

PalArch's Journal of Archaeology of Egypt / Egyptology

TIK-TOK: INFLUENCE ON YOUTH IN INDIA

Prabhjot Kaur

Assistant Professor, UIMS, Chandigarh University, Punjab, India

Prabhjot Kaur, TIK-TOK: INFLUENCE ON YOUTH IN INDIA– Palarch's Journal of Archaeology of Egypt/Egyptology 17(6) (2020), ISSN 1567-214X.

Keywords: Tik-Tok, Digital Connectivity, Noxious, Strata, Short video apps,

Abstract: Spread of Internet usage and build up internet based life conditions began to affect people's lives. The utilization of social networking is shaping our day to day life and even individual's way of living Standard. Tik-Tok emerges as a significant application particularly among youth generation with the utilization of digital media. It is sprouting as a change playing an immense function not only in construction of fashion and lifestyle but also have become wider platform of concepts like Culinary Skills, Exercise, Funny Videos, prank Videos, Designing, Architecture and even Embroidery related videos, which have overloaded the platform. This study is to examine how the Tik-Tok application has influenced Youth in India. The study is a Quantitative research and Questionnaire tool has been used for this, which have taken 15 years to 40 years old strata into in.

Introduction: Tik Tok is a fun application which permits teenagers to record videos with their companions. Since the beginning of social Networking platforms, lip-matching up recordings have demonstrated a mainstream type of client created content among youth. It is a Chinese Video Sharing Application, claimed by ByteDance, a Beijing-based organization established it in 2012 by Zhang Yiming. It is utilize to make short move, lip-synchronize, satire, and ability recordings. Afterward, TikTok was launched in 2017 for IOS and Android in business sectors outside of China.

Tik-Tok turned into the most downloaded application in the US in October 2018, the main Chinese application to accomplish this. Tik-Tok was announced the seventh most downloaded portable application of the decade, from 2010 to 2019 in 2019. It was additionally proclaimed the #1 most downloaded application on the App Store in 2018 and 2019. This data shows its popularity amongst people.

Another reason of its recognition is the Money people can make while using this platform. They targets 13 – 25 age gathering, 49% of Tik-Tok clients are somewhere in the range of 16 and 24 years of age. This specific objective has a fairly high devotion rate and organizations have gotten it, with the resulting relentless want to recognize small kids and youngsters to offer them focused on and applicable promoting efforts.

Trends have been a very famous thing on Tik-tok. There are multiplicity of trends within Tik-Tok, including memes, lip-synchronized tunes, and comedy or prank videos. Duet is also a very famous feature of Tik-tok, which allows participants to add their own video to a current video with the first substance's sound, have sparked the majority of these trends.

Home page of Tik-Tok incorporate various hashtag trends such as #posechallenge, #filterswitch, #makeeverysecondcount, #wannalisten, #pillowchallenge, #furrywar, #hitormiss, #bottlecapchallenge and so on. They initiated hashtag #EduTok in June 2019, which got 37 billion views and became a milestone in the history of Tik-Tok. All these things attracts youngsters who prefer to do experiments with their looks, Talents, Feature and even adrenaline give them boost to stay connected while doing something adventurous. Sometimes they even have put their peace and happiness on Stake just to increase few Likes or Followers.

Significance of Study:

It has been seen and examined that Digital Media has both perspective: positive as well as Negative. Tik-Tok is in trend and people using it blindfold, every third or fourth person will be found on this platform. Whether it is amusing and entertaining audience with different types of videos but along with that its bad impacts are also coming into light which not only cover youth but middle aged persons also. It has been also analyzed with the time that people, who use this app, use to spend their 2-4 hours daily on this which could be used in some productive tasks and on the top of it, some of them putting their precious life in danger also. There are other factors which leads youngsters or other age group to use this. To find out all these pointers this study has been conducted.

To examine the study, In Questionnaire Method **60 Samples, 30 Male and 30 Females** from 15 years old to 40 Years have been taken. Samples have been picked up from School/College/University going Students along with some professionals and Housewives.

