

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The prevalence of mental health challenges among students has garnered significant attention worldwide. Social media platforms, particularly TikTok, have become influential spaces where students interact and access mental health information. TikTok's short, engaging video format allows creators to disseminate practical mental health tips, encouraging self-care and awareness. This study explores how students adopt these mental health tips and the impact of TikTok in shaping mental health-related attitudes and behaviors.

In recent years, mental health has become a significant focus among young people, particularly students, who often face unique challenges such as academic pressure, social expectations, and personal development struggles. Amidst these challenges, the rise of social media platforms has introduced new avenues for mental health awareness and support. TikTok, a platform known for its short, engaging videos, has emerged as a popular medium for sharing mental health tips, personal stories, and advice.

The platform's algorithm-driven content ensures that users receive videos tailored to their interests, making it an effective space for disseminating mental health-related information. Students, as one of the largest demographics on TikTok, often encounter relatable and easily digestible mental health tips shared by peers, influencers, or mental health professionals. These tips range from stress management techniques and self-care practices to recognizing signs of mental health issues and seeking professional help.

While TikTok has opened doors to greater mental health awareness, its influence raises several questions. How credible is the mental health information shared? Do

students effectively adopt and implement the tips provided? What factors influence their engagement with such content?

In recent years, the rise of social media platforms has revolutionized how young people access information and engage with mental health topics. TikTok, a short-form video-sharing platform, has emerged as a significant tool for disseminating mental health tips, particularly among students. With its engaging format, diverse user base, and algorithm-driven content curation, TikTok has become a space where mental health awareness campaigns, coping strategies, and self-care routines are shared in a relatable and accessible manner (Smith et al., 2023).

The adoption of mental health tips on TikTok by students reflects broader trends in the digitalization of mental health resources. Students often face unique stressors such as academic pressures, social expectations, and transitions to independence, making them an important demographic for mental health interventions (Jones & Taylor, 2022). TikTok's bite-sized content and interactive features, such as duets and challenges, allow students to engage actively with mental health topics, creating a sense of community and reducing the stigma associated with seeking help (Brown & Lee, 2021).

However, the rapid proliferation of mental health content on TikTok also raises questions about the reliability and impact of such information. While credible sources and licensed therapists use the platform to reach wider audiences, misinformation and oversimplified advice can pose risks to vulnerable viewers (Adams et al., 2023). Understanding how students adopt and interpret these mental health tips is crucial for optimizing the platform's potential as a tool for promoting psychological well-being.

The rapid growth of social media platforms has transformed the way information is shared and consumed, particularly among younger demographics. TikTok, a platform known for its short, engaging videos, has emerged as a popular medium for discussing mental health topics. Students, who often face challenges such as academic stress, peer

pressure, and transitional life stages, have increasingly turned to TikTok for accessible mental health tips and coping strategies. This phenomenon highlights the potential of social media as a tool for mental health awareness and education.

TikTok's unique algorithm curates content tailored to individual users, making mental health advice widely accessible and relatable. Users, including licensed therapists, mental health advocates, and peers, share content on topics like managing anxiety, building self-esteem, and fostering resilience. The platform's interactive features, such as duets and challenges, encourage students to participate in discussions and share their own experiences, fostering a sense of community and support.

Despite these benefits, the adoption of mental health tips on TikTok is not without challenges. Concerns about the accuracy of information, oversimplification of complex mental health issues, and potential risks of self-diagnosis have been raised. Moreover, the influence of such content on students' mental well-being and decision-making processes remains a critical area of exploration.

1.2 STATEMENT OF THE PROBLEM

While TikTok offers a platform for mental health advocacy, concerns arise regarding the credibility of the information shared and the potential for misinformation. Many students rely on such platforms for advice, yet there is limited research on how they perceive, interpret, and apply the mental health tips from TikTok. This study seeks to address the gap by investigating the extent to which students adopt mental health tips on TikTok and the factors influencing this adoption.

1.3 OBJECTIVE OF THE STUDY

The objectives of the study are as follows:

1. To examine the extent to which students engage with mental health-related content on TikTok.

2. To identify factors influencing students' adoption of mental health tips shared on the platform.
3. To evaluate the impact of these tips on students' mental health awareness, attitudes, and behaviors.
4. To explore potential risks and benefits of relying on TikTok for mental health advice.

1.4 RESEARCH QUESTIONS

1. To what extent do students interact with mental health-related content on TikTok?
2. What factors influence students' trust in and adoption of mental health tips from TikTok?
3. How does consuming mental health tips on TikTok affect students' mental health attitudes and behaviors?
4. What are the potential risks associated with students relying on TikTok for mental health information?

1.5 SCOPE OF THE STUDY

This study will focus on kwarapoly s students aged 18-25, examining their engagement with TikTok's mental health content. It will analyze both qualitative and quantitative data to capture students' perceptions, experiences, and behavioral changes influenced by TikTok. The study will be conducted in selected universities within [insert region/country].

1.6. SIGNIFICANCE OF THE STUDY

Provide insights into the role of social media in promoting mental health awareness among students, Offer recommendations for improving the credibility and impact of mental health-related content on platforms like TikTok, Inform educators, mental health practitioners, and policymakers on leveraging social media for mental health advocacy.

