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INFLUENCE OF TIKTOK USAGE ON SECONDARY SCHOOL STUDENTS AND TEACHERS' MANAGEMENT ROLES FOR BETTER OUTCOMES IN ANAMBRA STATE

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ABSTRACT

The purpose of this study is to ascertain the influence of TikTok usage on academic performance of junior secondary school students and the teachers' roles to relegate the problems of TikTok to the background. Two research questions guided the study. The questionnaire served as the instrument used to gather the data needed for the study. A self-made instrument on usage of the TikTok (UTT) was used to determine whether a particular gender that used TikTok performed better in academic work than their counterparts. Secondly, whether it influenced their ability to cope with schoolwork. Also, whether teachers, had roles to play as regards the students' use of the TikTok. The questions were not intended to ensure other factors that influence the academic achievement of the students. The number of females and males for the Junior secondary school (JSII) English language, Igbo language and social studies. Mock examination results were taken from social respondents record from their schools. The JSIII students were used in this study because they were still via the school doing their JSIII examination while this research was in progress. The results of the findings in table 1 indicated the frequency and percentage distribution of how the language of TikTok has influenced the academic achievement of students. Based on the findings, it was among others recommended that the students should be encouraged to consult the TikTok for meaningful activities

Keywords: Influence; Tiktok Usage; Students; Teachers; Management Roles; Better Outcomes.

Introduction

The fundamental appeal of TikTok lies in its ability to engage users through dynamic, visually compelling videos, often enhanced by popular music and special effects, which resonate with young people who are drawn to creativity and self-expression (Barta & Andalibi, 2021). TikTok's viral nature is further amplified by its algorithmic curation of the "For You" page, which provides a personalized stream of content tailored to individual user preferences (Schellewald, 2023). This feature has made TikTok a global platform for entertainment and commerce, influencing trends and shaping brand perceptions, particularly in the fashion industry (Tetteh & Kankam, 2024). Moreover, TikTok's

unique in-feed advertisements and sponsored hashtag challenges have proven to be effective in promoting products and fostering brand engagement, with brands leveraging influencer collaborations to enhance visibility and consumer trust (Ahlse et al., 2020; Sheak & Abdulrazak, 2023).

The role of social media platforms in shaping the behaviours, perceptions, and lifestyles of young people has gained significant attention in recent years, with TikTok emerging as a major influencer in this digital landscape. Launched in 2016, TikTok has rapidly grown into one of the most widely used social media platforms, particularly among Generation Z (Cervi, 2021; Oyekola, 2018). With its innovative approach to short-form video content, TikTok has transformed digital advertising, offering brands a unique way to connect with audiences through captivating, user-generated content (Li, 2022). This phenomenon has raised important questions about the impact of influencer-driven marketing, particularly in fashion product promotion, on youth perceptions and consumer behavior (Gesmundo et al., 2022; Machirori, 2023).

TikTok, a dynamic social media platform developed by ByteDance, emerged in 2016 as Douyin in China and extended its global reach under the name TikTok in 2017. It is characterized by its short-form video content, enabling users to create, share, and engage with videos up to 60 seconds long, often accompanied by a vast array of background music or sound clips. The platform's growth trajectory has been remarkable; by 2020, it became the second most downloaded app globally and continues to amass over 800 million active monthly users across 150 countries. The relevance of TikTok extends beyond entertainment, making it a powerful tool for education and social interaction. Unlike traditional social media platforms, TikTok's algorithm-driven, user-centric design tailors' content to individual preferences, creating a personalized experience that enhances user engagement. This innovative approach is built on user-generated content (UGC), professional-generated content (PGC), and algorithmic content recommendations, contributing to its widespread popularity. According to Jiang Xiao Yu, the platform's success lies in optimizing user experience through intuitive interface design and sophisticated artificial intelligence (AI) technology.

