IMPACT OF TIKTOK ON THE ACADEMIC PERFORMANCES OF KWARA STATE POLYTECHNIC STUDENTS

BY:

ADEKUNLE AISHAT OPEYEMI
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CERTIFICATION

This is to certify that the project was read and approved as meeting the requirements of the department of Mass Communication, Kwara State Polytechnic, Ilorin for the award of National Diploma in MASS COMMUNICATION

_____   _____

MR. IBRAHEEM A. F   **DATE**

(PROJECT SUPERVISOR)

_____   _____

MRS. OPALEKE G.T   **DATE**

(PROJECT COORDINATOR)

_____   _____

MRS OPALEKE G.T   **DATE**

(PT COORDINATOR)

DEDICATION

I dedicate this work to those who believed in me even when I doubted myself.

To my beloved family, whose unwavering love and sacrifices shaped the person I am today.

To my mentors and teachers, whose guidance lit the path before me.

And to all the dreamers—may you never stop chasing what sets your soul on fire.

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ABSTRACT

TikTok is an app that allows someone to make dancing or lifestyle videos, and it has become increasingly popular the past couple of years, especially with students. But does that mean that this app poses a challenge to students paying attention in class and getting their schoolwork done One hundred students between the ages of 18 and 28 from kwara state polytechnic participated in an questionnaire survey of 20 questions relating to influence of Tiktok and topics such as anxiety, social media. relationships, stress, and more topics that are similar. The results showed that the more time participants spent on TikTok each day, the more they became distracted on. Tik Tok when they were trying to pay attention in class and complete schoolwork. Similar results occurred when looking at losing track of time on TikTok and becoming distracted on TikTok when they were trying to pay attention in class and complete schoolwork. The more that someone found themselves going on TikTok each day, the more they lost track of time on TikTok. These findings show 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.

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CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Recently, there has been considerable discussion regarding the frequent use of social media tools (e.g. Face book, Myspace, Twitter, Instagram and TikTok) by high school and college students, and the possible effect of those tools on student's academic performance (Comnolly, 2020; Hargitai and Hsieh, 2021). Tiktok enables users to create short films that range from 15 to 60 seconds in length, including music, effects, and sound-bites. TikTok is immensely popular among teenagers (Shutsko, 2020). Being an interactive app also makes it favorable among users as they can comment on the videos share by different tiktokers (Vizcaíno-Verdú & Aguaded. 2022). Tiktok has become the mostly used app on social media and it has surpassed many other popular applications of the digital media (Zulli & Zulli, 2022).

At the core of the project work is whether the growing use of social media by higher institution student actually improves or worsen a student's academic performance. With the expected continued growth in the usage of these tools by students as early as secondary school level (Anderson and Rainie 2012), this issue has wide spread implication particularly for areas of education.

Academic performance is not a concept that is new many social scientist and researchers alike have defined academic performance in various ways. Bruce Tuckman (1975) asserts that performance is used to label the observation manifestation of knowledge, skill concept and understanding and idea. So performance is the application of a learning product that at the end of the process mastery. It is the product acquisition of particular grades on examination: it shows or indicates the students' ability, mastery of content, skill in applying learned knowledge to a particular situation. A student is generally judged on examination performance (Banquil *et al,* 2020). The used of social media by students, especially TikTok, the most common social media to communicate and explore different interesting information.

Through this everyone can say that getting addicted with social media will greatly affect the student's academic performance. The young people especially the student nowadays are prone with the use of different technologies. Sometimes they are getting tired in doing their homework and in studying their lessons and because of this, they rather surf on internet and open them to have some fun. Nonis and Hudson (2018) stated that student already "spend too little time studying" due to their busy lives.

TikTok is one of the most popular music video social platforms through the world, which currently has 800 million active users in 155 countries. This video app was launched in 2017 by a Chinese company named Byte Dance and within one and half years, it has become the most popular short music video app in the world. Ranking as the most frequently downloaded app in the world, TikTok has shown over 2 billion times on the app store and Google play. The special feature of this app is that the users can create short videos up to 60 seconds adding background sound clips from the apps' vast music library, and share the created videos with millions of TikTok users. As global web index reveals, only a small fraction of each platform's user base is unique, and many of the platforms' audiences overlap. As an example, 95% of Facebook users claim to utilize at least one more social media site. In Sri Lanka, an incredible development in the internet usage can be seen in comparison with many other countries. There were 10.10 million internet users and 6.40 million social media users by January 2020.

Overall, studying the impact of TikTok on students is crucial in order to understand the potential advantages and disadvantages of this popular platform. This knowledge can inform educators, parents, and policymakers in effectively addressing the challenges and harnessing the opportunities TikTok presents for students' well-being and development.

1.2   STATEMENT OF THE PROBLEM

Excessive use of social media is constantly increasing in students. Moreover, in Nigeria, there are ongoing studies on the use of social media, but according to Popoola (2014). there are quite limited studies on the use of social networks by students of Kwara state polytechnic. Balaban and Sali (2012) argue that students are expected to know and use social media more than students from other disciplines. Therefore, for this reason, this study aims to explore and explore the social media sites that students of Kwara State polytechnic know, access, use, benefits from as their source of academic learning and also the challenges they encounter while using the social media.

Tiktok addiction distracts students in class, thus causing lower grades in studies. Students use Tiktok only for conversing and socializing which cost the time wastage and in return they cannot manage their academic tasks efficiently. Students mostly talk about non-academic activities on social media which affects their grades (Fatima Zahra et al., 2022). Due to students' dependency. they are more likely to benefit academically from using social media. This Research aims to explore that how students' use of social media especially TikTok influences their academic performance.

1.3   RESEARCH OBJECTIVES

1. Examine the nature of Tiktok among the Kwara state polytechnic Students.
2. Determining the rate of time spent by the students of Kwara state polytechnic on Tiktok.
3. Assessing The purpose of positive and negative effects of Tiktok on, the Kwara state polytechnic student academic performance.

1.4   RESEARCH QUESTIONS

1. What is the nature of Tiktok among the Kwara state polytechnic student?
2. How much time the student of Kwara state polytechnic spent on Tiktok?
3. What are the positive and negative effects of Tiktok addiction on the Kwara state polytechnic student academic performance?

1.5   SIGNIFICANCE OF THE STUDY

The study on the impact of Tiktok on the academic performance of Kwara state polytechnic student will be a immense benefit to other researcher who want to conduct Similar research and other research work that are related to this study. With rapidly increasing use of Tiktok its implications are being observed significantly. This study investigates the connection between TikTok dependency and mental health factors such as academic performance, depressive symptoms, and overall well-being among Kwara state polytechnic students. It also offers achance for academic organizations and students' guardian to realize the impact of TikTok obsession on students' educational success. In addition, it is also being argued that how does this addiction, influences students' involvement is studies.

It is believed that the outcomes of this current study will contribute to enhancing the empirical research results that are beneficial for informing teaching and learning practice in higher education. This will also provide an understanding of the application and appreciation of internet resources by students residing in this overlooked region. The social media is very useful to Polytechnic students in Nigeria because it enables them to have access to timely, accurate, and relevant information that cannot be obtained from library shelves. Searching helps polytechnic students to boost their intellectual development and job preparation. Due to the endless nature of information resources on the Internet, libraries are increasingly investing in the provision of Internet services and resources to enable their clients to have better access to information. Hence. it is expected that

study will provide a rich source of empirical data for other studies that are related to social media and information behaviour.

