

The Acceptance of TikTok as a New Learning Platform

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ABSTRACT

TikTok, with its extensive reach and large global user base, stands out as a leading social media platform. Many individuals have integrated browsing TikTok into their daily routines, spending hours on the app regularly. Amidst common feelings of disinterest and lack of motivation in academic pursuits, students seek new avenues for learning. This study aims to assess the extent to which TikTok is embraced as a supplementary educational tool. TikTok was selected due to its significant user population engaged in educational content. Advances in technology facilitate easy access to learning materials through platforms like TikTok. Using the Raosoft Calculator software, a sample size of 411 respondents was determined. Employing a quantitative methodology via Google Forms, the survey was disseminated across various social media channels such as WhatsApp, Instagram, and Twitter. The findings suggest a high level of acceptance of TikTok as a learning platform ($M= 3.50$), indicating a positive reception among users. Consequently, this research underscores the growing recognition of TikTok as an educational resource.

Keywords: TikTok, Learning, Platform, Social media

INTRODUCTION

The progression of social media has wielded a significant impact, now catering to diverse societal interests. Evidently, social media functions not solely as a hub for news, entertainment, and communication, but also shapes how individuals connect to access information. Through social media, people can more readily access news and information from various outlets, fostering citizen journalism and diverse perspectives. This fosters increased transparency, accountability, and informed decision-making. Platforms like TikTok have surged in popularity for fostering creative expression and entertainment, where users share videos disseminating information and news. Rainie (2012) notes the proliferation of technology has spawned new avenues of knowledge, especially for the youth. Despite TikTok's primary reputation for entertaining short-form videos, it has emerged as a surprisingly effective educational tool across various subjects. The platform's concise video format encourages creators to distill information into easily digestible segments, facilitating quick learning sessions. Users can swiftly consume content spanning a wide array of topics without extensive time investment. Many TikTok creators employ inventive techniques, humor, and storytelling to enhance engagement and retention, offering a more effective alternative to traditional learning methods.

The issue of using TikTok as a learning tool revolves around concerns regarding its suitability and effectiveness in educational contexts. While TikTok has gained popularity as a platform for entertainment and creative expression, its use in learning settings raises questions about the quality and reliability of the content available. One major issue is the potential for misinformation and lack of credibility in TikTok content. Since anyone can create and share videos on the platform, there is a risk of inaccurate information being disseminated, which could mislead learners. Additionally, the brevity of TikTok videos may limit the depth and comprehensiveness of educational content, leading to superficial understanding rather than in-depth learning.

Another issue is the distraction factor inherent in TikTok's design. The platform is optimized for short, attention-grabbing videos, which may encourage users to prioritize entertainment over learning. This could result in students spending more time scrolling through TikTok aimlessly rather than engaging with educational materials. Furthermore, TikTok's algorithm-driven content recommendation system may create filter bubbles, where users are exposed only to content that aligns with their existing beliefs and interests. This could limit exposure to diverse perspectives and inhibit critical thinking skills development. Moreover, the informal nature of TikTok content may not align with traditional educational standards and objectives. Educators may struggle to integrate TikTok into formal curriculum or assess the learning outcomes effectively.

Overall, while TikTok has the potential to be a supplementary learning tool, its use in education requires careful consideration of these issues to ensure that it enhances rather than detracts from the learning experience.

METHODOLOGY

This study employed the quantitative study approach (explanatory study) to identify the level of acceptance of using TikTok as a new learning platform. For sampling, by referring to Raosoft Calculator Software, 30 million population in Malaysia can be equal to 385 sample of respondents with 95% confidence (The Research Advisors, 2006). The study involving 411 respondents, selected through a multistage sampling technique which are cluster sampling and purposive sampling. A cross-sectional survey and structured questionnaire were used for data collection. The data were keyed in and analyzed by SPSS (Abdul Rauf Ridzuan et al., 2015.)

FINDINGS AND DISCUSSIONS

The data analysis in Table 1 showed that most people accept that TikTok helps in sharing learning information to them (M=3.53). This statement has been supported by Loana 2021 that TikTok gives students a chance to experience online learning, which is beneficial for their education. According to this research, student use of online learning is growing and becoming more integrated. The reason for this is that TikTok videos typically range from 15 seconds to 1 minute in length. Consequently, the majority of TikTok videos contain concise and precise information to ensure comprehension by the audience. This can be supported by Nasiri (2020), TikTok offers a vast array of freely available video content that can be easily searched within the platform. Additionally, TikTok provides video creators with various tools such as editing features and online subtitles to enhance their content. The overall mean of the level of acceptance of TikTok as a learning platform is (M=3.50). This notion has received support from Lunden (2020), TikTok's dedication to expanding its role in education marks noteworthy progress. The effectiveness of video content as an educational tool, exemplified by platforms like YouTube and others, is well-established. This strategy not only engages the platform's younger users but also opens new opportunities for others to effectively harness its potential.

Table 1: The level of acceptance of TikTok as a learning platform

Item	Mean
I think TikTok helps in sharing learning information.	3.53
I found that watching educational and informative videos on TikTok helped me gain much knowledge.	3.52
I believe TikTok has an advantage in learning.	3.51
I found TikTok provides accurate information.	3.51
I think TikTok is an easy tool for gaining more information.	3.50
I think TikTok has sufficient learning information.	3.49
I think TikTok can be a tool to improve education skills.	3.47
I think that I tend to apply educational tips from TikTok videos in my studies.	3.46
I realize that TikTok's function is convenient for improving my grades.	3.43
Overall	3.50

CONCLUSION

In conclusion, while TikTok presents exciting opportunities as a new learning platform, it also poses several challenges and considerations. Despite its widespread popularity and innovative format, TikTok's suitability for educational purposes hinges on addressing issues related to content reliability, depth of learning, potential distractions, and alignment with educational standards.

To harness TikTok's potential as a learning platform effectively, educators and learners must critically evaluate the quality and credibility of content, balance entertainment with educational objectives, and leverage creative techniques to enhance engagement and retention. Additionally, fostering digital literacy skills to navigate TikTok's algorithm-driven content ecosystem and promoting critical thinking to evaluate diverse perspectives are essential.

Ultimately, TikTok's role in education will depend on how effectively these challenges are addressed and how educators and learners adapt its unique features to complement traditional learning methods. By acknowledging its strengths and limitations, TikTok has the potential to become a valuable tool in the educational landscape, providing innovative ways to engage learners and expand access to knowledge in the digital age.

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