

# A STUDY ON ADDICTION OF TIKTOK AMONG YOUNGSTERS IN PALAKKAD

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## ABSTRACT

The followers of Tiktok and musers are increasing day by day this paves the way to addiction and youngsters are giving more priority to enhance their looks and become popular. The Tiktok is creating awareness and also entertaining people and it is different from other short video applications and have similar and repetitive contents and also the interface is simple. The research study focuses on the subject addiction of Tiktok among youngsters in Palakkad and the perception of Tiktok videos among non- users of Tiktok. The survey method is adopted to collect 50 samples to find out the addiction and focus group study used to know the perception of non users about Tiktok videos for further research study. This made the study to achieve the objectives more easier.

**Keywords:** Perception , Addiction of Tiktok.

## INTRODUCTION

Tiktok once in the past known as Musical.ly is an application which enables musers to transfer and share their short video recordings. One of a kind component of this online networking application from other entertainment internet based life application is that the interactive media substance is constrained to 15 seconds.

Tiktok is designed so as to copy regular online life destinations. It enables or shapes the person to be “maker” or “creator” and is to develop a network by empowering the people or clients to share their enthusiasm and inventive articulation through their recordings. In 2018, Tiktok was one of the most downloaded applications on the planet. Tiktok makes youngsters to consider improving their looks.

## RESEARCH METHODOLOGY

Qualitative and Quantitative method is used for the research study. Focus group study and survey are the methodology used for the research. Survey is the gathering of information achieved by asking people inquiries either face to face, on paper, by telephone or on the web. Directing reviews is one type of essential research, which is the get-together information direct from its source. The data gathered may likewise be accessed too consequently by different gatherings in auxiliary research. Survey research is utilized to assemble the suppositions, convictions and sentiments of those gatherings of people.

For the further study of research, questionnaire is used as the tool for data collection. A set of questions is distributed among the youngsters through online. By including an open-completed request in the survey and using the responses got the results are gotten in like way. The information is collected on the open perspective on impulse of Tiktok among young people. The review is passed on for just about 50 people and the respondent’s age group are between (18-29). The survey assessment relies upon online surveys and the looking at of individual units from a shut social event of people. The survey was conducted and the samples were collected from the youngsters of Palakkad.

The other methodology used for the research study was focus group study. Focus group study is an inside get-together is a social event of intentionally picked people who partake in an organized talk intended to rouse client acknowledgment about a particular point or zone of interest. For collecting the data for the research a group study was conducted. The focus group carried out by 10 questions to two groups with 10 members in each group between the age group of 18-22. The people chosen for focus group study was non – users of Tiktok from srm university. Every response was noted and the behaviours of the participants are also analysed while the section was going on.

## ANALYSIS AND INTERPRETATION

The aim of present study is to find out the “Addiction of Tiktok among youngsters in Palakkad and the perception of Tiktok videos among non-users of Tiktok”. For the research study, data collected from 50 youngsters in Palakkad through survey to find out the addiction and also data collected from 20 youngsters (2 groups with 10 members each) in Srm University, kattankulathur to find out the perception of Tiktok videos among non-users of Tiktok.

Q: Age group

It is inferred that 24.1% of the youngsters are from the age group of 22 and youngsters from the age group 21 and 23 are 18.4% and also only 1.9% of people use Tiktok between the age group of 26 and 29. It can be concluded that people between the age group of 21-23 are mostly the musers of Tiktok.

Q: Gender

48.1% are male musers and 29.6% are female musers. From this it can be inferred that most of the musers of Tiktok are male.

Q: At a stress how much time do you spent in a day for tiktok?

It is inferred that 51.9% of the people spent minimum of 1 hour in a day for Tiktok. That means in day to day life of the people spending time for Tiktok became a routine for youngsters. Also 16.7% of people spent 8 spent on Tiktok and 13% of people is spending 2 hour and more than 8 hours.

Q: As a tiktok muser do you share videos to public or put it in draft?

It refers that 70.4% of people share videos to public and 20.4% people put videos in draft folder and 1.8% of people do the rest of the activities like share to relatives, keep the videos as private, put it as draft and post when it turns out good and some people keep the videos as private in Tiktok and share it on social media as post and stories.

Q: How many videos will you do in a month?

It infers that 59.3% of people sometimes do videos in a month and 35.2% people do more than 10 videos in a month and rest 5.5% people is doing minimum of 10 videos in a month.

Q: How many videos do you have on your tiktok account?

Indicates that 48.1% of people have minimum 10-15 videos in their Tiktok account and 27.8% of people have more than 200 videos likewise 14.8% and 9.3% of people have 200 videos and minimum of 50-100 videos respectively.

