

TEACHING WITH TIKTOK: TRANSFORMING CLASSROOMS THROUGH SHORT-FORM LEARNING

by:

Jonas R. Arellano

Teacher I, Tucop Integrated School

In recent years, TikTok has emerged not only as a platform for entertainment but also as a space for learning. With the growing number of Filipino learners spending time on social media, educators are beginning to meet them where they are—online. Teaching with TikTok has become a new trend, especially after the shift to digital learning during the pandemic. This method, while unconventional, shows potential to make lessons more digestible and engaging for today's learners.

TikTok's short-form video format, typically lasting between 15 seconds to 3 minutes, is ideal for explaining quick concepts, summarizing lessons, or reviewing topics. Teachers use it to simplify ideas in Math, Science, English, and even History through storytelling, music, animations, or visual demonstrations. Because of its creative and dynamic style, students are more likely to retain information, especially when compared to lengthy traditional lectures.

In the Philippines, public and private school teachers alike have turned to platforms like TikTok to create bite-sized educational content. According to a 2023 study by Garcia, Grayda, & Huang, the videos created with TikTok for students served as an effective and innovative supplementary resource for teaching Filipino and English subjects. Educators were motivated to explore and incorporate more creative tools like TikTok, which could enhance student engagement and performance in their Filipino and English classes. These methods can help foster a more enjoyable and supportive learning environment.

However, while the benefits are promising, the use of TikTok in teaching must be guided carefully. Concerns such as data privacy, screen addiction, and distraction from learning goals should be addressed. Teachers should also be trained in proper digital content creation to ensure accuracy, appropriateness, and alignment with curriculum standards. Nonetheless, TikTok has shown that it can be more than a social media platform – it can be a tool for learning that resonates with the digital generation. When used strategically, it becomes an extension of the classroom, especially for Filipino students with limited access to formal resources but strong mobile connectivity.

Teaching with TikTok reflects how education in the Philippines is evolving to meet the needs and habits of modern learners. While it cannot replace traditional teaching methods, it offers a powerful supplement that promotes engagement, creativity, and accessibility. As educators continue to explore digital tools, short-form content may just be one of the keys to making learning more inclusive and effective in the 21st century.

References:

Garcia, M., Grayda, M., & Huang M. C. TIKTOK AS A SUPPLEMENTARY

INSTRUCTIONAL MATERIAL IN TEACHING FILIPINO AND COMMUNICATION SUBJECTS. EPRA International Journal of Research and Development (IJRD) 8, no. 1 (2023): p. 118.