

Why University Students are addicted to Short Video TikTok?: A Malaysian Case

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Abstract

The young generation nowadays loves to take pictures or make short videos to post on social media. This short video 15-second application has gained so much popularity that in 2019 almost one billion downloads in 150 markets worldwide and has 75 languages! Why is it so popular? Thus, this research is to study the factors that short video TikTok application addiction. The respondents were university students from both public and private Malaysian universities. We run descriptive statistics, correlation, and multiple regression to determine the relevance and significance of the relationship between the selected variables. This study proved that social factors, family factors, and lifestyle factors have significantly related to the short video TikTok addiction. The test revealed that a variance of 63.4% (R^2) of Short Video TikTok addiction could be explained by social, family, and lifestyle factors. Social factors play the leading role in this addiction. The study implicated that this app could be a major influencer to the young generation.

Keywords: short video, TikTok, application, addiction, social, family, lifestyle.

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INTRODUCTION

Short video TikTok usage is now on the rise. It was made with a framework that helps people create and express themselves, such as lip-synchronized videos and a song that can encourage many people to make short videos. Nowadays, people use short video TikTok for various reasons-education, religion, politics, and entertainment. Besides, the application can make different types of videos. Short video TikTok is made by ByteDance from a Chinese Company and is called Douyin in China with a system that assists persons in creating and expressing such as lip-sync videos. A melody can encourage many people to make short videos.

With this function, users can capture each cute moment of them. Short video TikTok has one billion downloads in 150 markets worldwide and 75 languages according to TikTok Revenue and Usage Statistics (2019). It is evaluated that 85% of users of short video TikTok are under 24 years old, and now short video TikTok is incredibly well known in the US, Germany, Japan, France, Indonesia, Russia, and numerous different nations. In July 2018, the number of active users of short video TikTok was more than 500 million. From the

article "Parents' Ultimate Guide to short video TikTok, the minimum age for users to download short video TikTok is just 13 and was previously held at 12 before the Indonesian government asked short video TikTok to raise the age limit, citing fears about disrespect and pornography. On 3 July 2018, Indonesia temporarily blocked the short video TikTok app because of public concern about illegal content such as pornography and blasphemy. In India, it has 20 Million active users.

In the beginning stage of short video TikTok, most of its top stars are female, but now male users also show their talent through this application (Thakur, 2020). Google and Apple evacuated short video TikTok from Google Play and the App Store. As the court refused to reconsider the ban, the company expressed that it had removed over 6 million videos that violated its content policy and guidelines. The latest statistics short video TikTok has about 800 million monthly active users. In 2018, a short video TikTok reported that the number was 680 million monthly active users. But in the U.S, the current number of monthly active short video TikTok users in the U.S. is about 60 million. That makes the short video TikTok the top application in the U.S (Armstrong, 2019), it shows short video TikTok in first place with 9.14 million and followed by Messenger with 7.71 million in second place. Thus, this paper aims to investigate the determinants of the usage or addiction of this popular short video application.

Literature Review

The fundamental features of the short video TikTok suggest new aesthetics of children's entertainment media. Mobile video is treated with extensive audio-visual enhancements such that short video TikTok videos hyperbolize mainstream feature cinema. Short video TikTok democratizes cutting-edge cinema technology and allows for effects to be rendered while recording the video or promptly post-capture. The library of content to create videos with (face-tracking filters, licensed music, and color tinting styles) and user-generated video to remix (Duets and Reacts) is increasing as Byte Dance sustains app features and users contribute to the video database. As children raised on the virtual playground enter adulthood in the coming decade, intensified play will no longer cause moral panic. Quick video production on mobile devices will become an acceptable form of play (Herrman, 2019).

Short video TikTok portable video creation and sharing application, some time ago known as Musical.ly, has seized the consideration of youthful crowds the world over. Because of its structure, technology, and encompassing social conditions, TikTok has generated the most downloaded Apple iOS video application, with youth ages 13 - 18 involving half of the 500 million months to month clients (Chen, 2018). The application deliberately focuses on a client section not considered by video facilitating sites and alters applications of the past. According to Ryan Holmes's (2019) short video TikTok, algorithms showcase the true potential of Artificial Intelligence (AI) and machine learning and may well have the traditional social networks worried. Byte Dance has already hired away executives at Facebook and is now turning its efforts to attract older users. Its growth shows little sign of letting up. But short video TikTok's ascent comes at a moment when users' privacy and the weaponization of data have been thrust into the spotlight. As the recent outcry over photo filter Face up illustrates, users are beginning to appreciate just how much valuable personal data they give away often for little more than a passing moment of entertainment. Short video TikTok may well epitomize this "cheap date" syndrome.

