

# Levels of Use Of Young People Apply Tik Toks and their Impact on their Behaviour

**Saadi Hussein Hamel Al-Shammari**

Assistant Teacher

Al-Mustaqbal University College, Babylon, Hilla, Iraq

Email : [saadi.hussein@mustaqbal-college.edu.iq](mailto:saadi.hussein@mustaqbal-college.edu.iq)

## Abstract

*Tik Tok quick video clip is becoming a favorite brand new news and a fresh social type. Users display, share, remark and digest through Tik Tok, and start to become individuals in popular tradition. Tik Tok community with social characteristics, its individual teams aren't are not just producers of popular tradition, but in addition disseminators and customers. TikTok could be the area for portable recordings. On TikTok, short-structure recordings are invigorating, unconstrained, and authentic. Regardless of whether you're a games devotee, a creature lover, or maybe keen on a snicker, there's one thing for all on TikTok. Tik Tok application turns out to be popular with youthful people since clear crowd to its creation situating and novel collaboration strategies. This paper starts from the synopsis of the Tik Tok, the valid justifications for the allure, a such like, and makes ideas for tips for its practical turn of events*

**Keywords :- Tik Tok, Social Media, Social Behaviour,**

## Introduction

Today, "the" standard type of communication examination is largely likened with research rehearses on Roessler's. The allure of Tik Tok furthermore has drawn town consideration. In China, central government organizations have utilized Tik Tok to enact territorial inhabitants, permitting them to improve overall population issues and keep occupants informed. Supported by the fast development of times, progressively more innovations appear to make it simpler for individuals to embrace everyday exercises. In current times may not be separated from the web. For individuals, the internet is everything, and they can't be divided on the web. People see things, and then they become advancements. What's more, they create. With human-created developments, various spic and span applications have arisen, blasting over the most recent couple of years. TikTok had been the seventh-most introduced application related to the 2010s and has all the earmarks of being consistently a genuine

contender against Facebook's hang on informal community into the western. The expanding loss of interest of youthful grown-ups in antiquated news and their substitution by video-on need platforms and person to person communication destinations ha drove Tik Tok and Twitch to be the keys obtained components of data and action for them, requesting an improvement when you take a gander at the substance of brands.

Web surfers are progressively becoming independently publishing clients. Clients' inspirations - in particular filing, self-articulation, social association, and looking - are critical indicators to Tik Tok use activities yet fluctuate in sums and effect.

The increment of electronic association and, in explicit, informal communication has changed client rehearses. Among the results is the way that video-on-request platforms are presently really the outright mos trusted as a method for getting data and movement (IAB diversion and information(IAB), 2021; Suarez-Alvarez and Garcia-Jiménez, 2021). Thus, the work of platforms prompts the crowds' impression of associations and the collaboration to adjust, making clients genuinely make your content they like their own special likewise to create new messages based on the brands' magazines. Clients have actually the energy to pick whether or not to digest precisely what appears network profiles and as a result, advancement and creativity become significant pristine correspondence designs

### **The problem of searching**

Over a very short period of time, Tik Talk has gained enormous popularity, especially in the young and young age group, and has had a major impact on people's lives, and over time has been able to cross all borders, and has been misused a lot, although modern applications are not evil in themselves and those who design them do not mean harm but offer new and different features, and the tuk-tuk app allows video shoots with a variety of music in the background. The main objective in these means today is to exchange views and ideas, transmit information, images, videos, etc., and to present the problems facing societies and to present proposals and solutions to them in an era of accelerated global changes, which we can call the era of information globalization, whose effects on human societies, culture and value patterns have been greatly reflected. Thus, the problem of research in trying to identify the negative and positive effects of using the application of tuk-tuk to build the value system for university students, by answering the main question, what are the implications of using the tuk-tuk application on social values and behaviours in young people.

## Research objectives

- 1- Knowing the extent of the youth's confidence in the content of the tik-tuk .
- 2- What psychological impact does the tech tech application have on young users through content.
- 3- What are the motives and purpose of using young people to apply "Tech Tech"
- 4- Knowing the extent to which the use of the tuk-tuk application affects the building of the valuable and behavioral system among young people.
- 5- Find out the size of your daily use and the preferred times to use tech tech.

## The importance of research

The importance of the study is unique to the topic of using the application of tik tech and try to monitor the effects of the use of this application young people in addition to that the study is looking for what is the purpose and motives of using the application tuk-tuk as well as knowing the levels of use of the application and how much influence their behaviors, especially that this application spread widespread and expanded in the youth media and university students and increased turnout after the Application Instagram added the feature of tuk-tuk in its content, and that this study aspires to add Database and information about the use of the tuk-tuk application and the extent to which the application affects their behavior, and this study enables us to reach statistically significant results on the subject of the use of the application of tuk-tuk social media in general and tick tick in particular.