Objectives:

1. To analyze which factors lead Youngsters to overuse this application.
2. To analyze the kind of Influence of Tik-Tok on them.
3. To find out role of Tik-Tok during the Lockdown period.

Research Methodology: Research is a scientific and systematic search for pertinent information on a specific topic. It is an art of scientific investigation.

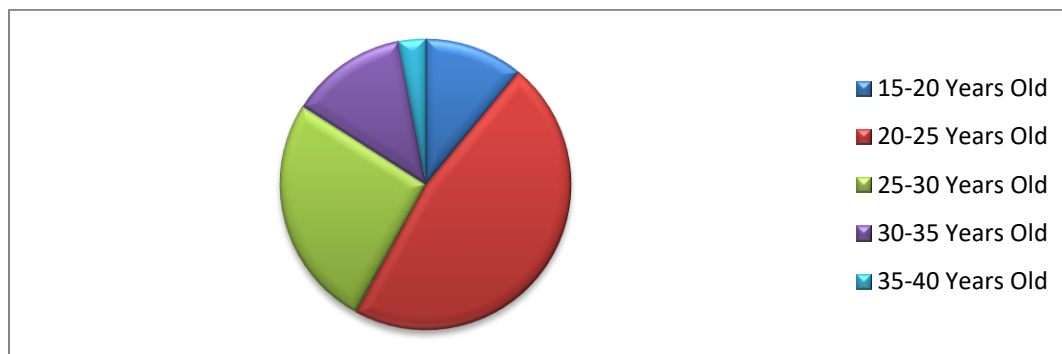
Research methodology is an approach to give solution to research problem or issue in a systematic and deliberate way. According to Creswell, "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue".

Tool used for research is Survey (Questionnaire) with close ended questions which distributed to specifically age group from 15 Years to 40 years old.

"A Questionnaire is an exploration instrument that comprises of a lot of inquiries or different kinds of prompts that means to gather data from a respondent. ... The information gathered from an information assortment poll can be both qualitative and quantitative in nature."

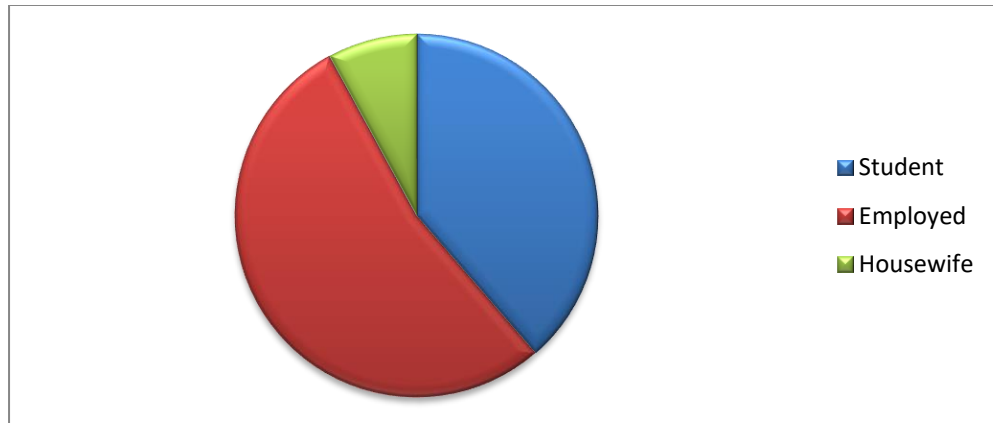
Data Interpretation: Individuals are experiencing good as well as worst effects of this application, such as student's over indulgence costs them for studies, its addiction leading people to mental instabilities such as depression. It has become extreme difficult and worrisome thing for guardians, first, children are losing their lives while performing for some videos and secondly, Musical compilation with unambiguous lyrics opens up a potentially noxious atmosphere that allows for negative remarks and criticism.

