

The Effectiveness of Content Creators in Spreading Awareness

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ABSTRACT

As content creators increasingly shape user behaviour and online discourse, particularly with the explosive growth of platforms like TikTok, understanding their capacity to inspire positive behaviours and attitudes is crucial. This study is to measure the level of effectiveness and acceptance of content creators in spreading positive influence on users via TikTok. A sample of 400 respondents from Malaysia participated in the study. Employing a quantitative approach, researchers have distributed an online questionnaire via Google Forms to gather objective and measurable data on users' perceptions. The researchers are using a scale of 4 in regards to agree and disagree. Therefore, the findings, in line with the effectiveness of the research, with ($m=3.3$) while the level of acceptance is ($m=3.3$), reveal that TikTok users have a consensus on the effectiveness of content creators in sharing positive impacts. This implies that content creators have a major influence on the users' experiences and engagements on the platform and may be able to change society for the better. More research into the details of these mechanisms and the content that these creators use could be beneficial for both academics and practitioners in the field of social media influence and digital communication.

Keywords: TikTok, positive influence, TikTok users, effectiveness, acceptance

INTRODUCTION

Humans are social creatures that desire guidance and influence from others. Whether they are learning new ideas or just cementing the one they already have, each of us is susceptible to this phenomenon. From an early age, children desire for validation from their parents, to later seeking influence from friends or strangers that they see randomly. All of us are just doing what is embedded in our genome as human beings. A study conducted by (Solomon Asch 1955) to test the human response to outside influence shows that many subjects would rather conform to something that they knew was wrong because they are influenced to do so by others. In Asch's experiment, participants were in groups and were given a card with a line and another card with three lines and were required to choose which of the three lines matched the length of the line on the first card. The answer was obvious, but the majority of the group, which was composed of the confederates who were aware of the study, intentionally selected the wrong line. The findings indicated that 75% of the participants obeyed the wrong majority at least once and, in total, participants complied with the majority in approximately one-third of the trials. This high level of conformity showed how strong social pressure can be, making people disregard their own judgment in favor of the group's. Asch pointed out that "the tendency to conformity in our society is so strong that reasonably intelligent and well-meaning young people are willing to call white black" (Asch, S. E. 1955).

With the rapid evolution of technological advancement and the many new social media platforms that have emerged, this influence is more accessible to the masses and more likely to be sought out. Individuals are bombarded with new media every second of their lives and have to sift through which one will benefit them and which won't. The media creators that were once conglomerated by a huge team of people in the early age of media have now become a second option for the masses with the birth of social media, where an individual with a smartphone has the power to shape the public opinion. One such example of this where an individual manages to positively change the minds of the people is when a Malaysian celebrity by the name of Aliff Satar started a campaign to rally the Malaysian Muslim community to pray together in the mosque for subuh prayer. His "Subuh Macam Jumaat" campaign started on social media, which later garnered many supporters. Aliff Satar emphasised the positive potential of platform such as this in spreading good and encouraging beneficial activities, such as his initiative that gathered over 3000 people for Subuh prayer and even organised a run afterwards, as stated in a news article by *sinar harian*

Understanding the extent to which content creators can promote positive behaviours and attitudes since they play a critical role in shaping users' behaviour and the discourse on social media platforms like TikTok. Tiktok is an online social media platform that is not new in the market when compared to other social media platforms, but it is one of the most growing platforms when compared to any other social media platform. Hence why content creators on TikTok are very influential compared to any other social media platforms. TikTok offers users a free platform to express themselves and build new relationships (Omar & Dequan, 2020). By rapidly reaching large audiences, these influencers promote societal change. By identifying how they spread awareness and positivity, we can maximise the power of social media to create an online community that is more knowledgeable, compassionate, and engaged. In addition to

enjoyment, people use media for interaction, knowledge, comprehension, escape, stimulation, and interpersonal communication (Berger & Calabrese, 1974).

POSITIVE INFLUENCE

The impact that people or groups can have on others by encouraging positive attitudes, behaviours, and values is referred to as positive influence. It involves urging and motivating people to take actions that enhance both their own and those around them. Positive influence can take many different forms, such as promoting mental health awareness, promoting healthy habits, and exchanging educational content. Users have a unique opportunity to spread positive and inspirational content widely on TikTok. Users can showcase their own successful tales, raise awareness about important social issues, and give mental and physical health advice through creative videos. Positive messages are boosted and gathered by hashtags which makes them accessible to a larger audience.

