

## Effects of TikTok on students' life style: A study of social sciences students in University of Karachi

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**Abstract:** TikTok is a mobile application introduced by China. Users on TikTok are uploading and watching videos on this application from all over the world. The researcher wants to find out effects of TikTok on lifestyle. The method used in this research is qualitative descriptive and quantitative approach. Survey method was used to collect data from students. According to Uses and Gratification Theory, people chooses and use media for their needs. The researcher found in survey that students choose to use TikTok and the videos they are watching on that application are according to their needs. TikTok is influencing student's lifestyle and micro-celebrities are playing major role in it. 26-to-30-year age group and female gender are more user on TikTok.

**Key Words:** TikTok, life style, social sciences students, social media, effects of media, Micro-celebrities

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### INTRODUCTION:

#### What is TikTok?

TikTok is a mobile application that was introduced by China in 2016, music was added to this app in 2018 (Jamil & Jamil, 2020). This application is easy to use and doesn't require any extraordinary knowledge. In the start of this app the duration of recording a video was just 15 seconds for the purpose of highlighting skills and abilities but now its duration has been maximized up to 30 seconds. This app is not just for entertainment, it is also used for earning money and fame. Many companies used it for advertisement because a lot of target audience are available on it. TikTok short videos are game changer and it can persuade audience more than other social media platform through persuasive characters and visuals demonstrated in it. (Rahmawati & Anwar, 2022) TikTok is easy to use for making, editing and sharing short videos, it also has function of commenting and sharing materials with others. (Rahmawati & Anwar, 2022)

#### Life style:

Life style can be seen in many ways such as what to wear, what to eat, what to buy, where to go, how to talk and much more. TikTok has influence users in many ways like health, beauty, product consumptions, body shaping, clothing, education etc. TikTok is widely used for such information and influence by micro-celebrities (Fuad et al., 2023). Nowadays body image has also become a big issue especially for teenagers and students, they are strive show themselves beautiful and seek appreciation about their body image and overall health. As society has set a certain "body image" which is affecting specially the TikTok users (Fuad et al., 2023).

#### Literature Review:

TikTok addiction affect the mental health of university students, they don't focus on their studies and limited the

time spend on TikTok, which results them problem during their exams (Zahra et al., 2022). Students are spending more time on TikTok then focus on their studies which affect their academic performance (Ali, 2021). Students from lower socio-economic background are at high risk of mental health problems (Hunt & Eisenberg, 2010). The study has confirmed that internet has strong connection with loneliness, male undergraduates has more risk of addiction then females (Saleem et al., 2023). TikTok is the most effective tool in social media available anywhere in glob and shorts videos and materials sharing on it can be watched on mobile screen (Warburton, 2022). TikTok provides an opportunity to all over the world to express themselves as well as they can share content from anywhere and which can be watch by anybody from any where (Busalim et al., 2019). Many TikTok user's use this application to escape from daily routine, express their feelings and to gratify their needs (Dias & Duarte, 2022).

There are four effects of Tiktok on students, which are moral entertainment, publicity, learning new things and providing new things (Sirmons, 2021). Teenagers can easily influence by outside influences and they can more easily influence by TikTok which are more helpful for them to express themselves (Wang, 2018). Long term use of TikTok can effect physical quality and can be cause of addiction in young people (Liu, 2023). Teenager users of internet might satisfy their demands on a psychological level, when they feel nothingness in life they approach to social networking to relief themselves psychologically (Liu, 2023). Teenagers and youngsters are the easy targets for TikTok influencers as they are fashion conscious and very sensitive about their physical appearance (Liu, 2023). Students learn about their physical appearance and adopt it from the content they are watching such as weight loss, body shaping, plastic surgery and clothing (Liu, 2023). Celebrities that are famous only on TikTok or by famous by TikTok are more persuasive then other big celebrities due to the audiences are judging them as their same age (Yang,

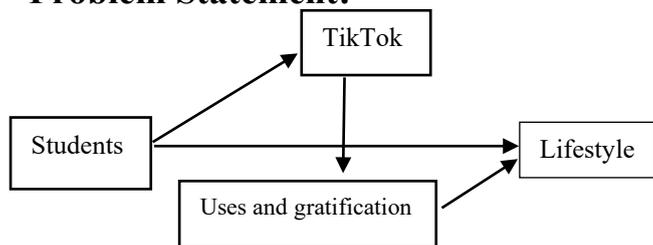
2022) Micro-celebrities was advocated by Senft in 2008, stated that ordinary people gain fame and popularity by putting themselves on social media.

