

A STUDY TO ANALYSE THE IMPACT OF TIKTOK APP ON STUDENTS ACADEMICS AND PSYCHOLOGY.

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ABSTRACT

TikTok, an android and IOS social media music video app was launched in 2017 by Byte Dance, a Chinese company. The app is used for creating and sharing short music, comedy, lip sync and talent videos. The app which was launched in 2017 outside China, has become the most popularly used app in 2019. The app is used by people of all ages, but most of its users are teenagers. As of January 7, 2019 the Tik Tok company value is US \$75 billion, making it the world's greatest valuable start up, leaving uber behind. In India there are over 120 million monthly active users, out of which majority are children and teenagers. The endeavour is to analyse how Tik Tok app has bought a transition in students mental and physical state.

JEL Classification: IO

Keywords: TikTok, Academic Performance.

LITERATURE REVIEW

³Jiang Xiao YU ("Research on TikTok APP Based on User-Centric Theory", 2019), has made an attempt to analyse the reasons behind the huge success of TikTok. The author has employed User centric theory to explain the vast usage of TikTok app. The author describes that the app has got the best out in terms of human -computer interactive, interface design, UGC and OGC and PGC content production model and content micro narrative models etc which satisfies the user's needs and demands. The author concludes the study by stating the app based on the User centric Theory satisfies and enhances user loyalty among the undergraduate and post graduate students.

⁴Tabassum Khan N and Ahmed S ("Impact of Facebook Addiction on Students Academic Performance", 2018), in this study, makes an attempt to discover the impact of Facebook addiction on students. The primary objective of this study is the know whether Facebook addiction in undergraduates affected their GPA. The authors collected data from 100 randomly selected undergraduates and utilized Bergen scale to analyse it. After the assessment of the data collected, the authors concluded by stating that the strong addiction to Facebook had disturbing results in students' academic performance i.e., lower GPAs. Hence for the present study the authors have incorporated the descriptive statistics tools and tested the hypotheses and the results show that there are significant variations in the performance and Facebook has a negative impact on the student's performance.

⁵Ali A, Iqbal A and Iqbal K ("Effects of Social Media on Youth: A Case Study in University of Sargodha", 2016) in the study, tried to analyse the various effects of social media on youth. This study includes all the apps such as WhatsApp, Twitter, Facebook, LinkedIn, YouTube all other such websites. The primary objective of this study to understand the impact of social media on youth in various aspects like education, entertainment, health, communication, interaction, job opportunities and enhancing skills etc. The researchers employed a questionnaire given to a sample of 380 students of University of Sargodha. By using bivariate analysis, the study was concluded by stating that social media creates various job opportunities and enhances the learning capacity of the student.

⁶Khurana N ("The Impact of Social Networking Sites on the Youth", 2015), the researcher tries to portray that the youth being exposed to social networking sites has an immense impact on them. The primary objective of this study is to highlight how effectively and evidently the usage of social networking sites amongst the youth has affected both positively and negatively. The researcher employed questionnaire to collect the data. The collected data is analysed and the following conclusion is drawn, the study argues that the youth are getting addicted to these

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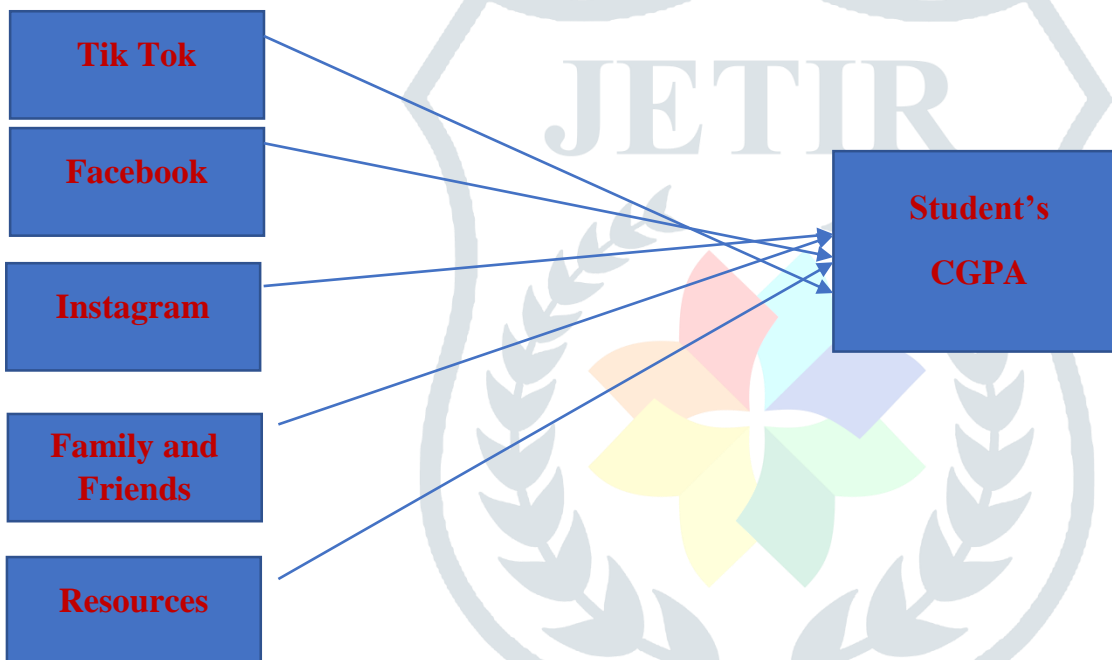
sites and tend to distract themselves from academics but on the contrary it also develops friendly and social ties around the world.