1.6   SCOPE/ LIMITATION OF THE STUDY

The scope of the study is based on the assessment of the impact of TikTok on the academic performance of Kwara state polytechnic student. However, the scope of this study would be limited specifically to Kwara State Polytechnic students Ilorin.

LIMITATIONS OF THE STUDY

1. **Financial Constraints:**

Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data Collection (internets and questionnaire).

2. **Time constraints:**

The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.7   DEFINITION OF KEY TERMS

TIKTOK: TikTok as one of the nowadays social media apparently, is a play on tick-tock, onomatopoeia for clocks and a term for countdowns and minute-by-minute action. The app was launched in 2016 in China, where it's called Douyin. It went international in 2017.

ACADEMIC PERFORMANCE: academic performance is the extent to which a student, teacher or institution has attained their short or long-term educational goals. Completion of educational benchmarks such as secondary school diplomas and bachelor's degrees represent academic achievement.

IMPACT: have a strong effect on someone or something. "high interest rates have impacted on retail spending"

STUDENT: student is a person who goes to school to learn something. Students can be children, teenagers, or adults who are going to school, but it may also be other people who are learning, such as in college or university.

CHAPTER TWO

LITERATURE REVIEW

2.1.1 CONCEPT OF TIKTOK

TikTok is a social media platform for creating, sharing and discovering short videos. The app is used by young people as an outlet to express themselves through singing, dancing. Comedy, and lip-syncing, and allows users to create videos and share them across a community. TikTok is derived from musically, an app where people lip-synched to audio clips and shared the videos with their friends. Essentially, it's a video-based platform that allows you to create the content directly within the app or upload from your smartphone. Many are calling TikTok this generation's Vine, but beyond a scrolling video feed, there aren't too many comparisons.

Whereas Vine hinged on the concept of incredibly short, six-second videos, TikTok is more free-form. With that freedom comes a variety of formats and memes that have sprung up on the platform from quick sketches to DIY photography tutorials. As more and more users flock to the app, more brands are joining also, trying to market on this game-changing platform.

The story of TikTok began in 2016, when Chinese company ByteDance launched an app called A.me that allowed users to create and share short videos. It was renamed Douyin three months later. In 2017, ByteDance began expanding Douyin outside of China, under the name TikTok.

Later that year, ByteDance acquired musically, a similar short-form video app based in Shanghai, with a US office in Santa Monica, California. Musically let users record lip-syncing videos, and it had an established user base in the United States. ByteDace folded some of Musically's features into TikTok and used the acquisition to expand the app's reach to include the US. During this time, the Douyin logo remained much the same. Created by an unnamed designer, the original logo started off as a simple "d" shape that resembled a musical note.

Depending on the context, the logo was either black on a white background or white on a black background, with accent colors cyan and fuchsia adding the illusion of movement.

In 2017, when ByteDance launched TikTok globally, the company decided to add the app's name to the logo. Originally, the app name was two separate words: TikTok. The font used for the app's name originally was a basic sans serif with squared-off corners. In 2018, the brand revisited the font and created the TikTok wordmark that remains in use today. This version of the wordmark is more aesthetically connected to the glyph, with a similar cyan and fuchsia effect on the "0." The Tik Tok logo embraces the bold clarity of black and white, using cyan and fuchsia as accents. These eye-catching colors around the periphery of the logo create a sense of dynamism, and they suggest depth by evoking anaglyph 3D, images (although the logo itself is not designed to be viewed with 3D glasses). The TikTok logo is distinctive, and it sparks curiosity: its shape is reminiscent of a musical note, its color scheme suggests a concert stage, and its clean edges and crisp font bring a sense of immediacy.

2.1.2 STUDENT ACADEMIC PERFORMANCE

Academic performance is the term that indicates a student's achievement after completing a course or subject from an institution. It measures students' learning across various academic subjects, which is assessed by formative and summative assessments. It refers to the outcome of students' efforts to attain some educational goals. Caballero et al. (2018), academic performance involves meeting goals; achievements and objectives set in the program or course that a student attends. These are expressed through grades which are the result of an assessment that involves passing or not certain tests, subjects or courses. On their part, Torres and' Rodriguez (2006 quoted by Willcox, 2019) define academic performance as the level of knowledge shown in an area or subject compared to the norm, and it is generally measured using the grade point average.

Academic excellence or achievement plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one's life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable (Kyoshaba, 2009).

Academic performance, which is measured by the examination results, is one of the major goals of a school. Hoyle (2020) argued that schools are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance. Academic performance or achievement is the outcome of education. the extent to which a student, teacher or institution has achieved their educational goals.

Academic performance is commonly measured by examinations/or continuous assessment but there is no general agreement on how it is best tested or which aspects are most important. Procedural knowledge such as skills or declarative knowledge such as facts (Annie. Howard & Mildred, 2019).

The academic performance involves factors such as the intellectual level, personality, motivation, skills, interests, study habits, self-esteem or the teacher-student relationship. When a gap between the academic performance and the student's expected performance occurs, it refers to a diverging performance. An unsatisfactory academic performance is the one that is below the expected performance. Sometimes it can be related to teaching methods. (Marti, 2020). The purpose of the school or academic performance is to achieve an educational goal, learning. In this regard there are several components of the complex unit called performance. They are learning processes promoted by the school that involve the transformation of a given state, into a new state, and they are achieved with the integrity in a different unit with cognitive and structural elements. Performance varies according to circumstances, organic and environmental conditions that determine skills and experiences.

2.1.3 SOCIAL MEDIA AND STUDENT ACADEMICS PERFORMANCE

Social Media plays a vital role in today's life. The usage of social media has become comprehensive, and currently, the most popular social media platforms are Facebook, Twitter.

Instagram, WhatsApp, and YouTube. Social media websites have given young people a new way to interact and communicate with the world in the past years. As a result, social media has formed a significant portion of college students and young adults. It has been found that 72% of all college students have social media profiles, with 45% of college students using a social media site at least once a day (Lenhart, 2010). Social networking became popular between 2004 and 2006 after Facebook and MySpace were created (Stollak, 2011), For example, Facebook has over 500 million members, and it is still growing. Approximately 85% of undergraduate students are Facebook users. People use social media sites like Facebook, Twitter, and Myspace to form and maintain friendships (Boyd, 2007). But some of them use social media to study or gain knowledge, find facts and gather data. Also, it became evident that some students were perceptive in using social network sites to support their learning (Vivian, 2012).

Social Networking Sites (SNS) gained instant popularity just after the invention and expansion of the Internet. Today, these sites are used the most to communicate and spread the message. The population on these social networking sites (SNS) has increased exponentially.

Social networking sites (SNS) in general are called social media (Boyd & Ellison, 2017). Social media (SM) is used extensively to share content, initiate discussion, promote businesses and gain advantages over traditional media. Technology plays a vital role to make SM more robust by reducing security threats and increasing reliability (Stergiou et al., 2018).