In the research the informants confess that when they watch micro-celebrities videos they compare themselves with the person who is in video and at one point they affect their self esteem (Fuad et al., 2023). In the completion of TikTok there were many other Apps developed but they didn't beat it so far. Also TikTok has been banned so many times in many countries like Pakistan, India, America, Indonesia and many other countries due to negative outcomes and incidents happened by influencing content such as challenges and hashtags.

Neng and Abidin, (2023) studied in his research that due to weightless content on TikTok student are getting negative effect on their lifestyle. Students can become lazy and not able to carry out their decision due to addicted to TikTok. The positive impact can be about to know science, prices of products and getting informations.

Amin,S. et. Al (2022) in his research explores the link between TikTok addiction, academic performance, and mental health among Lahore students. They found a positive correlation between TikTok addiction and academic achievement, as well as the moderating role of academic performance in mental health issues like depression and anxiety. Moreover, TikTok addiction correlates with mental health concerns, impacting both academic performance and overall well-being.

### Problem Statement:



Students normally choose their life style according to the observation of their surroundings but it is noticed that students are now choosing lifestyle beyond what they are learning and observing their surroundings. Their habits and desires are changing. Students are using TikTok for their uses and gratification and choosing lifestyle accordingly to the micro or macro celebrities. On the other side the students that didn't have TikTok they have chosen lifestyle according to what they learn and observe.

### Objective of the study:

- To explore the effects of TikTok on student's life style.
- To examine TikTok as a persuasive tool.
- To explore usage of TikTok among students.
- To explore the purpose of using TikTok among students.

### Hypothesis:

H<sub>0</sub>: TikTok doesn't have any effects on student's life style.

H<sub>1</sub>: TikTok is the tool that changes student's lifestyle.

H<sub>2</sub>: TikTok is a persuasive tool to effect student's life style.

### Question of research:

RQ1) Does TikTok is a persuasive tool to effect students' lifestyle?

RQ2) Do students choose clothing from TikTok?

RQ3) What does student choose to watch on TikTok?

### Theoretical framework:

This research is conducted under the Uses and gratification theory of mass media. The uses and gratification theory discusses about the effects of mass media on people(Blumler & Katz, 1974). UGT explains how people uses and chooses media. This theory is the opposites of magic bullet theory. UGT says that media is passive and audiences are active(Phillip et al., 2001).

### Methodology:

Social science is the study of human mind, human minds are very complicate to study and to approach on any decision or result. For that purpose when we conduct any research we need to follow a method to find results. For social sciences researches, social sciences researchers and scholars developed methods and these method are called research methodology. To conduct social sciences' researches there are various types of mythologies.

According to data collection techniques there are two types of research methods: as following under,

### Quantitative Research:

This research is based as according to their name on the quantity of data collection and measurements of data (Kothari, 1990). In this type of research the data is in the form of numbers or digits. Percentages and statistical formulas are used for data evaluation and discussion.

### Qualitative Research:

When we are investigating the human behavior and approaching to the result without numerical or digits is known as qualitative research (Kothari, 1990). In this research we collect the data in the form of words and pictures, results are presented in the descriptive way.

The method use in this research is qualitative descriptive and quantitative approach. Questionnaires used as a tool to collect primary data by google form. Questionnaire is sent to the samples through WhatsApp and email.

### Data Collection:

Data collection is a very important part of any research. Research is based totally on data collection and it should have been done very carefully. In this research the researcher has collected primary data through questionnaire. A google survey form has been developed consist of 5 demographic questions, 12 questions in case of using TikTok and 4 questions in case not user of TikTok. The Likert scale has been match with other researcher Likert Scale to decrease the errors. Google form has been distributed through email and WhatsApp among samples. Secondary data has been collected from research articles, journals and websites, digital media, print media and social media.

### Sampling:

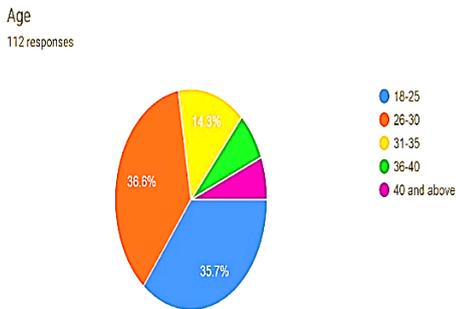
Students of social sciences of University of Karachi are the universe of research in this research. Effects has been calculated according to the age group. Both male and

female students are concluded in this sampling. A Sample of 120 students were targeted for the survey and 112 responses has been received. For sampling I have chosen three methods from non-probability sampling: Convenient sampling, Snow ball sampling and Purposive sampling.