## Fourth: the type of research and its approach

This research belongs to descriptive research aimed at photographing, analyzing and describing the impact of the use of tuk-tuk application on their research sample behavior in a precise scientific way, and this type of research stands at the limit of data collection but extends its scope to try to analyze these effects and reveal the level of reflection on the building of values and behaviors of young people, and the research relied on the method of analytical descriptive survey because it is the most appropriate curriculum used in studies Global.

## Fifth: The research community and its sample

The research community consists of users of the tuk-tuk application from students of the University's Future College and has identified the basic sample

of the research and the available sample has been selected under the type of non-probability samples.

### **Sixth: Research magazines**

#### 1.Spatial area

The researcher chose the city of Hilla College of the Future University a spatial area to research the place of work of the researcher

#### 2 . Temporal field

Field work in the design of the form, its distribution to the public and its recovery took one month, which is between 01/01/2022 31 January2022 of the same year.

#### 3.Human Field-

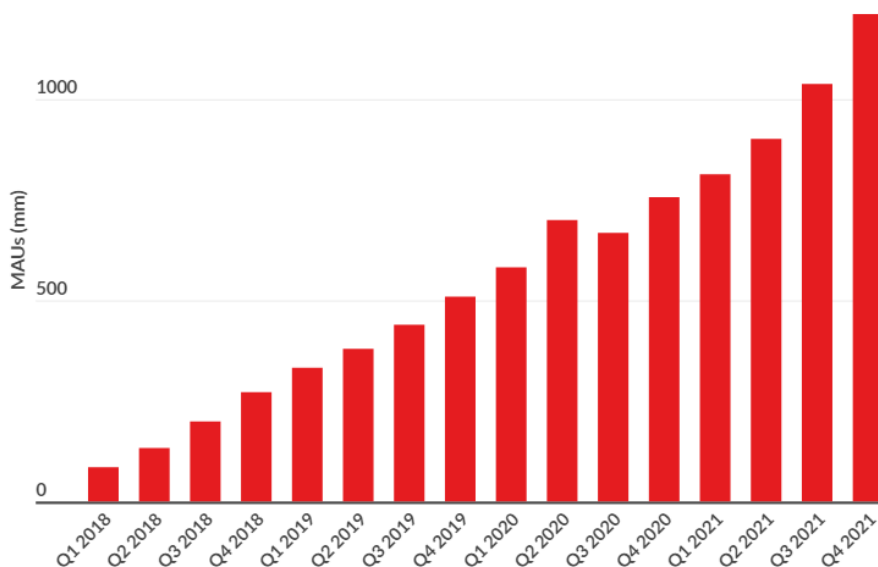
The human field is represented by future college students , male and female adults, due to the fact that students at The Future College are part of Iraqi society.

#### Seventh: Search tools

He adopted the necessary information through the questionnaire, which included several interlocutors to collect data and information on the subject of the research, as well as the paragraphs of the scale to see the impact of the use of the Tek Talk application by the members of the search sample.

### **TikTok users**

Tik Tok can be a developing social sort in well-known practice. Through examining singular conduct of Tik Tok similar to a member in mainstream society, and builds individual conduct's self-personality, group ID, and social ID.



## **Users as Popular Culture Disseminators**

In accordance with the transmission method of Tik Tok, clients will intentionally or unwittingly turn out to be the disseminators of famous practice. There are two fundamental methods for clients to scatter: First, at whatever point clients try to share a video cut, they can share it completely on informal communication through Tik Tok's a single tick work that advances how clients intentionally disperse. Then, Tik Tok has traffic that is novel for film suggestions. Traffic course is essentially about local area and consideration. Clients have started imparting famous custom once they strike the like key or make input on recordings. Tik Tok clients have three characteristics in content dispersal as communicators: Firstly, Tik Tok clients aren't really straight messed up in content creation for content spread, yet the Tik Tok stage will direct clients to embrace social scattering as per the idea calculation. Then, clients can gain data without constraint, however in accordance with the limitation of Tik Tok, clients can spread the given data provided by the functioning stage. At long last, because of the shortage of consideration, information sent by clients may be popularized.