However, there is a darker side to student use of social media. Many students lose concentration in class due to their social media addiction, which harms their overall academic performance.

Students use social media solely for social networking, chatting, and passing the time. This wastes their study time, causing them to miss deadlines for homework, assignments, and projects (Gorhe, 2019). Students use social media primarily to communicate about everything except studies. Social media distracts students from the learning process (Talaue, 2018). Instead of students reading their books, they spend their time chatting and making friends via social media.

This might influence their academic performance (Peter, 2015).

As of January 2022, more than 4.95 billion people are using the Internet worldwide, and around 4.62 billion are active SM users (Johnson, 2022). In India, the number of Internet users was 680 million by January 2022, and there were 487 million active social media users (Basuray, 2022). According to Statista Research Department (2022), in India, Social media is dominated by two social media sites, i.e. YouTube and Facebook. YouTube has 467 million users followed by Facebook with 329 million users. Although almost all age groups are using SM platforms to interact and communicate with their known community (Whiting & Williams, 2013), it has been found that social media sites are more popular among youngsters and specifically among students. They use SM for personal as well as academic activities extensively (Laura et al.. 2017).

Other than SM, from the last two years, several online platforms such as Microsoft Teams, Zoom and Google Mect are preferred to organize any kind of virtual meetings, webinars and online classes. These platforms were used worldwide to share and disseminate knowledge across the defined user community during the pandemic. Social media sites such as Facebook, YouTube, Instagram, WhatsApp and blogs are comparatively more open and used to communicate with public and/or private groups. Earlier these social media platforms were used only to connect with friends and family, but gradually these platforms became one of the essential learning tools for students (Park et al., 2009). To enhance the teaching-learning process, these social media sites are explored by all types of learning communities (Dzogbenuku et al., 2019). SM when used in academics has both advantages and disadvantages. Social media helps to improve academic performance, but it may also distract the students from studies and indulge them in other non-academic activities (Alshuaibi et al,, 2018).

Here, it is important to understand that the personality traits of students, their éducation level and gender are critical constructs to determine academic performance. There are different personality traits of an individual such as openness, conscientiousness, extraversion and introversion. agrecableness and neuroticism (McCrae & Costa, 2018).

2.1.4 IMPACT OF TIKTOK ON ACADEMIC PERFORMANCE OF STUDENT

Young people feel the constant need to be productive, disregarding the counter productivity these distractions bring. These simple, three-minute videos on TikTok can distract its users from completing other necessary tasks, such as finishing homework or completing chores and the sample consisted of 110 female and 130 male students, aged between 23-27, the results showed that 31.25% of students were addicted to TikTok, and 87.5% of students spent more than two hours per day on social media. TikTok has become an increasingly popular app for people of many different ages to use. Users can create whatever types of videos they want on this app and post it for anyone to see, despite a large majority of posts being people dancing to music. This app has attracted college students who are in the stage of emerging adulthood. College students enjoy having fun and this app allows them to do just that. They can dance around to the top rated songs and then gain followers from their posts. But along with having fun, college students still have to be able to focus on their schoolwork, and distractions have the ability to pose a big challenge to getting schoolwork done. Anyone using TikTok can become engrossed in the app and experience something like to addiction, where they are unable to leave it. People get increasingly dependent on social media as they use it more frequently each week. Unfortunately.

TikTok can also have a negative impact on teens by encouraging them to participate in dangerous social media challenges, connecting them with bullies or predators, or encouraging screen time addiction. Parents should learn what TikTok is and then talk with their kids about properly using the app.

TikTok has become an increasingly popular app for people of many different ages to use. Users can create whatever types of videos they want on this app and post it for anyone to see, despite a large majority of posts being people dancing to music. This app has attracted college students who are in the stage of emerging adulthood. College students enjoy having fun and this app allows Even

having your phone near you when you are trying to complete a challenging task can pose as a distraction. A group of researchers explored whether a cell phone could pose as a distraction when completing different tasks (Thornton, Faires, Robbins, & Rollins. 2014).

According to a study conducted by shown that TikTok is causing various issues, including addiction, in kids and teenagers. Some of the adverse effects of TikTok addiction include inferiority complexes, superiority complexes, and complexes of attractiveness and an increased usage of social media platforms by students is associated with a notable shift in their study habits. resulting in reduced attention towards scholarly works and This is particularly evident when there is an imbalance between excessive TikTok use and limited focus during study time.

Consequently, such changes in study habits may adversely impact the academic prospects of students. The popularity of social media platforms offers several advantages, including improved communication, easier information access, and platforms for artistic expression. However, social media's addictive nature and capacity to draw in and hold users' attention can have a negative impact on study habits and academic achievement. When students spend excessive time on TikTok or other social media platforms, their focus on studying can diminish significantly.

Constant distractions, such as receiving notifications, scrolling through endless feeds. and watching short videos, can break their concentration and hinder their ability to engage in deep and meaningful learning.

The TikTok algorithm is excellent at personalising the content they show making it hard for students to put their phone down - especially when it's time to focus. This makes it even more tempting for them to stay on TikTok during schoolwork and in lessons and convince themselves that they can pay attention to both. However, research has now proven time and time again that multi-tasking is a myth that simply leads to students being distracted and learning at a much slower pace, ultimately reducing their progress. Students who use TikTok as a learning tool show higher motivation and dedication to the content, leading to improved academic performance. The use of TikTok as a learning channel has been found to enhance students' understanding of course materials and increase their motivation to study.

One study sheds a very interesting light on this. The researchers instructed a group of students to check their phones throughout a lecture, and another group to put their phones away. The researchers found that students in the 'phones away' group wrote down 62% more notes and achieved 1.5 grades higher than those who had their phones out.

Overall, attempting to multi-task with TikTok or other social media apps ends up being unproductive in the long run. Using TikTok in academic settings has several potential benefits.

Firstly, it can enhance competence acquisition and collaborative work in higher education.

Secondly, TikTok can improve students' motivation and learning, as well as promote a change in the educational paradigm towards co-learning; co-creation, and teaching through visual material.

Additionally, TikTok can be used as a video aid to improve learning motivation and oral proficiency among learners in specific fields such as MICE (Meetings, Incentive Travel,

Conferences, and Exhibitions). Lastly, TikTok can be utilized as a teaching tool for English to enhance students' interest in reading, as it combines language with visual, auditory. and spoken elements in a comprehensive manner.

2.1.5 INFLUENCES OF TIKTOK ON STUDENT

Since the technology industry has proliferated in recent years, an increasing number of young people are using social networks and letting these emerging apps take over their leisure time in their daily lives. Young people form an essential part of the TikTok user group. Sloane and Rittenhouse found that Tik Tok's user base is 69% dominated by users aged 16 to 24 [1]. Apart from attending classes, these young people spend their days on Piklok with short videos. As a social networking software, TikTok contains complex content encompassing various information and knowledge fields. However, as young students develop physically and mentally, they may be tempted and influenced by TikTok if they browse it for a long time. Vygotsky's sociocultural theory claim that the most significant influence on student learning comes from social influences, the student's culture, and their peer group. Therefore, given the trend of TikTok being widely imitated by students, it is critical to investigate whether TikTok is beneficial.