Also the positive impact of TikTok can be observed through many trends and challenges that are created on this platform and aimed at bringing joy. Trends such as #HappyAtHome, which invited users to express how they have been surviving through lockdowns caused by COVID-19 demonstrates the company's capacity of fostering people's connectedness. Furthermore, many influencers and anyone with a big number of subscribers on their account raise awareness of social problems and mental health issues, sharing their thoughts and opinions with millions of viewers. hence, influencing other users.

Tik Tok seeks to assess the extent of their impact socially. This study aims at addressing the questions of how well creators of content reach and positively interact with the viewers, and the degree to which positive messages impact the hearts and minds of the viewers. Through various quantitative measures, it aims to establish the extent of the impact of content creators based on engagement rates, the level of acceptance, and the propagation of positive content. It also looks at the sentiment analysis and the overall response of the audience on positive messages and messages in general. The findings of this research contribute to understanding the effectiveness of TikTok content creators regarding the outcomes they produce in the real world with a focus on positivity.

METHODOLOGY

The researcher employed a quantitative research study approach to identify the effectiveness of content creators in spreading awareness. The researcher managed to use the method through online surveys that were created on Google Form, the survey was then shared through various social media platforms such as Facebook, WhatsApp, and Instagram. By sharing the survey through various social media platforms, the researcher was able to collect sufficient data and respondents to complete the research and achieve the research objective.

Sample

This study uses the method known as purposive sampling in searching for respondents because the researcher need to ensure the respondents who participate are an active user of "TikTok" so that we could measure and understand the power of influencers through the content that they

made for users on “TikTok”. The survey items that we created for the respondents is solely based on their usage, understanding and what they collected in the context of positive influence from content creators on “TikTok”. By referring to Krejcie and Morgan’s (1970) guideline, based on the population size of Malaysia, the required minimum respondents to ensure the reliability of the study is 384, however this study fall short by few respondents as the researcher only managed to obtain 372 respondents.

Research Instrument

Research instrument is what we use to collect and measure data that relates with our research interest. There are 3 sections to the questionnaire, we started the questionnaire by asking the demographics of the respondents through general questions such as their residing location, their age, and how often they use “TikTok”. Section A is used to determined from where each and every respondents are from and their general details. Next section is where the researcher ask questions relating to the effective of content creators in spreading positive influence towards users on tiktok, we ask them questions on how much they are influenced through 13 questions detailing on the agreement of the statement through scales ranging from 1 to 4 with options for Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4). The same scales of agreement continued to Section C by which is based on the level of acceptance of social media users towards spreading positive influence. Participants believe that the questions to be simple in terms of understanding, at the same time, the researcher made sure the questions were arranged in a systematic manner to prevent any confusing moments through filling in the questionnaire.

Data Analysis

This research utilized a quantitative approach to assess the positive influence from content creators on “TikTok”. By using Raosoft Calculator software for sampling, a population of 30 million in Malaysia with 12 million social networking site (SNS) users. The study needs a total of 384 samples of respondents with 95% confidence to ensure the reliability of the study. However, the researcher managed to collect 372 respondents for the research through a multistage sampling method involving purposive sampling and a well structured questionnaire.

FINDINGS AND DISCUSSIONS

SECTION A: DEMOGRAPHIC BACKGROUND

Table 1.0 Demographic Characteristic of Respondents

Demographic	Frequency	Percentage %
Sex		
Male	158	42.5
Female	214	57.5
Age		
18 years old - 22 years old	165	44.4
23 years old - 27 years old	81	21.8
28 years old - 32 years old	61	16.4
32 years old and above	65	17.5
Ethnicity		
Malay	253	68
Chinese	57	15.3
Indian	56	15.1
Others	6	1.6
Current Residing State		
Northern Malaysia (Perlis, Kedah, Pulau Pinang, Perak)	83	22.3
Southern Region (Melaka, Johor, Negeri Sembilan)	74	19.9
Central Region (Kuala Lumpur, Selangor, Putrajaya)	145	39
East Coast (Pahang, Kelantan, Terengganu)	13	3.5
East Malaysia (Sabah, Sarawak)	57	15.3

The demographic breakdown of survey respondents provides valuable insights into the composition of the sample population, covering aspects such as sex, age, ethnicity, and current residing state. In terms of sex, the majority of respondents are female, comprising (57.5%) of the sample, while males represent (42.5%). This indicates a slightly higher participation rate among women in the survey. The age distribution shows a predominant concentration of younger individuals. The largest age group is between 18 and 22 years old, accounting for (44.4%) of the respondents. This is followed by the 23 to 27 age group at (21.8%), the 32 years and above group at (17.5%), and the 28 to 32 age group at (16.4%). This suggests that the survey primarily attracted younger adults. Ethnically, the majority of respondents are Malay, making up (68%) of the sample. Chinese and Indian respondents each represent (15.3%) and (15.1%), respectively, while other ethnicities constitute a small fraction at (1.6%). This distribution reflects a diverse but predominantly Malay respondent base.

