

# Influence of Addictiveness to Tik-Tok on Students' Reading Habits: A Study in Delta State Polytechnic, Otefe-Oghara

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## Abstract

*This study examined the influence of addictiveness to Tik-Tok on the reading habit of students in Delta State Polytechnic, Otefe-Oghara (DSPT). The objective of the study was to ascertain whether TikTok addiction affects DSPT students' academic performance. The design of the study was the descriptive survey method in which questionnaire was designed for respondents. The population of this study comprised of legitimate students of Delta State Polytechnic, Otefe-Oghara for the 2023/2024 and 2024/2025 academic sessions. The sample size was gotten from the population of the study in such a way that will be a representative of ND I, ND II, HND I and HND II students who were in both Spats and Regular programmes in DSPT. The purposive sampling of non-probability sampling technique was adopted aimed to capture and give only students of DSPT who have TikTok accounts the chance to participate in the research with regard to responding to the administered questionnaires. The instrument's content and face validity were verified through expert evaluation by professionals in mass communication. Reliability was determined through Cronbach's alpha, yielding a coefficient of  $\alpha = 0.78$ , validating the internal consistency of the tool. The data collection instrument used in collecting data was questionnaire on the influence of addictiveness to TikTok on students' reading habits. Data collected through the questionnaires were analyzed using descriptive statistics such as frequencies and percentages. Findings from the study showed that students of DSPT are familiar with the use of TikTok and the use of TikTok is rampant among students of DSPT; thus, it distracts students of DSPT from reading their books, leading to poor academic performance. It is therefore recommended that adolescents should be encouraged to use phones and internet for educational purposes rather than the usual chatting with friends all the time. They should be advised to limit the use of TikTok or other social networking sites and be encouraged to rather substitute the time to read novels and relevant academic books to improve their knowledge.*

**Keywords:** TikTok, Addictiveness, TikToker, Student, Reading, Reading Habit, Social Media, Academic Performance

## Introduction

The emergence of social media began in the early days of the internet when people started sharing information and communicating with each other. It was just that the earlier were more "technology" intensive and required some expertise to use hence the number of people using these platforms were limited. Over a period of time as the technology matured, platforms were developed where regular users, without any technological background, could also use the service. This service was a turning point in the history of Internet, making the Internet technology all inclusive, where people were no longer spectators to the contents being dished out to them. Now they could create their own content, share it with others, respond to people, collaborates with them and more. This users' interaction is what gave the driving force to the development of social media, as we know it today (Asogwa & Samuel, 2017). Kaplan and Haenlein (2010) define social media as group of internet-based applications that build on the ideological and technological foundation of web 2.0, and that allows the creation and exchange of user-generated contents. They include Facebook, Twitter, MySpace, YouTube, TikTok etc.

The TikTok application available for Android and Apple smartphones enables creation of short videos where users can perform playback-videos to diverse pop-songs, to name one very prominent feature of the platform. These so-called "LipSync-Videos" can be shared with other users, downloaded for non-commercial purposes, commented upon and of course attached with a "Like." Not only are playback-videos uploaded on TikTok but also users view a large amount of video content. Users can also call out for "challenges," where they define which performance should be created by many users. As a consequence, TikTok users imitate the content or interact with the original video (Montag et al., 2021).

Addiction is a condition that results when a person ingests a substance (alcohol, cocaine, nicotine) or engages in an activity (gambling) that can be pleasurable but the continued use of which becomes compulsive and interferes with ordinary life responsibilities, such as work or relationships, even health. The sudden excessive use of Tik-Tok has opened the gateway to Tik-Tok addiction as a psychological disorder that is mostly found in adolescents. Tik-Tok addiction refers to spending so much amount of time on Tik-Tok that it interferes in everyday life. When adolescents exceed the limit of being addicted to Tik-Tok, it starts changing into a psychological disorder, which means spending an excessive amount of time on Tik-Tok, which may restrict adolescents to devote their proper time to real life activities such as work, school, or maintaining relationships with family and friends (Zaffar et al., 2015).

