



PIONEERING EDUCATIONAL PERSPECTIVES

Series 2025



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Preface

Pioneering Educational Perspectives: Series 2025 is a collection of thought-provoking insights and research contributions exploring contemporary educational trends and practices. This eBook presents a diverse range of perspectives on innovative teaching methodologies, digital learning strategies, and transformative approaches in education. Designed to serve as a resource for educators, researchers, and practitioners, it aims to inspire meaningful discussions and advancements in the field. Through carefully curated chapters, this publication offers fresh ideas and practical solutions to enhance learning experiences in an ever-evolving educational landscape.

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TIKTOKONOMICS – HARNESSING THE POWER OF SOCIAL MEDIA TO TEACH ECONOMICS ECONOMICS FOR BUSINESS DECISION (ECO745)

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ABSTRACT

The innovation titled *TIKTOKONOMICS - Harnessing the power of social media to teach Economics: Economics for Business Decision (ECO745)* utilizes the popular social media platform TikTok to teach Economics to MBA students at Arshad Ayub Graduate Business School, Universiti Teknologi MARA. By using the platform's engaging, short-form video format, *TikTokonomics* transforms traditional lecture content into easily digestible, fun, and interactive videos. The main aim is to explain Economics concepts in a creative and relatable manner, facilitating better understanding and retention among students. TikTok allows for role-play and humor, enhancing the students' learning experience. This innovative approach was tested with a group of MBA students, and pre-assessment and post-assessment showed significant improvement in students' comprehension. The feedback gathered through comments, likes, and shares on TikTok also indicate a high level of engagement. By aligning teaching methods with modern technological trends, *TikTokonomics* ensures a dynamic and student-centered learning environment. This method also promotes student collaboration, critical thinking, and communication, which are essential skills for the 21st century.

KEYWORDS: TikTok, Economics, Student-centred learning, Digital-natives.

PROBLEM AND OBJECTIVE

Social media has become an integral part of our lives, and it is especially influential among millennials and Generation Z. Traditional methods of teaching often struggle to capture the attention and interest of students from these digitalized generations. Economics, being a subject filled with technical terms and abstract theories, can be particularly difficult for students to grasp in a conventional classroom setting.

The objectives of *TikTokonomics* are:

- To present Economics concepts in a fun, engaging, and relatable way using TikTok.
- To create a collaborative learning environment through interactive discussions.
- To improve students' understanding of complex Economics concepts.
- To adapt teaching methods to align with modern, student-focused strategies.
- To encourage creativity, critical thinking, and communication among students.
-

DESIGN DESCRIPTION

The *TikTokonomics* initiative involved creating short, engaging video clips ranging from 15 to 60 seconds, which explain key Economics concepts in a creative, role-play format. The content, for example a video on “Principal-Agent Problem”, is posted on a dedicated public TikTok account, allowing students and others to access it anytime. The video features a role-play scenario by two Economics lecturers, injecting casual conversation and humor to make the

material more engaging. Before watching the video, students answer pre-assessment questions to gauge their initial understanding. After viewing the video, they answer the same set of questions, allowing for a comparison of learning outcomes. TikTok's interactive features such as comments, likes, and shares further enhance the learning experience, enabling continuous engagement between students and lecturers.