## **Clients as famous practice Customers**

The famous practice has business qualities, and Tik Tok has fostered a concise film stage with retail esteem. When you check out the Tik Tok stage, clients' use propensities comprise: Firstly, when the setting is taken because of the real thing of utilization. Clients pick the video deals promoting capacity "shake +" at their specific cost to empower video cut traffic to acquire extra consideration. Then, clients should purchase adverts installed in recordings by survey recordings, which will be similar to the utilization conduct of adverts in broad social peculiarities. Thirdly, clients pay cash for their most loved ongoing telecasters. Such use conduct could be understood as "fans' utilization," a self-show of fans towards the thing of use, and a de-monetary mental buildup. As a general rule, using the development of famous custom, people utilization of things is undoubtedly not limited to the joy of item yet also incorporates other qualities brought side-effect, such as status, interest, distinguishing proof, honor, and so forth.

The "Tik Tok" APP clients have homogenization related to the substance. It is accurate because of the naming regarding the proposed content regarding the robust calculation that the purchaser sees data is comparable. These are commonly gotten when you check out the "data boudoir." Individuals and machines consolidate the present features, falsely evaluating the content, and making use of } calculation innovation to recommend client composed substance

and unknown substance at a particular rate. The adaptation way to deal with the "Tik Tok" is chiefly fixated on advertising power company}. As of late, the association has helped out Taobao and recommended the results of this web-based business. Whenever you check out the fast video can be directly from the Taobao shop to situate orders straightforwardly. The "Tik Tok" APP, through the three parts of publicizing methodology, individual need, and calculation innovation, examines the irritating issues currently when you check out the substance system and liquidation ability and proposes countermeasures to make the "Tik Tok" go further.

### **Tiktok Is Quickly Increasing Through The Ranking**

Using the fast development of the information age, each second of human culture might present a remarkable educational encounter. Following the presentation related with a brief video regarding the Tik Tok, the buyer's acclaim was won in light of the dispersal that is fine and smart promoting imagination, which turned into a style when you check out the adolescent gathering Tik Tok has become a household name over the last year, and its growing popularity continues to gather momentum. Tik Tok is used by 18% of global internet users aged 16 to 64. Between January and March, just under a fifth of internet users outside China were using the app. Since then, our coronavirus research shows this service and other related platforms beginning to speak to a broader demographic. But video-sharing media have also proved popular among different audiences, like parents with young children. Platforms like Tik Tok can offer a space for family-oriented content, and our research points to a burgeoning culture of fun, household videos as families have sought to reconnect. As for usage increases, Tik Tok is increasingly falling under the microscope regarding privacy. Though this arguably has "nothing to do with Tik Tok, and everything to do with China," it will have to tread carefully if it's to avoid being targeted and risking further growth in the future

### **Results:**

The study started from the entrance of uses and gratifications in identifying the youth's use of the Like Tok application and the gratifications that they achieve through that use, where we will review the most important results related to the characteristics of the research sample and then present the most important results related to the objectives and questions of the study: First: Characteristics of the sample vocabulary: The study revealed that the highest percentage of respondents was from the male category with a percentage of (50%) compared

to (45%) for females, and for the age group, the highest age group was the category (20/25 years) with a percentage of (48.8%) compared to (25%) for the two groups (20/ 16 years and (25/30 years) and (1.3%) for a category (30 years and over).

\*\* The study showed that most of the respondents were from university level, where their percentage reached (76.3%), followed by those with secondary level with (12.5%), followed by those with intermediate level with (7.55%) and finally those with primary education level with (3.8%). Second: The habits and patterns of youth use of the Tik Tok application

\* The results of the study showed that the majority of the respondents used the Tik Tok application for less than a year with a percentage of (63.8%), followed by those who used it from one to two years with a percentage of (26.3%), then those who used it for more than two years (10%)

\* The study revealed that Most of the respondents use the Tik Tok application according to circumstances with a percentage of (47.5%), followed by the use in the night period by (36.3%), then the use in the evening period by (12.5%), then finally the use in the afternoon by (3.8%)

\* The results of the study showed The majority of respondents use the Tik Tok application for less than an hour at a rate of (53.8%), followed by those who use it from one to two hours at a rate of (37.6%), and finally those who use it for more than two hours at a rate of (8.8%)

\* The study revealed that most of the respondents prefer to use the Tik Tok application individually with a percentage of (71.3%). To the particularity in which young people usually tend to try to liberate, which is contrasted with cases of introversion, and both cases lead to a preference for solo use. It is also noted that friends represented (23.3%) compared to (5%) for use with family members, and this is due to this To the tendency of young people to escape or evade family authority and rebel against the authority of parents or adults that characterize use with this stage. Third: The motives and needs of young people using the Tik Tok application:

\* The study found that most of the respondents use the Tik Tok application without registering an account as a “visitor” by (62.5%), and this can be attributed to mere exploration, curiosity and entertainment, and in the presence of this feature, what makes them in need of registering a personal account, compared to (37) 5%) for individuals Those who have a personal account on the Tik Tok application

