



اوتنورسي تيكنولوگي مارا

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ENGLISH FOR REPORT WRITING (EWC661)

GROUP ASSIGNMENT:

ARTICLE WRITING

TIKTOK PHENOMENON AMONG UNIVERSITY STUDENTS

PREPARED BY:

NOOR SYAHIRAH BINTI CHE MANSOR 2020143929

NUR ATHIRAH BINTI JAMAL 2020966193

NURUL IFFAH BINTI MOHAMAD NASIR 2020985553

SHARIFAH NURNADHRAH BINTI MOHD DANGI 2020748959

GROUP:

D1 IM245 4B

PREPARED FOR:

MADAM LAI SEE MAY

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NOOR SYAHIRAH BINTI CHE MANSOR	2020143929
NUR ATHIRAH BINTI JAMAL	2020966193
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CAWANGAN KELANTAN

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TABLE OF CONTENT

TITLE PAGE..... i

TABLE OF CONTENT..... ii

ACKNOWLEDGEMENT..... iii

1.0 INTRODUCTION..... 1

2.0 PROBLEM STATEMENT..... 2

3.0 OBJECTIVE OF THE STUDY..... 3

4.0 SIGNIFICANT OF THE STUDY..... 3

5.0 LIMITATION OF THE STUDY..... 3

6.0 PREVIOUS STUDY..... 5

 6.1 TO FIND OUT THE CONTENTS IN TIKTOK THAT ARE PREFERRED BY
UNIVERSITY STUDENTS..... 5

 6.2 TO IDENTIFY THE INFLUENCE OF TIKTOK ON STUDENTS' ACADEMIC
PERFORMANCE..... 5

 6.3 TO EVALUATE THE REASONS OF USING TIKTOK AMONG UNIVERSITY
STUDENTS..... 6

7.0 METHODOLOGY..... 6

8.0 CONCLUSIONS..... 7

REFERENCES..... 8

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1.0 INTRODUCTION

Nowadays there are so many an application at the Apple app store and also Google play store. Since the pandemic of Coronavirus Disease 2019 (COVID-19), TikTok becomes viral all around the world during the quarantine time. It is because, during the quarantine, all people have so much time to create an interesting video by showing their talent in editing the video by giving skincare tips, home decor, exercise tips, cooking, life hack, and many more. Besides, on TikTok individuals can create many types of video in creative ways, and this what makes TikTok received a warm welcome in many parts of society including university society such as students and lecturers. The students and the lecturers can use this method as a platform for sharing information to make the learning process more interesting.

We may use TikTok as a medium in the teaching-learning process to deliver some useful knowledge relevant to education. This is because it can be easy to draw the interest of students by using TikTok while allowing students to understand more during the learning process. On TikTok, students may use their video as a way to edit to make their video presentation more exciting, such as using the green screen, using interesting music or audio, and many more. In order to ensure that the teaching-learning process becomes more exciting and successful, lecturers and students now both need to embrace the latest technology trend.

In addition, TikTok is not only beneficial for the learning process, but students can also use TikTok in curriculum activities, as they can support the club's activities by using the TikTok platform to launch their club. Next the university can also use TikTok as a medium to launch a university tour video that presents any location in the university such as the location of the building of the faculty, food court, hostel, and several more so that it can familiarize new students with all the campus location.

2.0 PROBLEM STATEMENT

Since TikTok was founded in 2018, TikTok has 500 million users all around the world according to the Business of apps website. With this number of the user shown that there are so many people who use TikTok for any purpose. As we all know that on TikTok people can create any video but in our country, TikTok is a something not relevant is some people have a bad perspective on TikTok like the TikTok has a nonsense video which is not give any benefits to them, but the reality is TikTok has a lot of beneficial things. For example, the TikTok has a video like skincare tips from the dermatologist, home deco from interior design, and many more. This shows that all the user on the TikTok has a good background education and they share all their knowledge with the other user.

Besides, they are several constraints because nowadays we having a pandemic of Coronavirus Disease 2019 (COVID-19) which is we cannot do some interview among university students. The only method that we can do for this research is a questionnaire which is we use a Google form and we need to send to every student to answer all the questions regarding this research. In this research, we provide several simple questions to the students. According to our respondents, all the users use a TikTok as a place to release their tension and enjoyment only.