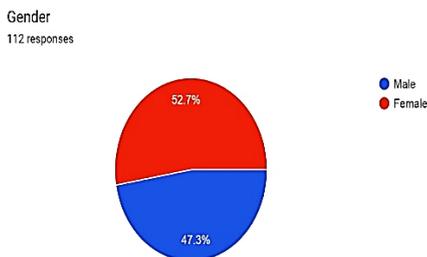
The reason of selecting non-probability method is that most of the sample can't be approached due to the university policies, many of the students are not present all the time or most of the time and due to policies it is not possible to contact them. The above mention 3 methods are perfectly matched for my research. Through convenient sample the researcher approached to the students that are available, by snowball sampling the approached samples made it possible to reach the other sample and by purposive sample the researcher figured it out the most relevant sample for the survey.

**Result:**

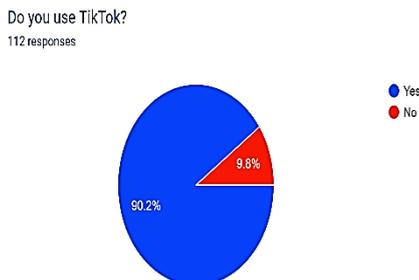
According to the age group 35.7 percent were 18 to 25 age, 36.6 percentage 26 to 30 respondents and 14.3 percent 31 to 35 age.



According to gender 52.7 percent are male and 47.3 percent are female users of TikTok.



According to the data 90.2 percent students are TikTok user while only 9.8 percent are not using TikTok.

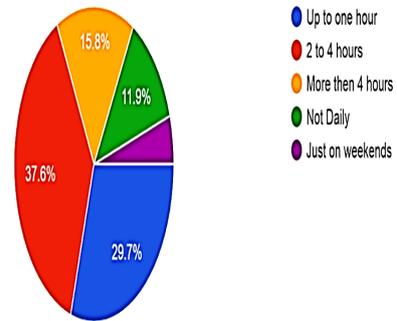


Most of the users are using TikTok for 2 to 4 hours,

respondents are counted 37.6% while 29.7% users are up to one users of TikTok. 11.9% responded that they not daily user of TikTok and 5% said they using TikTok just on weekends.

How much time do you spend on TikTok?

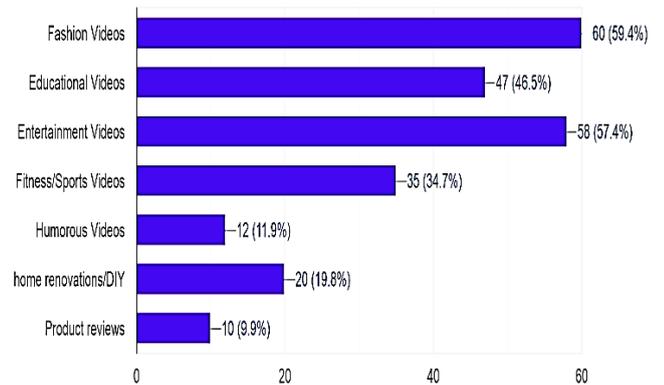
101 responses



This is the important part that what type of content are being watched by TikTok users. The shows that 59.4 percent of TikTok users are watching fashion content. According to the sampling of researcher 60 out of 101 TikTok users are mostly watch fashion videos. On the second number Entertainment content is being watched by 57.4 percent. 58 respondents were watching entertainment videos. Instead of students educational content lies on third number with 46.5 percent users.

What content do you watch on TikTok mostly?

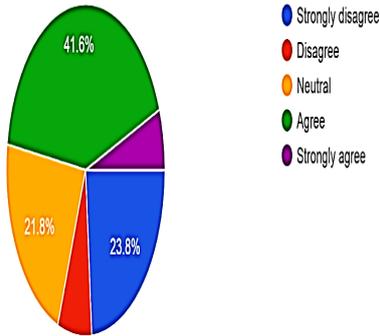
101 responses



As it is very difficult that a person could say that he is influence by any application but according to the survey 41.6 percent respondents are agree and 5.9 percent are strongly agree with that TikTok has influenced their daily routine and lifestyle. 23.8% and strongly disagree and 6.9% of respondents are Disagree with that statement.

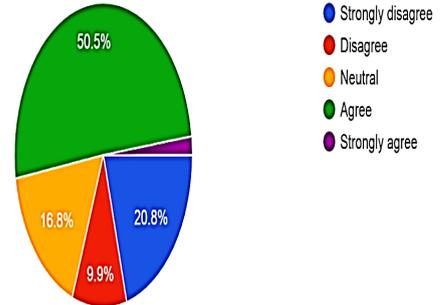
Do you feel that TikTok has influenced your daily routine and lifestyle?