⁷Hene Y (“The Psychological Impacts of Instagram on Young South African Adults”,2015), made an effort to investigate the psychological impacts of Instagram on young adults of south Africa. The primary objective of this study was to discover if the usage of Instagram had any psychological effects on young adults, majorly focusing on their self -esteem. The researcher utilised online survey method and personal interview method to get in- depth insights. Results from the study revealed that usage of Instagram was rather positive than negative. It had a positive effect on the young adults of Africa by motivating them to improve their way of lives.

RESEARCH GAP

From the above literatures and the past studies, we see that the impact of social media has shows both positive and negative components. As the education system changes in due course, students have drastically started using the social media as a means of sources. Now a days even schools and colleges have started giving important to artificial intelligence package to educate the students of millennials. Though there are many literatures and the past endeavours, pertaining to social media, very few literatures are based on Tik Tok and the impact on the academic performance of the students. There are many factors which are affecting the academic performance of the students. However, this study is carried out to find out whether Tik Tok has an impact on the student’s performance. Following are some of the important research questions framed based on the above-mentioned literatures.

CONFIRMATORY FACOTRS AFFECTING THE GPA OF THE STUDENTS



RESEARCH QUESTION

1. Does Tik Tok impact the psychology of students with reference to academic excellence?
2. Does Tik Tok has positive impact on the academics of the students?
3. How much time students are spending quality time on Tik Tok?

OBJECTIVES OF THE STUDY

1. To analyse whether Tik Tok has a positive impact on student’s academic performance.
2. To analyse whether the Tik Tok has increased the students academic

Hypotheses

Based on the above objectives five hypothesis were framed. Following are the five hypotheses framed:

H1	The less time spent on TikTok will have positive impact on academic performance of the students
H2	The more the students have privacy on TikTok the higher the student’s grade points will increase
H3	Regular updated on TikTok will reduce the class attendance of the students
H4	The more time spent on TikTok will reduce the class participation in the class
H5	The more friends a student has on TikTok, the more time he spends on TikTok

⁷Hene Y

Data

Structured questionnaire was framed and data was collected. For the above study structured questionnaire was prepared based on the above-mentioned objectives. 32 close ended questions were framed and distributed. Five-point Likert scale was incorporated for each question. Reliability and the consistency tests were performed to make sure the Cronbach's Alpha value stands above 0.7. Calculated Cronbach's Alpha for the present study is 0.76 which has reliability and consistency post which the questionnaire was distributed to the college/University Students. To pilot the instrument, a group of respondents were selected from 6 programs within the University. The total number of respondents in the study comprised 430 students (i.e. $N=430$), 230 male and 200 females, who were selected via random sampling technique. All the students were selected on random basis. The sample comprises of students from different programs from the University covering under-graduate students particularly in the age range of 18-23. There was an equivalent representation of students from different streams such as sciences and engineering and management, selected by employing the simple random sampling technique. The returned questionnaires were carefully checked for comprehensiveness, respondent detachment, misplaced outliers and values (Hair et al. 2010). Eleven questionnaires were rejected due to missing information. The final and scoured dataset contained of 430 responses out of 430 students, 230 male and 200 females.

Analysis and findings

Following is the detailed data analysis and interpretation. Each hypothesis is analysed separately and results are displayed.