1.AGE

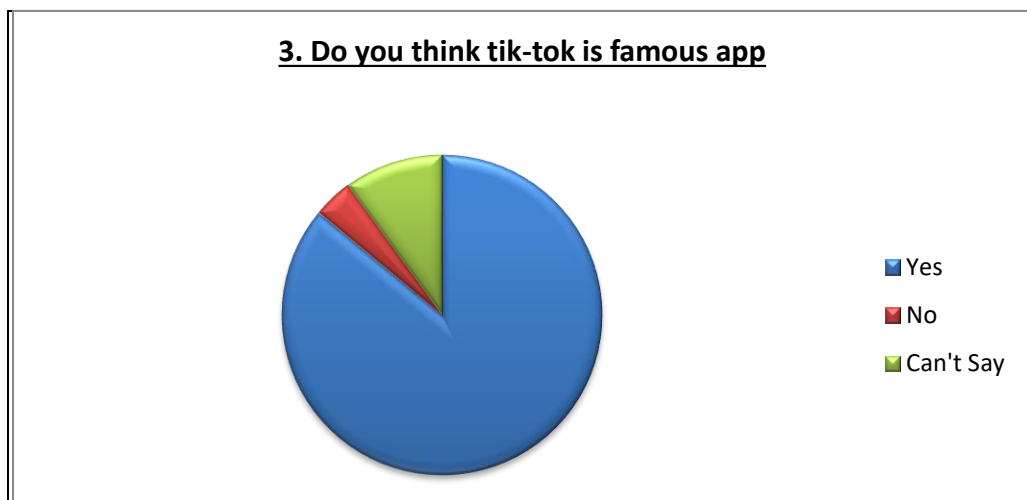


60 Sample have taken for research, where 50% females and 50% males were there. Questionnaire is the main method to conduct study. Age limit was from 15 years old to 40 years old. In the Category of 15-20 years old, total 11% individuals have taken participation in this. Maximum was 47% from the age group of 20-25 Years old. 26%, 13% and 3% respectively from 25-30, 30-35 and 35-40 age group.

2.Occupation



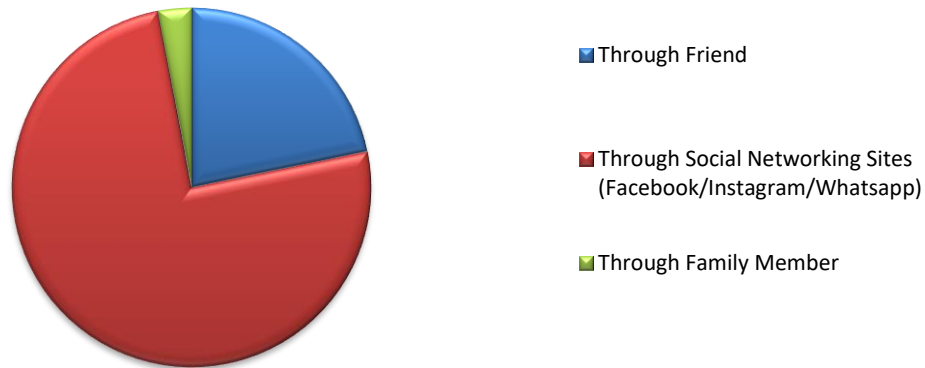
Major Focus is to conduct study on Youngsters so that influence of Tik-tok can be checked firmly. Students, Employers and Housewives have taken with respectively percentage of 34%, 47% and 7%. Maximum are from the age group of 20 to 30 years old.