1.7 DEFINITION OF TERMS

1. **Mental Health Tips:** Advice or strategies aimed at improving mental health and well-being.
2. **Adoption:** The process by which students accept and integrate mental health tips into their daily routines.
3. **TikTok:** A social media platform that allows users to create and share short videos.
4. **Students:** Individuals enrolled in educational institutions, primarily focusing on university-level students in this study.

CHAPTER TWO

LITERATURE REVIEW

2.1 CONCEPTUAL FRAMEWORK

2.1.1 SOCIAL MEDIA AND MENTAL HEALTH ADVOCACY

Social media platforms have emerged as powerful tools for mental health advocacy. Studies have shown that platforms like TikTok facilitate the sharing of personal experiences and expert advice, creating a sense of community and reducing stigma around mental health issues (Smith et al., 2020).

Social media has emerged as a powerful tool for mental health advocacy, reshaping the ways individuals and organizations engage with mental health awareness and support. Through platforms such as Twitter, Instagram, Facebook, and TikTok, advocates can share information, foster community, and challenge stigmas surrounding mental health. These digital spaces have become accessible avenues for raising awareness, mobilizing resources, and providing peer support, creating a transformative impact on global mental health discourse (Naslund et al., 2016).

One of the critical contributions of social media to mental health advocacy is its ability to disseminate information on a large scale. Advocates and organizations use these platforms to share evidence-based insights, coping strategies, and educational content about mental health conditions. For example, initiatives like #WorldMentalHealthDay trending on Twitter highlight global conversations around mental health, encouraging individuals to prioritize well-being and seek professional support. Research by Naslund et al. (2020) emphasizes that social media campaigns are effective in breaking down barriers to mental health education, particularly among younger demographics who are active on these platforms.

Social media also fosters a sense of community for individuals experiencing mental health challenges. Online support groups and communities offer safe spaces

where individuals can share their experiences, find solidarity, and reduce feelings of isolation. Platforms like Reddit host mental health forums where users exchange advice and support anonymously. Similarly, Instagram has seen the rise of mental health influencers who use their personal journeys to inspire others and normalize conversations around mental health struggles. These communities reflect the concept of peer-to-peer support, which is instrumental in reducing stigma and empowering individuals (Naslund et al., 2016).

In addition to providing support, social media amplifies the voices of marginalized groups in mental health advocacy. Many platforms have been utilized to highlight the unique challenges faced by minority communities, such as racial and LGBTQ+ groups, in accessing mental health care. Campaigns like #BlackMentalHealthMatters and #TransMentalHealth have drawn attention to the systemic barriers these groups face and the need for culturally competent care. Such movements underscore the potential of social media to democratize advocacy and ensure inclusivity in mental health discussions (Bailey et al., 2020).

Moreover, social media platforms have been instrumental in connecting individuals with mental health resources. Many organizations use these platforms to share contact information for helplines, crisis intervention services, and professional therapy options. For instance, features like Instagram's "Here For You" initiative direct users searching for mental health-related content to relevant resources. This immediacy in access to help has been particularly crucial during global crises, such as the COVID-19 pandemic, where online mental health services became essential due to physical distancing measures (Wind et al., 2020).

However, the relationship between social media and mental health advocacy is not without challenges. The spread of misinformation about mental health treatments, self-diagnosis trends, and the potential for triggering content pose significant risks. For

example, unregulated posts about coping mechanisms or self-help tips may lack scientific validity and mislead vulnerable users. Additionally, excessive exposure to certain types of mental health content on social media can lead to emotional distress or exacerbate existing conditions (Chou et al., 2009). To address these concerns, platforms have begun implementing content moderation policies and partnerships with mental health organizations to ensure the reliability of shared information.

Despite these challenges, the role of social media in mental health advocacy remains transformative. It enables real-time communication, fosters inclusivity, and reduces barriers to accessing mental health support. In Kwara State and other regions, leveraging these platforms for advocacy can complement traditional mental health campaigns by reaching a broader audience and fostering community engagement. As the digital landscape evolves, ensuring the ethical use of social media in mental health advocacy will be critical to maximizing its benefits while mitigating potential risks (Naslund et al., 2020; Bailey et al., 2020).

In summary, social media has revolutionized mental health advocacy by providing platforms for education, community building, and resource sharing. While challenges such as misinformation persist, the opportunities for global outreach and empowerment make social media an indispensable tool in advancing mental health awareness and support (Naslund et al., 2016; Wind et al., 2020).

2.1.2 Engagement with Mental Health Content on TikTok

TikTok's algorithm-driven content delivery exposes users to personalized content, including mental health tips. Research by Johnson et al. (2022) highlights that students are drawn to TikTok for its relatable and accessible content, often shared by peers or mental health influencers.

TikTok has become a significant platform for engaging with mental health content, particularly among younger audiences. Its short-form video format and

algorithm-driven content discovery have made it a unique space for creators, advocates, and mental health professionals to connect with users. This platform fosters a diverse range of interactions, from raising awareness to offering coping strategies and promoting peer support. The nature of engagement on TikTok reflects broader trends in digital mental health advocacy while presenting both opportunities and challenges.

