

Impact of TIKTOK And snackvideo Apps on Social, Psychological, Educational State And on Moral and Ethical Values Among Teenagers and Youth in Pakistan

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ABSTRACT: By a new trend of Media; a short time video is being made on Tiktok and snackvideo App and having a gigantic effect on social, moral, psychological and educational status among teenagers and youth.

Aims and objectives: Aim of the study was to be determined the causes of using Tiktok and snackvideo Apps and its effect on moral values, academic performance and on psychological status.

Material and Methods: A Qualitative Descriptive Study and used multidimensional data for knowing the effect of Tiktok and snackvideo Apps on behavior, educational status, moral and social values. Non-Probability Sampling was performed on the basis of self-selection.

Result and Conclusion: Based on findings of Current study, it can be concluded that despite performing well on tiktok and snackvideo apps; moral and ethical values, educational skills and psychological status are deteriorated among teenagers and youth day by day.

KEYWORDS: Media, apps, Social, Moral values, psychological state, academic performance, teenagers and youth.

1 INTRODUCTION

Media is playing an indispensable role in shaping teenagers and youth behavior. There are a lot of communicating apps on internet which played well with socialization like Facebook, Twitter, Netflix, Youtube, Instagram, Snapchat, Pubg, We-Chat, Whatsapp etc; like these apps, today, Tiktok and Snackvideo Apps are most popular among teenagers and youth and are used for the purpose of entertainment, for reshaping experience of learning and creative skills and for the motive of making followers and getting fame which propelled them in fake world; having a gigantic impact on moral values, educational grades and on mental health and originate the issue of generation gap.

2 REVIEW OF LITERATURE

Xinglu, et al. (2019), clarified in his article that the explosion of Short Videos sharing Mobile Applications by Tiktok and Snack Video APPS; these are new customs of entertainment, information, allocating ideas and performs, efforts to demonstrate their talents, acting on short clips, singing and rehearsal is done on daily basis. Lots of people are moving ahead to watch live streams and short videos. Jiang (2019), narrated in his article that these apps are based on user's experiences, choices and these apps are fulfilled the requirements of audiences and to accomplish your goals. Neil (2020), explore about these apps which are becoming the platforms of competition; one and all try to give their best and try to reach 300 to 500 million followers. Irfan, et al, (2020) enlightened that now-a-days, these apps are becoming the source of complexes like superiority and inferiority complexes, beauty complex etc among teenagers and youth. Bessinger, et al (2004) tried to explore in their article that media is using a variety of channels for spreading their communicated messages through broad casting to change the behavior of people or youth and it is the most effective way to change the belief patterns, attitude, knowledge and behaviors. There are many apps on media which are used to reach a large audience and helps to expand their messages which have both positive and negative effects. Delaney, et al, (2020) stated that these apps are using for entertainment which consume time, for example, if you are going to use it just for 5 minutes it takes 45 minutes so that's why learning skills are mostly effected students don't focus on their studies and having a huge impact on education and on their exam grades. Qureshi, (2019) throw a light on negative effects of media among our teenagers and youth are generation gap, to tell lie for their personal benefit, bunking of classes, promotion of injustice, exploit other people, aggression, to learn how to play games with others and commit an organized crime, violation and obliterated the norms and values of our culture and adoption of western culture and many more. Gween, et al, (2011) expounded in her article that lots of apps on media leads to amplified aggressive and depressive behavior among teenagers and youth.

3 HISTORY OF TIKTOK AND SNACKVIDEO APPS

	Tiktok	Snackvideo
Chinese Name	Douyin	Kuaishou
Name's Meaning	Shaking Sound	Quick Hand
Type	Public Company	Public Company
Industry	Internet	Internet
Founder Name	Zhang Yiming	Su Hua
Founded	September, 2016	March, 2010
Developers	Bytedance	Bytedance
Headquarter	Beijing, China	Beijing, China
Revenue	\$128 million (January, 2021)	US \$9.1 Billion (2020)
Users	Over 2 Billion	Upto 200 million
Firstly banned these Apps	China	China
Cause of banned	Feminine Behavior Unhealthy Feminie Male Culture (Lack of Masculine Authority)	CCTV Reported on Platform Popularizing Videos of Teenage Mothers
Banned these Apps in other Countries and their cause	1-Us → (1) Donald Trump, Political And Economic Issues (2) Citing Threats To Users Privacy And Security Posed By Its Chinese Ownership 2- India → (1) Privacy Issues (2) Pornography (3) Recent Boarder Issues Between India And China (4) Political Issues (Bycott China → movement in India due to competitive relation between two countries) 3- Indonesia, Bangladesh and Pakistan → thought to be obscene, immoral, vulgur and Encouraging of Pornography	India → (1) Privacy Issues (2) Pornography (3) Recent Boarder Issues Between India And China (4) Political Issues (Bycott China → movement in India due to competitive relation between two countries)