The importance of TikTok lies in its transformative impact on communication, culture, and commerce. It democratizes content creation, offering individuals from various demographics, including celebrities, teenagers, and everyday users, a platform to express creativity, share knowledge, and influence social trends. The rise of initiatives such as "Learn on TikTok" underscores its educational potential, making it a medium for disseminating concise, expert-driven knowledge across diverse fields. Additionally, TikTok has become a lucrative space for digital entrepreneurship, with influencers leveraging the platform to monetize content and engage in brand

collaborations, further embedding it into the digital economy.

During the COVID-19 pandemic, TikTok's role in fostering social connections intensified, as global lockdowns and social distancing measures drove a surge in digital interactions. It provided a creative outlet for users to navigate isolation, share experiences, and consume real-time pandemic-related content. Scholars such as Buana and Maharani (2020) highlight TikTok's capacity to reach diverse audiences, enhancing its relevance as a multifunctional platform for entertainment, social networking, and education.

In summary, TikTok's strategic fusion of technology, creativity, and user-centric design has positioned it as a cultural phenomenon, redefining digital content consumption and interaction in a rapidly evolving social media landscape. Its significance continues to grow as it adapts to the ever-changing demands of its global user base.

In the contemporary information age, technological innovations have reshaped communication, social interactions, and cultural expressions (Vogel et al., 2022). Cloud computing and mobile devices have facilitated an era of hyper-connectivity, fostering rapid exchanges of information and redefining global socialization patterns. This evolving media landscape significantly influences youths' choices in education, employment, and leisure (Salman, 2010; Mustaffa, 2011). Social media platforms, notably TikTok, have become pivotal in this transformation, driven by the ubiquity of smartphones and continuous internet access. These platforms provide avenues for socialization, information consumption, and self-promotion (Khalifa, et al., 2020).

TikTok, a short-video platform launched in 2017 by Zhang Yiming, exemplifies the success of non-Western technology penetrating global markets (Kaye, 2022). Originally intended for lip-syncing and dance videos, TikTok rapidly evolved into a multifaceted content-sharing platform with immense global appeal (Zuo & Wang, 2019). The app's growth is unparalleled, recording 850 million downloads in 2020 and attracting 740 million new users in 2021 (Iqbal, 2023). It now boasts over a billion users in more than 150 countries, surpassing platforms like Facebook and Instagram in monthly usage and engagement (Briskman, 2022; Southern, 2021).

A key factor in TikTok's widespread adoption is its unique algorithm, which curates content tailored to users' preferences, enhancing engagement and satisfaction (Yang et al., 2019). The platform offers diverse content, including educational tutorials, comedic skits, and creative challenges, fostering user imagination and creativity. Corporate users leverage TikTok for marketing campaigns to enhance brand visibility, while individual users seek recognition and self-expression (Zuo & Wang, 2019). However, TikTok's addictive design and privacy concerns, such as location tagging, have prompted some users to discontinue its use (Southern, 2021).

The diffusion of TikTok can be analyzed using the Diffusion of Innovation theory, which explores how users adopt new technologies based on perceived advantages and societal influences (Wang et al., 2019). Factors driving TikTok's adoption include its trendiness, novelty, and escapist appeal (Scherr & Wang, 2021). Conversely, cultural norms, age, and privacy apprehensions deter adoption. Notably, the COVID-19 pandemic accelerated social media usage, positioning TikTok as a dominant platform in the Middle East, particularly in the UAE and Saudi Arabia, where its reach surpasses 100% among adults (Kemp, 2023; Radcliffe, 2021).

The platform's growing prominence in shaping consumer attitudes towards fashion products is particularly notable among youths in Nigeria, where TikTok's user base has rapidly expanded. Reports indicate that TikTok's ability to influence purchasing decisions is most pronounced among younger users, aged 16-24, a demographic heavily represented in Nigerian private tertiary institutions (Cheng, 2023; Mohamed et al., 2023). The platform's emphasis on user-generated content has enabled a new form of advertising, where influencers promote products not just through traditional ads, but by embedding these products into everyday content that feels more authentic and relatable to young audiences (Bernarto et al., 2020). This shift in marketing strategies has significant implications for brand image and consumer behavior, as youths increasingly identify with brands that align with their personal values and online personas (Kim & Sullivan, 2019).