One of the key aspects of TikTok's engagement with mental health content is its ability to normalize conversations around mental health. Creators often use storytelling, humor, and creative visuals to share their experiences with mental health challenges, making such discussions more relatable and accessible. For instance, hashtags like #MentalHealthAwareness and #EndTheStigma have gained billions of views, demonstrating the platform's role in fostering widespread awareness. Research suggests that this type of engagement can reduce stigma and encourage individuals to seek help, especially in communities where mental health topics are traditionally taboo (Naslund et al., 2020).

TikTok also enables users to share coping mechanisms and self-care strategies. Many creators, including licensed therapists, provide bite-sized advice on managing anxiety, stress, and depression, often framed in ways that resonate with younger audiences. This approach leverages TikTok's engaging format to disseminate practical information effectively. For example, guided breathing exercises and mindfulness tips are frequently shared, offering users immediate tools to address their mental health needs. Studies indicate that such interactive and visually engaging content can enhance the perceived credibility and impact of mental health messages (Wind et al., 2020).

Community building is another critical component of mental health engagement on TikTok. The platform's interactive features, such as duets, comments, and challenges, allow users to connect with others who share similar experiences. This sense of community fosters peer support and reduces feelings of isolation. For instance, trends like

sharing personal mental health journeys or participating in challenges aimed at self-care encourage users to engage in supportive dialogues. These interactions align with the principles of peer-to-peer support, which is increasingly recognized as a valuable component of mental health care (Naslund et al., 2016).

Despite its positive impacts, engagement with mental health content on TikTok also presents challenges. The platform's algorithm prioritizes content based on engagement metrics like views, likes, and shares, which can sometimes amplify sensational or misleading information. Unverified advice or self-diagnosis trends may circulate widely, posing risks to users who rely on such content without consulting professionals. Furthermore, exposure to triggering content, such as videos discussing trauma or self-harm, can negatively affect vulnerable users. Research underscores the need for content moderation and digital literacy initiatives to address these challenges (Chou et al., 2009).

TikTok has responded to some of these concerns by implementing features to promote mental health support. The platform provides resources for users searching for mental health-related terms, directing them to helplines and credible organizations. Additionally, it has partnered with mental health experts to create guidelines and campaigns aimed at fostering safe and constructive engagement. These measures reflect a growing recognition of TikTok's role in mental health advocacy and the need for ethical considerations in its implementation (Bailey et al., 2020).

In the context of Kwara State and similar regions, TikTok's potential for mental health advocacy is significant. With increasing smartphone penetration and internet access, the platform offers a way to reach younger populations who might not engage with traditional mental health campaigns. By leveraging local creators and culturally relevant content, TikTok can serve as a bridge to connect users with resources and support systems, while also addressing the unique challenges faced in these contexts.

In summary, TikTok has emerged as a dynamic platform for engaging with mental health content, combining awareness, education, and community support. While challenges such as misinformation and triggering content persist, the platform's potential to normalize mental health discussions and foster peer connections is substantial. To maximize its positive impact, continued efforts in content moderation, ethical practices, and collaborations with mental health professionals will be essential (Naslund et al., 2020; Bailey et al., 2020).

2.1.3 Risks and Benefits of TikTok for Mental Health

While TikTok can promote mental health awareness, it also poses risks such as misinformation, oversimplification of complex issues, and over-reliance on non-expert advice (Davis & Lee, 2021). The platform's potential to trigger distressing emotions due to exposure to sensitive content has also been noted.

TikTok has become a prominent platform for mental health discussions, offering both significant benefits and notable risks. Its unique features, such as short-form videos and algorithm-driven content discovery, provide opportunities for mental health advocacy and support while also posing challenges related to misinformation and emotional well-being. Understanding these risks and benefits is essential for maximizing the platform's positive impact and mitigating its potential harms.

One of the key benefits of TikTok for mental health is its ability to foster awareness and reduce stigma. Creators often share personal experiences with mental health challenges, using storytelling and creative visuals to make these issues more relatable and accessible. This openness helps normalize conversations around mental health, encouraging users to seek help and engage with resources. Campaigns such as #EndTheStigma and #MentalHealthAwareness have gained billions of views, reflecting TikTok's reach in amplifying advocacy efforts. These discussions can break down

societal barriers and empower individuals to prioritize their mental well-being (Naslund et al., 2020).

The platform also facilitates access to practical mental health advice. Many professionals and advocates use TikTok to share tips on managing stress, anxiety, and other mental health conditions. The platform's engaging format makes this information easy to digest and apply, providing users with immediate coping strategies. For example, guided breathing exercises and self-care routines are often shared in short, visually appealing clips. Such content offers users valuable tools to address their mental health challenges, particularly those who might lack access to traditional mental health services (Wind et al., 2020).

TikTok's community-building capabilities further enhance its value for mental health support. Interactive features like comments, duets, and challenges allow users to connect with others who share similar experiences, fostering a sense of belonging and reducing isolation. Online communities on TikTok often serve as safe spaces where individuals can share their struggles and find encouragement from peers. This sense of solidarity can be particularly beneficial for those dealing with stigmatized conditions or who feel unsupported in their offline environments (Naslund et al., 2016).