Tik-Tok addiction is most commonly observed in adolescents because of lack of awareness among them regarding the use of internet and social networking sites. The adolescent stage is the stage of stress and storm, strain and strife and because of this, they are unable to discriminate between right and wrong. Tik-Tok addiction may make adolescents experience problems and erosions in their academic life, as this habit interferes with their daily life activities including most important aspect of their academic life i.e. their study habits and academic achievement (Pasek et al., 2009). Tik-Tok is mainly used to keep up with social aspects of college life and it is a part of most students' daily routine. Tik-Tok offers many different options for social networking and entertainment. As far as communication goes, Tik-Tok offers a chat option in which people can send messages instantly to one another.

These are not the only things Tik-Tok does as the adolescents can also use this site to create academic groups in order to share the important information. However, students did not seem to agree on the fact that Tik-Tok helped their academic life. It becomes core to investigate into the level of addictiveness to these social networking sites especially Tik-Tok and see if it affects the academics of students (Madge et. al., 2009). To this effect, this project work will critically examine the influence of addictiveness to Tik-Tok on students' reading habits of students of Delta State Polytechnic, Otefe-Oghara.

In Nigeria, the main documented concern for many ailments among school adolescents is for academic achievement (Ahmed and Qazi, 2011). Each year, failures and lesser scores in exams than expected, consummates the lives of many students. Thus, the main focus of nation should be improvement in academic performance of adolescents. But past researches have shown how internet use had interfered in students' academic work and their social lives. So, it is the concern of many schools to monitor and limit the use of Internet for fear that they cannot perform other tasks if they cross the limit of using the site. With the present era being technology driven, social media has become an indispensable part of many people irrespective of their age. Among different age groups, the maximum users are adolescents and among different social networking sites (SNS), Tik-Tok shares the major part of usage by them. Many adolescents are tending towards excessive usage of Tik-Tok leading to its addiction (Junco, 2011). Does this addiction have negative influence on adolescents or it actually helps them to keep up with their counterparts and be socially connected to them for their betterment? This question is unanswered specifically when it concerns the impact that it has on the study habits and academic achievement of adolescents and that is what the study intends to answer, especially among students in Delta State Polytechnic, Otefe-Oghara (DSPT).

### **Tiktok**

TikTok, known in China as Douyin, is a short-form video hosting service owned by Chinese company ByteDance. It hosts a variety of short-form user videos, from genres like pranks, stunts, tricks, jokes, dance, and entertainment with durations from 15 seconds to ten minutes. TikTok is an international version of Douyin, which was originally released in the Chinese market in September 2016. TikTok was launched in 2017 for iOS and Android in most markets outside of mainland China; however, it became available worldwide only after merging with another Chinese social media service, Musically, on 2 August 2018. TikTok and Douyin have almost the same user interface but no access to each other's content. Their servers are each based in the market where the respective app is available. The two products are similar, but features are not identical. Douyin includes an in-video search feature that can search by people's faces for more videos of them and other features such as buying, booking hotels and making geo-tagged reviews. Since its launch in 2016, TikTok and Douyin rapidly gained popularity in virtually all parts of the world. TikTok surpassed 2 billion mobile downloads worldwide in October 2020. TikTok is a popular video-sharing social media site (Bailey, 2020). TikTok is a Chinese viral video-making application first introduced and claimed by the Chinese organization ByteDance. It is utilized to make short clips, lip-sync, move, satire, and talented recordings of 3 to 15 seconds, and short looping recordings of 3 to 60 seconds. It is a global form of Douyin that was initially delivered to the Chinese market in 2016 September. Afterward, TikTok was dispatched in 2017 for iPhone and Android in many business sectors outside of territory China; in any case, it just opened up around the world, including the United States, in the wake of conversing with another Chinese online media administration Musically on August 2, 2018. Since its dispatch in 2016, TikTok/Douyin quickly picked up fame in East Asia, South Asia, Southeast Asia, the United States, Turkey, Russia, and different world pieces. As of October 2020, TikTok outperformed more than 2 billion versatile downloads around the world (Louise, 2019).

