UNDERSTANDING THE TIK TOK ADDICTION AMONG YOUNG ADULTS

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ABSTRACT

Today's children and young adults are more involved with technology and the internet. We live in an age of media where a lot of information is pouring out every day. Media refers to a medium that transmits certain information to the other, and is a word that includes TV, social networking sites, and newspapers all at once. We can receive new events and news from the world through the media at a high speed. They post their own news through social networking sites, communicate with friends, and form relationships with new people. However, there are also a number of negative influences from the media. In particular, it has a huge impact on young people who are growing up. To determine the harm of social networks, one needs to determine how social networking platforms work, how users interact with them, how it affects them, and how software engineers modify human behavior and take advantage of human weaknesses. As active users of Tik Tok, young people are more prone to side effects. The study has used qualitative research to gather information from two separate interviews from two separate samples: one interview with Tik Tok content consumers and one interview with Tik Tok content creators.

INTRODUCTION

Background of the Study

The 21st century is the age of information and digitalization. People are increasingly using the latest achievements of scientific and technological progress in everyday life: a smartphone, a personal computer, smart gadgets for the home, and so on. We can no longer imagine a full life without electronic devices. Another important element of modern realities has become the

Internet, which allows us to perform an incredible variety of tasks: watching the news, buying food, accessories and wardrobe items, paying taxes and fees, entertainment and even education - all this became possible thanks to the World Wide Web. Finally, in the age of digitalization, we increasingly prefer virtual communication to real. Communication began to be carried out using e-mail, social networks and instant messengers, which give us unlimited opportunities for contacts with other people,

Social networks have appeared relatively recently. As pointed out by Meral (2021), in 1995, Randy Conrad created Classmates.com; the first social network in the modern sense. It was an Internet resource through which users could find their former classmates, colleagues, and friends. Marengo, Fabris, Longobardi, & Settanni (2022) described that for a long time, the project remained unique, and only in the 2000s, in the wake of the popularity of the service, active development of analogues began, containing both standard functions and a number of unique ones. The advent of social networks has made communication between users easier, allowing them to successfully compete with email.

As stated by Zhou & Lee (2021), modern social networks perform a number of tasks related not only to communication. They help to communicate, share news with friends, blog, publish various materials, listen to music, order food or a taxi, join communities of interest and create your own, attracting an audience to them through advertising, play games, broadcast live and monitor your health (Allahverdi 2022); all this is only the main part of the opportunities provided to the user. Social networks are actively used by entrepreneurs to promote their goods and services, politicians to communicate with the public, the media to publish news, public figures to broadcast their opinions to a wide audience (Husin, Khairi & Mohamad Nazeri 2021).

Social networks have rapidly entered our daily life and have become its integral elements. On the one hand, they give us almost limitless opportunities for communication, on the other hand, they can cause irreparable harm, have a negative impact on the formation of a full-fledged personality of a person, his socialization and becoming a useful member of society (Yang & Zilberg 2020). It is necessary to observe digital hygiene: do not abuse the time spent on the Internet, carefully monitor the quality of the content being studied, do not succumb to the provocations of trolls and extremists, use all means to protect your account from intruders and scammers. Only if all these rules are

observed, you can fully use social networks, benefiting from them (Khan & Singh 2022).

Statement of the Problem

The average teenager spends about 7 to 9 hours on the Internet. Children spend more than half of their day on social media (Zhou & Lee 2021). A study of teens in the United States found that the average teen has at least three social media accounts. Sometimes it's the same on different social networking platforms. The current trend of "pins" fake Instagram accounts has led to social media users, especially young people with two separate accounts on the platform (Allahverdi 2022). A fake account that is different from the main account, which can be fake at the same time more realistic and open to the real "main" account. This is just one example of the toxic environment social media creates in the lives of mainly young susceptible people (Listiana & Lestari 2021).

Over the past few years, there have been many rumors surrounding the impact of the Internet and technology on children and young adults. Experts are concerned that social media is playing an essential role in lowering self-esteem in adolescents and promoting depression and anxiety (Zhang, Wu, & Liu 2019). Recently, more and more young people are talking about the negative impact social media has on their mental health. The theme for this study has emerged from numerous studies conducted on the subject as well as personal experience, interest, and pure curiosity.

Scope of the Study

The scope of this study is to find out how young adults use social media and how they think that the social media affects their everyday life and mental health. World Health Organization (WHO) reported that approximately 4.4% and 3.6% of people who use social networking sites like Tik Tok suffer from anxiety and depression (Kawabe, Horiuchi, Hosokawa, Nakachi & Ueno 2021). WHO also reports that among women there is a high rate of depression then we see in men. WHO also reports that among adolescents there is high stress of anxiety disorder. Some of the studies shows that the use of social networking sites was positively linked to depression. Anxiety and low working memory have been established. As we see working memory effect on cognitive memory which leads to anxiety. Stress was found negative, and it linked to working memory which is also negative. he use of smartphone is

linked to the internet use disorder (Herrman 2019).