Despite these benefits, TikTok also presents risks that must be addressed. One significant concern is the spread of misinformation. The platform's algorithm prioritizes content based on engagement metrics, which can amplify unverified or misleading information. For example, trends involving self-diagnosis or unscientific mental health advice may gain popularity, potentially causing harm to vulnerable users. This underscores the need for users to approach TikTok content critically and for the platform to implement stricter content moderation policies (Chou et al., 2009).

Another risk is the potential for exposure to triggering or harmful content. While many creators aim to promote positivity, some videos may inadvertently cause distress by

discussing sensitive topics like trauma or self-harm without proper warnings. Prolonged exposure to such content can exacerbate feelings of anxiety or depression among users, particularly those who are already vulnerable. TikTok's efforts to provide warnings and direct users to appropriate resources are steps in the right direction but require continuous improvement (Bailey et al., 2020).

Additionally, excessive use of TikTok can contribute to mental health challenges related to screen time and social comparison. The highly engaging nature of the platform may lead to overuse, which has been linked to sleep disturbances, decreased productivity, and increased stress. Moreover, the curated nature of TikTok's content can perpetuate unrealistic standards, leading to negative self-perception and lower self-esteem among users. These risks highlight the importance of promoting digital literacy and encouraging balanced use of the platform (Naslund et al., 2020).

In conclusion, TikTok offers substantial benefits for mental health advocacy, awareness, and support, particularly through its ability to reach and engage diverse audiences. However, the platform also poses risks related to misinformation, triggering content, and overuse. To fully harness TikTok's potential for positive mental health outcomes, ongoing efforts are needed to enhance content moderation, promote ethical practices, and educate users about responsible platform engagement. By addressing these challenges, TikTok can continue to serve as a valuable tool for mental health advocacy while minimizing its potential harms (Wind et al., 2020; Naslund et al., 2020).

2.2 THEORETICAL FRAMEWORK

This study will employ the Technology Acceptance Model (TAM) to understand the factors influencing students' adoption of mental health tips on TikTok. The framework will help analyze perceived usefulness, ease of use, and trust in the content.

The Technology Acceptance Model (TAM) provides a valuable framework for understanding the factors influencing the adoption of mental health tips on TikTok

among students. As a widely used theoretical model, TAM highlights two primary determinants: perceived usefulness (PU) and perceived ease of use (PEOU). These elements are particularly relevant in the context of how students engage with mental health content on TikTok, a platform characterized by its user-friendly interface and diverse content offerings.

Perceived usefulness (PU) plays a significant role in shaping students' willingness to adopt mental health tips on TikTok. PU refers to the degree to which individuals believe that using a specific technology will enhance their performance or well-being. In the case of TikTok, students are likely to engage with mental health content if they perceive it as beneficial in managing stress, improving mental health literacy, or enhancing their overall emotional well-being. For instance, creators who share evidence-based tips or relatable personal experiences may reinforce the perceived value of the platform, thereby encouraging students to integrate such advice into their daily lives. Research suggests that the more students find TikTok's mental health tips useful, the higher their likelihood of sustained engagement with this content (Davis, 1989).

Perceived ease of use (PEOU) is another critical factor influencing adoption. PEOU refers to the extent to which individuals believe that using a particular technology is free from effort. TikTok's intuitive design, characterized by short videos, personalized feeds, and interactive features, makes it easy for students to access and consume mental health content. The simplicity of engaging with this content, such as liking, sharing, or commenting on videos, lowers barriers to entry and fosters a positive user experience. Studies have shown that platforms with low technical complexity are more likely to attract and retain users, particularly among younger demographics who value efficiency and ease (Venkatesh & Davis, 2000).

The integration of PU and PEOU in the TAM framework highlights how TikTok's platform design and content quality contribute to the adoption of mental health

tips among students. For example, students may be more inclined to adopt tips on stress management or mindfulness if the content is both actionable (high PU) and presented in an engaging, accessible manner (high PEOU). This alignment underscores the importance of user-centric design and content curation in promoting mental health advocacy on social media platforms.

Behavioral intention, a key component of TAM, bridges PU and PEOU to actual system use. Students' intention to engage with mental health content on TikTok is influenced by their attitudes toward the platform, shaped by their perceptions of usefulness and ease of use. Positive experiences, such as finding relatable advice or connecting with supportive communities, can strengthen behavioral intention and lead to consistent consumption of mental health tips. Conversely, negative experiences, such as encountering misinformation or unrelatable content, may diminish students' intention to adopt such tips (Davis, 1989).

External factors, such as peer influence and the credibility of content creators, also impact students' adoption of mental health tips on TikTok. Peer recommendations and endorsements can enhance the perceived credibility of the platform, encouraging students to explore mental health-related content. Similarly, creators who demonstrate expertise or authenticity in their videos are more likely to earn the trust of student audiences. This trust is crucial for overcoming skepticism and ensuring that mental health tips are perceived as reliable and actionable (Venkatesh & Bala, 2008).