In Survey method, around 86% sample size were aware about the popularity of Tik-tok and they have accepted it as a popular application and a strongest medium for entertainment, while 4% were not agreed with them and 10% were not sure about its popularity. The Tik-Tok application is the most well known web based life application in this year. It has been in the top application downloads since 2018. Tik-Tok empowers everybody to be a maker, and urges viewers to share their passion and creative appearance through their recordings.¹

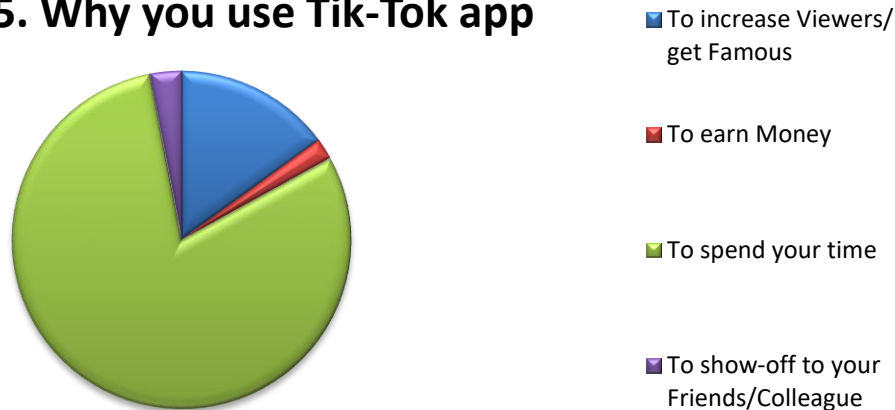
¹ <https://www.businessinsider.in/strategy/inside-the-rise-of-tiktok-the-video-sharing-app-with-1-billion-downloads-thats-owned-by-a-massive-chinese-internet-company/articleshow/70110034.cms>

4. How you get exposure/became Familiar with Tik-Tok



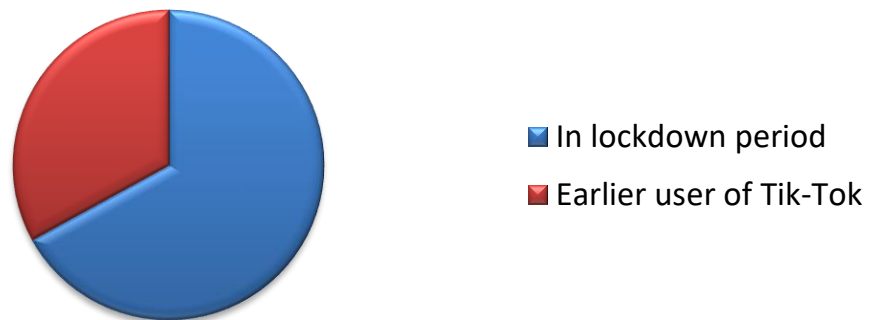
In Questionnaire Method, It has been observed that maximum of people got exposure with Tik-Tok through Social Networking Sites such as Youtube, Facebook, Instagram, Snapchat and even Whats-app, from where around 75% strata have got familiarity with. 22% population have got suggestions from their close friends and from various friend circle and only 3% of population have got information from their family which shows that families took less interest in this application in comparison of other close groups.

5. Why you use Tik-Tok app



While collecting data from individuals, it has been seen that people use Social Networking Sites and other applications as their amusement method and same with the Tik-Tok, around 80% population is using tik-tok to get rid of boredom and monotonous time, where 15% viewers are those who wants to increase their likes and followers so that they can get popularity in the society amongst celebrity's profile. Only 3% population is using this application to impress their close communities. Strange fact, whether Tik-Tokers are earning huge amount, but in spite that only 2% people are using it for their business and monitory purposes.

