

ANALYZING STUDENTS' ENGAGEMENT AND USAGE OF TIKTOK: IMPACT AND INSIGHTS

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Students nowadays have been found showing much change in the ways of engagement owing to well-established digital platforms. These days, the student population enjoys increased interaction with social networks because of the rising popularity of TikTok among students. As such, its increased use has generated concerns over how it might affect academic performance and behavior in class (Adelhardt, 2024). Obasi (2024) indicates that using TikTok excessively leads to a short attention span or poor concentration on academic matters. However, most of the educators have identified different potential ways to utilize the power of TikTok in a process of education, using the popularity of TikTok for improving learning experiences as well as making learning entertaining. For example, educational practitioners have indicated using TikTok to create short tutorials or to engage learners collectively; however, effectiveness and sustainability of such applications have not been tested.

One of the major challenges in this framework is the unclear distinction between the role of TikTok as an entertainment tool and its potential educational purposes. Educational institutions are unable to place limits on their students' use of applications during school hours, which simply signals their escape from study hours and poor productivity. Lemmi (2023) highlights the effect of TikTok on academic performance is scanty, which means no empirical evidence has been documented as to how to apply this application in the educational setting. One of these alternatives might be setting appropriate times for use of therein within the schools. Another possibility could be controls merged into structured learning tasks. Teacher training programs will equip

teachers with skills that will enable them to effectually use TikTok in classrooms to close the gap between students' participation and academic learning (Fajardo et al., 2021).

The incorporation of widely utilized platforms such as TikTok into educational contexts necessitates a careful approach, while also embracing opportunities for innovation. Merging students' interests with robust pedagogical methods can foster an educational environment that meets the needs of the contemporary digital landscape (Adeoye, 2024). Achieving an equilibrium is crucial to guarantee that these tools enhance the capabilities of both educators and learners without undermining the quality and integrity of the educational experience.

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