1. PHYSICAL INFLUENCE

Long-term use of TikTok may also affect the physical quality and induce social network addiction in young people. In terms of physical health, prolonged viewing of TikTok may lead to concerns about students' appearance, eating health issues, and sleep problems. Students browse TikTok as a pastime but can become overly addicted to it. Rideout and Robb surveyed teens on how often they use their phones and found that 40% of teens would use their phones within five minutes of going to bed, and a further 36% would check their phones at least once during the night. The high frequency of mobile phone use and social media browsing can significantly impact adolescents' sleep, causing sleep deprivation, dozing off in class during the day. and affecting their academic performance. At the same time, adolescent students have heightened concerns about peer evaluation. Students learn about current trends in aesthetics by watching popular videos on TikTok to make changes to their bodies, such as losing and gaining weight and plastic surgery. These have a more significant impact on students in the growing phase of their bodies, which can lead to them not developing even or adequately becoming ill.

2. BEHAVIOURAL INFLUENCE

Students' manners could be affected by TikTok. such as becoming rude and lacking politeness.

Paramitha and Wardana studied the effect of TikTok on student politeness. They found that among students who use social media, excessive use of TikTok may harm students' personalities. social software users frequently engaged in actions including insulting parents and instructors. cursing, and interjecting during class. These adolescents indicated that they were used to it and did not realize that they were swearing or acting disrespectfully toward their seniors at the time of the survey. They had integrated these social networking habits into their daily life. Teachers must take the problem seriously even if there will still be some pupils who do not exhibit this behavior.

3.   POSITIVE INFLUENCE

The popularity of TikTok and the straightforwardness of its content make it more accessible to students. Although the three adverse effects of TikTok on students are presented above, 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.

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.

However. Nichita suggests the opposite approach: TikTok is not applicable as an educational tool. False information and offensive videos on the Internet can have a negative impact on pupils' development, and TikTok's content review is still not stringent enough. It's possible that other videos on TikTok will keep students from paying close attention to the lecture. It would be regarded irresponsible for instructors to expose their children to a TikTok atmosphere that may harm their mental health. TikTok has to introduce additional programs that are appropriate for learning if instructors wish to utilize it for teaching.

2.1.6   EFFECT OF TIKTOK USAGE ON STUDENT ACADEMIC PERFORMANCE

Social media can emotionally impact individuals who rely on the platforms for social approval.

Studies have shown that TikTok is causing various issues, including addiction, in kids and teenagers (Wojdan et al., 2021). Some of the adverse effects of TikTok addiction include inferiority complexes, superiority complexes, and complexes of attractiveness. The TikTok app. accessible for Android and Apple devices, lets users create short videos to perform various popular songs. These so-called "LipSync-Videos" may be exchanged with other users. downloaded for personal use, commented on, and, of course, accompanied by a "Like." Not only do people contribute playback videos to TikTok, but they also consume a significant number of video materials (Wojdan et al., 2021). The excessive use of TikTok often Ieads to addiction and time wastage which is a concern in academic institutions. The first stage of the addiction occurs when the students' focus is reduced from studies to excessive social media use. A habit is an ingrained activity performed with little or no conscious thinking. It is unpleasant to break an acquired behavior since a routine is a pattern of action that is done repeatedly. Due to the dopamine associated with TikTok, addicts have problems adapting to changes in behavior. In such instances, old habits, ways of thinking, processes, and behavioral patterns must be

thoroughly evaluated to demonstrate the critical nature of change. Communication is crucial throughout the unfreezing stage to ensure that students understand the impending change. its rationale, and how it will benefit each member. According to brain research, frequent behaviors such as TikTok usage may develop into habits over time (Wojdan et al., 2021). The neurons that connect fire in unison, increasing the urge to acquire routines that meet the body's dopamine

requirements. Daily focus on TikTok builds new neural networks in the brain and provides the greatest potential for the learner to establish the activity as a habit.

Around 70% of our daily routines are automatic, as they are influenced by the unconscious mind manipulated by repeated behavior (Burnes 2020). After the students' behavior becomes a habit. they may depend on TikTok strongly. Lewin noted that transformation is a process that requires the school to shift into a new state of being (Burnes 2020). There is a considerable correlation between social media addiction and senior high pupils' study habits. Such a pattern suggests that the school students' study habits are contingent upon their social media addiction. The more the students use social media, the more their study habits will change with reduced attention to scholarly works (Wojdan et al., 2021). The imbalance between TikTok use and focus during study time reduces the student's academic prospects. Reduced academic performance is one of the most severe repercussions of students' excessive social media usage. According to the findings of research conducted on high school students, those who utilized social media more than the norm had worse academic success and lacked classroom attentiveness (Wojdan et al.,

2021). The students also had problems with their self-esteem that could limit their desire to learn and engage in school. Students who spend more time on social networking platforms such as TikTok spend their time on social networking sites conversing and finding friends rather than reading books. In the case of the student's TikTok addition, Lewin's hypothesis asserts that people can be influenced by constraining forces that oppose driving forces (Burnes 2020).

Students may have a strong desire to maintain the status quo, limiting their ability to adapt to proposed behavioral changes quickly. Once someone develops a social media addiction. their self-esteem becomes dependent on the number of likes or comments they get on a given post.

Recent research indicates that social media, such as TikTok, has specific characteristics with other types of addictions, such as drug and gambling addictions (Wojdan et al., 2021).

Social media platforms such as TikTok enable online interaction, but there have growing concerns over addiction. TikTok lets users post images, videos, music, opinions, and news. among other things that may lead to dopamine dependency among the students. Addiction occurs when individuals seek something other than what they need, such as social approval from followers and likes. Lewin's change model explains how the behavior can turn into a habit that is hard to change to manage TikTok addiction among students. The emphasis is on the effect of behavioral routines on the subconscious mind of the students that results in habits that recur unconsciously. Such students find problems with their time management as a critical factor determining academic performance among students.

2.2   THEORETICAL FRAMEWORK

2.2.1 USES AND GRATIFICATION THEORY

Uses and gratification theory was developed and used to explain diverse media use practices (Katz and Foulkes, 1962; Katz et al., 1973). This theory highlights that people use mass media to satisfy particular wants and aspirations (Katz, 1959; Katz et al., 1973). Although this theory was created

to explain how people use mass media, it is now frequently used to explain how people use social media, such as Facebook (Nadkarni and Hofmann, 2012; Cristescu and Balog, 2018;

Kowal et al., 2020; Raza et al., 2020), Tinder (Sumter et al., 2017; Timmermans and De Caluwé,

2017), and Instagram (Lee et al., 2015; Phua et al., 2017).

The use of TikTok has been examined using the uses and gratification theory (Bossen and Kottasz, 2020; Omar and Dequan, 2020). Bossen and Kottasz. (2020) adopted the uses and gratification theory to better understand TikTok use among pre-teenagers and adolescents. They showed that passive consumption was common and that users' behavior on TikTok, including passive content consumption as well as participation and contributory activities, was mostly motivated by fulfillment of amusement or affect. Omar and Dequan (2020) discovered that TikTok usage was significantly predicted by archiving, self-expression, social connection, and escapism. Moreover, Scherr and Wang (2021) discovered four main motives why Chinese people use TikTok, explaining the success of TikTok with gratification niches. They also demonstrated the roles of these motives in driving TikTok use behaviors. Specifically, daytime use was driven by trendiness, nighttime use was driven by novelty, and posting TikTok videos was driven by socially rewarding self-presentations. In general, prior studies have proposed underlying

motivations for using TikTok based on uses and gratification theory.