6. Have you Started using Tik-tok during Lockdown period or before that:



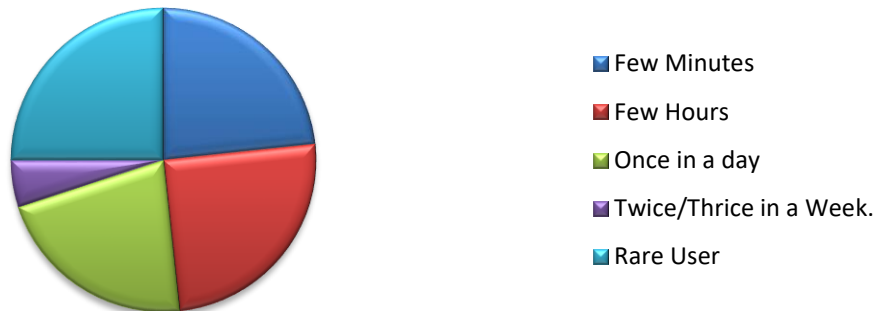
Corona virus related Lockdown has become the most crucial part of well-being in all over the world. People have started experiments with new and adventurous thing, while sitting at home and in this list, Tik-tok Installation and usage of this application suppose to be on top as not only audience uses this for their entertainment purpose but also they are learning cooking recipes, Yoga exercises and other creative hobbies from this. This is the reason and has been observed in research also that 67% strata have started using this app in Lockdown period and 33% were those who were earlier user of the same.

7. If Earlier user, When you register yourself on Tik-tok



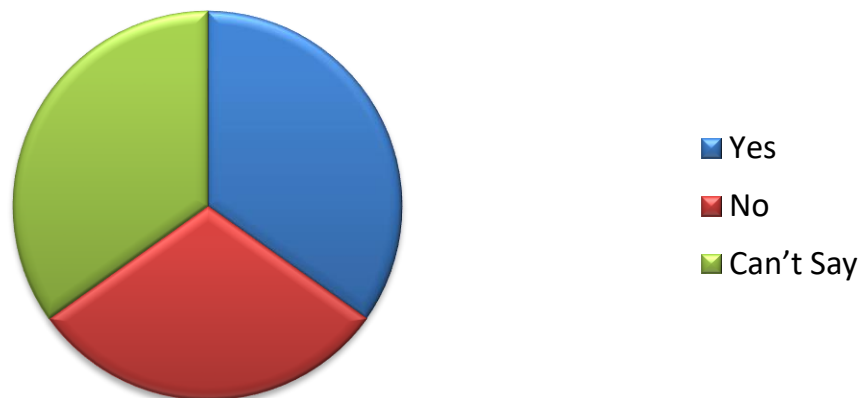
In previous question it has been found that out of 100% only 33% were those who suppose to be earlier user of tik-tok, out of that around 57% have registered themselves in last 6 months and 30% are those who have been using this application from last 1-2 years and only 6% and 8% are those who are using this app from 2-3 Years and more than 3 years.

8. How much time you spend on this platform:



In Survey, It has been seen that Youth spend their maximum time on Tik-tok app. 23% are those who log in for “Few Minutes”, 25% use to spend their “Few Hours” on this, 22% are those who open this app for “Once in a day”, 5% are those who use to log in Twice/Thrice in a week. Surprisingly, Out of 100%, 25% are considered themselves as a Rare User, who have registered themselves but they use it rarely.

9. Do you think Tik-Tok is the best time pass app



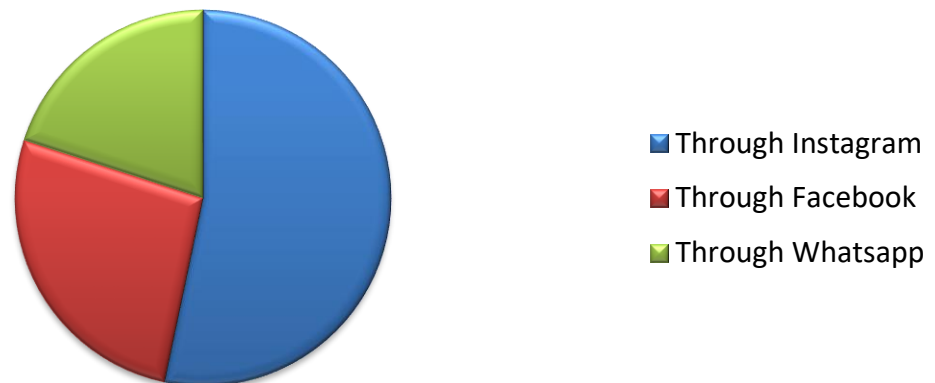
Tik-Tok is considered to be best time pass app by 35% and same percentage is confused about the fact that it can or cannot be best time app, whereas 30% have denied the fact that it is not a best time pass app.