### **Advantages of Tiktok App**

- **Discovery of talent:** There are millions of people all around the globe who do not have a platform to showcase their skills to the outer world. Applications such as TikTok makes it possible for the smaller creators to reach a wider audience much easier. They do not have to spend money on publicity or getting their talent out of their little room. A great thing if you think about it.
- **Entertainment:** There is no need to mention that TikTok is filled with a lot of talented creators who can entertain you for hours without making you bored. Thousands of videos uploaded to the platform every day provides a consistent flow of fresh content at your fingertips. It can be more entertaining than some movies if you are really into such short clips that make you laugh.
- **Make money:** TikTok won't directly pay you any money for uploading videos. However, brands do, if you promote their products or services to your TikTok audience. Apart from that, you can promote yourself and gain publicity on the platform being a popular creator, driving more opportunities for you outside TikTok. So, when used with care, you can earn money with TikTok.
- **Anyone can use it:** Unlike many other industries, you do not have to be a Starkid, or famous to start using TikTok. As long as you have a smartphone and an Internet connection, you are good to go. Various features provided by the app such as the beautification of the videos make it easier to upload content (Rahul, 2020).

### **Empirical Review**

Many social media tools, such as TikTok, have provided an excellent opportunity for students to learn in an expression course. However, not only students benefit from online video platforms. Also, scholars can gain a reputation through TikTok. If people look closely when they click into a person's account, they will see a symbol that officially announces that the video maker is a professional scholar. There is usually a red circle with a check mark, and that will show the TikTok official has proved that the scholar is under authentication. In that case, when students surfing on the internet, or when they roll down to the next TikTok video, it will be a great chance that they can see these academic videos. In other words, this is the way how teenagers or school-aged students learn knowledge through online platforms, and most importantly in an easily acceptable and creative way. Also, students can like and share the videos their teachers make, so that the teacher will gain fame, and more students would be able to see the video. This would enhance a learning environment among users (also known as TikTokers) (Jiahong, 2021).

Other studies of social media use have focused strictly on its impact on dynamics that have been shown in prior scholarship to indirectly affect grades – college student engagement and involvement. These studies stop short of assessing the direct effect of social media use on grades, but prior research on traditional forms of academic engagement and involvement has emphasized the role of these dynamics in influencing GPA and other academic outcomes. For example, a 2007 study of first-year students and social networking sites conducted by the Higher Education Research Institute (HERI) at the University of California Los Angeles revealed no relationship between time spent on social media and the amount of time spent on academic endeavors, particularly when they compared students who reported spending less than one hour on social networking sites daily and those who report spending more than six hours. However, the study did find a positive relationship between more social media use and higher levels of campus social involvement. Students who were spending more time using social media reported a stronger connection to their institution, felt better about their social life, and were also spending more time on real-life social activities such as interacting with friends and participating in student clubs or groups (Rahmawati and Anwar, 2022).

The popularity of TikTok among social media platform users and the openness of its content make it more accessible to students both of secondary schools and tertiary institutions. Despite the adverse effects of TikTok on students, there are also positive effects of TikTok. Bernard found that using TikTok videos in the classroom engaged students' attention, increased their interest in learning, and improved their understanding (Bernard, 2021). Furthermore, TikTok is more familiar to students, so using TikTok in the classroom can increase their learning efficiency. Ilham also suggested that during Covid-19, using TikTok for learning was effective; students would be more motivated and would not get bored. Students are drawn to familiar software and are curious about how teachers will use it to teach. At the same time, TikTok's extensive social approach can be utilized to move away from the traditional Chinese approach to education (teacher-centered) and allow more students to participate in the classroom (Ilham, 2022).

## Theoretical Framework

This study was anchored on the Uses and Gratifications Theory which say that a medium or a message is a source of influence within the context of other possible influences. Rosengren (1974) says that individual differences influence media effects. The researcher should look at the involvement, motivation, selectivity of individual communicators to understand the effects. People choose media content and the channels purposively, with which they can associate easily and it is in response to their expectations and desires. Uses and Gratifications studies have delved deep into motives for using social media platforms and the effects associated with it. During the process of cultivation, audiences are also satisfying their needs and desires of social networking use. If students of Delta State Polytechnic, Otefe-Oghara approach TikTok application with certain expectations, then they decide what to do on the social media platform. This decision effects the processing of information also. Social media dependency (TikTok application use) is also closely related to Uses and Gratifications and so is the functional approach to Mass Communication. Researchers have attempted to link gratification with effects successfully to some extent. They have argued that gratification affects social behavior, psychological behavior, motivation, attitudes and activity. Due to the expected feedback (acceptance, applaud, accolades) that students of Delta State Polytechnic, Otefe-Oghara required from course mates, clients, friends and fans on the TikTok application, they tend to make use of the application and if left unchecked, goes into addictive use. It is established that DSPT students make use of the Tik-Tok app to meet their entertainment needs.