Q: What kind of videos you do the most?

51.8% of people do all types of videos and 21.4% is doing comedy videos and 7.1% are doing lip-sync and dance videos, 3.6% do song videos, and 1.8% do rest of the types of videos like travel, something which they like own voice and theme based , travel videos etc.

Q: When did you join tiktok?

68.5% people joined in Tiktok and 16.7% in 2019, 9.3% in 2017, 3.7% in 2015 and 1.8% in 2016 and it is inferred that most of the people joined Tiktok in the year 2018 and Tiktok became popular among them in 2018.

Q: Does tiktok give gifts for musers?

61.1% of people admit that Tiktok is giving gifts to musers for best videos and 38.9% are saying Tiktok is not giving gifts for muser.

Q: How can you become popular in tiktok?

44.4% of people admitting that if musers post regularly then only they will get popularity in Tiktok. 31.5% of people believing that while sharing videos through social media the musers will get fame and become popular and 14.8% believes that by being consistent they will become popular in Tiktok. And 3.9% believes that going live once in a week will get fame.

Q: Do you go live on tiktok?

inferred that 59.3% don't go for live on Tiktok and the rest 40.7% people will go for live in Tiktok.

Q: How many followers do you need to go live on tiktok?

79.6% of people mentioning that it requires minimum of 1000 followers to go for live on Tiktok. And 13% people believing that more than 3000 followers is needed to go live on Tiktok. The remaining 7.4% thinks that 2000(3.4% people) and 3000(3.4% people) followers are required.

Q: Do tiktokers make money?

interpreted that 72.2% musers is stating that musers make money from Tiktok and 27.8% is disputing the statement Tiktok provides money for musers.

Q: Do you think tiktok should be banned?

78.6% of musers don't want to ban Tiktok and 8.9% of people never wish to ban Tiktok.

Q: how many times in a day do use tiktok?

38.9% of people don't use Tiktok every day and 33.3% of people use more than 10 times in a day and 22.2% use 2-5 times in a day (11.1%) and 5-10 times in a day (11.1%). The remaining 5.6% use Tiktok once in a day.

Q: Is checking or watching Tiktok videos is the last thing you do before going to bed?

50% people use Tiktok before going to bed and 50% people won't use Tiktok before going to bed that means half of the percentage of people activity before going to bed was checking Tiktok profile or watching Tiktok videos.

Q: From which platform do you mostly take videos?

68.5% of people mobile phones for taking videos and 31.5% people are using DSLR for making videos.

Q: Do you use filters while sharing videos to public?

The usage of filter in Tiktok videos to get attracted and more views. 66.7% of musers use filters sometimes while uploading videos, 13% people use filters always for their videos and 11.1% never use filters and 9.3% used to applying filters while making the Tiktok videos.

Q: Do you think Tiktok as a good source or platform for people to express their talents?

81.5% people are agreeing and considers that Tiktok is a good source or platform for people to build their talents where as 18.5% are disagreeing this statement and they won't believe that Tiktok helps to develop the talents of people.

Q: Do you tag your friends while uploading video?

38.9% people tag their friends only if they are in the video and 35.2% don't tag their friends it may be because their friends were not in Tiktok. 22.2% people tag their friends to get a vast reach for their videos and become more popular, 3.7% musers used to tag their friends whether they are there in the video or not in the video.

Q: Do you consider yourself as addicted to tiktok?

36.4% are admitting they are addicted to Tiktok and 34.5% musers are not considering their self as addicted. 29% people are not sure about whether they are addicted to Tiktok or not that means 14.5% are sometimes people consider they are addicted to Tiktok and the other 14.5% stating that they are not yet addicted to Tiktok.

Analyzing the perception of non-users of Tiktok between the age group of 18-22

Some people used Tiktok once and then they uninstalled the application because they realized that there is no use in watching Tiktok and some hesitated to watch Tiktok videos. Tiktok videos are sharing through social media to get a vast reach and get popular. But people scrolled the page when they accidentally see a Tiktok video. Most of the people wish to ban Tiktok because of the vulgarity in the videos and some videos leads to communal violence. Some was against to vulgarity. Because Tiktok is used not only youth and adults also children so this vulgarity will affect the culture of the society. People believes that Tiktok is a time killing short video application. The musers are trapping the time of the users as well as the people who use Tiktok to watch videos. It takes numerous attempts to make a solitary immaculate video. So it will burn through your parcel of significant time. The users mainly do scrolling the videos. People in the particular group are not Tiktok haters. Tiktok is considered as a platform to provide opportunities to show their talents. Some people do lip-sync videos, dance, own voice etc. So people started misusing the platform. Individuals are burning through their time for making such a pointless video and they feel that they will be well known, actually they are burning through important time. It is bold for the individuals who are causing the video so as to be an on-screen character. What's more, it doesn't have any great since they are hitting the book, instruction, occupations away. Don't give the kid a chance to utilize erase it from that point on the grounds that so as to peruse the books to get data so they will be liberal.