The TikTok challenge is a challenge that creates by the TikTok user by using any hashtags. This challenge has content that they need to create as creative as they can and most of the challenges that they do is sometimes it will give a good impact and sometimes it has a bad impact also. Some challenges are good need to follow but as university students, they need to differentiate which challenge is good to them and which challenge is not good for them to follow. If the challenge is not good for us which is maybe the challenge will give harmful and we need to not follow that challenge. As we can conclude that TikTok has pros and cons, as a student we need to choose which one is good for us so that it will give a good impact on our life.

3.0 OBJECTIVE OF THE STUDY

The purpose of this study is to investigate the usage of TikTok among various demography of people. This study suggests several research objectives be attained as follows:

- i. To find out the contents in TikTok that are preferred by university students
- ii. To identify the influence of TikTok on students' academic performance
- iii. To evaluate the reasons of using TikTok among university students

4.0 SIGNIFICANT OF THE STUDY

This study's findings will redound to society's benefit which considering the TikTok phenomenon mostly among young generations and all levels of ages nowadays are so wildly spread and on trending of social application due to COVID-19 disease. Firstly, the information that will be discussed in this study will be valuable information to those TikTok user's out there, which will encourage them to make good use of the TikTok application and also from this application may provide them an additional financial resource for those who do not yet have a permanent job or jobless. Then, the findings will also provide such relevant information to the university students, in making used of these applications for their self-benefit likes as their business platform or their side income platform to overcome their financial problems or pressured in studies. Besides, this application also has made a person more confident and believing themselves in approach the audience online and show their talents to outsiders.

5.0 LIMITATION OF THE STUDY

While doing this study, there are several limitations that we faced. This concern includes miscommunication, time constraints, and data usage, and dependability. The first limitation is miscommunication, which is the common problem that we faced when discussing and completing the study. It could be an individual out of the group members who do not or cannot understand what the discussion is about or what the point of the other person wants to deliver, and perhaps some information on the discussion will be expressed emotionally. Moreover, due to the pandemic of COVID-19, all the direct or face-to-face class sessions are being replaced with online classes. So, every discussion and learning will be held using

the online platform. As a result, the probability of communication errors in the discussion is very high and may lead to misinformation received. The next limitation is time constraints. As there is not only one assignment and study given to the students, and some of the assignment needs to be complete at the same time. This is also due to the high possibility of unexpected things happen since it is an online distance learning session and most of the students are staying at home during the learning session. Possibly the disturbance by the environment, family, and internet networking problems can also lead to this time constraints. The last limitation is the data usage and dependability from the result of the respondents. This is because the respondents might not answer the questionnaires completely correctly based on their experience or opinion, and possibly some of them even did not read the questions stated. In fact, they might randomly select the answers and not answered the questionnaires honestly

Based on the articles referred to in this study, that effect estimates in the study are based on interventional and prospective observational studies, many stated that TikTok has its limitation for the users. TikTok, like all social media platforms, can also be a platform for spreading misinformation, conspiracies, and hoaxes, and there is concern about the ability to counter that within the platform (Tardáguila, 2019). The limitations that many effects users of the study are about the video on TikTok. The video in TikTok has a limited time or the duration for the video is less than a minute. In other words, TikTok can post a short video only. So these applications are not suitable for users who want to use them as lectures, class sessions, and presentation platforms. It also has a lot of restrictions like templates or filters. Moreover, the short video in this application cannot be rewind or fast forward. So if the user wants to see a certain scene, they need to wait until the video end, and if the user wants to rewind the video even just a second they still need to wait until the video end and restart again. Besides, some people used this application are for fun or business but some people are using TikTok for malicious reasons. Here show that some users are not aware of the content that other users intention to deliver. That might give a bad influence on young adult or teenage users. Lastly, there also a lack of internet usage. The TikTok application needs an amount of data internet to access the video smoothly.