4 PURPOSE OF THE STUDY

Reaching from a few seconds to a few minutes, short videos has the experience of learning and creative skills by granting prosperous instrumental material and comments on material which provide a fake fame for just some seconds and tiktokers feel a spirit of hero and also working on snackvideo App through which leave a bad impact on health of teenagers and youth turn out to be a well-liked figure of learning and sharing creative skills such as acting, singing, drawing, photography, crafting. Short videos in social media platform are reshaping mental health and generation gap is creating between them, moral values are declining day by day which creating depression and aggressive behavior between them.

- 1- To explore the causes of using Tiktok and snackvideo Apps by people.
- 2- To find out the ways of using Tiktok and snackvideo Apps.
- 3- To explore the time of using or uploading videos on Tiktok and snackvideo Apps.
- 4- To analysis the content of dressing style among teenagers and youth on Tiktok and snackvideo Apps just for the purpose of fake fame.
- 5- To see the negative social and moral impacts on teenagers by using Tiktok App and snackvideo App.
- 6- To explore the negative impact on psychological health by using Tiktok App and snackvideo App.
- 7- To analysis the ways how teenagers move forward from Tiktok to Instagram App for getting the purpose of Modeling for fake fame.
- 8- To explore the reactions of commenters on short videos.
- 9- To find out the reaction of Tiktokers and Snackers on comment sections.

5 RESEARCH METHODOLOGY

The researcher used qualitative research designs and use multi-dimensional data for research process. Universe/population of the present study comprised of all those boys and girls who are using Tiktok app and snackvideo App for the purpose of Acting and Modeling. Researcher used non-probability sampling on basis of self-selection and selected those cases who are most familiar under audience.

8 boys and 8 girls were selected to check their moral values from the student of Matric, intermediate and B.S for checking their moral values, (researcher added a case on facebook and give them different tasks on messenger and check through different parameters on his other friend's cases), dressing content and their reactions and behaviors on same theme videos and checked mentally state of these cases on different parameters and also checked their timing to spend on Tiktok App. This study was totally depended on participant and silent observation. It was necessary to select the respondents purely on the basis of special purpose which the researcher had in her mind and also applied all these data on snackvideo App and found same results.

HYPOTHESIS

- 1) Greater intensity of using Tiktok App and snackvideo App, performance on platform and declining moral values among teenagers and youth.
- 2) Greater intensity of using Tiktok App and snackvideo App, performance on platform and the behavior of teenagers will be more affected.
- 3) Greater the intensity of using Tiktok App and snackvideo App and performance on platform; the academic performance of teenagers will be more affected.

6 CASE STUDIES

6.1 PURPOSE OF USING TIKTOK APP AND SNACKVIDEO APP

Mostly teenagers are using Tiktok App and snackvideo App for the purpose of Acting, modeling, dancing, singing, showing beauties, trendy fashion, funny clips, beauty tips, information seeking, to teach different languages, cooking and preaching different religions.

6.2 WAYS OF USING TIKTOK APP AND SNACKVIDEO APP

- 1) To make short clips of movies
- 2) To make slow-motion on different songs
- 3) To use different effects for making their videos more contestable.
- 4) Try to show the concept of ugliness to beauty.
- 5) To make funny clips.
- 6) Mostly teenagers try to use trendy clothes to show off that they are modern.
- 7) Some teenagers use quotations, ahadis, verses and try to preach about a measureable life style according to religions.
- 8) To utilize for the purpose of beauty tips.
- 9) To bring into play for cooking recipes.
- 10) To make use of the purpose of teaching different languages.