10. Do You watch Tik-Tok videos directly on app.



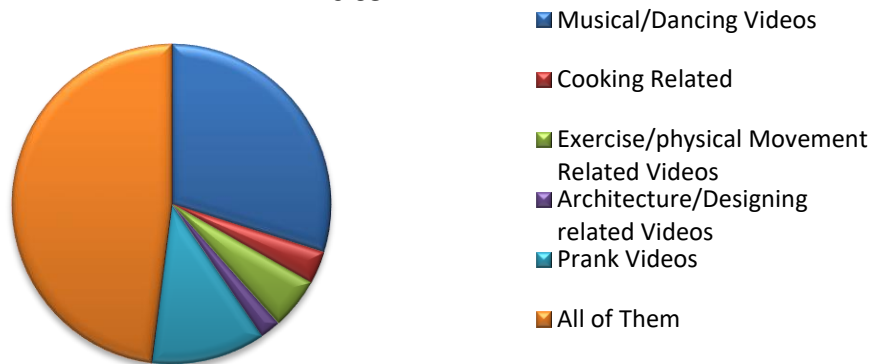
In Survey, It has been analyzed that 70% of strata use to watch videos directly on application which could be considered as a direct use of application whereas 30% who are not using it application often but consume its produced data from another Social networking sources.

11. If No, Then through which medium You watch or have ever watched Tik-Tok Videos



Who haven't logged into Tik-tok application on regularly basis, use to watch its content on other related sites. Tik-tok is attached with Instagram, and through it person can share story or feed on Facebook and even its URL link can be copied from the site and paste it on Whatsapp, so in this way it is inter-connected with other social networking sites and applications. 53% use to watch Tik-tok content on Instagram that is the big platform and 27% are those who check it through Facebook and 20% from Whatsapp.

Which types of tik-tok videos you prefer to watch:



On tik-tok variety of content can be seen such as Fitness related, Kitchen, Science, Comedy and so on. In survey, it has been found that 30% people use to amuse themselves by watching Musical/Dance related videos which not only entertain them but also give tips about dance and how to learn it step by step and 12% people like prank Videos then any others. 5% for fitness and exercise, 2% for Cooking related recipes and techniques and 48% are of those who haven't confined them for any particular section, they use to watch each and everything that came in front of their home page.

Have you ever shoot short videos on Tik-Tok.



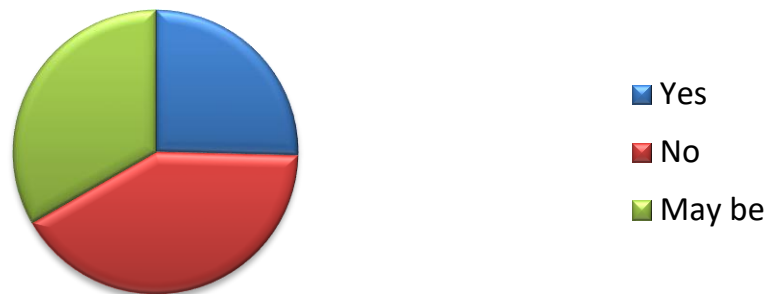
On Tik-tok different challenges and memes came time to time and people try to imitate and lip synchronize with them. While survey, it has been found that 56% people use to shoot short videos on Tiktok and 41% are those who haven't made videos, they only check others for entertainment purpose.