6.0 PREVIOUS STUDY

6.1 TO FIND OUT THE CONTENTS IN TIKTOK THAT ARE PREFERRED BY UNIVERSITY STUDENTS

Many studies claim that the youth and mostly students are getting addicted to TikTok apps and tend to distract themselves from academics but on the contrary it also develops friendly and social ties around the world. Hui Zuo and Tongyue Wang (2019) based on their article said that users will consciously or unconsciously become the disseminators of popular culture where when the users have a desire to share a video, they can share it directly on social media through TikTok's one-click forwarding function, which is the way users consciously disseminate, and TikTok has a unique traffic algorithm for video recommendation, which is the way users unconsciously disseminate. On the other hand, Katie Elson Anderson (2020) states that an important skill in being able to adapt to the changing landscape is to recognize that the current app may not exist in a year or another one is likely to replace it, and the knowledge, skills and tools acquired in using and researching one can be applied to the next. As TikTok is one of the top media apps which gives an opportunity to people who can show their acting skills and other talents through this app which may help the users to get chance in casting in industries.

6.2 TO IDENTIFY THE INFLUENCE OF TIKTOK ON STUDENTS' ACADEMIC PERFORMANCE

TikTok contains negative influences than positive influences. More studies analyse that TikTok lead to many effects to the users and shows that TikTok apps lead to a transition in students' mental and physical state like body dissatisfaction, eating disorders, narcissistic personalities etc. The usage of this application has resulted in child pornography, cyberbullying and parental disengagement (Badriya Abdul Jaffar, Sadia Riaz, Arif Mushtaq, 2019).

Several articles studies the impact using TikTok revealed that the positive impacts are that TikTok has a chance in the field of education where the teachers can use this app in classrooms as a tool to illustrate an idea or example, which would work easily for students in schools (Brittany Marklin, 2018).

6.3 TO EVALUATE THE REASONS OF USING TIKTOK AMONG UNIVERSITY STUDENTS

Various studies focused on the factors that bring users to use this application. User-level approach seems to be particularly well suited for understanding the specific reasons that bring users to certain media such as TikTok (Bahiyah Omar, 2020) and the motivation to produce TikTok videos derive from the desire to fulfill their self-expression and archiving needs. Many of the studies claim that users of user generated media (UGM) can create their own content for self-expression. There are theory suggested that the consequences of technologies arise from a mix of affordances- people, technologies and institutions that altogether create the influence on the development and subsequent use of technology (Baym, 2010).

7.0 METHODOLOGY

This study will be conducted to UiTM Machang students through an online survey using a Google Form that entitled as “TikTok Phenomenon Among University Students”. In this study, we use multiple answer questions type to identify content that are preferred by university students based on the choice listed from TikTok Report (2020). Next, we uses 4-point Likert-type scales with choices ranging from “strongly agree” to “strongly disagree”. This scales was designed to measure the level of agreement in “The influence of TikTok on students’ academic performance” by referring to “Social media and academic performance of students” by Osharive, Peter (2015). Then, for the last question, also use multiple answer question type to identify the reason for students’ having TikTok by providing listed answer based on article written by Dilon, Cell. (2020). this study will be conducted between December 17, 2020 to December 20, 2020.

8.0 CONCLUSIONS

While these application grows and makes headlines, gives information professionals, and lecturers the opportunity to not only consider a new platform for user engagement but also address the vital topics of security, privacy, and safety on all social media platforms. Numerous research and studies have been done to recognize the TikTok value to the society in university and its effects on the students and younger generation. This study is important to acknowledge the functional perspective and users' perspective of these apps. This platform moreover remarkably provides the users' preferences which usually results in the misuse of its features and overexposed of the content that leads to disrupt of the ordinary mortals of the society, absence of effective and precise value guidance.

From the above study, we conclude that social media not only TikTok, but also Facebook, WhatsApp, Instagram, and messenger, etc. have its positive and negative impact on students' academic performances. However, we cannot precisely conclude that by saying these are the media affecting the students' performance. Yet, this is one of the main factors affecting the performance as the technology changes as well as the students are now very much inclined with technology and social media does give a positive impact as the education is completely on technologies today onward.

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