2.2.2 CULTIVATION THEORY

The Cultivation Theory suggests that individuals develop their attitudes, beliefs, and values through repeated exposure to media messages. This theory is based on the idea that individuals are influenced by the messages they encounter on social media. The cultivation theory states that the more often someone is exposed to images of society's ideal body, the less they are going to realize that those images are unrealistic. We are constantly being exposed to the media and constantly being told what is the most accepted way to look. Cultivation theory examines the long-term effects of television viewing on viewers' conceptions of social reality. Cultivation analysis initiated as part of the Cultural Indicators Project founded by George Gerbner in the late 1960s. The central hypothesis of cultivation analysis is that people who spend more time watching television are more likely to perceive the real world in a way as most commonly depicted in television messages, as compared to those who watch less television, but are otherwise comparable in major demographic features (Gerbner, 1969).

Television is the most pervasive and constant learning system in society. Cultivation analysis approaches television as a message system with aggregate and repetitive patterns of images. the contents of which were absorbed by viewers over long period of time. Different from the then traditional mass communication research, which focused on the effects of individual messages, episodes, series, and genres on immediate attitudes and behavior changes, cultivation analysis emphasizes the general and pervasive outcomes of cumulative television exposure (Signorielli and Morgan, 2009).

2.3   EMPIRICAL REVIEW

According to C. Diol, the use of application TikTok has had a very little negative impact on teenagers and young adult students. TikTok Influence on Teenagers and Young Adult Students:

The Common Usages of the Application TikTok, C. Diol has also been able to map out the spread of TikTok over the past 3 years and how it has become a significant participant in the role of influencers, creating an entrepreneurial possibility with its growth. (Diol C, 2020)In a research on TikTok based on user centric theory, Jiang Xiao Yu has discussed the reasons behind the huge success of TikTok. From the perspective of user centric theory. TikTok optimizes the user experience in the aspects of UCD design, content production and form innovation, personalized service and so on. It satisfics the user's needs and achieves the user's goals. In terms of user experience, TikTok has optimized the experience in terms of interface design, human-computer interactive, UGC, PGC and OGC content production model, content micro narrative modes and recommended algorithm technology based on big data, which enhanced user loyalty. (Jiang Xiao Yu, 2019)

Syah et al. (2020) stressed that in this technological age, students are attached to social media such as. TikTok due to the compelling features that make it casy to be used. Therefore. using different videos and photos from other cultures encourages users to be completely immersed. which boosts their interest, collaboration, and motivation to learn (Zhou, 2019; Aranego, 2020).

Students' interests have also been associated with their desire to know and with what a teacher could offer in a classroom setting (Escamilla-Fajardo et al., 2021). TikTok has the potential to be a channel to provide knowledge and, at the same time, learning and assessment feedback that can be used to improve student learning (Rijal & Sukmayadi, 2020; Asamoah et al., 2022).

According to Hayes et al. (2020), students were highly interested in the visual appearance of TikTok, which attracted their attention to master instructional concepts. The music and information incorporated into the TikTok videos made the students happy. Approximately 96.5% of the students agreed that they improved their level of understanding of science when learning through TikTok (Hayes et al., 2020). Given this analysis, TikTok serves as a good platform for providing interesting teaching and learning. Students are not forced to learn since the integration of videos or audio into learning content can attract students to learn.

Bovonsunthonchai, Ariyaudomkit, Susilo, Sangiamwong, Puchaphan, Chandee, and Richards

(2020) found that using a phone schoolwork, and just losing track of time throughout their day. If students have their phone near them, then they are more likely to go on social media accounts. and TikTok is one of the social media accounts that has become immensely popular. The more time that a college student spends on TikTok, the more they will lose track of time and then that impacts what they are able to complete for their classes. This could in turn cause them to get worse grades than if they were to not go on TikTok as often or at all because they would not have the distraction from the app. It does not matter what year students are in, so if professors have one class full of sophomores and another class full of seniors, both classes will use around the same amount of time on TikTok each day. Professors should find diverse ways to keep their students engaged, so that

way if a student sees a notification from TikTok, they will not want to look at their phone because they are engaged with what is being taught. College students also need to become more aware of this issue by monitoring their usage of this app and limiting the amount of time that they spend using TikTok.

Mitra et al. (2010) reported that the use of videos in learning encourages active and deeper learning. Moreover, Hight et al. (2021) found that using chemistry-themed videos helped students retain instructional concepts. Since TikTok is used by most older children, incorporating it into education has the potential to motivate them to learn. It makes learning interesting and promotes innovation and creativity. Moreover, the findings of this study provide satisfactory evidence that students have a good perception of the use of social media, particularly TikTok. in the teaching and learning of science, as evidenced in the literature. For example, Yang (2020) found that students positively perceived theincorporation of TikTok in their learning. We also observed that the use of TikTok helps increase students' confidence. Using TikTok encourages student participation (Gikas & Grant, 2013; Mao, 2014; Al-rahmi et al., 2015; Selwyn & Stirling,

2016). although it can be expensive (Omar & Dequan, 2020). Therefore, the collaboration. inquiry, and excitement accompanying the use of TikTok in the teaching and learning of science. as confirmed in this study, can contribute to self-directed and responsible student learning (Hamdan et al., 2022). Students will eventually develop selfunderstanding that will facilitate their interpretations of instructional concepts.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0   INTRODUCTION

The research is on impact of Impact of TikTok on the academic performance of Kwara state polytechnic student. This chapter will also try to know if Tiktok has negative effect on student of academic performance. According to Olayiwola (2018) research is the process of aiming at dependable solution to problem through the planned and the systematic collection of data, analysis and interpretation of data collected for promoting progress and enabling man to relate move effectively to his environment in other for him to accomplish his purpose and resolve his conflict, thus this work will shed more light on impact of Tiktok on student academic performane.

3.1   RESEARCH DESIGN

This study used a descriptive survey method which, according to Senam and Apan (2014), is one of the methods of quantitative research, which entails a painstaking process of gathering of information or data and using the results as the basis for determining the trend or the issues that will form the thrust of this research.

This study will employ descriptive survey research design to assess impact of Tiktok on academic performance, A study of students of Kwara State Polytechnic, Ilorin. An audience survey will be carried out, this was done to enable the researcher discuss findings especially as there is a widespread variables.

3.2   POPULATION OF THE STUDY

The population covered will be students in the Institute of information,communication and technology (ICT) Kwara State Polytechnic, Ilorin. A large population of males and females who have access to social media (Tiktok) will be covered. However, the samples will be randomly selected from these groups.

3.3   SAMPLE SIZE AND SAMPLING TECHNIQUE

A stratified random sampling will be use for the study. This is because the population was made of social media users and had the opportunity of having android or smart phones and access to internet and they were over two hundred population in the various school that make up all the different department in IICT Institute, Kwara State Polytechnic. A total of Two hundred (200) respondents will be sample among Student in IICT INSTITUTE, Kwara State polytechnic, llorin.