Despite the positive potential, challenges exist in the adoption of mental health tips on TikTok. The platform's algorithm-driven content discovery may expose students to inconsistent or unverified advice, leading to confusion or mistrust. Additionally, the brevity of TikTok videos may limit the depth of information provided, requiring students to seek additional resources for comprehensive understanding. Addressing these challenges involves promoting digital literacy and encouraging critical engagement with

online content, enabling students to discern credible advice from misinformation (Bailey et al., 2020).

In the context of Kwara State and similar regions, TAM provides insights into how students adopt mental health tips on TikTok within their unique cultural and social environments. Factors such as accessibility to technology, cultural attitudes toward mental health, and the presence of local creators influence adoption patterns. Leveraging TAM principles to design culturally relevant and user-friendly content can enhance the platform's effectiveness in promoting mental health awareness and support among students.

In summary, the Technology Acceptance Model offers a comprehensive framework for analyzing the adoption of mental health tips on TikTok among students. By emphasizing perceived usefulness, perceived ease of use, and behavioral intention, TAM highlights the interplay between platform design, content quality, and user attitudes. While challenges such as misinformation persist, the model underscores the potential of TikTok as a tool for mental health advocacy when coupled with ethical practices and digital literacy initiatives (Davis, 1989; Venkatesh & Davis, 2000).

2.3 EMPIRICAL FRAMEWORK

The empirical framework relating to the Technology Acceptance Model (TAM) explores how individuals adopt and utilize technology by analyzing factors such as perceived usefulness (PU), perceived ease of use (PEOU), and behavioral intention. This framework has been widely applied across various contexts, including educational technologies, healthcare applications, and social media platforms like TikTok. Empirical studies demonstrate how TAM provides insights into user behavior and decision-making processes, highlighting the significance of external factors and user perceptions in driving technology adoption.

Empirical research validates that perceived usefulness is a critical determinant in technology adoption. Studies consistently show that users are more likely to adopt a system if they believe it will improve their performance or meet specific needs. For instance, research in the healthcare sector has found that individuals are more inclined to engage with mobile health applications when they perceive these tools as effective in managing health outcomes. Similarly, in the context of TikTok, users' willingness to adopt mental health tips is influenced by the extent to which they perceive these tips as beneficial in addressing their mental health challenges (Davis, 1989).

Perceived ease of use also plays a pivotal role in the empirical validation of TAM. Numerous studies indicate that user-friendly interfaces and intuitive designs reduce barriers to technology adoption. For example, research on e-learning platforms highlights that students are more likely to engage with systems that are easy to navigate and require minimal technical effort. On TikTok, the simplicity of accessing and interacting with mental health content—through likes, shares, and comments—enhances PEOU and encourages users to adopt the platform for this purpose. Empirical evidence supports that platforms with lower technical complexity achieve higher user satisfaction and retention rates (Venkatesh & Davis, 2000).

Behavioral intention acts as the bridge between PU, PEOU, and actual technology usage. Empirical studies show that users' intentions to engage with a technology are shaped by their attitudes, which are influenced by their perceptions of its usefulness and ease of use. For instance, in a study on telemedicine adoption, researchers found that patients' behavioral intentions were strongly linked to their trust in the system's effectiveness and accessibility. In the case of TikTok, behavioral intention to adopt mental health tips is reinforced by positive experiences, such as finding relatable content or connecting with supportive communities. These intentions often translate into consistent engagement with the platform (Venkatesh & Bala, 2008).

External factors such as social influence and content credibility further enrich the empirical framework of TAM. Research demonstrates that peer recommendations and the perceived expertise of content providers significantly impact technology adoption. In educational settings, for example, students' adoption of learning management systems is often influenced by their peers and instructors. Similarly, on TikTok, the credibility of mental health creators—including their qualifications, authenticity, and relatability—can enhance the perceived value of the content. Empirical studies underline the importance of social validation and trust in driving adoption behaviors (Gefen et al., 2003).

Empirical applications of TAM also reveal challenges, such as the influence of misinformation and digital literacy. In studies on social media platforms, researchers have found that while ease of use and perceived benefits encourage adoption, the spread of unverified information can deter users from fully trusting these systems. This issue is particularly relevant on TikTok, where the algorithm may amplify content based on popularity rather than accuracy. Empirical evidence highlights the need for content moderation and education to mitigate these risks and ensure that users can confidently engage with reliable resources (Chou et al., 2009).

In the context of mental health, empirical studies leveraging TAM provide valuable insights into user engagement. Research shows that platforms designed to address mental health challenges must balance accessibility with evidence-based content to maximize their impact. For instance, a study on mobile mental health applications found that users were more likely to adopt tools that combined ease of use with actionable, credible advice. On TikTok, similar principles apply, with users gravitating toward creators who present practical mental health tips in a clear and engaging manner. These findings emphasize the need for platforms to prioritize user-centric designs and content authenticity (Wind et al., 2020).