Regarding the current residing state, the largest proportion of respondents, (39%), are from the Central Region, which includes Kuala Lumpur, Selangor, and Putrajaya. This is followed by the Northern Malaysia region (Perlis, Kedah, Pulau Pinang, Perak) at (22.3%), the Southern Region (Melaka, Johor, Negeri Sembilan) at (19.9%), East Malaysia (Sabah, Sarawak) at (15.3%), and the East Coast (Pahang, Kelantan, Terengganu) at (3.5%). This distribution highlights a significant representation from the Central Region, with a substantial presence from other regions as well.

In summary, the survey respondents are predominantly young, female, and Malay, with a significant concentration in the Central Region of Malaysia. This demographic information provides a comprehensive understanding of the sample population, which can be useful for interpreting survey results of the effectiveness of content creators in spreading positive influence towards TikTok users research.

Table 1.1 Demographic Opinion of Respondents

Demographic	Frequency	Percentage %
Do you use TikTok ?		
Yes	365	98.1
No	7	1.9
How often do you use TikTok		
Often (6-8 hours a day)	96	25.8
Occasionally (4-6 hours a day)	100	26.9
Casually (2-4 hours a day)	103	27.7

Seldom (Under than 1 hour)	66	17.7
Never	7	1.9

From the table above, it indicates that the majority of respondents are using TikTok with the percentage of (98.1%). The largest group of respondents, (27.7%), engage with TikTok casually for 2 to 4 hours daily. This is closely followed by occasional users (26.9%) who spend 4 to 6 hours on the app each day. Frequent users, who spend 6 to 8 hours daily, make up (25.8%) of respondents. Those who seldom use the app (under 1 hour a day) constitute (17.7%). The smallest group, consistent with the overall non-users, is (1.9%), who never use TikTok. The data demonstrates that TikTok is highly popular among the respondents, with varied levels of daily engagement. Most users fall into the casual and occasional usage categories, indicating a balanced yet substantial interaction with the app.

SECTION B: THE LEVEL OF EFFECTIVENESS OF CONTENT CREATORS IN SPREADING POSITIVE INFLUENCE TOWARDS TIKTOK USER

Table 2.0 The Level of Effectiveness of Content Creators in Spreading Positive Influence Towards TikTok User

The Level of Effectiveness of Content Creators in Spreading Positive Influence Towards TikTok User	MEAN
I believe the contents of spreading positivity has influenced my understanding of the topic.	3.54
I believe the positive influence of content created by content creators is informative.	3.39
I believe content creators interact with their audience.	3.37
I think content creators effectively use visual elements to enhance their content.	3.36
I feel content creators use appropriate methods to spread positivity to their audiences.	3.34
I believe content creators have a strong understanding about spreading positive influence.	3.33
I believe content creators are credible in spreading positivity on TikTok.	3.29
I believe content creators effectively communicate their message of spreading positive influence to the audiences.	3.26
I believe content creators respond to feedback.	3.22
I believe content creators engage the audience effectively through their content.	3.22

I often engage with contents of spreading positive awareness created by content creators on TikTok. 3.11

I believe the content creator's content has a positive impact in spreading positivity. 3.09

OVERALL 3.30

The effectiveness of content creators in spreading positive influence towards TikTok users can be evaluated through various dimensions, as indicated by the mean scores provided by respondents. The highest mean score, (M=3.54), suggests that users believe content promoting positivity has significantly enhanced their understanding of relevant topics. This demonstrates that such content is not only engaging but also educational. Following closely, with a mean score of (M=3.39), respondents find the positive influence of content creators to be informative. This reflects the creators' ability to deliver valuable and meaningful content. Audience interaction is also rated highly, with a mean of (M=3.37), indicating that content creators are perceived to maintain strong connections with their followers.

