

TikTok: Source of Entertainment or Addiction

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ABSTRACT

With the growing pace of technology and social media in the present era, individuals do not have to wait to get a break on big or small screens to showcase their talent or skills. There are apps like TikTok launched in the market which plays major role in helping such people live their unfulfilled dreams. It has become a major source of entertainment for majority of people all over the world. In India, approximately 81 million (as per India Today report on Feb 3, 2020) population make TikTok videos and upload them on social media every day. This has become a major time pass activity for most of the aspiring actors, housewives, youth and kids. However, with the ever growing craze of such apps, it has started affecting the personal and social lives of these very individuals. This in some cases has also resulted in severe case of depression, addiction, indiscipline, fatal accidents while making videos and in some cases such addiction has also lead to suicides. The purpose of this study is to find out the behavior of individuals towards the creation of these short videos on TikTok app.

Keywords: *TikTok, social media, addiction, entertainment*

INTRODUCTION

Today, social media surrounds us. People are all the time on their phones or laptops updating their statuses, posting pictures on various social media sites, liking things, messaging back and forth to friends. Although, social media being beneficial in several ways such as connect with your long distance friends, self-identity etc., it also has negative impacts. The negative impacts of social media includes issues like increased levels of

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depression and anxiety, poor sleep quality, dissatisfaction with body image etc.

In 2016 an app known as TikTok was created by Byte Dance to help individuals to showcase their talent in the form of creation of short videos. The videos could be funny, motivational, mimicry etc. The purpose of these videos was majorly fun and entertainment.

ByteDance, a Beijing-based company was founded in 2012 by Zhang Yiming. It is considered to be Chinese giant and one of the most valuable private technology firms in the world, worth \$75 billion, and owns a variety of apps from news aggregators to social media services.

TikTok is one of such application of ByteDance which started its development in the year 2016 in China and later worldwide. TikTok has been online in India since the year 2017.

This Chinese-owned social video-sharing application is useful for shooting, altering, and sharing 15-second recordings energized with channels, music, activity, embellishments. As any other online networking applications, users here as well can follow, and remark on all TikTok video's that they see. TikTok can be utilized on iOS and Android working frameworks. TikTok is meant to make online networking total fun.

As it gives the platform for creating lip-syncing and comedy videos, TikTok gained so much of popularity in very less time in India. Users film videos up to 15 seconds long, and can choose from a database of songs, effects, or sound bites. Users can also collaborate and can do a "duet" with someone by replying to their video, which creates a split-screen diptych. Users can also upload their own sounds, so it's possible to lip-sync to someone else's original video. All of this makes TikTok extremely funny to use so much so that it has grown massively in India and surpassed Facebook, Instagram, Snapchat in monthly installs in the App store. It has been downloaded more than billion times over the years.

Recent Report revealed that Indian users have spent over 5.5 billion hours on TikTok in 2019. It further states that TikTok's monthly active users increased by 90 per cent to 81 million. TikTok dethroned Facebook to become the second most downloaded app in 2019. TikTok amassed a total of 740 million downloads in 2019. TikTok has spawned into the most downloaded Apple iOS video app, with youth ages 13 - 18 comprising half of the 500 million monthly users.”(India Today Report on Feb 3, 2020)

TikTok has now become one of the famous applications for entertainment. It also acts as a career opportunity for many youngsters boosting them with fame. However TikTok's relentless growth is impacting the youth and other generations too. The addiction has become so severe that people are committing suicide if they are refrained from using the TikTok. This is hitting their performance negatively. Thus, this paper aims at understanding behavior of people who are addicted to TikTok and how it impacts their personal lives.

PROBLEM STATEMENT

Use of TikTok App in India: Source of Entertainment or Addiction

OBJECTIVES OF THE STUDY

1. To study the factors that motivates TikTok users to make videos on TikTok.
2. To study the impact of TikTok on the personal lives of Users.

HYPOTHESIS OF THE STUDY

Hypothesis 1

Ho: Factors that motivates users to make TikTok videos is same across gender

Ha: Factors that motivates users to make TikTok videos is not same across gender

Hypothesis 2

Ho: TikTok impacts personal lives of users irrespective of gender

Ha: TikTok does not impact personal lives of users irrespective of gender

REVIEW OF RELATED LITERATURE

Several studies have proved that social media is impacting negatively on the personal lives of people be it school, university students of PG / UG or working professionals.