\* The study showed that the majority of respondents who have an account on the Tik Tok application that their pages are personal by (21.2%), and this is due to the privacy of what they publish on their pages, and it is also noted that the pages available to everyone such as (8.8%) compared to (6.3%) for

- individuals whose pages are available to friends, then finally to individuals whose pages are available to family members (1.3%).
- \* The study showed that the majority of respondents prefer the service of watching videos by (73.6%), secondly the chatting service by (11%), thirdly the commenting service by (12.1%), and finally the service of sharing your videos with a percentage of . (%3.3)
  - \* The study revealed that it is rare for respondents to create videos by Tik Tok application by (68.5%), followed by individuals who sometimes create videos by (28%) and finally individuals who create videos permanently by Tik Tok application by (63%)
- \* The results of the study showed that the motive of entertainment, entertainment and spending time was the most important motive. That stands behind the respondents' use of the Tik Tok application by a percentage. (52.9%), followed in varying proportions by the motive of escaping from reality and boredom with a percentage of (13.2%), then the motive of learning about different cultures and lifestyles at a rate of (11.6%), then in equal proportions the motive of getting rid of the emotional and social void and the motive of interest in pursuing talents ( 9.9%), and finally, the motivation of communicating with friends (2.5%). Fourth: The gratifications achieved through the use of Tik Tok application by young people:
- \* The study revealed that the majority of the respondents that they sometimes feel comfortable when using the Tik Tok application by (52.5%), followed by the individuals who rarely feel comfortable when using it (30%), and finally the individuals who feel comfortable permanently when using it (15.5%). .)
  - \* The study revealed that the majority of the respondents agreed that one of the features of the Tik Tok application most in fulfilment of their desires was the feature of downloading videos by (51.6%), then the feature of sharing videos by (21%), then the feature of commenting by (14.7%), then the feature of chatting by (8.4) The study revealed that the extent of satisfaction with the level of the Tik Tok application and the services it provides to them is at an average rate of (43.8%) and by (57.9%), and it is for them a new means of entertainment and entertainment by (46.4%) and also meets all their needs Personality rate (30.4%).
  - \* The study revealed that the majority of the respondents unanimously agreed that one of the most fulfilled gratifications from using the Tik Tok application was recreational gratifications with a percentage of (62.9%), then cultural gratifications with a percentage of (16.5%), psychological rumours with a percentage of (11.3%), and finally social gratifications with a percentage of (11.3%). 9.3%).

- \* The study revealed that the majority of respondents feel nothing when they are absent from using the Tik Tok application with a percentage of (61.6%) compared to (29.6%) who feel empty when they are absent from using the Tik Tok application, while those who feel (5.3%)
- \* Tops the list of needs that the Tik Tok application fulfills for the sample members is the need for entertainment by (47.9%), then the need to showcase talents by (25.7%), then the need for fame by (10.6%), then the need to market new products and ideas. by (9.7%), then the need to address social issues with a percentage. (7.1%) .

Anxiety and turmoil when they are absent from using the application by (8.6%) and finally other reasons (1.2%). The study revealed that the majority of respondents unanimously agreed that they are ready to permanently stop using the Tik Tok application with a percentage of (62.5%), compared to (27.5%) of the respondents are reluctant to stop using it, and finally the individuals who cannot stop using it completely with a percentage of (10%) explaining that the application made them addicted to it and they could not stop using them, and that Stop using it makes them feel depressed and psychologically frustrated. The majority of respondents agreed that their use of the Tik Tok application did not affect their thinking and lifestyle by (75%), compared to (21.3%) who believed that the application had an impact on their thinking and lifestyle when using it, and finally individuals who believed that the application had a significant impact on their lives. Their thinking and lifestyle (3.8 percent)

\* The study finally revealed that the final evaluation of individuals for the application of Tik Tok, whether as users or surfers, is an average rate of (37.5%), compared to (25%) of users and surfers who see that the application of Tik Tok is good, Among the users and browsers who see the Tik Tok application as bad at a rate of (22%), followed by the individuals who think that the Tik Tok application is very good at (12.5%), and finally the individuals who think that the Tik Tok application is excellent By (2.5%). 3

### **Suggestions and recommendations:**

1. The topic that I touched upon in this study is one of the most important and prominent topics that can be addressed and taken care of by researchers in their scientific and academic career
2. I suggest here the need to reconsider the use of this type of applications and try to be familiar with all its aspects, to avoid the countless negatives, even if there are positives, they are very few

3. In light of the spread of such applications in our society, there is an imperative need to intensify the conduct of academic scientific research In the field of new technologies and special applications

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