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Art and Expression

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ARTE: Art and Expression  
Presents

# arts & local culture

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## Art and Expression

### INTRODUCTION

**ARTE: Art and Expression** is a biannual book chapter, published under collaboration of Department of Fine Arts, Faculty of Art & Design, UiTM Perak Branch with Galeri Al-Biruni under the supervision of Universiti Teknologi MARA, Malaysia. 'ARTE' is an amalgamation of english word 'Art', and malay word, specifically Perak slang 'Ate' which translate as conversation starter. 'ARTE' uses the concept of book chapter that platform art enthusiasts to express their inner-creativity in the form of literacy conjecture

### VISION

Art and expression as aspiration towards stylistic and artistic practices

### MISSION

- To enhance the culture of research and academic publication among academician and artist for international recognition
- To promote intellectual, cultural and knowledge sharing through artistic expression
- To celebrate the diversity and differences in arts practices thus creating and intellectual platform for artist to express their interest in art

### PUBLICATION FREQUENCY

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# CHAPTER 13

## TIKTOK AS A TOOL FOR EDUCATION IN UNDERGRADUATE STUDIES

***Mohamed Faizal bin Sikkandar***

*Mohd Fairudz bin Mohd Miswan*

*Mohd Yusoff bin Yahaya*

*Shahrul Hisham bin Sulaiman*

### Abstrak

Social media is a popular form of entertainment for the public even since the pre-pandemic era. Facebook, Twitter and Tiktok seem to be the popular choice of communication among students, as the content in these media are updated often to keep up with the current times. Even professionals like doctors in hospital clinical practice, use the Whatsapp communication system to share updates and information among themselves on their treated patients. Many Whatsapp groups are formed to disseminate shared information and educate the group members on common interests and ideas. In this paper, we would like to highlight the importance and advantages of using social media as an adjunct to educate undergraduate students and make their studies creative and informative at the same time. This paper highlights the benefit of using the specific social media Tiktok to educate undergraduate students and create a creative and conducive environment for transfer of knowledge.

*Keywords : Social media, entertainment, Tiktok, update, undergraduate students*

## 13.0 Introduction

The social media is a tool to share news on entertainment, politics, health, and even education. When put to good use, this tool can disseminate information at lightning speed with a zero cost. Tiktok for example has 1 billion monthly active users as of January 2022. It is the fastest growing social media in the world and is popular among the younger generation - the Z-generation and the millennials. Originating from China in 2017, Tiktok is highly popular in Asian countries, though it was banned in India in the middle of 2020 due to political reasons.

Tiktok is highly popular among the younger generation due to its interesting and short videos which seems to appease the younger hearts. The current generation seem to be in so much hurry that they don't have the time for longer and more elaborate content. The far reach of Tiktok seem to be the ideal tool to share sound knowledge which may aid in formal studies in undergraduate courses.

Tiktok is essentially a video-sharing social networking service which is infamous for uploading content showcasing dancing, singing or specific talents in one's chosen field. Specific knowledge sharing is gaining more interest in recent times among viewers, as users who are qualified in specific disciplines upload informative content using tagline such as #learnontiktok (Fiallos et al 2021). Through this platform, dissemination of knowledge can be made more interesting and appealing to the younger generation, thus making learning more enjoyable and bridging the gap between and educators and their students.

## 13.1 'Ticking' the tok

Tiktok seem to favour the younger generation, or rather the younger generation seem to favour Tiktok over other media reaches. The Tiktok, just like any other social media can be misused however, to spread false information and cause chaos. Though the original intent of Tiktok was to entertain with short and creative video clips of subscribers and followers alike, the content appears suitable for education purposes, which could be tailored to fit into the requirements needed, hence garnering interest among those who follow it.

The outcome or usage of Tiktok truly depends on the content uploaded, and the followers can follow the contents which should be verified responsibly by those uploading it. The onus is on those who wield and create the content, and then the followers can subscribe and learn a thing or two in the process.

A search performed within the Tiktok application revealed that the hashtags "medicine" and "doctor" received 1.4 billion and 6.7 billion views respectively (Geoffrey et al 2021). This goes to say that within the Tiktok application, if one were to use the hashtags well, users, especially educators who wish to connect to their students can do so by 'hash-tagging' the right keyword to direct their students to the content uploaded.

## 13.2 Why Tiktok?

The Tiktok is a good social media tool to share information and knowledge on formal topics such as health and medicine, law, engineering, arts and many more. The reasons for this are as mentioned above – short content which does not bore viewers, easy accessibility, cost-effectiveness, wider reach; to mention but a few advantages.

There are other social media options as well to achieve dissemination of knowledge on formal matters such as Facebook, Twitter and Whatsapp; and this is already ongoing at the moment. We, the authors, feel that, to keep up with the current trend and to remain relevant, Tiktok is to be further utilized for the benefit of our students.

## 13.3 How to Tok the Tik?

The usage of Tiktok should be monitored closely for the purpose of sharing information which may be sensitive or specific for fields such as medicine. Medical content can be gory and may be frightening for viewers who are not in the field or to the younger followers who accidentally stumble upon these contents. It is therefore our recommendation that access to sensitive content be limited to only certain viewers who can access via a password or through specific internet domains. For this purpose, a responsible administrator who oversees the usage of sharing sensitive formal knowledge to undergraduate students via Tiktok, be appointed and to duly perform his/her duties.

Besides that, the viewers, who are the undergraduate students, should responsibly view the content meant for their education and not to ‘viral’ the content, to prevent it from reaching the wrong audience.

Furthermore, it is our recommendation that the content of the Tiktok to be published for student viewing, be strictly meant as an adjunct to the formal studies in the campus, rather than it being part of a compulsory syllabus, or to solely stand alone as a content material for a specific syllabus.

## 13.4 Conclusion

In summary, we feel that the educators should keep up with current times when it comes to dissemination of knowledge. Gone are the times when students sit down in large numbers in a lecture hall, looking at transparency slides by lecturers who repeat the same content year after year.

Tiktok seem to be an interesting tool for formal knowledge-sharing, as an adjunct to the other current standards of teaching. It is not our intention to suggest that social media is to replace the conventional classroom lectures, but again, as an adjunct ‘hip’ and ‘trendy’ approach to enlighten and educate the students into seeing the beauty of acquiring knowledge. There is much more work to be done to achieve this, and more stringent requirements to be put in place, but it is definitely worth the buck, as a wise man once said – ‘Life is not a problem to be solved, but a reality to be experienced.’

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