

## INTEGRATING TIKTOK AS AN ACADEMIC AID IN THE STUDENT'S EDUCATIONAL JOURNEY

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### ABSTRACT

It is well-known that TikTok is a cutting-edge academic aid that significantly improves students' educational experiences thanks to its dynamic and entertaining platform. Initially perceived as purely an entertainment platform, TikTok has developed into an important instructional resource that can greatly improve students' learning outcomes. The aim of this literature review is to examine and consolidate the existing body of knowledge regarding TikTok's adverse impacts on students' educational journey. This review explores how TikTok affects students' lives in several areas, including academic achievement. The findings of the collected evaluations in different literature reviews show both TikTok's positive and, at the same time, some negative features while also shedding light on the platform's possible risks and effects on students. Students may stay interested and involved in academics while gaining crucial digital literacy skills by integrating TikTok into their educational journey. It is recommended that teachers improve their pedagogical approach and reach a wider audience by sharing creative teaching techniques, classroom experiences, and motivational content on TikTok.

**Keywords:** Academic Aid, Education, #LearnOnTikTok, Social Media, TikTok

### INTRODUCTION

TikTok is a social networking site that has gained popularity among younger demographics because of its short-form video content. Scholars have commenced investigating its possibilities inside educational environments. According to Wang et al. (2021), TikTok is a promising tool for informal learning and instructional participation because of its captivating format and broad student use.

TikTok is a social media platform that allows users to share videos and is quickly gaining traction. In 2020, it ranked as the second most downloaded app worldwide. While network users are primarily renowned for posting videos of themselves dancing, lip-syncing, or showcasing other abilities, initiatives like #learnontiktok have led to more videos of people sharing specialized expertise. TikTok is a platform that offers a contemporary and international audience access to a revolutionary format of brief instructional films produced by professional writers and entertaining content. This viewpoint offers numerous chances for succinct and efficient knowledge transfer across various scientific domains (Fiallos, Fiallos, & Figueroa, 2021).

The #LearnOnTikTok program, which consists of school instructional videos to aid learning during COVID-19 lockdowns, was introduced by TikTok in May 2020. Professionals from many fields, students, and other users have contributed to these videos by sharing their knowledge with the public on this social network. The videos made by its users and associated with the

hashtag #learnontiktok cover a wide range of subjects, including food recipes, chemistry experiments, health advice, learning foreign languages, and making origami figures (Hutchinson, 2020).

Additionally, TikTok can greatly increase student interest and engagement, according to studies. According to Huang and Su (2020), TikTok's interactive elements and entertainment appeal can encourage students to engage more fully in class activities. The platform's ability to provide information in a visually appealing and approachable manner is credited with this improved engagement.

Despite the platform's growing popularity, TikTok's potential as an academic tool is still underutilized in scholarly writing. Research on how TikTok's unique features—like short-form video content and algorithm-driven personalization—can improve learning outcomes is conspicuously lacking. Furthermore, measuring how TikTok affects students' critical thinking abilities, knowledge retention, and participation in different educational contexts is challenging. This disparity indicates that further empirical research is required to determine whether TikTok applies to the educational landscape.

Furthermore, little is known about the pedagogical approaches that can successfully include TikTok in the curriculum. While a few case studies and anecdotal evidence point to possible advantages, a thorough study of the most effective ways to use TikTok across a range of academic subjects is lacking. This entails investigating ways educators can guarantee information accuracy, balance enjoyment and educational value, and handle potential obstacles, including digital distraction and data privacy issues. Closing these gaps will help us gain a more complex understanding of TikTok's place in contemporary education. It will help teachers make the most of this platform to create more effective and engaging learning environments. Hence, the research of this study collected and gathered literature to thoroughly examine and explore the integration of TikTok as an academic aid to the student's educational journey.