Short video TikTok as online networking can be considered the industry's gadget to get a salary by making individuals viral. One of the individuals who utilize the short video TikTok to get viral is 'Bowo', an Indonesian adolescent. For this situation, 'Bowo' can be considered as a gadget or a device of the industry to get salary and benefit because of his fame. Short video TikTok is an application that gives a stage to make a scaled-down music video that draws in young people to express their abilities to move, sing, impersonate artists, on-screen characters or entertainers, and some other copying activities. Afterward, they share the video with others. At that point, individuals can watch them (Luthfi, 2018). The clients of the short video TikTok originate from different foundations of social, age, sex, and condition. Be that as it may, most clients are female, young people. Following the period of short video TikTok, clients ought to arrive at 12-16 years of age (Bohang, 2018). The analysts completed a few reviews on Bowo's Instagram account and examined the analysts and the devotees.

The benefit of short video TikTok social media is that it can search for as many friends as possible and be used as entertainment media. Following Triastuti's opinion about the benefits of social media as a

medium to connect with family and friends who are far or near. It can also be used to watch shows that are entertaining (Triastuti, 2017). The "Use and Satisfaction" study regards crowd individuals as people with explicit "needs" and sees their media commitment exercises as "utilizing" media dependent on detailed interest thought processes, consequently making these necessities "fulfilled." Users can utilize the way toward vibrating to meet the media needs of relaxation, intelligent social, self-articulation, monetary advantage, and care (Xu & Zhang 2019). Beginning from an inclination is an inclination of physical touch through understanding or recognition. This inclination is a case of online networking like short video TikTok, which is status as a method for conveying everything that needs to be obtained through sentiments. The short video TikTok application can impact an individual's beliefs, with the highlights given by the short video TikTok application, one of which can make a status with a video so every client can convey what needs be something other than by composing. Ahmadi (2009) claimed that the short video TikTok is an otherworldly or mental occasioning that researchers involved in satisfaction or distress regarding known and emotional occasions.

However, the short video TikTok has created biasness by observation. Partialities settle on choices before knowing the actual realities about the item; for this situation, bias emerged given negative contemplations about online networking being utilized. For instance, short video TikTok is another application via web-based networking media with both positive and negative sides to it, so there is a preference against the application. Selection can impact an individual's judgment about what they use. There are ecological components that make that partiality conceivable. Gerungan (2010) argued that partiality is an individual's disposition toward a particular gathering of individuals, racial communities, or societies not quite the same as those biased. It tends to be deciphered that internet-based life clients, for example, the short video TikTok application, have owned their assessment of the application before utilizing it; for instance, they select short video TikTok as an amusement media following the pattern of getting like opium and afterward transforming the negative musings of individual clients into positive because essentially something that advantages the individual will decidedly affect the individual, even though short video TikTok has something negative.

Want is the absolute requirement for products or administrations that each human needs to satisfy something viewed as less. Ahmadi Abu (2010) indicated that cognizance could be comprehended by the centralization of mental familiarity with an item, implying that not all components or articles show up as objects of awareness; however, there are a few components or items that cannot be considered. The clarification is that people from short video TikTok clients could not see the effect of internet-based life yet will be more averse to remaining side by side of the current online networking period, even though short video TikTok users will purposely reject contrary things from the web-based life they use as it gives advantages, for example, ubiquity to the users.

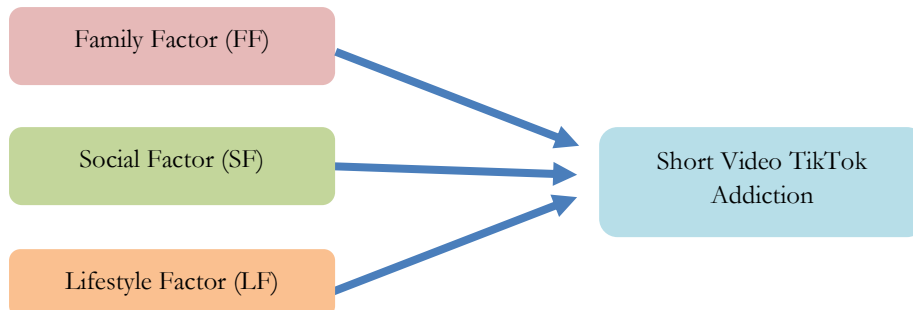
Online networking like short video TikTok assumes a significant job in affecting one's learning. Internet-based life involves an individual's learning procedure as web-based life needs the individuals today with the quick advancement of innovation. So in online life, for example, in the short video TikTok application, an individual client not just figures out how to cooperate with new individuals, at that point figures out how to make drawing in recordings to get their perspectives and likes as far as imagination, yet additionally contrarily impacts the learning procedure by the client, for instance on the off chance that the person in question is too into the media socials like short video TikTok will have the option to feel sluggish and not recollect when they are doing this is what is considered internet based life opium that can influence an individual's learning procedure.