Have you ever find any irrelevant/illicit content on Tik-tok



Time to time people complaint about tik-tok for illicit content, It has been quoted while surfing data on application, videos related to terrorism, Illegal Drug use, Violence, Graphic and hazardous and pornographic videos have been encountered. Even in Survey 59% people agreed on the fact that while checking videos they come in contact with some irrelevant content that can be dangerous for adolescents. Only 16% are there who haven't come in contact with such data and 25% have doubt regarding the data as one thing can be illicit for one group of society and for another one it can be normal one, so approach vary in this case.

Have you ever got feeling that your Study got hampered because of Tik-tok:



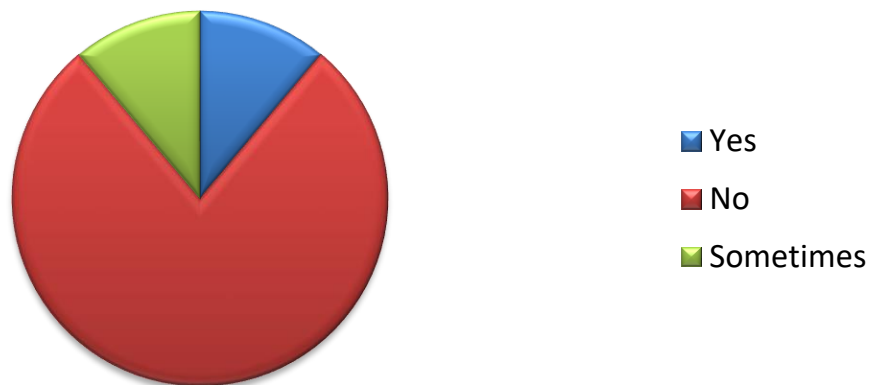
Maximum School, College or University going Students use this application and in Survey 25% agreed that there studies get hampered because of its overuse while 41% (A large proportion) is denying that fact and on the other side 33% have given answer in "May be".

As a Guardian/Or elder Sibling, have you ever afraid about your children/Brother-Sister who regularly or overuse this app.



When asked parents and Guardians about their worry regarding illicit content on tik-tok, then 39% have agreed on the same and 59% parents have no tension regarding this and only 2% population is on doubt.

Have you face any kind of Depression/Stress feeling while using this app.



It has been seen that while using social networking sites, people tend to come into some mental insecurities and stress, which is common for many of people but when survey has been conducted on this topic then 11% people are those who agreed with this fact and have said sometimes they feel low or depressed while 78% have denied for any such fact that can lead them to any mental sickness.

What kind of thoughts/fear you get for your close ones:

While asking people about fear and thoughts regarding Tik-Tok, they have shared many kinds of feelings, have mentioned below:

- Some people feel Tik-tok is a dangerous app. They have shown their fear while quoting this, “According to information I have, it leaks data to Chinese government and it is a threat. No family member of mine has said anything but I use the app very less and mostly I just pass my time by seeing videos”.
- One is considered it just as an entertaining social networking site just like others, “No fear. It's just an entertainment app where people are showcasing there hidden talent of singing, dancing, acting and comedy”.
- One Viewpoint is, “If it's aiding income then good thing otherwise it could be just another distraction in someone's growth”.
- “It is just Addiction” by one sample.
- One said that they have no fear as this is the Platform to showcase your talent and creativity.
- According to few, it is a sheer wastage of time and some Users upload irrelevant stuff which is sometimes not acceptable.
- One has taken it as a comparison with one who don't have tik-tok in their phone and they seems to be more focused in their professional life.
- Few have referred it to personal use that things should be used in limit and everyone has their own perceptive.
- According to one University going student, “Everyone is behaving like an actor or actress. At some point of time this will lead them towards reel life from real life. They will get habitual of imitation”. According to another one, “This app is a waste of time and it makes people addicted to the phone in thought that they will be popular one day.”
- One professor has showed concerned about the illicit content of tik-tok as it creates a hindrance between studies and students.
- School student have confessed that its overuse has lead it to depression and his study and percentage got hampered.
- Few were very optimistic about this, they have said, “Each time you notice yourself in a state of negativity, use it as an opportunity to practice, to mindfully observe your thoughts with acceptance and compassion.”
- One parent has shown his concern related to Vulgar and non-bearable content uploaded by someone.
- Everyone is sharing his view, one has shared his frustration while saying this, “Tik Tok ruins everyone life and basically tik-tok is product of china and china is responsible for CoVID-19 so boycott tik-tok”.
- Few of guardians have shown their tension, “Especially for fewer than 18 should not use this application because it's effecting on their Studies or mind”. Another has said, “I feel afraid many a times due to the exposure it gives to anyone while sitting home only. One can go beyond limits to get fame through the app. Of course this concern is related to users only, in which direction they go to, else app is fine and entertaining.”