Instead of banning the Tiktok people wish to restrict the videos which shows vulgarity and creates communal violence in the society. A large portion of the video recordings are trivial which are just lip-syncing of whose that we don't know. They may have more followers however what is their existence. One hurtful impact of Tiktok is that there are inappropriate and hazardous substances in certain recordings which make them unacceptable for more youthful kids. Tiktok have very large number of users and it's very easy to make video on the platform and had seen kind very vulgar content on platform which should be age restricted. Now basically people come to Tiktok and will make any kind of anything which is abusive, seductive and full of nudity with any problem. Finally one guy from the group stated that "I am a boy and in the Tiktok that I am seeing some young lady with half gasp strolling and making video and in any event, generalizing her very own body I would get existed so this is my own explanation of not downloading Tiktok". From this it can inferred that most of them refused to watch Tiktok videos was because of vulgarity and don't want to waste the valuable time of them.

## CONCLUSIONS AND FINDINGS

The research study focuses on the subject addiction of Tiktok among youngsters in Palakkad and the perception of Tiktok videos among non- users of Tiktok. From the survey, it is analysed that

- Most of the musers are from the age group of 22.
- Mostly the musers are male (48.1%). Only 29.6% were female users. So people use Tiktok were mostly males.
- 51.9% people is spending one hour in a day for Tiktok. So People spend minimum of one hour a day for Tiktok either for watching and making videos.
- Most of the people used to share videos to public instead of saving it as public to get views and became popular among others in the society.
- People have minimum of 10-15 videos in their account and some of them have more than 200 videos in Tiktok account.
- Most of the people used to all kind of videos ie; around 58.1% do lip-sync videos, dance, romantic, comedy, theme- based.
- Around 68.5% people joined Tiktok in the year 2018. From this it can be inferred that Tiktok became popular and got inspired to the youngsters in the year 2018.
- Tiktok is giving gifts to the best videos and best musers, 61.1% musers are admitting that Tiktok is providing gifts for the best musers.
- Only 1.9% people (ie; the people who are the samples for the survey) got gifts from the Tiktok.
- People admits that if they post or upload videos regularly, then only they will become popular in Tiktok. Also some believes sharing Tiktok videos on social media will also leads to get more popularity.
- Most of the people (59.3%) go for live in Tiktok, because if they go for a live, it's an opportunity to interact with other musers. And they will get more followers and can earn money while going for a live.
- It requires minimum 1K (1000) followers to go for live on Tiktok.
- The musers don't want to ban Tiktok ie; around 78.6% musers never wish to ban Tiktok.
- Half of the people use Tiktok before going to bed and half of them were engaged to some other activities.

- People consider Tiktok as a good platform to expose their talents to an open world.
- Most of the people use phone as a medium for making videos because everyone will have phone with them so they can make a video anytime anywhere also it is not accessible and affordable for people to make videos in DSLR.
- Most of the people won't use filters because they want the videos to be real and also want the viewers to make the feeling of reality.
- People tag their friends only they are there in the video also they use hashtags instead of tagging their friends, because it results to get more views.
- People are admitting that they are addicted to Tiktok in somewhat ways.

People consider Tiktok as a time killing short video application. The musers are trapping the time of the users as well as the people who use Tiktok to watch videos. It takes numerous attempts to make a solitary immaculate video. So it will burn through your parcel of significant time. Not only through the videos are sharing, musers are using social media also for sharing the videos to become the video viral.

The Madras High court banned Tiktok once, because of the vulgar and porn videos because these videos are creating communal violence in the society. And later it was made legal to use Tiktok.

People don't wish to ban Tiktok instead of banning restricting of those kind of videos will be more good because Tiktok is used not only by youth and adults also children so this vulgarity will affect the culture of the society also Tiktok is considered as an application for entertainment.

Individuals are burning through their time for making such a pointless video and they feel that they will be well known, actually they are burning through important time. It is bold for the individuals who are causing the video so as to be an on-screen character. A large portion of the video recordings are trivial which are just lip-syncing of whose that we don't know.

They may have more followers however what is their existence. One hurtful impact of Tiktok is that there are inappropriate and hazardous substance in certain recordings which make them unacceptable for more youthful kids.

So people's perception about Tiktok is clearly mentioned in the research study. The Research study carried out by the users and non- users of Tiktok.

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