## LITERATURE REVIEW

### Introducing TikTok as an Academic Aid

TikTok is an app that users of all ages use more frequently. Even though the vast majority of uploads on this app include individuals dancing to music, users are free to produce and share any video they like. College students transitioning into emerging adulthood have been drawn to this software. Students in college like to have fun, and this software lets them do just that. They can get followers through their postings and dance to the top-rated music. College students must, however, be able to concentrate on their studies in addition to having fun, and distractions might make it difficult to finish assignments. Anybody using TikTok has the potential to become addicted to the app and become unable to put it down once they become absorbed in it. As people use social media more regularly each week, they become increasingly reliant on it (Mekler, 2021).

TikTok is acknowledged as a valuable resource for supplemental education and the enhancement of digital literacy abilities. TikTok promotes creativity and critical thinking when users create and engage with the material, according to Zheng and Lee (2021). Students can master critical 21st-century skills in this casual setting.

According to Rahmawati and Anwar (2022), respondents generally favored adopting TikTok as a vocabulary-learning tool. On the other hand, some claim that social media can cause anxiety, loneliness, and depression (Reer et al., 2019) and that certain of its characteristics can upset classroom dynamics (Van den Beemt et al., 2020). Given the many advantages of social media use, educators can use it to assist students in acquiring abilities that will enhance their education.

Educators are increasingly using TikTok to produce exciting and easily accessible instructional materials. Smith (2022) talks about how educators use TikTok to create quick instructional movies that break down complex ideas and provide learners with a more approachable way to learn. These videos frequently include humor, music, and visual assistance to improve understanding.

Even with its promise, TikTok has several difficulties in education. Opponents contend that the platform's emphasis on concision can result in a cursory knowledge of subjects. Johnson (2020) argues that there is a chance that entertainment value will take precedence over instructional worth, leading to content that puts virality ahead of depth.

TikTok can be a valuable tool for connecting with and involving students at a deeper and more meaningful level in the classroom; it does not always have to be a prohibited distraction. The social media app for creating music videos is available to students, is free to use, and has the makings of an incredibly inventive teaching tool. TikTok's open-to-the-internet social networking component must be monitored, but the program's video creation feature is beneficial. Creating a teacher account on TikTok could be an enjoyable way to reward, engage, and amuse students within and outside the classroom. It is also a fantastic way for teachers to network and exchange advice, tricks, and strategies. Teachers are using TikTok to develop digital course materials. While it is a terrific tool for classroom use, it is even better for home assignments and distance learning. These videos can be produced independently or as a team effort. In order to engage students on a platform they can relate to, push them to understand concepts, work in groups, and support peer-to-peer teaching, the goal is to encourage students to use the app to complete an assignment (Awang et al., 2022).

The influence of TikTok on higher education settings has been the subject of several case studies. A study by Liu and Peng (2021) was conducted at a university where a media studies degree included TikTok integration. The results indicated that students thought the platform was helpful for group projects and peer education, indicating its potential as an additional teaching resource.

TikTok has also been investigated as a language learning aid. Language instructors can build immersive and interactive language learning experiences with TikTok, as Park and Kim (2022) discussed. Because of the platform's worldwide reach, language learners can interact with various linguistic content and native speakers, improving their language proficiency.

TikTok helps educators grow professionally, which benefits them personally. Teachers are using TikTok to exchange creative teaching methods, classroom management advice, and best practices, according to Ramirez (2021). With the aid of this peer-to-peer learning community, instructors can remain current on the newest approaches and trends in education.

Most research on students' views of TikTok in the classroom has been favorable. Students who responded to a survey by Nguyen et al. (2021) said TikTok made learning more relatable and

fun. Nonetheless, a few students voiced their worries about interruptions and the caliber of the material provided.

More research is required to fully comprehend TikTok's long-term effects on schooling as the platform develops. According to Davis (2022), future research should concentrate on creating guidelines for incorporating TikTok into official educational environments and examining its efficacy in diverse learning environments. Teachers can fully utilize TikTok for learning with the support of this ongoing study. However, Instructors and the educational setting must be aware of students' strengths and weaknesses in order for them to comprehend an individualized learning area (Genelza, 2023).

## METHODOLOGY

This literature review aims to investigate and summarize the body of knowledge regarding TikTok's adverse impacts on students. This review explores how TikTok affects student life in several sectors, including academic performance.