The influence of TikTok on brand perception is further underscored by its capacity to generate both positive and negative reactions from users. On the one hand, TikTok's integration of branded effects and co-created content allows users to engage with advertisements in a way that feels interactive and personal, potentially enhancing brand loyalty and trust (Attor et al., 2022). On the other hand, concerns have been raised about the platform's role in promoting unrealistic beauty standards, consumerism, and brand authenticity, particularly when it comes to the fashion industry (Zhang & Wang, 2024; Mohamed et al., 2023). These dual aspects of TikTok's influence on consumer behavior highlight the complexity of its role in shaping the attitudes and purchasing decisions of youths, particularly those in the age range most active on the platform.

TikTok's appeal lies in its ability to democratize content creation, offering users tools to easily produce, share, and repurpose videos with customizable soundtracks (Serrano et al., 2020). The platform's "For You" page exemplifies its personalized content delivery, which sustains user engagement. TikTok also provides significant marketing opportunities by enabling businesses to access a broad audience with creative, high-impact advertising solutions (Serrano et al., 2020). Despite its immense popularity, research focusing on TikTok adoption remains sparse compared to studies on platforms like Facebook (Al-Azawei, 2018). This gap

underscores the need for further exploration into the motivations and challenges associated with TikTok usage globally.

Despite the growing body of research examining TikTok's influence on brand image and consumer behavior globally (Adetayo, 2022; Kwon et al., 2021), there remains a notable gap in understanding the specific effects of TikTok marketing on fashion product perceptions among youths in Nigeria. This study seeks to address this gap by exploring how TikTok influencers shape youth perceptions of fashion brands in Anambra State, with a focus on the impact of exposure to influencer marketing on brand image and consumer behavior. Understanding this dynamic is crucial, as it can guide fashion brands in Nigeria in developing more effective, youth-centered marketing strategies. Moreover, it will contribute to the broader conversation about the role of social media platforms like TikTok in shaping cultural trends, consumer preferences, and brand perceptions in emerging markets.

Statement of the Problem

The use of TikTok has become very common in the society that some students have become addicted to it. Addiction to social media and TikTok in particular could affect students' academic performance if not checked. In the course of studies, students might consciously or unconsciously borrow from TikTok or social media abbreviation of slangy expression especially in writing. Students are not allowed to use such abbreviations in schools especially in languages. Since such media expressions are not accommodated in schools, the result is poor students' performance. This could help to curb the problems associated with the students' use of social media.

Purpose of the Study

The purpose of this study is to ascertain the influence of TikTok usage on academic performance of junior secondary school students and the teachers' roles to relegate the problems of TikTok to the background.

The study specifically determined:

1. Influence of TikTok on the academic achievements of students.
2. Teachers' roles to relegate the problems to the background.

Research Questions

The researcher generated the following research questions, guided the study

1. What is the influence of TikTok on the academic achievements of students in secondary schools in Anambra State?
2. What should be the roles of teachers' roles to relegate TikTok problems to the background in secondary schools in Anambra State?

Method

The questionnaire served as the instrument used to gather the data needed for the study. A self-made instrument on usage of the TikTok (UTT) was used to determine whether a particular gender that used TikTok performed better in academic work than their counterparts. Secondly, whether it influenced their ability to cope with schoolwork. Also, whether teachers,

had roles to play as regards the students' use of the TikTok. The questions were not intended to ensure other factors that influence the academic achievement of the students. The number of females and males for the Junior secondary school (JSII) English language, Igbo language and social studies. Mock examination results were taken from social respondents record from their schools. The JSIII students were used in this study because they were still via the school doing their JSIII examination while this research was in progress.

Results

Research Question One: What is the influence of TikTok on the academic achievements of students in secondary schools in Anambra State?

