

## SCROLLING TO LEARN: HOW TIKTOK SHAPES THE STUDY HABITS OF THE LEARNERS"

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TikTok, one of the newest social media platforms, initially emerged during the pandemic with the primary goal of providing people with entertainment and enjoyment. It is currently widely used on various platforms, including blogs, online shopping sites, and educational settings, as a source of information, references, and more. With 800 million active users in 155 countries, TikTok is one of the most widely used social media platforms for music videos worldwide. This app, created in 2017 by the Chinese business ByteDance, has become the most popular short music video app globally in just over a year. With over 2 billion downloads on the App Store and Google Play, TikTok is the most downloaded app worldwide. This software's unique feature is that users can utilize samples of background music from its extensive music library to create 60-second short films, which they can subsequently share with millions of other TikTok users.

According to a preliminary study, TikTok may offer significant educational advantages in the US. According to 44.5 percent of the students who responded to the survey, the app could improve learning activities (Sari et al., 2022). 45 percent of them cited the app's visually appealing features, and 53.6% emphasized its accessibility when compared to other social networking apps. The site encourages involvement, enables real-time communication, and provides prompt explanations of problems through its interactive elements, including live videos and comment sections, as well as its user-friendly design.

In China, Choi, S. M., Kang, H., Sung, Y., & Lee, H. S. (2020) investigated the impact of TikTok use on pupils' academic performance and found a negative correlation. The

study's results underscore the significance of investigating the relationship between college students' academic achievement and their use of TikTok. Ogunmodede, T. A., Oyekanmi, M. A., and Oyekanmi (2020) came in second. They examined the impact of social media use on the social lives of secondary school students. They found that it significantly reduced their grades and academic performance, while also increasing the risk of social isolation. These findings underscore the significance of investigating the impact of TikTok use on students' social lives.

Based on the meta-analysis in the Philippines, Astaño J.L. (2025) titled "Effectiveness of TikTok in Enhancing Students' Communication Skills," the application is found to be effective in the improvement of students' communication skills, particularly in the oral and written parts. The study highlighted that various factors, including location, time of use, and level of education, influence the app's effectiveness. Besides, the research found that TikTok has a more potent influence in the Southeast Asian context, particularly when it is used for longer periods and smaller classes are maintained. There were issues with the use of TikTok in the classroom, despite its advantages, including a lack of time, addiction, distraction, teacher overload, technological problems, and content quality. Altogether, the research suggests that TikTok could be an effective tool for teaching communication skills if these issues were addressed.

On the other hand, Genelza's (2024) review examines nine studies that investigate the extent of information on how TikTok impacts the educational lives of students, both positively and negatively. From that information, two major themes can be identified: the use of TikTok with the class's help and the pros and cons of that approach. Positively, by personalizing content to customers' interests, the TikTok algorithm consistently exposes students to educational videos that cater to their learning needs and preferences. With such a tailored approach, students may be encouraged to explore the topics more deeply and independently.

Although TikTok provides quick and attractive access to information, it has certain drawbacks, such as the potential for distractions, the superficiality of content, and concerns about its accuracy, which warrant a cautious approach. To make effective use of the platform as a tool for education, students and teachers alike should engage in a critical evaluation of the material and validate it with trusted academic sources to ensure the learning remains accurate and meaningful.

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