

Adolescents and College Students' Perceptions of the TikTok Platform: An Empirical Study in Vietnam

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ABSTRACT

The appearance and development of social networks altered how people communicated and socialized, which has gradually infiltrated the educational environment. E-learning through social networking platforms and online apps is gaining popularity. The young are the most likely to respond dramatically to their presence on social networking platforms, especially the TikTok app. This study concentrates on teenagers and the young who use TikTok as an educational instrument, which contains short clips with a range of length from 15 to 60 seconds yet is very engaging, imaginative, and creative. The sample of 686 observations utilised convenience sampling from Vietnamese educational institutions such as high schools, colleges, and universities. The findings revealed some noticeable evaluations from respondents about this app. Firstly, most participants prefer using TikTok to other platforms for watching and posting short videos. Secondly, the bulk of people agreed that TikTok is an effective platform for supporting education, especially language learning. Thirdly, they emphasize the benefits TikTok offers regarding being educational, creative, not boring, engaging content creators, and learning a lot. Fourthly, many respondents believe that TikTok will keep growing successfully in the future. The outcomes of the study are beneficial for educational planners and academics in search of innovative teaching techniques that can be implemented in the classroom and used in future studies.

Keywords: TikTok, social networking, E-learning.