Chetna Priyadarshini, Ritesh Kumar Dubey, Y.L.N. Kumar & Rajneesh Ranjan Jha (January 2020), this paper throws light on how social media adversely impact employees' wellbeing and productivity at workplace. The employees who use excessive social media at home and at workplace are struggling to meet the meet the performance expectations by their employers. Also, from this study it is evident that social media causes a dent in their personal and professional relationships and further leads to a sense of insecurity and an inferiority complex. This study also reported a negative relationship between social media addiction and self-esteem and social media addiction and life satisfaction among university students in Lebanon. Thus, this study confirms the adverse effect of social media addiction on individuals' personal and work related outcomes in developing economies like India.

Ravi Kant (January 2020), this paper explores that males and females equally use social media for chatting, sharing and online friendships. Rural students are much more addicted to social media than urban students but the difference is not very large. Also, PG students are found to be much more addicted to Social media than UG students.

Dr. Vijay Kumar & Komal Sharma (August 2019), this paper reveals the popularity of social media and its applications in recent times due to its flexibility and convenience to use. But with time, users on social media along with the addiction of it are increasing at an alarming rate. These social sites and its applications are adversely affecting the academic performance of the students. Majority of students are dependent on the internet for their academics which is affecting their academic growth as well as emotional attributes.

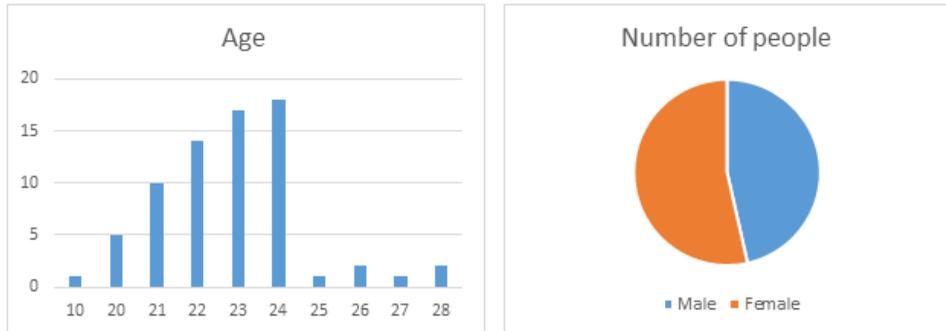
Vikramaditya Singh Bhati & Jayshri Bansal (January 2019), this paper reveals that Indian Youth is mainly focused on Writing posts, chatting and posting photos on social media and after cheaper data plans from Reliance Jio and other telecom players, there has been a drastic increase in the usage of social media among the youth of India. The positive side of social media includes of the awareness, creativity, education, social skills and empathy. However, the negative side of social media includes addiction, privacy, bullying, poor health and Psychological problem and Brain Anatomy Alteration. Individuals should take all the security measures so that their personal information don't get compromised anywhere.

RESEARCH METHODOLOGY

- Exploratory research has been used in this research paper.
- Tool Used: Questionnaire was used to collect primary data for the research.
- Sample Size: 72
- Sampling Method: Non Probability Convenience Sampling Method was used in the present study.
- Sampling Place: Mumbai and other parts of Maharashtra.
- Statistical Technique Used: Chi Square test and Descriptive Statistics was used in the present study.

ANALYSIS AND INTERPRETATION OF DATA

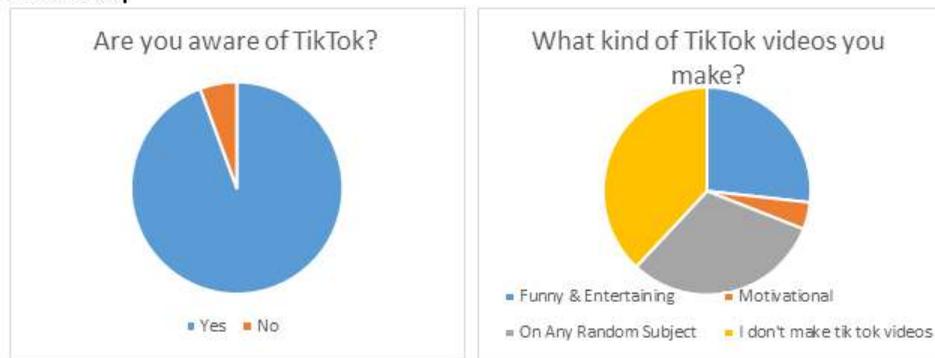
FIGURE 1:



Majority (approx. 90%) of respondents in the study were of the age group 20 to 24.