This research article employed a systematic literature review (SLR) as a qualitative methodology to address the study's issue. The systematic literature review is a methodical and firm way to locate, evaluate, and summarize previous research pertinent to a subject or inquiry. A comprehensive search is carried out across several databases, academic journals, books, and other sources to find all pertinent research on the topic of interest. The systematic review's design or methodology should be well stated, and the criteria should be fully itemized before the study. This inclusive and transparent search can be replicated by other researchers using many databases and grey literature sources. This involves planning a thorough search strategy and clearly emphasizing answering an identified question (Dewey & Drahota, 2016).

## Findings and Discussion:

Grounded on the results drawn from these selected papers, the claims that follow and this credible information should be emphasized in this article and shown in Table 1:

**Table 1:** List of Literatures on TikTok

Authors	Title of the Study	Findings	Recommendations
Wright (2021)	Reality check: How adolescents use TikTok as a digital backchanneling medium to speak back against institutional discourses of school(ing)	Wright (2021) examined how students challenge institutional processes and discourses using widely used hashtags associated with education. The study's findings demonstrate how TikTok is quickly growing in importance as a backchannel for teenagers in the era of digitally mediated socializing. This platform not only allows students to express their opinions about education but also has a significant impact on how they build their identities.	By focusing on how young people are shaping school(ing) as a large-scale, democratic project, and socially constructed phenomenon, the author backchannels a largely resistant attitude toward the institutional framing of school(ing) that many adult educators today uphold. This is done through a digital platform for young people. It is hoped that teachers will handle these uncomfortable and dissonant situations thoughtfully, creating possibilities for understanding and conversation rather than diminishing or opposing the students' experiences in the classroom.
Awang, Khalid, Yin, and A.	The Use of TikTok to Enhance Student	One social media site that is becoming increasingly popular among young people, particularly Gen Z, is TikTok.	If applied wisely, TikTok may be a valuable new tool for educators to

<p><b>Ya'acob (2022).</b></p>	<p>Participation in Computer Applications Class</p>	<p>Despite its unfavorable reputation, TikTok can still be helpful if used appropriately, which includes educational purposes. TikTok can potentially enhance learners' engagement and academic achievement in the Computer Applications course. For a better online learning experience, this novel approach was also favored by the majority of respondents.</p>	<p>improve the process of teaching and learning.</p>
<p><b>Flores, Maguate, Moises, Ohoylan, and Alegre (2024)</b></p>	<p>TikTok Application to the Students' Performance in Science.</p>	<p>The results showed that the students' pre-and post-test results differed significantly before and after the intervention. That meant the researcher's TikTok videos impacted how well students performed in physics.</p>	<p>Teachers are encouraged to make innovations in their classrooms using technology to promote effective teaching and learning processes. The researcher suggested that teachers administer diagnostic tests (pre- and post-tests) to assess students' comprehension of the material and may use supplemental materials to improve students' performance. DepEd and school administrators must consider other factors in improving student performance, such as conducting training and workshops for the teachers on how to use technology in delivering the lessons.</p>
<p><b>De Matta, Ibaite, Revistual, and Fajardo (2023)</b></p>	<p>Effects of TikTok English Teaching Videos on Elementary Learners' Second Language Acquisition.</p>	<p>It has been found that physical, pedagogical, and psycho-social problems cause learning setbacks for language learners who utilize mobile devices. The outcome also demonstrated a statistically significant difference between the learners' pre- and post-assessment raw scores.</p>	<p>TikTok can be used as an assessment tool to gauge language learners' progress and as an extracurricular learning tool to inspire and include students in improving their English language abilities.</p>
<p><b>Solomon (2021)</b></p>	<p>Incorporating social media into the classroom: A case study on how TikTok can be immersed into classroom pedagogy.</p>	<p>Research indicates that social media and classroom instruction can complement one another to boost student engagement, promote social-emotional health, and foster academic success. The TikTok app fosters social connections, necessitates displaying 21st-century abilities, and creates a cohesive classroom environment.</p>	<p>The results of this experiment show how teachers can aid the whole kid by helping highly nervous students receive social and emotional support through apps like TikTok. One participant said that TikTok "makes everyone feel like they belong."</p>
<p><b>Rajan and Ismail (2022)</b></p>	<p>TikTok Use as Strategy to Improve Knowledge Acquisition and Build Engagement to Learn Literature in ESL Classrooms.</p>	<p>The study's findings demonstrate that students' overall mean engagement with TikTok for literary learning is relatively high and that they are gaining beneficial knowledge in this area.</p>	<p>The study clarifies how educators might use TikTok to enhance students' understanding and foster engagement with literature. When the right platform, like TikTok, facilitates student-centered learning, teaching, and learning of literature become enjoyable and encourage innovation.</p>
<p><b>Sari, Siregar, Sukiri, and Resza (2022)</b></p>	<p>How physical education through TikTok makes a difference: The use of TikTok to promote learning activities</p>	<p>According to the study's findings, 45.6% of physical education teachers used TikTok social media accounts; 44.5% said that the app could be used for teaching and learning activities; 45.8% highlighted that the app draws students' attention; 53.6% confirmed that the app is more user-friendly than other social media applications; 49.2% responded that the app was used to provide teaching materials; only 37.8% indicated that respondents did not use</p>	<p>It is recommended that physical education instructors create additional teaching resources for various sports units, rather than just rhythmic gymnastics exercises, to allow students to engage in a wider variety of learning activities.</p>