In the course of this research, a total of Two hundred (200)in Institute of information communication and technology in Kwara State Polytechnic will be sample which includes Computer Science Department, Mass Communication Department, Office Technology Department and library and information science Department.

Using sample random technique, Fifty (S0) respondents would be selected from Computer Science Department, another Fifty (50) respondents would be selected from Mass Communication Department and Fifty (50) respondents would be selected from Office Technology Departmen and the last Fifty (50) respondent will be from library and information science department. The simple

random sampling will be used to select the Two hundred (200) respondents from school of communication and information technology Kwara State Polytechnic.

3.4   INSTRUMENT OF DATA COLLECTION

Data was collected through questionnaire from the sample size of the study by using closed-ended questions. Wimmer and Domick (2011) describes questionnaire as vital instrument that enable researcher to obtain information from the respondent about their opinions, perceptions, feelings, beliefs and attitude about a particular topic or subject matter. According to McLeod

(2018) Closed-ended questions structure the answer by only allowing responses which fit into pre-decided categories.

3.5   RELIABILITY AND VALIDITY OF THE INSTRUMENT

Validity may be defined as the "appropriateness, correctness, meaningfulness, and usefulness of the specific inferences researchers make based on the data they collect" Likewise, reliability may be defined as the "consistency of the scores obtained" (Frankel & Wallen, 2008). Before drawing conclusions about data based upon any measurement, it is important to consider issues of validity and reliability in the measurements taken. For the validity of this study, face validity will be conducted by giving instrument to be measured for this study to the supervisor of this study for correctness and accuracy.

Also, Orodho (2014) sees reliability in research as concerns in the degree to which a particular measuring procedure gives similar results over a number of repeated trials. In order to test the reliability of the instruments a pilot study will be conducted to ascertain the reliability of the structured questionnaire.

3.6   METHOD OF DATA ANALYSIS

The survey will be carried out in this study. Survey according to Rogers and Dominick (1987), involves drawing a set of questions on aspects of a subject to which selected members of a population are required to react. This method was adopted because it is less expensive. The study populations will be student in the department of mass communication Kwara State Polytechnic, Horin.

3.7   DATA COLLECTION METHOD

This study will make use of Self-completion questionnaire containing structured will be administered on respondents. This is because it enables the researcher to group responses into limited number of classes or categories for ease of analysis. During the research process, 200 copies of questionnaires will be administered on selected respondents; which will be retrieved immediately for prompt analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0   INTRODUCTION

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researchers for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into tables so that statically and logical conclusion can be gotten frills the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and vetted comprehension The researcher presents all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

4.1   DATA PRESENTATION

Data presentation is defined as the process of using various graphical formats to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts etc. However, the organization and presentation of data shall be according to questionnaire items and responses, in the (21) twenty questionnaire items developed from the three framed researcher questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of one hundred (100) copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

DISTRIBUTION TABLE

RESPONDENT	FREQUENCY
Number of questionnaire distributed	100
Number of questionnaire returned	100
Number of discard	Nil
Number of questionnaire not returned	Nil
Number of questionnaire presented and analyzed	100

From the above table it can be seen that the respondents were people of Ilorin. Number of questionnaire distributed were 100, the percentage was 100%, number of questionnaire returned was 100, no of discard was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analyzed are 100

SECTION A - BIO DATA OF THE RESPONDENTS

QUESTION 1: DISTRIBUTION OF RESPONDENTS

RESPONSES	FREQUENCY	PERCENTAGE
Male	49	49%
Female	51	51%

Total	100	100%

Source: Field Work 2025

In the response to the question on the distribution of respondents according to their sex, 49 respondents representing 49% of the population are male while 51 representing 51% are female.

QUESTION 2: DISTRIBUTION OF THE AGE OF RESPONDENTS

RESPONSES	FREQUENCY	PERCENTAGE
Below 20 years	45	45%
21 - 30 years	49	49%
31 - 40 years	6	6%
41- above	0	0%
Total	100	100%

Source: Field Work 2025

In the above table, 45 respondents on 45% fall between the age bracket of (below 20 years) and 49 respondents on 49% fall between the age bracket of (21-30) years. For the age bracket of (31--40) years we have 6 respondents on 6% and then 0 respondents for the age 41 years and above.

QUESTION 3: MARITAL STATUS

RESPONSES	FREQUENCY	PERCENTAGE
Single	97	97%
Married	3	3%
Divorce	0	0%
Total	100	100%

Source: Field Work 2025

The table above shows the marital status of the respondents, according to the table 97 (97%) of the respondents are single, 3 (3%) are married, 0 (0%) of the respondents is divorce.

QUESTION 6: Educational Qualification

RESPONSES	FREQUENCY	PERCENTAGE
Ssce	0	0%
Ond/nce	97	97%
Bsc/hnd	3	3%
Total	100	100%

Source: Field Work 2025

The table above shows the Educational Qualification of the respondents. According to the table 0 (0%) of the respondents are SSCE, 97 (97%) of the respondents are OND/NCE, 3 (3%) of the respondents are BSC/HND.

QUESTION 4: Distribution of Respondents religion

RESPONSES	FREQUENCY	PERCENTAGE

Christianity	34	34%
Islam	61	61%
Others	5	5%
Total	100	100%

Source: Field Work 2025

The above table shows the religion of respondents, from the table in which 34 (34%) of the respondents claim Christianity religion, 61 (61%) of the respondents claim Islam religion , while 5 (5%) of the respondents claim others religion.

SECTION B

QUESTION 1: TikTok is not new to you?

Table 1

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	64	64%
Agree	24	24%
Neutral	10	10%
Disagree	2	2%
Strongly disagree	0	0%
Total	100	100%

Source: Field Work 2025

The table above shows that TikTok is not new to 64 (64%) of the respondents, While 24 (24%) of the respondents also agree that TikTok is not new to them, and 10 (10%) also said TikTok is neutral to them, while 2 (2) of the respondent disagree and 0 (0) of the respondents strongly disagree.

QUESTION 2: You can't do without using TikTok?

Table II

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	64	64%
Agree	24	24%
Neutral	10	10%
Disagree	2	2%
Strongly disagree	0	0%
Total	100	100%

Source: Field Work 2025

The above table shows that 30 (30%) of the respondents strongly agree that they can't do without using Tiktok, While 64 (64%) respondents also agree that they can't do without using TikTok and 6 (6) disagree that they can't do without using TikTok, and 0 (0%) Strongly disagree.

QUESTION 3: If you have data, you can spend many hours on TikTok?

Table III

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	25	25%
Agree	53	53%
Neutral	18	18%
Disagree	4	4%
Strongly disagree	0	0%
Total	100	100%

Source: Field Work 2025

From the above table, it shows that respondents 25 (25%) respondents can spend many hours on TikTok, While 53 (53%) respondents Agree they can spend many hours on TikTok, While 18 (18%) respondent are neutral and 4 (4%) respondents disagree.

QUESTION 4: You will feel empty when your phone battery runs down?