## Statement of Problem

The discourse on social media addiction has become more often discussed in recent years. It is perceived that social media has been often abused especially among younger folks leading to distractions from both academic and non-academic activities. This negative trend has become more negatively significant in the academic sector among students of both secondary and tertiary institutions. TikTok is very popular among the young and has become for many a mode of free and creative self-expression (Ngilangil, 2022). TikTok being one of the most used social media platforms recently among adolescents and teenagers for sharing short videos, has been associated with several adverse effects in its usage (Rahmawati & Anwar, 2022). According to Simrin (2020), "TikTok is designed to be addictive being incredibly easy to fall down the TikTok hole and suddenly reemerge hours later having lost an entire day." It is therefore important for instructors and schoolteachers to become aware of how students are affected by watching TikTok which may apparently lead to its addiction (Liu, 2023). From the foregoing, it can be opined that addiction to TikTok could affect academic activities such as attending lectures, doing assignments and class works, reading and studying amongst others. It is to this end that this study intends to explore the influence of addictiveness to TikTok on students' reading habits with particular focus on students of Delta State Polytechnic, Otefe-Oghara.

## Methodology

For the purpose of this work, descriptive survey method was used which portrayed the use of questionnaires administered to respondents in order to elicit responses for data analysis. The population of this study comprised of all legitimate students of Delta State Polytechnic, Otefe-Oghara for the 2023/2024 and 2024/2025 academic sessions put at about 16,550. Sample size of 120 was gotten from the population of the study in such a way that it was a representative of ND I, ND II, HND I and HND II students who were in Spats and/or Regular programmes in Delta State Polytechnic Otefe-Oghara. The purposive sampling of non-probability sampling technique was adopted. The purposive sampling or judgmental sampling was aimed to capture and give only students of Delta State Polytechnic, Otefe-Oghara who have TikTok accounts the chance to participate in the research with regard to responding to the administered questionnaires. The data collection instrument used in collecting data was questionnaire on the influence of addictiveness to TikTok on students' reading habits. The method of data collection for this study was one-on-one or interpersonal administration of the questionnaire by the researcher to the respondents. The data collection instrument used in collecting data is questionnaire. After the collection of the questionnaire, the popular method of frequency and percentage was used to analyse the data to present it an accurate and clear manner.

The instrument's content and face validity were verified through expert evaluation by professionals in mass communication. Reliability was determined through Cronbach's alpha, yielding a coefficient of  $\alpha = 0.78$ , validating the internal consistency of the tool.

## Results

Data collected through the questionnaires were analyzed using descriptive statistics such as frequencies and percentages. Out of 120 questionnaires administered, only 100 were retrieved and thus used for data analysis.

**Table 1:** Students of DSPT are familiar with the use of TikTok

Responses	No of Respondents	Percentage (%)
Strongly agree	34	34
Agree	24	24
Undecided	9	9
Disagree	20	20
Strongly Disagree	16	16
Total	100	100

From the table above, it shows that 34(34%) of the total respondents strongly agree that students of DSPT are familiar with the use of Tik-Tok, 24(24%) agreed, 9(9%) are undecided, 20(20%) disagree while 16(16%) strongly disagreed. Thus, this table shows that majority of the respondents (34%) concludes that students of DSPT are familiar with the use of TikTok.

**Table 2:** Students who are addicted to TikTok use are lazy towards academic work

Responses	No of Respondents	Percentage (%)
Strongly agree	22	22
Agree	31	31
Undecided	16	16
Disagree	17	17
Strongly Disagree	14	14
Total	100	100

From the table above, it shows that 22(22%) of the total respondents strongly agreed that students who are addicted to TikTok use are lazy towards academic work, 31(31%) agreed, 16(16%) are undecided, 17(17%) disagreed 18(22.5%) while 14(14%) strongly disagreed. This table shows that majority of the respondents (31%) are of the notion that students who are addicted to TikTok use are lazy towards academic work.