101 responses



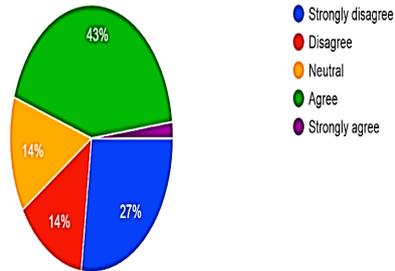
TikTok is helpful to know about latest fashion and lifestyle.

101 responses



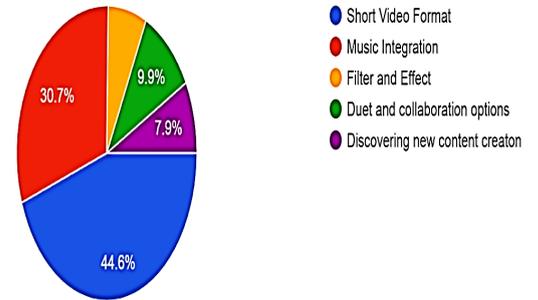
I watch advertisements on TikTok related to fashion.

100 responses



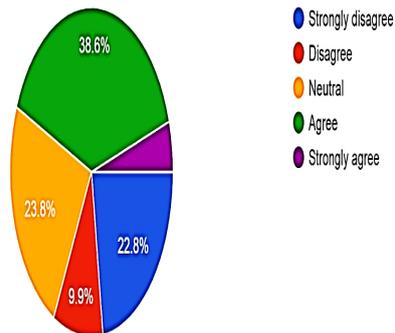
What features of TikTok do you find most appealing?

101 responses



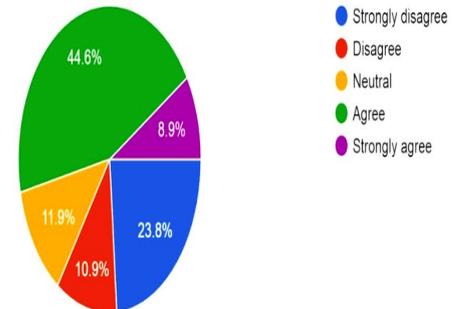
I inspired from the lifestyle of TikTok celebrities

101 responses



I use TikTok to escape from problems in my daily routine.

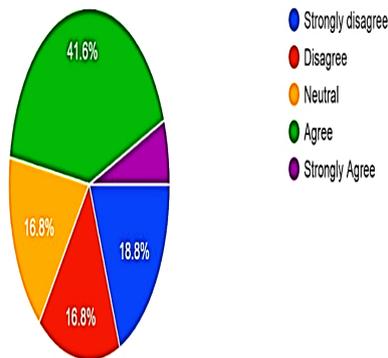
101 responses



According to the above tables 38.6% are agree and 5% are strongly agree with that they are inspired by TikTok celebrities while 22.8% respondents are strongly disagree and 9.9% are disagree.

I use TikTok to express my feelings

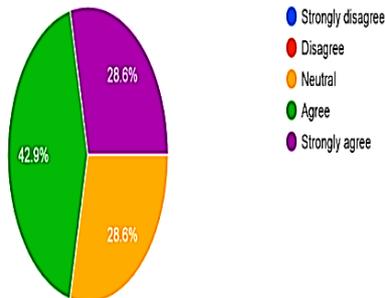
101 responses



14 out of 112 respondents are not using TikTok. This shows that very few respondents are not using TikTok. Their reason that they are not using TikTok is following charts.

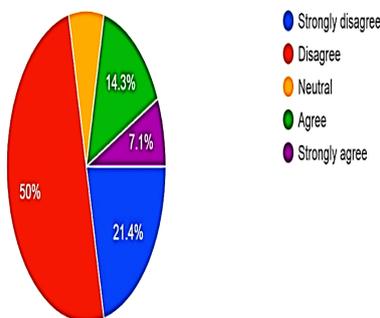
TikTok is a waste of time.

14 responses



I don't know how to use TikTok.

14 responses



### Conclusion:

Uses and gratification theory exist if we talk about students that using TikTok it changes their lifestyle but not according to how they want but according to how influencers want to change them. This is due to the micro celebrities are providing them one sided information, the side which is very beautiful and persuasive.

It has found that a very large number of TikTok users has age between 26 and 30. This age group is the most important group due to at that age students are crazy about to develop their lifestyle and self-branding. According to the survey Fashion videos and Entertainment videos are the most watched videos on TikTok by students. These two genres are most persuasive categories. 41% of students think that they are influence by TikTok content.

Before TikTok Students also has lifestyle but they were learn from their surroundings, from teachers and other students or from Television or radio. They were not influence by fake and micro celebrities. They were persuade as in the form of fake and unethical ways then they follow and trying to gain goals. The results is in search of gold they lost diamonds.

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