Table IV

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	44	44%
Agree	36	36%
Neutral	10	10%
Disagree	5	5%
Strongly disagree	5	5%
Total	100	100%

Source: Field Work 2025

From the above table, it shows that respondents 44 (44%) strongly agree that they will feel empty when their phone battery runs down, While 36 (36%) respondents Agree and 10 (10) respondent said they are neutral, While 5 (5%) respondent disagree and 5 (5%) respondents strongly disagree.

QUESTION 5: You spend more time on TikTok than on your studies?

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	25	25%
Agree	29	29%
Neutral	13	13%
Disagree	14	14%
Strongly disagree	19	19%
Total	100	100%

Source: Field Work 2025

From the above table, it shows that respondents 25 (25%) strongly agree you spend more time on TikTok than on your studies, While 29 (29%) respondents Agree and 13 (13) respondents are neutral, While 14 (14%) respondents disagree and 19 (19%) respondents strongly disagree.

QUESTION 6: You are so addicted to TikTok?

Table VI

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	22	22%
Agree	25	25%
Neutral	23	23%
Disagree	20	20%
Strongly disagree	10	10%
Total	100	100%

Source: Field Work 2025

From the above table, it shows that respondents 22 (22%) strongly agree you are so addicted to TikTok, While 25 (25%) respondents Agree and 23 (23) respondents are neutral, While 20 (20%) respondents disagree, 10 (10%) respondents strongly disagree.

QUESTION 7: TikTok has affected the time you spend on many other activities of yours.

Table VII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	45	45%
Agree	21	21%
Neutral	13	13%
Disagree	13	13%
Strongly disagree	8	8%
Total	100	100%

Source: Field Work 2025

The above table shows the respondents responses on the statement that says TikTok has affected the time of respondents in which 45 (45%) of the respondents strongly agree Tiktok has affected them negatively, 21 (21%) of the respondents agree with it, 13 (13%) of the respondents are neutral about that, 13 (13%) of the respondents disagree with it, while 8(8%) of the respondents strongly disagree that Tiktok has affected them negatively.

QUESTION 8: Your study time as reduced as a result of TikTok.

Table VIII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	21	21%
Agree	55	55%
Neutral	11	11%
Disagree	9	9%
Strongly disagree	4	4%
Total	100	100%

The above table shows the respondents responses on the statement that your study time as reduced as a result of TikTok in which 21 (21%) of the respondents strongly agree, 55 (55%) of the respondents agree, 11 (11%) of the respondents are neutral, 9 (9%) of the respondents disagree, while 4 (4%) of the respondents strongly disagree.

QUESTION 9: Even during exam periods, you cannot still distance yourself from using TikTok

Table IX

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	51	51%
Agree	26	26%
Neutral	10	10%
Disagree	11	11%
Strongly disagree	2	2%
Total	100	100%

The above table shows the respondents responses on the statement that even during exam periods, you cannot still distance yourself from using TikTok in which 51 (51 %) of the respondents strongly agree, 26 (26%) of the respondents agree, 10 (10 %) of the respondents are neutral, 11 (11%) of the respondents disagree, while 2 (2%) of the respondents strongly disagree.

QUESTION 10: Without TikTok you will have much time for your studies.

Table X

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	19	19%
Agree	65	65%
Neutral	11	11%
Disagree	5	5%
Strongly disagree	0	0%
Total	100	100%

The above table shows the respondents responses on the statement that without TikTok you will have much time for your studies, in which 19 (19 %) of the respondents strongly agree, 65 (65%) of the respondents agree, 11 (11 %) of the respondents are neutral, 5 (5%) of the respondents disagree, while 0 (0%) of the respondents strongly disagree.

QUESTION 11: Your performance in school is negatively being affected by TikTok.

Table XI

RESPONSES	FREQUENCY	PERCENTAGE

Strongly agree	15	15%
Agree	48	48%
Neutral	29	29%
Disagree	8	8%
Strongly disagree	0	0%
Total	100	100%

Source: Field Work 2025

The above table shows the respondents responses on the statement that your performance in school is negatively being affected by TikTok, in which 15 (15 %) of the respondents strongly agree, 48 (48%) of the respondents agree, 29 (29 %) of the respondents are neutral, 8 (8%) of the respondents disagree, while 0 (0%) of the respondents strongly disagree.

QUESTION 12: TikTok is not a blessing to students, especially you

TABLE XII

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agree	28	28%
Agree	24	24%
Neutral	14	14%
Disagree	26	26%
Strongly disagree	8	8%
Total	100	100%

Source: Field Work 2025

The above table shows the respondents responses on the statement that TikTok is not a blessing to students, especially you, in which 28 (28 %) of the respondents strongly agree, 24 (24%) of the respondents agree, 14 (14 %) of the respondents are neutral, 26 (26%) of the respondents disagree, while 8 (8%) of the respondents strongly disagree.

4.2   ANALYSIS OF RESEARCH QUESTIONS

RESEARCH QUESTION 1: What is the nature of Tiktok among the Kwara state polytechnic student?

Table 3 and 5 answer this research question as it was gathered in From the table 3, It shows how the respondents give answer to the question if student are being addicted to TikTok in which 25 (25%) of the respondents are addicted to TikTok, while 53 (53%) of the respondents are not addicted and 18 (18%) are respondents are not sure if they are addicted or not.

According to table 5 which was gathered and shows the respondents answer on you spend on TikTok then on your studies in which 25 (25%) of the respondents strongly agree, 29 (29%) Agree, 13 (13%) are neutral, 14 (14%) of the respondents disagree, while 19 (19%) of the respondents strongly disagree.

RESEARCH QUESTION 2: You will feel empty when your phone battery runs down

Table 4 and 7 answer this question as it was gathered in Table 4 on you will feel empty when your phone battery runs down in which 44 (44%) of the respondents strongly agree, 36 (36%) of the respondents agree, 10 (10%) of the respondents are neutral, 5 (5%) of the respondents disagree, while 5 (5%) of the respondents strongly disagree you will feel empty when your phone battery runs down.

In Table 7, it shows the respondents response on how TikTok has affected the time you spend on many other activities of yours in which 45 (45%) of the respondents strongly agree, 21 (21%) of the respondents agree, 13 (13%) of the respondents are neutral, 13 (13%) of the respondents disagree, while 8 (8%) of the respondents strongly agree TikTok has affected the time you spend on many other activities of yours.

RESEARCH QUESTION 3: Your study time as reduced as a result of TikTok.

Table 8 and 9 answer this question as it was gathered in Table 8 on how your study time as reduced as a result of TikTok in which 21 (21%) of the respondents strongly agree, 55 (55%) of the respondents agree, 11 (11%) of the respondents are neutral, 9 (9%) of the respondents strongly disagree your study time as reduced as a result of TikTok.

Also in table 9 stated that even during exam periods, you cannot still distance yourself from using TikTok in which 51 (51%) of the respondents strongly agree, 26 (26%) of the respondents agree, 10 (10%) of the respondents are neutral, 11 (11%) of the respondents disagree, while 2 (2%) of the respondents strongly disagree that even during exam periods, you cannot still distance yourself from using TikTok.

4.4   DISCUSSION OF FINDINGS

In this study, an attempt was made to examine whether there is TikTok impact on student academic performance in higher institution.