VISUALS

1. A screenshot of the TikTok video interface showing role-play between lecturers.



2. A bar chart showing the comparison of pre- and post-assessment results.

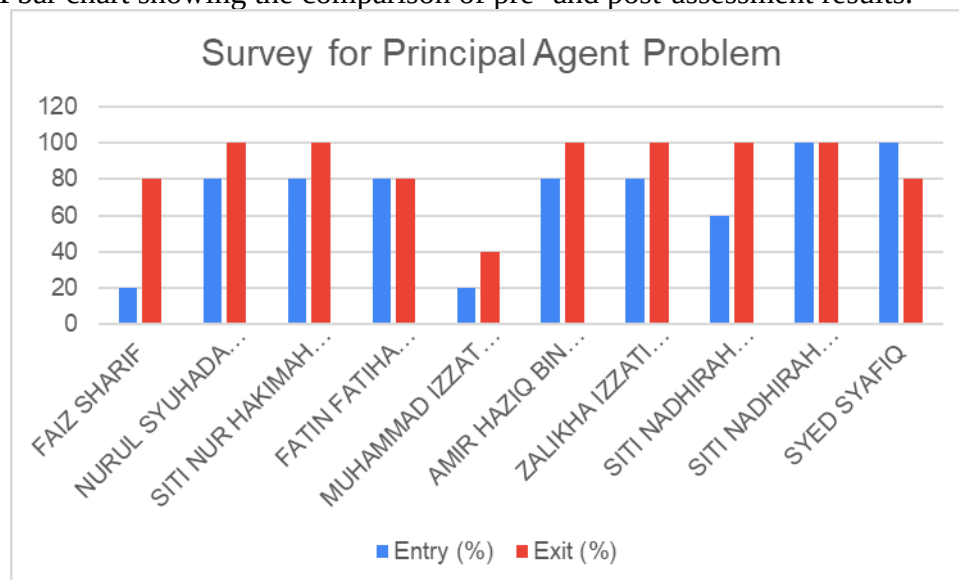
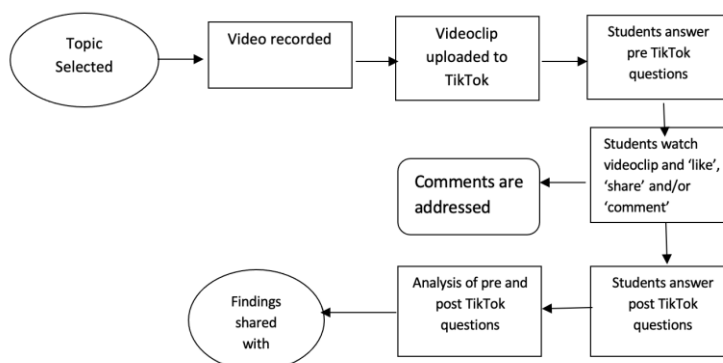


Figure of Bar chart of Entry-Exit (pre-post) survey

- Flowchart illustrating the process: TikTok video recording and posting, pre-assessment, video viewing, post-assessment, and feedback collection.



NOVELTY AND UNIQUENESS

What makes *TikTokonomics* unique is its approach to using a highly popular social media platform, traditionally seen as entertainment-focused, as an educational tool. Unlike other video platforms, TikTok's short video format encourages concise delivery of content, requiring the condensation of complex topics into easily digestible components. The use of role-play, humor, and informal tone provides a relaxed learning environment, breaking the monotony of traditional lectures (Berk, 2002). This method stands out by making Economics fun and accessible to a wider audience, and its interactive features allow students to engage with the content more deeply than they might in a standard classroom setting.

BENEFITS TO MANKIND

By making Economics more accessible and engaging, *TikTokonomics* has the potential to broaden the understanding of economic principles among not only students but also the general public. The use of social media for educational purposes democratizes knowledge, making it available to people regardless of their educational background or location (Veletsianos & Kimmons, 2012). This can contribute to better-informed citizens who can make more educated decisions in their personal and professional lives.

COMMERCIAL POTENTIAL

TikTokonomics could be expanded into a commercial educational tool, where instructors from various disciplines create short, engaging lessons that students can access on demand. This approach could be integrated into online learning platforms or become part of a subscription-based educational app, targeting tech-savvy and digital-native learners. Additionally, partnerships with universities and educational content creators could generate revenue through advertisements, sponsorships, and premium content.

CONCLUSION

TikTokonomics is a forward-thinking innovation that utilizes the power of social media to create a dynamic, engaging, and student-centred learning experience. By transforming traditional Economics lectures into interactive, fun, and digestible TikTok videos, this method has shown significant improvements in student comprehension and engagement. The accessibility of TikTok and its ability to encourage collaboration and communication among students offer long-term benefits for both academic and broader learning environments (Greenhow & Lewin, 2016). As social media continues to influence the way we communicate

and learn, *TikTokonomics* provides a framework for integrating modern technology into education, preparing students for the demands of the 21st century.

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