		<p>the app because of its features; and 50.2% reported using it for rhythmic gymnastics exercises. Based on the study's findings, it can be said that physical.</p> <p>Although they are still restricted to rhythmic gymnastics activities, education teachers have included social media platforms like TikTok in their lesson plans.</p>	
<p><b>Garcia, Grayda, and Huang (2023)</b></p>	<p>TikTok as a Supplementary Instructional Material in Teaching Filipino and Communication Subjects</p>	<p>Mental effectiveness, emotional effectiveness, and active learning are all relatively high, according to the data collected. As a result, the TikTok app successfully promoted pupils' application of newly acquired knowledge, active cultivation, self-esteem, and intellectual abilities. The preliminary examination level result for the students was rated as reasonably satisfactory, and the final examination result was rated as satisfactory. It confirms that their performance levels are significantly different. As a result, the hypothesis that there is no discernible difference between the student's performance on the preliminary and final tests was rejected. As a result, there was a notable variation in the student's test results, and TikTok proved to be a successful novel teaching tool for communication and Filipino. The hypothesis that states there is no meaningful correlation between student performance and the new supplemental instructional tool of TikTok used in teaching Filipino topics was rejected. As a result, they have a noteworthy relationship. The TikTok films students created were a valuable and creative addition to the teaching communication and Filipino curriculum.</p>	<p>Instructors were urged to find and use more cutting-edge resources, like TikTok, that could improve students' performance in Filipino and Communication classes and their level of involvement. These methods can help create a more enjoyable and conducive learning environment.</p>

This review attained two thematic points: positive and negative features of integrating the TikTok application. Enhancing student participation is one of TikTok's main advantages as an academic tool. Even though they are thorough, traditional educational materials frequently fall short in the eyes of students used to the fast-paced digital environment. Students are consistently exposed to educational videos pertinent to their interests and learning needs because of TikTok's algorithm, which customizes content to each user's choices. This individualized approach has the potential to inspire pupils to conduct autonomous and in-depth subject exploration. Furthermore, TikTok's interactive elements, including comments and duets, let students actively engage in the learning process by working with classmates, exchanging ideas, and asking questions. This promotes a community of collaborative learning. Despite its benefits, there are several drawbacks to using TikTok as an academic tool, as stated in the literature mentioned above. First, educational content must contend with many distractions because the platform is primarily for entertainment. Secondly, while the brevity

of TikTok videos helps to capture attention, it may also limit the depth of content covered, requiring additional resources for a comprehensive understanding. Lastly, because the platform is open, there are questions about the accuracy and credibility of the information shared, which educators and students must critically evaluate and cross-reference against credible academic sources. To address these issues, educators should promote digital literacy, where students can recognize credible sources and teachers can use TikTok as a supplemental tool.