The use of visual elements, essential for engaging content on a visually-driven platform like TikTok, scored a mean of (M=3.36). This suggests that creators effectively utilise visuals to enhance their messaging. Additionally, the methods employed by content creators to spread positivity received a mean score of (M=3.34), showing that their strategies are deemed appropriate by the audience. Content creators are also viewed as knowledgeable about spreading positivity, as reflected by a mean score of (M=3.33). However, their credibility, with a slightly lower mean of (M=3.29), indicates room for improvement in building trust with the audience. Effective communication of positive messages received a mean score of (M=3.26), reinforcing the creators' ability to convey their messages clearly.

The ability of content creators to respond to feedback and engage the audience effectively both scored a mean of (M=3.22). This demonstrates that while content creators are responsive, there is potential for more interactive engagement. User engagement with positive content has a mean score of (M=3.11), and the perceived impact of such content on spreading positivity scored a mean of (M=3.09), indicating a moderate level of influence.

Overall, the average effectiveness of content creators in spreading positive influence on TikTok is reflected by an overall mean score of (M=3.30). This suggests that while content creators are generally effective, there are areas for further enhancement to maximise their positive impact on the platform.

SECTION C: THE LEVEL OF ACCEPTANCE OF SOCIAL MEDIA USERS TOWARDS SPREADING POSITIVE INFLUENCE

Table 3.0 The Level of Acceptance of Social Media Users Towards Spreading Positive Influence

The Level of Acceptance of Social Media Users Towards Spreading Positive Influence	MEAN
I support the efforts of content creators in raising awareness in spreading positivity on social media.	3.46
I would recommend the content created by content creators to others seeking positive and meaningful content experiences.	3.41
I believe content creators have influenced my understanding of spreading positivity.	3.33
I believe content creators play an important role in spreading positivity.	3.28
I believe this content creator is effective in spreading awareness on the topic.	3.26
I believe content creators are trustworthy in spreading positivity on TikTok.	3.25
I trust the information provided by content creators regarding positive influence on social media.	3.23
I think the content spread by content creators on social media motivates me to be positive.	3.03
OVERALL	3.28

The level of acceptance of social media users towards content creators spreading positive influence can be gauged from the mean scores provided by respondents. The highest mean score of (M=3.46) indicates strong support for the efforts of content creators in raising awareness about positivity on social media. This shows a high level of endorsement for such initiatives among users. Respondents would also recommend positive content created by content creators to others, as reflected by a mean score of (M=3.41). This suggests that the content is perceived as valuable and worth sharing for a meaningful experience. The influence of content creators on users' understanding of spreading positivity scored a mean of (M=3.33), highlighting their educational impact.

Content creators are seen as important figures in spreading positivity, with a mean score of (M=3.28). This underscores the significance of their role in promoting positive messages. The effectiveness of content creators in spreading awareness on the topic received a mean score of (M=3.26), indicating that users find their efforts generally effective.

Trustworthiness of content creators in spreading positivity on TikTok scored a mean of (M=3.25), suggesting that while content creators are considered credible, there is room for building stronger trust. Users also trust the information provided by content creators about positive influence on social media, with a mean score of (M=3.23). However, the motivational impact of positive content on users themselves scored lower, with a mean of (M=3.03). This indicates that while users appreciate and support positive content, it may not always translate into personal motivation.

Overall, the average acceptance level of social media users towards content creators spreading positive influence is reflected by a mean score of (M=3.28). This demonstrates a generally positive reception, with respondents recognizing and supporting the efforts of content creators in promoting positivity on social media platforms.

CONCLUSION

The study analyses the impact that TikTok content creators have in promoting positive attitudes and behaviours. The research determines the efficacy and acceptability of content creators by using a quantitative methodology and collecting information from 400 respondents through online questionnaires. The results show a strong user consensus (mean score of 3.3 for both acceptance and effectiveness) about the beneficial effects of these influencers on TikTok. The study emphasises how TikTok content creators can positively inspire and impact user behaviour, implying that these creators are essential in forming societal attitudes and online discourse. The information shows that content producers have the power to encourage good engagement and even bring about social change. The findings imply that more study into the particular methods and materials employed by these producers may prove advantageous for scholars and professionals working in the domains of digital communication and social media influence. In conclusion, this study advances knowledge about the efficient ways in which TikTok content creators can disseminate awareness and encouragement, thereby highlighting the important role that these individuals play in the modern digital environment.

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ACKNOWLEDGMENT

Thank you to the faculty for giving exposure to students to do research.

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