Gerungan (2010) reiterated that want is the longing for something explicit or concrete. It tends to be disclosed that the appetite to utilize the correct internet-based life for clients is affected by the refined highlights found in short video TikTok applications, for example, face brightening and the objective of picking up prominence is significant for its clients. For instance, looking for web-based life, they will utilize online energy, which is viewed as their longing with alluring highlights to pick up consideration, upgrade kinships, or look for a diversion. Yet, their fame is a factor in the craving of every individual client. Based on the above discussion, a research framework is designed as follows:

Research framework

A research framework has been established between the independent variables and the dependent variable, illustrated in Fig. 1.

Fig. 1: A research framework



METHOD

The present study examined the factors determining the short video TikTok user's addiction. To gather the data, one set of the survey questionnaire was distributed to universities around Malaysia for four (4) consecutive weeks through Whatsapp message application using Google Form. The questionnaire asked the users about their addiction and their opinions about the short video TikTok application in their life. Besides the perceptions, we also gathered information about the users' demographic profiles. The population for this study was the university students who used and knew about the short video TikTok application. It is non-probability sampling. Thus, we employed convenience sampling research techniques to collect the data.

RESULT AND DISCUSSION

Altogether, we distributed 200 questionnaires; and only 167 (response rate is 83.5%) are returned for further analysis. Table 1 presents the demographic profile of the employees. There were more male respondents, 64.1% than females, 35.9% among university students. Respondent shows that there were 167 students (22.8%) people who have been categorized from the 18-20 (years old) age group. However, there were 100 students (59.9%) from the 21-23 (years old) age group and 26 students (15.6%) from the 24-26 (years old) age group. Then the balance of three students is at age above 26 (2.8%). The majority of marital statuses were single (96.4%). Meanwhile, married respondents were six respondents were (3.6%) from among university students. However, it shows the information of participating respondents from selection student IPTS and IPTS in Malaysia.

Most of the respondents were Malay students, who were the highest among the rest at 144 (86.25%) out of 167 students. Indians, 9 (5.4%) participated in this survey. Moreover, Chinese 9 (5.4%) of respondents and for other only 5 (3.0%) of respondents from the factor that influence short video applications addictions to short video TikTok among university students. Next, we show the information of participant respondents from students' selections IPTA and IPTS in Malaysia. Most of the respondents were IPTA students. Who was the highest among the rest as 104(62.3%) out of 167 students? From IPTS, 63(37.7%) of the survey participated in this survey respondents from the factors short video TikTok applications addictions among university students. Furthermore, it shows the frequency of education level of participating students' selections by IPTS and IPTS in Malaysia. Most of the respondents are currently doing a Bachelor of Degree program, as stated by 116 students (69.5%). However, 32 students (22.22%) responded to distributed questionnaires from the Diploma program—the Master's Degree stated only two students (1.2%). Furthermore, there were 12 students (7.2%) who responded from foundations.

Table 1: Background of Respondents

	Frequency	Percentage
Gender		
Male	60	35.9
Female	107	64.1
Age		
18-20	38	22.8
21-23	100	59.9
24-26	26	15.6
Above 26	3	1.8
Marital Status		
Single	161	96.4
Married	8	3.6
Where do you study		
IPTS (Private)	63	37.7
IPTA (Public)	104	62.3
Educational Level		
Foundation	12	7.2
Diploma	37	22.2
Degree	116	69.5
Master	0	0
PhD	2	1.2

Reliability test

Reliability analysis (Table 2) was computed on the study variable to determine the instrument's reliability. It is found that the alpha value ranged from 0.745 to 0.875, indicating the reliability at an acceptable level. With little difference in value amongst variables, respondent evaluations are consistent throughout the study.

Table2. Reliability Test

Variables	Cronbach Alpha	No. of Items
TikTok Addiction	.875	5
Family Factors	.762	5
Social Factors	.745	5
Lifestyle Factors	.821	5

Descriptive Analysis

The result described in Table 3 illustrates the highest mean short video TikTok addictions issues variable which is short video TikTok attracts attention seekers (M= 4.24, SD= 1.647) It is true that it is indeed stated clearly define short video TikTok applications addictions among university students. The lowest mean is “I view short video TikTok every 6 hours” where the mean is 2.33 (Std. Deviation=1.523). While for the statement “I view short video TikTok most of the time to be happy.” (M=2.98, SD=1.753), the respondents also agree with the statement "Short video TikTok can release my stress" (M=3.34, SD=1.769) and “I love looking at others who are attractive to watch” (M=3.26, SD=1.708). We conclude that all these statements describe the addiction of the respondents towards the usage of short video TikTok.