Table 1: Frequency percentage distribution of how the usage of the TikTok has influenced the academic achievement of students

S/NO	Items statements	Agree	%	Disagree	%
1	Unconsciously use abbreviation in my official writings due to the influence of TikTok	75	65.5	15	32.5
2	Sometimes I make use of slangy expressions in my class work	75	66.2	23	30.2
3	I consult TikTok most often for my assignments	96	90.9	04	09.1
4	Our teachers direct us to different sites for assignments	94	90.5	06	12.1
5	Using the TikTok has greatly improved my knowledge	96	94.3	04	08.3
6	Students who use abbreviations and slangy expression do not perform well in examinations	90	95.5	10	05.5
7	Female students are addicted to TikTok than their male counterparts	15	14.2	75	73.5
	Mean				

In Table 1, the results show that the students make use of the TikTok for their assignments and it has both positive and negative effects on their performances.

Research Question Two: What should be the roles of teachers' roles to relegate TikTok problems to the background in secondary schools in Anambra State?

Table 2: Frequency and percentage distribution on the role teachers should play to promote the use of the TikTok and also curb its negative effects.

S/NO	Items statements	Agrees	%	Disagree	%
8	Teachers call the attention of the students when every they use abbreviation of slangy expression	80	80.0	20	2.5
9	Teachers consult the TikTok for new innovation in language teaching	85	80.5	15	16.5
10	Most teachers do not have adequate knowledge of the TikTok	20	2.5	80	85.5
11	Teachers have their class group charts which they use to monitor the activities of the students on TikTok	10	10.5	90	90.5
	Mean	84.1			15.9

From the results in Table 2, it shows that the greater percentage of the respondents agree that teachers call the attention of the students whenever they notice the negative effects of TikTok in their writing.

Discussion of Results

The results of the findings in table 1 indicated the frequency and percentage distribution of how the language of TikTok has influenced the academic achievement of students 75% and 77% agree that they use abbreviations and slangy expression in their official writings while 15% and 23% do not. 96% agree that they consult the TikTok for their assignments. 96% average that the use of TikTok has greatly improved their knowledge. 90% of the respondents agree that students who employ abbreviation and slangy expressions do not perform creditability in examinations. From the above results, the researchers reached a conclusion that the use of TikTok greatly improves the knowledge of the students generally. It is also noted that students who use abbreviations and slangy expressions do not do well in language examinations. This is in line with the marks which could be deducted from the student's essay for instance, the students would end up scoring zero under mechanical accuracy. Again, the result of the findings shows that 73.3% agree that male students are more addicted to the TikTok, hence the negative effects fall heavily on them.

The findings in table two further revealed that 80% of the teachers call the attention of the students whenever they use abbreviation or slangy expressions in their writings. 85% believe that teachers consult the TikTok for innovation in language teaching. 20% agree that teachers do not have adequate knowledge of the TikTok while 80% maintained that they do. 10% of the respondents agree that the teachers have group charts, which they use to monitor the activities of the students on TikTok. These findings show that teachers really put in their best to ensure that students do not get carried away by the effects of the TikTok. The finding also shows that teachers do not have group chats for the classes so as to enable them to monitor the activities of the students.

Conclusion

The world is presently in an age of information and communication technology (ICT). Social network has come to stay; however, students need to strike a balance between the use of social networking, sites and their studies. From the results of these findings, it is pertinent to affirm that the students consult TikTok for different purposes and that it greatly influences their performances both positively and negatively. Teachers play their part in encouraging the students to use the TikTok. It is also noteworthy that student browse and chat in class even when studies are on-going and when they ought to be doing other more profitable things, they are so griped online in their chat. Social networking, however, can be beneficial to students if properly and appropriately managed.

Recommendations

Based on the findings, the following recommendation are made:

1. The students should be encouraged to consult the TikTok for meaningful activities
2. The school authorities should provide the tablets and mobile data for teachers in order to utilize the TikTok effectively
3. Teachers should create group chats on TikTok with which to teach and also monitor the activities of the students. To get all the students fully involved, teachers should attach certain marks for participation in the group chats.
4. The school management should insist on the positive use of social networking sites such as collaborative learning to enable them to join other student groups online.
5. Counselors should intimate to parents about their children's conducts and use of internet; and where and when necessary, organize meeting with parents on account of their children's behavior in order to checkmate it.
6. Using the TikTok should be encouraged in schools
7. Parents should be encouraged to ensure that the use of social network do not interfere with their children's assignments.

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