was the computation of the, total assigned weight and weighted mean. After the said computation the researchers presented the data in tabular form with descriptions. After subjecting the various treatments of a series of statistical treatment of the data, the following findings gathered:

The results obtained showed that most of the students agreed that TikTok provides positive impact on the academic performance of the students. While in most concerns such as the said platform as a reference, a distraction, and the overall perception of the students to TikTok, stands neutral.

FINDINGS

The four tables containing the demography of the participants show that majority of the respondents are female (33) and males with a number of seventeen (17). Of which 70% are from evening classes and the rest are from morning shifts. All of the respondents are from Bachelor in Industrial Technology - Computer Technology of which majority (54%) are in the age groups of 17-23 years old, followed by the age groups of 24-28 with 24%, 8 which represents the age groups between 29-34 years old and 3 of which represents between 35 years and above.

The analysis and interpretation of research question one (1) that seek to find the overall perception of students on TikTok as a platform was tabulated in table

9. The finding of the study from this category shows that students' perception of TikTok as a platform is still undecided or neutral. Although the majority was neutral, it was closely followed by people who agree and strongly agree with the said platform.

The hypothesis which implies TikTok as a preferred platform over the other was tabbed in table 10. There, the table shows the responses from the students from which the numbers imply that the majority of respondents are remains neutral on the said matter.

The third research question that questions the positive impact of TikTok to the Academic Performance of the students was tabulated in table 11. The finding of this study shows that TikTok has a positive impact on them as a student on their academic performance. As stated in the fourth question from the same category, students find video tutorials from TikTok very informative and entertaining especially in the field of tech, food, furnishing, construction, art, etc. This heavily implies the entertainment value that TikTok brought to help students learn new things, especially in their field of discipline, tech.

The last research question that asked about the likelihood of TikTok as a distraction for students was tabulated in table 12. The result showed that 164 or 41% of the respondents view on the said concern as Neutral, 93 or 23.50% of them said Agree, 63 or 15.75% Disagree, 54 or 13.5% Strongly Agree while 26 or 6.5% Strongly Disagree making the majority of the participants undecided on whether TikTok is a distraction for students or not.

CONCLUSION

Based on the overall computation from the main concern of this research, it revealed that TikTok really has a positive impact on the academic performance of the BIT-CT students on the CTU-SF Campus. Meanwhile results on the other hand, also showed that the student's perception of TikTok as a platform is still pretty much undecided, the same goes for the other concerns such as TikTok as a preferred platform over others and TikTok as an obstruction or a distraction.

Statistical computation revealed that TikTok has impacted students in a good way. Therefore, the null hypothesis is accepted that the use of TikTok proves no educational impact on the IT students of Cebu



Technological University - San Francisco Campus.

RECOMMENDATIONS

The following recommendations are made in relation to the findings of this study: The researchers would like to recommend making TikTok as one of the platforms for learning aside from the existing websites and applications as agreed by the students. The researchers also recommend having a pre-record discussion every now and then aside from the new normal, live meeting as this may implicate another form of concern needed to be addressed in future studies. The researchers also recommend using educational videos from TikTok as per result suggests, that students think that educational videos from TikTok are very reliable and relevant to the things they want to see. In spite of the positive feedback from the students, the researchers would also like to recommend students, to reduce their time consumption on social media like TikTok as most of them spend five hours or more every single day surfing and browsing over the blue screen. This could very well damage their eyes and triggers other mental health issues as they spend more of their leisure time on their phone rather than on physical activities.

The researchers noticed abo unexplored areas during the conduct of this study. Therefore, the researcher would like to suggest further research on TikTok, preferably on the mental health of the students in relation to the use of the said platform.

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