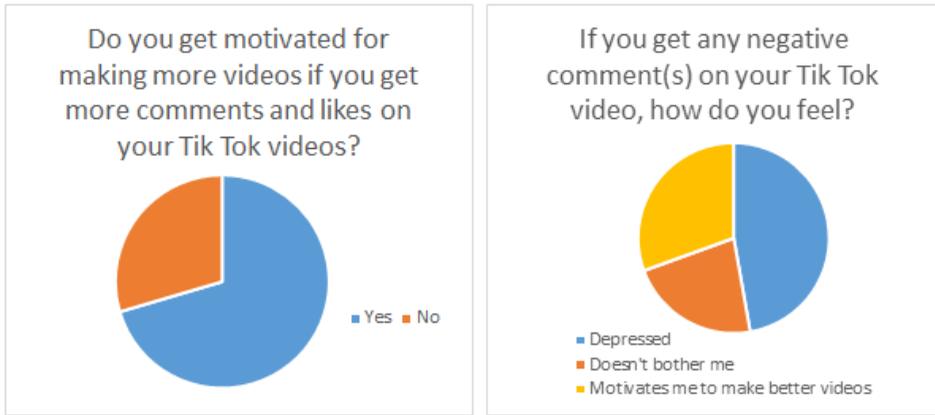
53.5% of respondents were female and remaining 46.5% males.

FIGURE 2:]



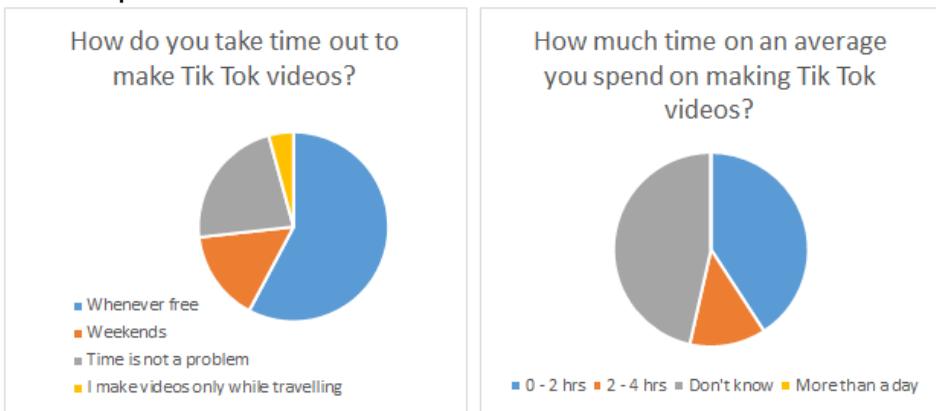
The above graph shows that majority of people (approx. 94.4%) were aware of the TikTok app. On asking what type of videos they would make, 31% of them answered that they would make videos on any random subject, 26.8% would make videos that would be funny and entertaining while 3% would like to make motivational videos. 38% respondents were not into making videos.

FIGURE 3:



70.4% of respondents agreed to that they get motivated for making more videos if they get more likes and comments on their TikTok videos. Contrary to it, 47% said that they feel depressed about the same if they get any negative comment(s) on their video(s), 31% of respondents said they will be motivated to make better and interesting videos whereas 22% said they won't be bothered about the same.