6.3 TIMING TO SPEND/MAKING VIDEOS ON TIKTOK APP AND SNACKVIDEO APP

Mostly teenagers make 9 to 15 videos on daily basis on different times. According to some cases, some participant uploaded 3-5 videos on 09.00 to 12.00 A.M., 6-10 videos at the time of 02.00 P.M to 05.00 P.M and 11-15 videos uploaded at 8.00 o'clock to 11.00 Pm.

6.4 AVERAGE AGE OF TIKTOKERS AND SNACKERS

The average age of mostly Tiktokers and Snackers was being about 14 to 25.

6.5 CURRENT EDUCATION STATUS OF TIKTOKERS AND SNACKERS

Mostly Tiktokers and Snackers who are using these apps belong to 6th standard to intermediate and of B.S students.

6.6 DECLINING MORAL VALUES

There are many moral values which are deteriorative by Tiktok and snackvideo Apps among teenagers and youth. Some are under below.

- 1) Do not think before speak.
- 2) Do not comprehend the actual state of life and act like hero or heroine for handling situation. If they couldn't control then they abruptly become aggressive and behave violently.

- 3) Not known the actual meaning of Hollywood and Bollywood songs and dialogues which have worse impact on the actual state of mind of teenagers and youth.
- 4) Generation gap: To stick with these Apps and become isolated and not to spend time with your parents.
- 5) To make fun of others through duets.
- 6) Mostly use unethical words and cheap language (especially for women).
- 7) Do not respect the women.
- 8) Showing the wrong concept of girls or women as a sign of beauty, not a successor and of respect.
- 9) To give abuses to girls and women.
- 10) To make videos on Tiktok and snackvideo Apps while driving just for the purpose to make trendy videos.
- 11) Kids are initiating like actors which is hazardous for their mental growth.
- 12) To show the girls or women as a symbol of deceivers.
- 13) Spread the wrong concept of cheating in love among teenagers.
- 14) Erroneous notion of suicide due to deceive in love among teenagers and youth.
- 15) Worst perception to use alcohol on breakup among teenagers and youth.
- 16) Broaden the term of psycho lovers and cheating and shoot by gun to other person.
- 17) Worst perception of B.F and G.F among teenagers.
- 18) Wrong concept to leak information: if u talks to anyone in case of any topic then it spread in whole group.
- 19) Worst idea of gangster (a member of a gang of violent criminals).
- 20) Nastiest perception shooting by gun among teenagers.
- 21) The circulation of pornography on platform of Tiktok and exposure of children and teenagers to sensitive content.
- 22) Use of smoking to show as a sign of high status or highly standard of life among teenagers.
- 23) Wrong concept of how to cheat in exam.
- 24) Beauty Complex among teenagers and Youth.
- 25) Superiority and Inferiority Complexes among teenagers and youth.

6.7 DRESSING CONTENT

There are many Tiktokers and Snackers who are using Traditional Dressing Content; their purpose to show their tradition, some are using Western Dressing Content and there are many young girls and boys who are going totally against the culture using red jeans and shirts. There are many Tiktokers and Snackers who are wasting their time in changing 15-20 different colors shirts or hoddies in just one 15-30 second video for the purpose of fun and showing trend.

6.8 GENERATION GAP

Mostly teenagers don't spend their time with elders; whenever they became the victim of any intricacy then they always try to acquainted its way out through their age fellows and friends but don't take the opinion from their most experienced elders or teachers. Mostly our age fellows offer the suggestion according to their thinking patterns or experience which create a great reduction between generations. Today, Tiktok and snackvideo Apps are creating the subject of isolation among teenagers. In spare time, they always spend their time with their friends and want to make short videos on these Apps and they have no time for their elders which create a gigantic problem of generation gap among teenagers in our society.

6.9 DECLINING EDUCATIONAL SKILLS

Teenagers and youth are the sign of progress of any country and education is the door of knowledge which goes toward progress; but, mostly our teenagers spoil their time to make videos on Tiktok App, snackvideo App, or any other platform just for the purpose of competition or the fake fame which spoil their time and not so much time devote for studies and also not interested in getting knowledge; so, it is a root cause of declining educational standard or grades among teenagers or youth.