Hypothesis No 1

Correlation		Performance	How often do you spend time on TikTok?
What is your GPA (on a 5.0 scale)?	Pearson Correlation	1	0.358
		Sig. (2-tailed)	.726
		N	430
How often do you spend time on TikTok?	Pearson Correlation	0.358	1
	Sig. (2-tailed)	.726	
	N	430	430

Interpretation

From the above table we see that the time spent on TikTok and the academic performance has positive correlation of **0.358** derived from the sample size of 430. We also see that when the students are spending more time on TikTok it is impacting their academic performance. As there are four groups of student's ANOVAs would be the ideal tool to check the interdependency of the variances between the group and within the group. Hence, we accept the hypothesis.

Hypothesis No 2

Correlation		What is your GPA (on a 5.0 scale)?	What is your overall TikTok privacy settings?
What is your GPA (on a 5.0 scale)?	Pearson Correlation	1	-0.23
		Sig. (2-tailed)	.817
		N	430
What is your overall TikTok privacy settings?	Pearson Correlation	-0.23	1
	Sig. (2-tailed)	.817	
	N	430	430

Interpretation

The above hypothesis is framed to check whether there is correlation between GPA and privacy settings. The table shows the negative correlation (**-0.23**), which is the more the students have privacy on TikTok the higher the student's grade points will increase. Hence the above hypothesis is rejected.

Hypothesis No 3

Correlation		How often do you update your TikTok status?	How often do you miss class?
How often do you update your TikTok status	Pearson Correlation	1	0.192
		Sig. (2-tailed)	.624
		N	
How often do you miss class?	Pearson Correlation	0.192	1
		Sig. (2-tailed)	.624
		N	430

Interpretation

The above hypothesis is framed to check whether regular updates on TikTok will reduce the class attendance of the students. From the above table we see that correlation between the two variables are positively correlated. Hence if the student regularly updates the status on TikTok will definitely miss the class and there will not be concentration in the classes. Here we see that the correlation shows (0.192), hence we accept the hypothesis.

Hypothesis No 4

Correlation		In general, how actively do you participate in class?	How often do you spend time on TikTok?
In general, how actively do you participate in class?	Pearson Correlation	1	-0.012
		Sig. (2-tailed)	.813
		N	
How often do you spend time on TikTok?	Pearson Correlation	-0.012	1
		Sig. (2-tailed)	.813
		N	430

Interpretation

The above hypothesis was framed to see the intercorrelation between class participation and the time spent on TikTok. The correlation figure shows (-0.012) which is negatively correlated between the two variables. Hence, we reject the null hypothesis.

Hypothesis No 5

Correlation		How many friends do you have on TikTok?	How often do you spend time on TikTok?
How many friends do you have on TikTok?	Pearson Correlation	1	0.347
		Sig. (2-tailed)	.024
		N	
How often do you spend time on TikTok?	Pearson Correlation	0.347	1
		Sig. (2-tailed)	0.24
		N	430

Interpretation

Over all the last hypothesis is framed to find out whether the overall time spent on TikTok will reduce the students' academic performance. the more time spent on the social media will increase the number of friends. There was no significance between the variables number of friends and the amount of time as shown in the table below. Since this was a weak correlation (0.347) the hypothesis which states that the more friends a student has on TikTok, the " the more time he spends on TikTok was rejected.

Findings of the study

There were five hypotheses framed to find out if there are any significance between the two variables which are time spent on TikTok and the academic performance of the students. The significance level for the correlation analysis is 0.01 and 0.05. Following are the findings from all the five hypotheses:

Hypothesis one was framed to test whether the less time spent on TikTok will have positive impact on academic performance of the students, the result shows positive correlation between the two variables.

Hypothesis second hypothesis was framed to test whether the more the students have privacy settings on TikTok the higher the student's grade points will increase. The results showed negative correlation with the variables; hence the hypothesis was rejected.

Third Hypothesis was framed to test, whether regular updated on TikTok will reduce the class attendance of the students. The test results show positive correlation; hence we accepted the null hypothesis.

Fourth hypothesis was framed to test whether the more time spent on TikTok will reduce the class participation in the class. The test result show that negative correlation, hence the hypothesis is rejected.

Fifth hypothesis was framed to test the relationship, the more friends a student has on TikTok, the more time he spends on TikTok, the results show that positive relationship. Hence the hypothesis is accepted.

Conclusion to the study

From the above study we conclude that social media like, Facebook, WhatsApp, Instagram, TikTok and messenger etc do have positive and negative impact on the student's academic performances. However, we cannot precisely conclude by saying these are the only media which are affecting the student's performance. This is one of the primary factors affecting as the technology changes. Students are now very much inclined with technology. More over social media do give positive impact as the education is completely on technology.

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