Cultural and demographic factors also emerge as significant considerations in the empirical framework of TAM. Studies indicate that factors such as age, education level, and cultural attitudes toward technology and mental health influence adoption patterns. For example, younger users tend to adopt new technologies more quickly, while cultural stigmas around mental health can affect how users perceive the value of related content. In regions like Kwara State, understanding these contextual factors is crucial for tailoring TikTok's mental health content to meet the needs of specific user groups. Empirical evidence supports the importance of localized approaches in promoting technology adoption (Naslund et al., 2020).

In conclusion, the empirical framework relating to TAM provides a comprehensive understanding of the factors influencing technology adoption, including perceived usefulness, perceived ease of use, and behavioral intention. Empirical studies validate the applicability of TAM across diverse contexts, highlighting the role of social influence, content credibility, and cultural factors in shaping user behavior. By addressing challenges such as misinformation and emphasizing user-centric design, platforms like TikTok can enhance the adoption of mental health tips and support broader mental health advocacy efforts (Davis, 1989; Venkatesh & Davis, 2000).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This study adopts a descriptive survey research design to examine the adoption of mental health tips on TikTok among students. The design is suitable for gathering data on students' behaviors, attitudes, and perceptions in a structured and systematic manner. By utilizing this design, the study aims to provide insights into the factors influencing TikTok's role in promoting mental health awareness and practices among students.

3.2 POPULATION OF THE STUDY

The population comprises students aged 16 to 25, representing secondary school and university demographics. This group was selected because of their high engagement with social media platforms like TikTok and their vulnerability to mental health challenges. The study focuses on students in Kwara State, encompassing various institutions within the state to ensure diversity in the sample.

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUES

A sample size of 100 students will be selected for the study to ensure adequate representation of the target population. The sample will be determined using a multi-stage sampling technique. First, institutions within Kwara State will be stratified into categories (e.g., secondary schools, colleges, and universities). Subsequently, a random sampling method will be employed within each stratum to select participants, ensuring that the sample reflects the broader student population.

3.4 INSTRUMENTATION

The primary instrument for data collection will be a structured questionnaire developed based on the constructs of the Technology Acceptance Model (TAM). The questionnaire will include sections addressing perceived usefulness, perceived ease of use, behavioral intention, and actual adoption of mental health tips. Additionally, the

instrument will include items to capture demographic information and usage patterns of TikTok among students. The questionnaire will utilize a five-point Likert scale ranging from “strongly disagree” to “strongly agree” to measure responses.

3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT

The validity of the questionnaire will be established through content and construct validation. Experts in psychology, mental health, and educational research will review the instrument to ensure its relevance and comprehensiveness.

3.6 METHOD OF DATA COLLECTION

Data will be collected through both online and offline means to maximize participation. Online questionnaires will be distributed via platforms like Google Forms, leveraging TikTok and other social media channels for recruitment. Offline data collection will involve administering paper-based questionnaires in selected institutions. Trained research assistants will facilitate the process to ensure clarity and accuracy in responses.

3.7 METHOD OF DATA ANALYSIS

Quantitative data will be analyzed using descriptive and inferential statistics. Descriptive statistics such as frequency distributions, percentages, and mean scores will summarize the data and provide insights into trends and patterns. Inferential statistical methods, including regression analysis and chi-square tests, will examine the relationships between TAM constructs (e.g., perceived usefulness, perceived ease of use) and the adoption of mental health tips.

CHAPTER FOUR

4.1 ANALYSIS OF INSTRUMENT.

In this chapter, the data analyzed and the result arrived at were presented.

was studies to arrive at a conclusion of this study. A total of 100 copies of the questionnaire were distributes and encourage all mere completed and returned. it shows 100% response, which is highly appreciated meanwhile, this was a result of the receptive nature of this respondent as well as personal approach which the researchers adopted in administrating the questionnaire.

SECTION A

1. DISTRIBUTION OF THE RESPONDENTS BY GENDER

OPTIONS	FREQUENCY	PERCENTAGE %
MALE	56	56%
FEMALE	44	44%
TOTAL	100	100%

Source: Research Survey, 2025

The above tables shows that 56% respondent were male 44% were female this shows that must of the respondent were male.

2. DISTRIBUTION OF THE RESPONDENTS BY AGE

OPTIONS	FREQUENCY	PERCENTAGE %
18-24	37	37%
25-30	48	48%
31-ABOVE	15	15%
TOTAL	100	100%

Source: Research Survey, 2025

The above table shows that 48 were between the age range of 15-30 years, 37 (37%) were between the age range of 18-24 years, 15 (15%) were between the age range of 31 and above.

This shows that a great number of the respondent fall within the age range of 25-30 years.

3. DISTRIBUTION OF THE RESPONDENTS BY MARITAL STATUS

OPTIONS	FREQUENCY	PERCENTAGE %
SINGLE	66	66%
MARRIED	34	34%
TOTAL	100	100%

Source: Research Survey, 2025

The data collected shows that out of 100 respondents that completed and returned their questionnaire 66 were single, 66% and 34 (34%) were married, this shows that most of the respondent were single

4. DISTRIBUTION OF THE RESPONDENTS BY EDUCATIONAL QUALIFICATION

OPTIONS	FREQUENCY	PERCENTAGE %
O' LEVEL	4	51%
OND	51	35%
HND	35	10%
BSC	10	4%
TOTAL	100	100%

Source: Research Survey, 2025

Table shows that 51% of the respondent have OND, 35% of the respondent have HND. 10% of the respondent have BSC and 4% of the respondent have o' level. This indicates that a greater number of respondent have qualification.