6.10 MOVE TOWARD IN THE WORLD OF INSTAGRAM

There are many teenagers and youth, who move toward from Tiktok App to the world of Instagram. This App is brought into play overly 700 million users worldwide and topped in the catalog in terms of negative effects among boys and girls. This app is totally unrealistic; teenagers and youth compare themselves and try to see their image in unrealistic mirror by using largely curated, filtered and photoshopped versions of reality. Girls and boys are using filters just for the purpose of looking perfect. And as like thinking are also moved them in the world of modeling; which create a terrible impact on body image, self-identity, depression and anxiety.

6.11 CELEBRATION ON A FAKE SUCCESS

Whenever teenagers perceive about their followers that are reached 1 million then they understood it fake success to their actual success and then they started to work hard for making more videos and slow-motions and make their target to reach 3 to 4 million followers.

6.12 REACTION OF COMMENTER ON SHORT VIDEOS

There are many commenters on Tiktok App and snackvideo App who watch the videos of their fans and could not apprehend the actual meaning of their videos and make the mole of applauses without knowing the theme of their fake fans' videos that have right or wrong sense. They are also many commenters as like who want to teach their fans the precise distinctions between the right and wrong by their comments on these short videos and some commenters cannot bear some tiktokers' and Snackers fame among viewers or followers and they start to use their comments totally against them just for the case of jealousy and after this they start rivals with each-others.

6.13 REACTION OF TIKTOKERS AND SNACKERS ON COMMENT SECTION

Researcher noticed in mostly cases that some tiktokers and Snackers don't react on negative comments and feel happy on their appreciation and there are many cases are as like that they became personalized on negative comments and try to fight or beat others criticism and always want applauses from viewers.

6.14 NEGATIVE IMPACT OF TIKTOK AND SNACKVIDEO APPS ON PSYCHOLOGICAL HEALTH

Tiktok app and snackvideo app are having a worse impact on psychological health of teenagers and youth. Mostly teenagers and youth are becoming the victim of aggression because of using content of media they watch. It is narrated that mass media is also an agent of socialization and we communicate indirectly with these channels; so, as like erect our habits and build up our personality. There are many Tiktokers and Snackers who made the videos on trendy songs and on Hollywood and Bollywood dialogues and then they start to implement on actual state of life and understood them like a hero or heroin and they apprehend the actual state of life like a movie when they couldn't handle any situation according to their own will then they start to become aggressive, fight with people, started to break things and try to tease to others just for the purpose to accept their wishes/will. The main problem between teenagers and youth is not to think before speak and this situation is also created problems for them.

Due to these apps; teenagers and youth are becoming the victim of diverse complexes as like beauty, inferiority, superiority etc. Which is moving toward depressive and aggressive behavior rapidly.

6.15 CONCLUSION

Mostly teenagers are using Tiktok and snackvideo App for intend of Modeling, Acting, Dancing, Singing and for many other grounds from 9.00 am to 12.00 pm. Mostly Young children are spending their time on these both apps for fake fame and their educational status are deteriorative. Generation gap is increasing day by day and these apps have a big hand in creating a long distance among children and elders. These both apps have a gigantic problem in decreasing moral and ethical values and having a great impact on psychological condition of teenagers and youth.

7 SUGGESTIONS

- 1- Saying that youth are the future of any country if it spoiled then the future of country would be in dark, so, Tiktok App and snackvideo Apps should be banned from Pakistan because these apps are spoiling our teenagers and youth.
- 2- There is need to be counseling of teenagers which are using Tiktok and snackvideo Apps and understood themselves as a main character or hero/heroin of life events and a successor of a fake world.
- 3- Try to make them apprehend the actual meaning of success.
- 4- Parents should have to take time for their children.
- 5- Parents should have to focus on their children religious activities.
- 6- Parents should have to strictly focus on academic career of their children.
- 7- Parents should stake out that what their children are watching on TV or using on internet if they are watching erroneous things then abruptly forbid them.
- 8- Parents should make a proper time table for their children that after studies they will watch TV or use internet from this to that time and keep a bird eye view that what they are watching or using.

- 9- Parents should try to involve their children in physical activities as like football, basketball or table tennis etc. Or on the basis of their personal interest such as painting or gardening etc. Due to as like activities, the health of children would be improved and they will be secured by erroneous effects of media and on the second hand the health of the children would be improved because we become the victim of many diseases while to spend all time to use TV or internet, so, the tendency of these diseases would be less.

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