The purpose of this study is to examine "The impact of TikTok on the academic performance of Kwara state polytechnic student". The result obtained the statistical analysis in this study was used to provide an answer to this research study, as data were presented into tables using simple percentage tabular presentation in the chapter four of this study to provide an answer to the question raised in this study.

Definite question were asked in the questionnaire to generate answers to each of the questions posed in this study, 100 questionnaire were administered to the respondent and all the copies of the questionnaire were returned.

Our findings confined that TikTok have played a vital role in academic performance of student if not abuse or use negatively in which 72 (72%) of the respondents agreed, while 28 (28%) doesn't agreed. The findings from this review can inform educators, parents, and policymakers in developing strategies to promote responsible TikTok usage and mitigate any potential negative consequences for students.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0   INTRODUCTION

The chapter deals with the summary, findings, recommendation and conclusion following the research carried out on impact of TikTok on the academic performance of Kwara state polytechnic students. The following finds and deduction were derived.

5.1   INTRODUCTION

In this study, the focus was on examining the impact of TikTok on academic performance of students among Kwara state polytechnic. The research delved into understanding how student perceive content on social media platforms especially TikTok, and how these platforms are utilized by student groups to spread their educational information.

This study was structured into five chapters.

Chapter one consists of the background to the study, statement of the problem, research question. research objectives, scope of the study, significance of the study and definition of terms.

Chapter two consists of review of related literatures on the topic of study (Conceptual framework and theoretical framework). Chapter two review related literature on Impact of TikTok on academic performance of Kwara state polytechnic students. The theory adopted by this research is Uses and gratification theory and cultivation theory which suggests that usersbehavior on TikTok, including passive content consumption as well as participation and contributory activities, was mostly motivated by fulfillment of amusement or affect. Cultivation Theory is based on the idea that individuals are influenced by the messages they encounter on social media.

Chapter three focuses on the methodology adopted in the data collection and analysis, Research descriptive Survey method was adopted using questionnaire as instrument used to gather data drawn question of the study 100 questionnaire of The Kwara state polytechnic students were selected as the population of the study, and the survey is selected as research sample and the stratified random sampling adopted as the sampling technique.

Chapter four presents the data for analysis, and also analysis of percentage score and frequeney method were used with the aid of tabular form to interpret analytically, and descriptively. analysis of the research question was also presented. The findings from this review can inform educators, parents, and policymakers in developing strategies to promote responsible Tiklok usage and mitigate any potential negative consequences for students.

Chapter 5 include the summary, conclusion and recommendation as the conclusion summarizes the key findings from the literature review and provides an overview of the overall impact of TikTok on students. It highlights the need for further research and suggests potential areas of exploration to better understand the complex relationship between Tik Tok and students' lives.

5.2   CONCLUSIONS

The issue of the engagement of students on social media (especially TikTok) in campuses has raised many concerns about how their academic pursuits are impacted. While considering the potentials of TikTok to contribute favorably to academic advancement, it has not always been the case. From the findings of this study, it has been deduced that the use of social media by students cannot be completely eliminated. Despite being a state polytechnic, findings of this study have to a great extent revealed the relationship between TikTok and academic performance of students in Kwara state polytechnic in both positive and negative side. The results obtained from the analysis carried out in this study shows that TikTok influences the academic performance of students. Thus, in the light of the findings obtained from this study, the conclusion reached is that there is a significant negative effect and influence of TikTok on academic performance of Kwara state polytechnic students in Kwara state polytechnic.

5.3   RECOMMENDATIONS

When it comes to the impact of TikTok on students, it is essential to consider both the positive and negative aspects. Here are some recommendations to navigate and mitigate any potential adverse effects while maximizing the benefits:

1. Students should be enlightened more on how to utilize TikTok for academic activities to improve in their academics
2. The school management should endeavor to inculate healthy social media practices (especially TikTok) into the academics curriculum.
3. Lecturers should ensure that students do not use their phones during lecture hours.
4. Digital Well-being Awareness: -Educate disciplines about the importance of responsible digital usage and maintaining a healthy balance between online and offline activities. Promote the concept of mindfully online engagement, encouraging students to set limits on their TikTok usage and prioritize their academic and personal development.
5. Creative Expression and Learning: -Encourage students to leverage the creative potential of TikTok to develop their skills and interests. TikTok provides a platform for self-expression. creativity, and even educational content. Encourage students to explore and produce educational or informative content on TikTok that aligns with their academic pursuits.
6. Privacy and Online Safety: -Raise awareness about online safety practices and privacy settings on TikTok. Help students understand the importance of safeguarding personal information and encourage them to use privacy features, such as setting their accounts to private and being cautious when sharing personal details.
7. Open Communication: Foster an environment of open communication and dialogue about TikTok and its impact. Encourage students to share their experiences, concerns, and insights. This allows educators, parents, and guardians to provide guidance and support, addressing any issues that may arise from TikTok usage.
8. Time Management and Productivity: -Teach students effective time management strategies and help those set goals for their TikTok usage. Encourage them to put their academic

obligations, extracurricular pursuits, and personal development first. Stress the value of utilizing TikTok for leisure rather than as a time-consuming diversion.

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Institute of Information and Communication Technology

Department of Mass Communication

QUESTIONNAIRE

Dear Respondent,

We are final year students of the Department of Mass Communication Kwara State Polytechnic, conducting research work on **"Impact of Tiktok on the Academic Performance of Kwara State Polytechnic Students"**

Your sincere responses are there in solicited on assist in analyzing the objective of the study.

All information supplied shall be used mainly for academic purpose.

Thanks for anticipation

INSTRUCTION: Kindly tick (   ) the answer you consider appropriate. The Questionnaire will be in three parts, Section A, Section B and Section C.

SCTION A: DEMOGRAPHIC INFORMATION

(1)   SEX: (a) Male   (   )   (b) Female (   )

(2)   Age: (a) Below 20yrs   (   )   (b) 21-30yrs (   )   (c) 31-40yrs (   )   (d) 4s1- above (   )

(3)   Marital Status : (a) Married (   )   (b) Single (   ) (c) Divorce (   ) (d) Other (   )

(4)   Educational Qualification: (a) ND 1 (   )   (b) ND II (   )   (c) HND I (   )   (d) HND II (   )

(5)   Religion : (a)Muslim (   )   (b) Christian   (   ) (c) Others (   )

SECTION B

Note: Please note the following key term and tick only one box for each question

KEY TERMS

SA = Strongly Agree,   A = Agree,   N =Neutral,   D = Disagree,   S D = Strong Disagree

S/N	"Impact of Tiktok on the Academic Performance of Kwara State Polytechnic Students" Statements	SA	A	N	D	SD
6.	Tiktok is not new to you					
7.	You can't do without using tiktok					
8.	If you have data, you can spend many hours on tiktok					
9.	You will feel empty when your phone battery runs down					
10.	You spend more time on Tiktok more then on your studies					
11.	You are so addicted to tiktok					
12	Tiktok has affected the time you spend on many other activities of yours					
13	Your study time as reduced as a result of tiktok					
14.	Even during exam periods, you cannot still distance yourself from using tiktok					
15.	Without tiktok you will have much time for your studies					
16.	Your performance in school is negatively being affected by Tiktok					
17.	Tiktok is not a blessing to students, especially you.					