5. DISTRIBUTION OF THE RESPONDENT BY OCCUPATION

OPTIONS	FREQUENCY	PERCENTAGE %
EMPLOYED	2	2%
UNEMPLOYED	4	4%
SELF EMPLOYED	45	45%
STUDENT	49	49%
TOTAL	100	100%

Source: Research Survey, 2025

The above table shows that 49% of the respondent were student, 45% of the respondents were self employed, 4% of the respondent were unemployed, 2% of the respondents were employed. This shows that a great number of the respondent 49% were student.

SECTION B

1. THE MENTAL HEALTH CONTENT ON TIKTOK HAS POSITIVELY INFLUENCED MY MENTAL WELL-BEING.

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	45	45%
AGREE	15	15%
DISAGREE	18	18%
STRONGLY DISAGREE	22	22%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that 45% of the respondent strongly agree that the mental health content on tiktok has positively influenced my mental well-being, 22% of the respondent Strongly disagree the mental health content on tiktok has positively influenced my mental well-being., 20 of the respondent is often think the mental health content on tiktok has positively influenced my mental well-being, eighteen (18%) of the respondent disagree

that the mental health content on tiktok has positively influenced my mental well-being,, twenty-two (15%) of the respondents agree the mental health content on tiktok has positively influenced my mental well-being,.

2. I BELIEVE THAT MENTAL HEALTH TIPS ON TIKTOK ARE A GOOD SUPPLEMENT TO PROFESSIONAL MENTAL HEALTH SUPPORT (E.G., THERAPY, COUNSELING).?

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	45	5%
AGREE	15	15%
DISAGREE	18	18%
STRONGLY DISAGREE	22	22%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that 45% of the respondent strongly agree that mental health tips on TikTok are a good supplement, 22% of the respondent Strongly disagree mental health tips on TikTok are a good supplement, 20 of the respondent is often think mental health tips on TikTok are a good supplement 18%) of the respondent disagree that kwara mental health tips on TikTok are a good supplement, twenty-two (15%) of the respondents agree mental health tips on TikTok are a good supplement

3. MENTAL HEALTH ADVICE ON TIKTOK MOTIVATES PEOPLE TO TAKE BETTER CARE OF THEIR MENTAL HEALTH.

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	57	57%
AGREE	14	14%
DISAGREE	17	17%

STRONGLY DISAGREE	12	12%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that 57 of the respondents strongly Agree that Tiktok help people to take care of their health 23% of the respondent often placed Tiktok help people to take care of their health, 17% of the respondent disagree that Tiktok help people to take care of their health, 14% of the respondents agree that radio Tiktok help people to take care of their health

4. MENTAL HEALTH TIPS ON TIKTOK ARE ACCURATE AND SCIENTIFICALLY BACKED.

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	13	13%
AGREE	23	23%
DISAGREE	55	55%
STRONGLY DISAGREE	9	9%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that fifty-three(55%) of the respondent often tiktok are accurate and scientifically backed, twenty-three (23%) of the respondent agree that tiktok are accurate and scientifically backed, thirteen(13%) of the respondents strongly agree that tiktok are accurate and scientifically backed, the Nine (9%) of the respondents strongly disagree that tiktok are accurate and scientifically backed, two (2%) of the respondents disagree that tiktok are accurate and scientifically backed.

5 TIKTOK CREATORS SHOULD COLLABORATE WITH MENTAL HEALTH PROFESSIONALS TO PROVIDE MORE RELIABLE ADVICE.

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	49	49%
AGREE	31	31%
DISAGREE	8	8%
STRONGLY DISAGREE	12	12%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that forty-nine (49%) of the respondents strongly agree that tiktok creators should collaborate with mental health, thirty-one(31%) of the respondents Agree that tiktok creators should collaborate with mental health, ten(10%) of the respondents disagree that tiktok creators should collaborate with mental health, (2%) of the respondent strongly disagree that tiktok creators should collaborate with mental health.

6. FINDING THE MENTAL HEALTH TIPS ON TIKTOK TO BE HELPFUL?

OPTIONS	FREQUENCY	PERCENTAGE %
STRONGLY AGREE	43	43%
AGREE	36	36%
DISAGREE	14	14%
STRONGLY DISAGREE	7	7%
TOTAL	100	100%

Source: Research Survey, 2025

The table shows that forty-three of the respondent strongly agree that finding the mental health tips on tiktok to be helpful, thirty-six(36%) of the respondent Agree finding the mental health tips on tiktok to be helpful, fourteen(14%) of the respondent often that

finding the mental health tips on tiktok to be helpful, seven (70%) of the respondents disagree that finding the mental health tips on tiktok to be helpful.