Finding & Conclusion:

TikTok has surprised the city youth in many ways. Apart from its amusement perspective, It is turning into a reason for worry for guardians. That was the reason few countries have imposed Ban on Tik-tok for smaller span of time, even India has put the Ban on it considering the causalities happened because of this. It was brought down from application stores on April 17, 2019 on the sets of the Madras High Court over the worries of 'obscene substance' being transferred on to the application.

- A 19-year-old kid from Delhi allegedly lost his life when his companion unintentionally shot him while he was recording tik-tok video with a country made gun.
- As per the data from "Tik-Tok Death Tracker" site, there have been 48 deaths and 23 accidents since October 19, 2018. The most widely recognized kinds of Tik-Toks that prompted these deaths and wounds included Challenging stunts, weapons, vehicles, and suicides.
- It plays a solid motivation force for teenagers and youths who longs to be well known, perceived and recognized in society as celebrities. Anxious conducts to remain constantly associated with people are potential factors that draw adolescents into Tik-Tok."
- Youngsters who obsessed to these applications are seems to be more prone to issues such as Mental Instability, Depression and even facing less concentration on their studies.
- Further complications occurred related to privacy concerns as to gain maximum of follower or Likes, Youngsters use to Open up their account setting to public instead of friends only, so that they can get benefit out of it but this thing leads them to various problems as anyone can copy their data, photos and Videos and could be used in illicit way.
- Young Girls appear to get increasingly influenced by social networking life and are found to fall prey to its symptoms considerably more than boys. They keep on confronting the harsher reactions of cyber bullying and online stalking all alone without trusting to their family members or friends.
- Guardians have complaint about inappropriate theme or lyrics on which youngsters use to shoot their videos. Even they said while opening they came across sexually inappropriate content which will lead youngsters to altogether different level.
- It has been a base for users to menace other users which prompts to depression and suicide which needs to be reported.
- Other than that, It is entertaining viewers from a long time and changing its rules, regulations and privacy concerns time to time so that less fatalities can be caused and anyone can be used it without the fear of Leakage of private data.

References:

<https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/a-tiktok-craze-is-minting-celebrities-and-ruining-lives-in-india/articleshow/72377274.cms?from=mdr>

<https://www.livemint.com/technology/apps/a-tiktok-craze-is-minting-celebrities-and-ruining-lives-in-india-11575514860906.html>

<http://www.pages.drexel.edu/~amb98/leah.html>

<https://ideas.repec.org/a/aes/icmbdj/v1y2017i1p214-220.html>

<https://www.theguardian.com/lifeandstyle/2018/jul/23/social-media-and-celebrity-culture-harming-young-people>

<https://www.youngbhartiya.com/article/social-media-influencers-and-the-vulnerability-of-youth-to-such-influences>

<https://www.thehindu.com/news/national/andhra-pradesh/tiktok-craze-takes-youngsters-in-city-by-storm/article27111377.ece>

<https://en.wikipedia.org/wiki/TikTok>

<file:///C:/Users/inspector/Downloads/JETIR2003153.pdf>

<http://dspace.bu.ac.th/bitstream/123456789/3649/1/Hou%20Liqian.pdf>

<https://www.youngbhartiya.com/article/social-media-influencers-and-the-vulnerability-of-youth-to-such-influences>