**Table 3:** The use of TikTok is rampant among students of DSPT

Responses	No of Respondents	Percentage (%)
Strongly agree	39	39
Agree	34	34
Undecided	7	7
Disagree	8	8
Strongly Disagree	12	12
Total	100	100

From the table above, it is discovered that 39(39%) of the total respondents strongly agreed that the use of TikTok is rampant among students of DSPT, 34(34%) agreed, 7(7%) are undecided, 8(8%) disagreed while 12(12%) strongly disagreed. This table therefore shows that majority of the respondents (39%) concludes that the use of TikTok is rampant among students of DSPT.

**Table 4:** The use of TikTok distracts students of DSPT from their books

Responses	No of Respondents	Percentage (%)
Strongly agree	17	17
Agree	27	27
Undecided	14	14
Disagree	24	24
Strongly Disagree	18	18
Total	100	100

From the table above, it is seen that 17(17%) of the total respondents strongly agree that the use of TikTok distracts students of DSPT from their books, 27(27%) agreed, 14(14%) are undecided, 24(24%) disagreed while 18(18%) strongly disagreed. Thus, the above table shows that majority of the respondents (27%) are of the opinion that the use of TikTok distracts students of DSPT from their books.

**Table 5:** DSPT students are addicted to the use of TikTok

Responses	No of Respondents	Percentage (%)
Strongly agree	26	26
Agree	29	29
Undecided	14	14
Disagree	16	16
Strongly Disagree	15	15
Total	100	100

From the table above, it shows that 26(26%) of the total respondents strongly agree that DSPT students are addicted to the use of TikTok, 29(29%) agreed, 14(14%) are undecided, 16(16%) disagreed while 15(15%) strongly disagreed. Thus, this table shows that majority of the respondents (29%) are in support of the notion that DSPT students are addicted to the use of TikTok.

**Table 6:** TikTok addiction affects DSPT students' academic performance

Responses	No of Respondents	Percentage (%)
Strongly agree	37	37
Agree	32	32
Undecided	6	6
Disagree	11	11
Strongly Disagree	14	14
Total	100	100

From the table above, it shows that 37(37%) of the total respondents strongly agree that TikTok addiction affects DSPT students' academic performance, 32(32%) agreed, 6(6%) are undecided, 11(11%) disagreed while 14(14%) strongly disagreed. Thus, this table shows that majority of the respondents (37%) strongly agreed that TikTok addiction affects DSPT students' academic performance.

**Table 7:** TikTok addiction has negative influence on the reading habits of students in DSPT

Responses	No of Respondents	Percentage (%)
Strongly agree	34	34
Agree	15	15
Undecided	9	9
Disagree	23	23
Strongly Disagree	19	19
Total	100	100

From the table above, it shows that 34(34%) of the total respondents strongly agreed that TikTok addiction has negative influence on the reading habits of students in DSPT, 15(15%) agreed, 9(9%) are undecided, 23(23%) disagreed while 19(19%) strongly disagreed. Thus, this table shows that majority of the respondents (34%) agree that TikTok addiction has negative influence on the reading habits of students in DSPT.

## Discussion

The focus of the study was to investigate the addictiveness of TikTok on reading habits of students in Delta State Polytechnic, Otefe-Oghara. Result from the study revealed that majority of the respondents are familiar with the use of TikTok application for sharing short videos. The result from the above is consistent with studies from Mohammed and Suleiman (2013) which opined that awareness level of the social media among the students is high which results in daily usage of the social media by majority of them. More so, Kingdom and Nnabuike (2015) in their research revealed that usage level of social networking sites among the students is high and this cuts across gender and age demographics as well as academic programmes. Another study by Ngilangil (2022) revealed that Tiktok had a significant relationship with the students which means Tiktok was influential and engaging. TikTok's influence on students has provided them with a platform to entertain its viewers. While TikTok may be entertaining to the young, there are also other positive and negative effects.