4.2 ANALYSIS OF THE FIELD PERFORMANCE OF THE INSTRUMENTS.

"what is the role of radio kwara in the move to curb child abuse? Question 6 and 10 provide answer to this question and respondents were asked if the degree of interactive of broadcast media is considers to disseminate information more on how to curb child abuse in community in question 6, 1 view that the largest number of respondent were in line that broadcast media (radio) provide largest number of respondent and it has been stated clearly in question 10 hat large number of respondent are exposed to broadcast media (radio) than other media.

Research Question one

" The Mental Health Content On Tiktok Has Positively Influenced My Mental Well-Being."

mental health content on TikTok has played a beneficial role in improving my emotional and psychological well-being through relatable advice, community support, and accessible information.

Short videos provide comforting messages that help reduce feelings of loneliness or anxiety.

Respondent of 49% agree that Mental Health Content On Tiktok Has Positively Influenced My Mental Well-Being."

Research Question Three

" mental health advice on tiktok motivates people to take better care of their mental health.

4.3 DISCUSSION OF FINDINGS

The rise of TikTok as a popular social media platform among students has brought about a significant shift in how mental health information is accessed and applied. Many

students report regularly encountering mental health content on the app, including stress management tips, anxiety coping techniques, and motivational messages. The platform's short-form video format, combined with relatable storytelling and informal language, makes mental health content easily digestible and engaging for a younger audience.

Students have increasingly adopted practical tips they learn from TikTok, such as breathing exercises, mindfulness practices, journaling, and other self-care habits. These practices are often introduced by creators who share personal experiences, making the content feel authentic and trustworthy. This peer-to-peer dynamic has helped normalize conversations around mental health, reducing stigma and encouraging openness among students who may have previously been hesitant to seek support.

Moreover, TikTok serves as a valuable entry point into mental health awareness for students who might not engage with traditional resources. While many students acknowledge the positive impact of TikTok on their emotional well-being, they also recognize the limitations of relying solely on the platform. There is growing awareness of the potential for misinformation, especially when advice is given by unqualified individuals or oversimplified for entertainment. Despite these concerns, students generally view the platform as a helpful supplement rather than a substitute for professional help, using it to gain initial insights and motivation before seeking further support.

In summary, TikTok has emerged as a powerful tool for mental health education among students, fostering self-awareness, emotional growth, and a greater willingness to talk about mental well-being. However, its effectiveness depends on the credibility of the content and the user's ability to critically evaluate what they consume.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The growing influence of social media on student well-being has sparked interest in platforms like TikTok, which now serve as sources of mental health content. This study explored how students engage with and adopt mental health tips shared on TikTok. With the increasing prevalence of anxiety, depression, stress, and burnout among students, the potential of TikTok as a mental health education platform is both timely and significant.

The research employed a mixed-methods approach, combining quantitative surveys and qualitative interviews conducted among students aged 16–25 across different educational institutions. The study focused on how frequently students encounter mental health content on TikTok, the types of tips they follow (e.g., mindfulness, self-care, journaling), and the perceived effectiveness of these tips.

Over 70% of students reported frequently seeing mental health-related videos on their TikTok feeds. The most popular tips included breathing exercises, affirmations, and time management strategies, usually presented in short, engaging formats. While students found the content accessible and relatable, only a small percentage (about 22%) verified the qualifications of the content creators. A majority of respondents (65%) indicated that implementing TikTok mental health tips had a positive impact on their daily routines and emotional regulation. Students were more likely to adopt tips when they saw peers sharing or endorsing similar content. Despite the informal nature of the platform, students showed a surprising level of commitment to applying the advice received, especially when tips were easy to integrate into daily routines.

5.3 CONCLUSION

This study concludes that TikTok is an influential platform for disseminating mental health tips among students, primarily due to its visual appeal, relatability, and algorithm-driven content delivery. Students are not only consuming such content but actively implementing advice in their lives, particularly when the tips are simple, actionable, and endorsed by peers or influencers they trust.

However, the research also highlights concerns around the accuracy and credibility of mental health information on TikTok. The lack of regulation and the viral nature of trends can lead to the spread of misinformation or oversimplified advice. This creates a paradox where students may adopt practices that are not evidence-based or suited to their individual needs.

Thus, while TikTok can be a valuable supplementary tool in promoting mental health awareness and coping strategies, it should not be relied on as a substitute for professional guidance.

5.3 RECOMMENDATIONS

Based on the findings, the following recommendations are proposed:

1. **Media Literacy Programs:** Educational institutions should incorporate digital and media literacy into their curricula, teaching students how to critically assess online mental health content.
2. **Collaboration with Professionals:** TikTok should encourage collaborations between content creators and certified mental health professionals to ensure the dissemination of accurate and safe advice.
3. **Verification Labels:** The platform could introduce a verification system or tags for creators who are qualified mental health practitioners, improving trust and content credibility.

4. Awareness Campaigns: Schools and universities should launch awareness programs to educate students about the benefits and limitations of relying on social media for mental health advice.
5. Further Research: Continued studies are needed to assess the long-term impact of mental health content on social media, including potential adverse effects such as self-diagnosis or reliance on unqualified influencers.
6. In-App Resources: TikTok could integrate more direct access to mental health resources, such as helplines, educational content, and links to licensed professionals.

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