With this, the institution and the teachers need to ensure that the program adequately incorporates the teaching techniques and real-world activities that improve students' proficiency in the English language. Enhancing student control over what is taught in class and producing positive academic outcomes are the results of teaching the curriculum subject and being proficient in the language used for instruction. These factors increase the learner's exposure to and opportunity to understand the instruction material (Genelza, 2022). Peer-to-peer learning and active involvement are encouraged by this interactive format. Communities have been established where instructors and students exchange information and encourage one another's educational adventures through hashtags like #EduTok and #LearnOnTikTok. These groups offer motivation and a sense of community, which is essential for consistent academic engagement. Furthermore, students can find instructional content catered to their individual needs and curiosities thanks to TikTok's algorithm, which customizes content feeds based on user interests.

## CONCLUSION

With all the literature in this review, it is well-known that TikTok is a cutting-edge learning tool that significantly improves students' educational experiences thanks to its dynamic and entertaining platform. The brief yet engrossing videos offer concise and easily understandable insights into various topics, including physics, math, literature, and history. Educators and content providers may meet the short attention spans of today's digital-native students by using TikTok's format to communicate complicated subjects in an easily digestible manner. This approach to instruction makes academic material more engaging and motivates students to investigate subjects they may otherwise find threatening.

Additionally, TikTok's interactive elements promote a cooperative learning atmosphere. By liking, sharing, and commenting on content, students may interact with it and build a community of learners who help and learn from one another. In particular, this sense of community can help to promote a deeper comprehension of academic subjects and reinforce existing knowledge. In order to ensure that students are exposed to pertinent instructional material based on their interests and learning needs, the platform's algorithm also plays a critical role in personalizing content. Maintaining students' interest and motivation—essential elements of effective learning outcomes—is easier with this customized strategy.

Hence, TikTok has the potential to be a valuable academic tool since it can change the way that education is taught by making it more participatory, engaging, and readily available. Its distinct structure and broad student appeal give instructors a potent tool to enhance conventional teaching approaches and reach a larger audience. Platforms such as TikTok will

probably significantly impact how education is shaped as the educational landscape changes, providing students with new chances to succeed academically in a digital age.

### RECOMMENDATION

Initially perceived as purely an entertainment platform, TikTok has developed into an essential instructional resource that can significantly improve students' learning outcomes. TikTok's capacity to deliver information clearly and interestingly is one of its main advantages. TikTok makers of educational content employ brief, lively films to simplify complex subjects into manageable chunks, increasing the accessibility and fun of learning. This style works well for visual and auditory learners who gain from multimedia content. Additionally, the platform's algorithm matches user preferences with content curation, enabling students to learn new subjects and expand their knowledge in a tailored and dynamic manner.

Moreover, TikTok encourages worldwide collaboration and community among students and teachers. Students may connect with classmates and teachers with similar interests or face the same academic obstacles by following hashtags associated with particular subjects or issues in the classroom. By facilitating the sharing of study aids, materials, and moral support, this networking feature can foster a positive learning atmosphere. Teachers can improve their pedagogical approach and reach a wider audience by sharing creative teaching techniques, classroom experiences, and motivational content on TikTok.

If educators and students use AI technology in their work, they must consider equity, ethics, and plagiarism. It is essential to think of AI tools as enhancing and enriching tools for learning rather than as a replacement for traditional teaching methods. When utilized responsibly and under strict supervision, this technology can enhance instruction while generating new learning opportunities (Genelza, 2024).

Finally, TikTok promotes critical thinking and creativity. By producing original educational materials, students can participate actively in the learning process and go beyond being passive consumers of knowledge. In order to strengthen their comprehension and memory of the subject matter, the content creation process requires them to conduct research, synthesize material, and deliver it understandably and compellingly. Furthermore, the interactive elements of the platform, such as question-and-answer sessions and duets, encourage ongoing feedback and active learning. Students may stay interested and involved in academics while gaining crucial digital literacy skills by incorporating TikTok into their educational experience.

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