The study also showed that a large number of students who are addicted to TikTok end up becoming lazy academically. They tend to scarcely indulge in academic activities such as reading, studying, going to classes to receive lectures, or even doing assignments and class works; rather, they tend to spend so much time on the TikTok app. This in the end affects their academic performance leading to poor academic achievement. Work done by Mekler (2021) provide findings consistent with the present study. Findings from the study showed that TikTok can impact college students' abilities to be able to pay attention in class and get their schoolwork done, so students have the possibility of doing worse in a class if they have and use the app TikTok.

Result from the study also revealed that the use of TikTok has become rampant among students in Nigerian tertiary institutions, including Delta State Polytechnic, Otefe-Oghara. Furthermore, the study revealed that TikTok addiction has negative influence on the reading habits of students in Delta State Polytechnic, Otefe-Oghara. Findings from study done by Salasac and Lobo (2022) disagrees with findings from the present study.

From the study, it is revealed that with the TikTok use, the level of students' engagement in their academic coursework (such as reading) is significantly very high. The study also revealed that the use of TikTok distracts students of DSPT from their books. Result from study conducted by Khurana (2015) agrees with the above finding. The study revealed that youths are getting addicted to social networking sites or social media platforms like TikTok and tends to distract themselves from academics around the world. Another study done by Mekler (2021) showed results consistent with the present study. The results showed that the more time participants spent on TikTok each day, the more they became distracted on TikTok when they were trying to pay attention in class and complete schoolwork.

Findings from the study also showed that students of Delta State Polytechnic, Otefe-Oghara are addicted to TikTok use. This is consistent with findings from the study done by Liang (2023) which opined that students, who receive higher education are one of the groups with the highest stickiness of Tik Tok users. According to Ciplak (2020 cited in Mekler 2021), "TikTok can captivate anyone who is using the app and can cause something like an addiction, where you do not want to get off the app. The more time per week that people spend on social media, the more they become addicted to social media". Findings from study done by Vhatkar and Mali (2021) revealed that TikTok is very famous among youngsters. It is used by students in large number. The study also showed that TikTok addiction affects DSPT students' academic performance. This result aligns with those from Kingdom and Nnabuike (2015) who in their research revealed that the Bida Polytechnic students use the social media/social networking sites for various purposes, and these uses have enormous impact or influence on their academic performance. On the other hand, the survey by Mekler (2021) revealed that TikTok can negatively impact college students' abilities to pay attention and get their coursework done, which can lead to worst academic performance. Kuznekoff and Titsworth (2013) thought that classroom learning is something that needs attention focused on what is being taught or lectured, and if students are using their phones during class, then they will not take notes very well. They found that participants who were exposed to increased phone distractions scored more poorly on the test following the distractions and took less detailed notes. This study demonstrates that not only are phones themselves distractions, using or being distracted by a phone can lead to decreased learning and negative learning outcomes. From the study of Hinchliffe (2021), it was ascertained that 90% of the respondents that use social networking sites (e.g., Tiktak, etc.) positively helped them to help their academic performance.

## Conclusion

With the present era being technology driven, social media has become an indispensable part of many people irrespective of their age. Among different age groups, the maximum users are adolescents and among different social networking sites (SNS), TikTok shares the major part of usage by them. Many adolescents are tending towards excessive usage of TikTok leading to its addiction. This addiction has negative influence on adolescents or it actually helps them to keep up with their counterparts and be socially connected to them for their betterment. The findings indicate that there is a significant negative impact of TikTok Addiction on study habits and academic achievement of adolescents. The major implication derived is that the higher the addiction to TikTok the study habit become poor and academic achievement decreases resulting in lower grades.

## Recommendations

From the findings of the study, the following recommendations are made by the researcher thus:

1. Adolescents should be encouraged to use phones and internet for educational purposes rather than the usual chatting with friends all the time. They should be advised to delimit the use of TikTok and be encouraged to rather substitute the time to read novels and relevant academic books to improve their knowledge.
2. Since the study confirmed that the excessive use of TikTok affects the study habits and academic performance of students negatively, there is the urgent need for the introduction of students to the availability of information resource or materials in the library that can help them in their studies.
3. It is further recommended that adolescents should be made aware of dangers of addiction to TikTok. They should be introduced to sites that can add values to their academic work and research.

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