Table 3 Descriptive Analysis

Variable	N	Min	Max	Mean	Std. Deviation
I view TikTok every 6 hours.	167	1	6	2.33	1.523
I view TikTok most of the time to be happy.	167	1	6	2.98	1.753
TikTok can release my stress.	167	1	6	3.34	1.769
I love looking at others who are attractive to watch.	167	1	6	3.26	1.708
TikTok attracts attention seekers	167	1	6	4.24	1.647
Valid N (listwise)	167				

Correlations

Correlations test will determine if there is significant relationship between all variables in the study. Based on Person correlation in Table 4, there is positive significant correlations between family factor and short video TikTok addiction ($r = 0.581$; $p < 0.05$), between social factor and short video TikTok addiction ($r = 0.739$; $p < 0.01$), between lifestyle factors and short video TikTok addiction ($r = 0.601$; $p < 0.05$), between social factors and family factors ($r = 0.626$; $p < 0.05$) and between lifestyle factor and social factor ($r = 0.524$; $p < 0.01$).

Table 4. Correlations

	TikTok Addiction	Family Factors	Social Factors	Lifestyle Factors
TikTok Addiction				
Family Factors	.581**			
Social Factors	.739**	.626**		
Lifestyle Factors	.601**	.317**	.524**	

Regression Analysis

Regression Analysis is employed to know which independent variables that have a relation with the dependent variable. This must be done to determine which factors are the factors that we are looking for to answer our research objectives. Table 5 shows the full model result. At a 10% level of significance, it is found that there was a significant relationship between short video TikTok addiction with family factors that had shown a value of $p = 0.001$. The beta is 0.200, and the t-value is 3.283. A social element shows a value of $p = 0.000$. The beta is 0.459 and t-value is 6.770 and the Lifestyle illustrated value $p = 0.000$ with a beta of 0.297 and an at-value is 5.336.

To evaluate the model, a diagnostic checking was done on it. It is found that there is no multicollinearity (relationship among university students) that occurs in the data as the variation inflation rate (VIF) is less than five. This means that satisfaction is best explained by these three significant factors. Based on the regression summary from Table 5, R^2 (R square) value is 0.634. That means that 0.30 variations in y are explained by x. Thus, contributions to 63.4% of the overall value of y. This model indicated that 63.4% of the factor short video TikTok application addiction among university students is affected by family factors, lifestyle factors, and social factors. Short video TikTok addiction whereas another 36.6% of the short video TikTok addiction by the other factors that are not within the scope of this study.

Table 5 Regression

Variable	Standardised Coefficient Beta	t	Sig	R2
Family Factors	.200	3.283	.001	.634
Social Factors	.459	6.770	.000	
Lifestyle Factors	.297	5.336	.000	

* $p < 0.05$, ** $p < 0.01$ (2-tailed)

CONCLUSION

The results of this study prove that Family factors, social factors, and lifestyle factors have an influence of 63.4% on Short Video TikTok addiction. Of the three factors that affect Short Video TikTok addiction in university students, the social factor has the greatest influence. Although the short video TikTok has some negative elements, it can be positive because basically something that benefits an individual will definitely affect that individual. From the results of this study, short video TikTok can be used as Digital Literacy for computer programmes and the content and theme of the video is positive, especially for university students who can view content such as motivational videos, lessons, or lectures. Many university students use short videos TikTok as a forum for them to promote various brands through short video TikTok. With this, there are also many university students who want to become influencers by building charm and image with a lot of popularity and followers so that it can become potential if there is endorsement offered. To make short video TikTok addiction positive, university students can also become content creators who give each other recommendations for goods,

food, household equipment to interesting tourist attractions that make the audience consumptive. And of course, this makes the growth of new ventures for the businessmen. Thus, university students should be more vigilant about this phenomenon. They should be able to make use of this application for short video TikTok positively for themselves, the community, and the surrounding environment. More research is needed to investigate whether short-video TikTok addiction is associated with mental health problems, depression, and bullying. The use of short video TikTok applications continues to grow, primarily despite all the surprisingly negative effects such as behavioral addiction. Intervention programs must be developed and implemented with less effort for the most vulnerable populations, children and adolescents. With these positive benefits, it is hoped that university students will use short videos for educational purposes, rather than just for the entertainment.

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