

## **TikTok: An Educational Technology Tool**

TikTok is a mobile app that is available for everyone to publish videos, and the length of the video varies from 15 seconds to 1 minute. The videos include daily entertainment, talent show, commercialization of knowledge, and many more. Along with the increase in the viewer group, more teenagers download this application and start to shoot videos at home, school, market and everywhere. People begin to argue that TikTok has brought too many negative effects to teenagers.

According to Guo (2021), **TikTok played a no negligible impact on teenagers in three aspects---TikTok can be used as an educational tool. It can satisfy teenagers' mentality, but it does contain over-exaggeration content that shapes teenager's value in a misleading way.**

Social media is part of almost everyone's life. When the pandemic came and everyone was stuck in homes, people of any age, especially teens and tweens, spend time greatly scrolling through phones. Social media apps, like TikTok, helped them pass the time and fight boredom by learning the newest dances, discovering trends, and even creating new and original contents. Instead of being a distraction to students, TikTok is now being used to create and share inspirational videos and is considered as one of the useful learning platforms for education.

Social networks, according to Barlett-Brass (2006), offers a variety of applications that enhance group interactions and shared spaces of collaboration, social connections, and information exchanges in a web-based environment.

According to Mayer's (2002) list, the use of Tiktok corresponds to five of the principles in multimedia learning.

TikTok allows users to create and share videos of any topic creatively. This app is very popular to Gen-Zs and millennials. Since it is a hit app, educators must grab that opportunity to get the attention of learners and deliver lessons enthusiastically. Since only short videos are allowed, teachers can just highlight the important part and key points of the topic. Videos about comparing and contrasting ideas can also be created. This helps to simplify the lesson and makes it easier to understand and remember.

The videos can be watched multiple times by the students. Thus, learners will not be distracted by taking notes knowing that condensed versions of the classroom lessons through TikTok videos will be available. It allows learners to concentrate more on the live room discussion. Also, these videos can be considered as refresher lessons if the student was not able to join the class due to any acceptable reason.

TikTok can also help increase student's engagement in and beyond the classroom. Not all students are confident and comfortable in raising their hands or speaking in class to ask for some clarification regarding their lessons. This app offers incredible interaction with the users so that a teacher can encourage students to be involved through the comment feature which allows learners to give responses and throw questions or concerns. Through this, the teachers can provide and meet the learners' needs. These videos can be shared, hence, other students or anyone who watched the video can also learn.

Like any other social media, TikTok is a very fun app but has some dark sides as a learning tool. It can be a potential distraction since students cannot be controlled in using this app at school. Some videos are highly sexually explicit, feature self-harm, and other inappropriate themes for students, especially for the younger ones. Since TikTok users can give comments to other users' content, this application can possibly be an online bullying platform. Students' data privacy is also a concern.

Fortunately, these apprehensions can still be addressed. In terms of cyberbullying, TikTok implemented a feature to filter the user's comment section and hide any comment that contains destructive and harmful behavior and language. In TikTok, the account user can also control who can post comments to his or her content, or even restrict any comment at all. It also offers a notification that encourages the commenters to reconsider on commenting anything inappropriate to a specific video.

Moreover, a private account can be created in TikTok. In this feature, any account that attempts to follow the teachers or students' account can be put in a request first before accepting by the account owner. This is recommended to ensure that only the students view and comment on each other's content. One of the advantages of TikTok is that those students who are not comfortable about posting assignment videos can just create, save, and download the video they made and send it to their teachers through other online means or just show it to them in person.

It is still a debatable and sensitive issue if TikTok can be a beneficial online teaching platform. However, there are educators around the world who are currently using TikTok to share knowledge not just with their students but also with anyone interested to watch their videos.

Several factors must be considered for TikTok to become an official alternative teaching technique. It must be approved by the school institution and most importantly, the consent from the student's parents to share the personal information of their children when using the app.

Before using this app as a teaching tool, the students must be well-informed and educated about why this app is being used. Students must be aware of few limitations in using the app. It must be instilled to them that everyone of any age must be responsible in using any social media app and must be ready for any consequences. Teachers must encourage the students to use the app for its benefit and not to do any inappropriate acts.

At this point, social media, like TikTok, has taken over the world. If TikTok will be used as a new educational technology tool, it must be considered as a classroom extension. The effectiveness of any social media app depends on how people use it. A careful and sophisticated strategy must be planned to avoid any unwanted and unnecessary effects of TikTok on students. Also, teachers can encourage students to create their own accounts but not require them. Always be reminded to be mindful of what you post, comment on, and watch.

In summary, since TikTok is one of the greatest social media softwares, it should take on the responsibility and the challenge of **promoting** a positive guiding strategy, **advocating** the advantages of a short video, and finally **contributing** to the growth of teenagers' minds.