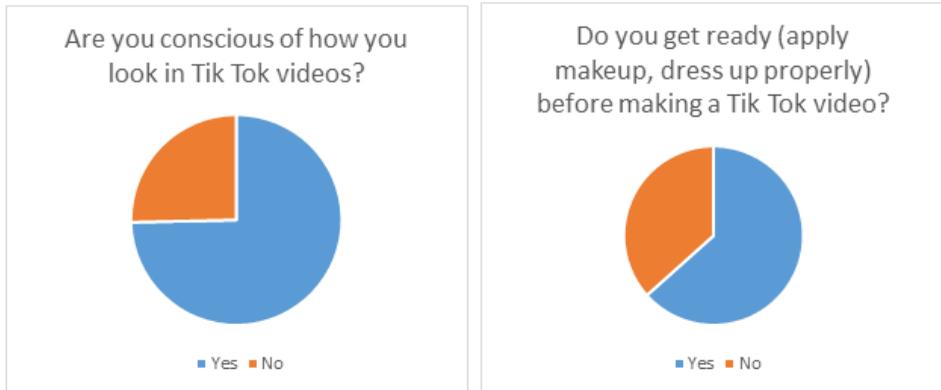
FIGURE 4:}



From the above Graph it is found that 57.7% respondents agreed to that they make TikTok videos whenever they are free whereas 22.5% respondents said that time is not a problem for them and 15.5%

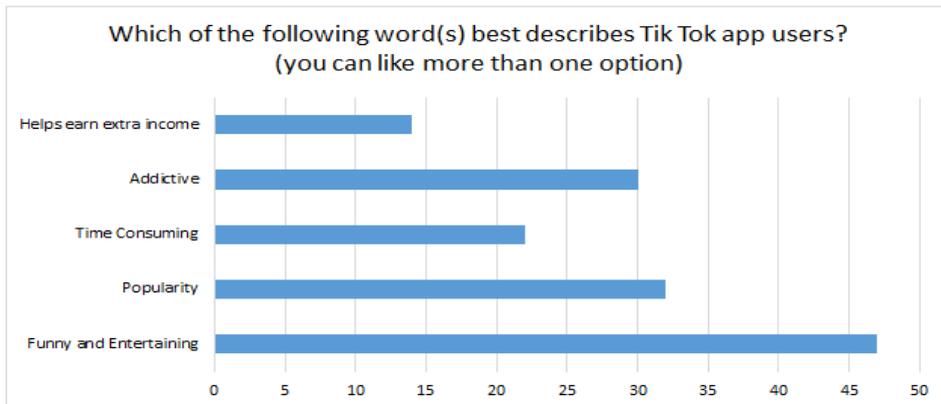
respondents make videos on weekends only and very small portion i.e. 4.2% respondents make videos while travelling. 46.5% respondents aren't aware of how much time do they spend making TikTok videos.

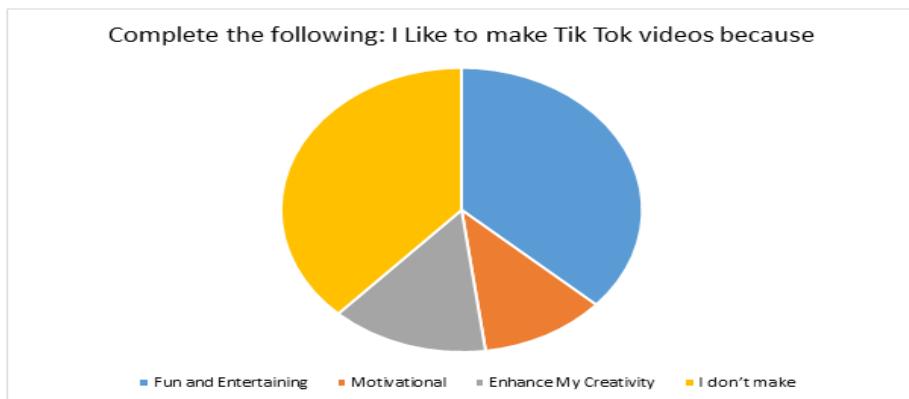
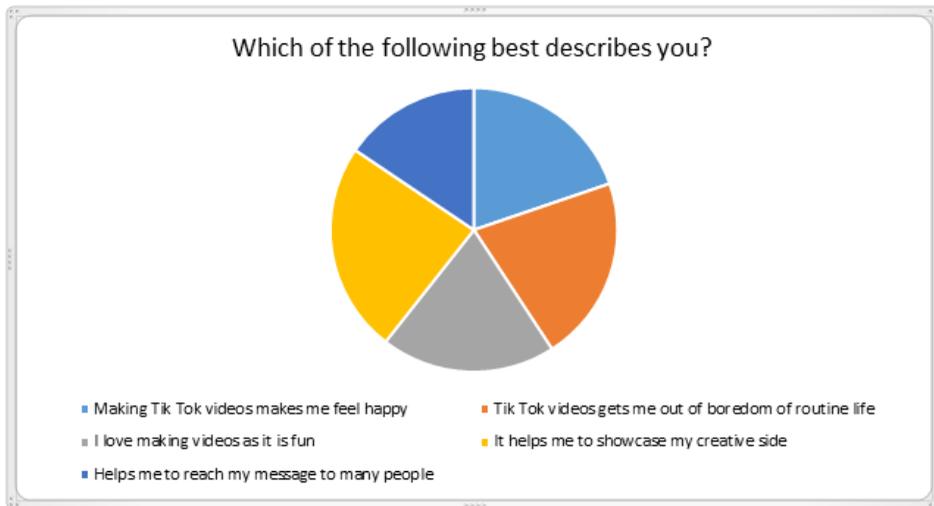
FIGURE 5:



In this study it was found that 74.6% respondents are conscious of how they look while making a TikTok video. And 63.4% respondents use to get ready before making a TikTok video.

FIGURE 6:





Majority of respondents describes TikTok users as Funny and Entertaining they also feel that TikTok users make videos for popularity and it is addictive, time consuming. Very few respondents feel that such videos help them to earn extra income.

Further, majority of the respondents agreed to the fact that they make TikTok videos to show their creative side. Some respondents agreed that they make TikTok videos because it helps them to get out of boredom. They also stated the fact making TikTok videos is fun and makes them feel happy.

HYPOTHESIS TESTING

Hypothesis 1:

Ho: Factors that motivates users to make TikTok videos is same across gender.

Ha: Factors that motivates users to make TikTok videos is not same across gender.

	Fun and Entertaining	I don't make videos	Any Random subject		Chi square Value calculated
Male	13	16	9	38	1.77
Female	10	11	13	34	
	23	27	22	72	

From the above table, it is found that calculated value of Chi-square is 1.77. However, table value of Chi-square for $df = 2$ level of significance $\alpha = .05$ is 5.991. Since table value is greater than the calculated value, we fail to reject null hypothesis. Therefore, it can be concluded that Factors that motivates users to make TikTok videos is same across gender.

Hypothesis 2:

Ho: TikTok impacts personal lives of users irrespective of gender.

Ha: TikTok does not impact personal lives of users irrespective of gender.

	Angry and Depressed	Not Affected	Motivates Me		Chi square Value calculated
Male	21	8	9	38	2.39
Female	13	8	13	34	
	34	16	22	72	

From the above table, it is found that calculated value of Chi-square is 2.39. However, table value of Chi-square for $df = 2$, level of significance $\alpha = .05$ is 5.991. Since table value is greater than the calculated value; we fail to reject null hypothesis. Therefore, it can be concluded that TikTok impacts personal lives of users irrespective of gender

FINDINGS

- The study reveals that 94.4% of respondents are aware of an app named TikTok in which 62% were TikTok video makers.
- About 90% of the respondents are of the age 20 to 24 out of which 53.5% were females.
- 70.4% of respondents mention that they feel motivated to make more videos if they get positive comments and likes on their videos while 14.1% of respondents stated the fact that negative comments make them angry or depressed.
- 57.7% respondents would make TikTok videos whenever they are free and approximately 46.5% respondents aren't aware of how much time they spend on making TikTok videos.
- 74.6% respondents are conscious of how they look while making TikTok videos and 63.4% respondents get ready (apply makeup) before making a TikTok video.

CONCLUSION

From the above study, it can be concluded that both male and female users make TikTok for mostly fun and entertainment.

Further it can be concluded that TikTok impacts personal lives of users irrespective of gender. They feel angry and depressed when their videos are not given likes or / and positive feedback.

LIMITATIONS OF THE STUDY

- This study is only limited to Maharashtra and more specifically Mumbai. It can be extended to other areas as well.
- The sample size is limited. It can be taken on a large sample.

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