Depression →Tik Tok disorder →Anxiety→Stress→Memory Loss.

Objectives of the Study

The main objectives of this study are:

- To explore the harmful effects of social media and social networking sites like Tik Tok.

- To analyze the impact of social media platform like Tik Tok on young adults.

- To understand the Tik Tok addiction among young adults

Research Questions

The central questions that guide this study are:

- What impact do young adults think social media has on their mental health?

- Are social media platforms like Tik Tok cause addiction among young adults?

- What measures can be taken to reduce the addiction of social media platforms like Tik Tok among young adults?

LITERATURE REVIEW

Social Media

Social media is an interactive term or technology which includes mobile and web base service. It allows you to participate and contribute your knowledge. In this you can join many platforms which you need internet. Social media connects to each other. How an individual can handle the social media. How they use it. How they manage to understand the social media and its development. It defines how this works as they also define the network which is supporting social media.

The definition of social media was published in scientific literature, and this was given by Kaplan and Haelein. "Social media is a bunch of internet social use sites." Social Media has numerous definitions. As it is not a scientific discussions many authors bend the definitions to their desired research and literature. Marengo et al. (2022) describes social media as "*the*

colonization of the space between traditional broadcast and private dyadic communication, providing people with a scale of group size and degrees of privacy that we have termed scalable sociality" (Meral 2021). But later Zhou & Lee (2021) mentions as well that there is no grounded definition of social media as to each paper and to each person it is a different form and style of media. As Zhou & Lee (2021) states, social media was a means of communication between private circles and the public to communicate within themselves. But they started to grow and grow the point that it had become its own virtual reality (Husin et al. 2021).

Definition of Social Networking Sites

As it defines social media network sites are for every individual who wants to have a connection with different fields of people (Sahanapriya et al. 2021). They open their social networking sites for the people to be connect and only they have access to make them see your social site by accepting them to see your privacy. This social networking sites started from a country China which they have instant messaging service which they have lunar storm as a community site, in Korea they had Cyworld for discussion forum. Skyrock is a blog which was a French blogging service before the time of SNS features. A study conducted by Herrman (2019) claimed that in 1995, a directory of school affiliates launched classmates.com. They were supporting list of friends after SNS became high in the rate of networking sites. Now the other features came and that was that you can share videos, pictures on your profile as well as private inbox of messages. Apart from this some mobiles had their specific SNS which was Dodgeball (Wandi 2020). In this some of the sites which was web, they did not need any mobile, for this they were more attraction on web, which was Facebook, myspace, Cyworld. Some of the social sites contain geographical regions and linguistic groups. If you investigate Orkut which was one of the social sites at that time and was launched in United States and in English only (Meng & Leung 2021). They had only one language which was English. On the other hand Brazilians who speak Portuguese became the user group. Even so much so social media sites are for pets too. Their owner manages these sites.

Social Media vs Traditional Media

There are a host of differences as well as similarities that appear when social media and traditional media are compared in detail. The main differences is that Social Media's pinnacle principle is of connecting the

individuals whereas the Mass Media focused on communicating a central message to the masses (Sinha & Chandiok 2020). This can be seen as Mass Media's focus on manipulating culture and society. This is not to say that social media is free of the same sins, but the basis of social media has had the individual at the center stage.

Some literature suggests, Sahanapriya et al. (2021), that social media is an amalgamation of all past media. This is to some extent logically true as well as platforms such as YouTube serve as our on-demand television, on the other hand Facebook serves as a new-era newspaper with the front page consisting of the latest "headline" stories. Each platform of social media provides something that is inspired from or pays homage to a past form of media making it such an amalgamation. This does not mean that it makes the past forms of media obsolete (Pathak 2021), contrarily those forms of media have set roots within culture and to disconnect is near impossible. But one form does not abide by that rule and that is the Television. As mentioned, TV is the layman's uneducated person's choice of media is it is a jack-of-all-trades form. This form is quickly being replaced by the amalgamation and accessible platforms of Social Media which is just as friendly to the layman (Knowledge 2019).

With that rule in mind there is a new phenomenon happening and that is the electronation of past media (Kawabe et al. 2021)). This electronation signals an evolution of past media to keep up with the accessibility of the new entrant in the market and to reach the masses just as effectively. Books are now quickly becoming E-books or audio books accessible from smartphones or priority devices such as the Amazon Kindle (Sajid & Butt 2022). News agencies have launched websites and mobile applications to digitize newspapers and reach the masses the instant a breaking news is discovered and not wait a day to appear in the physical newspaper.

Psychology of Social Media

Social media contains its moto in business world. It is more affective in the business community. Every business needs social media to be upgraded and on the race. It is a web-based service and now they are used mostly on mobile phones. They have built in applications for social media. The hype of social media is everywhere. Montag, Yang, & Elhai (2021) given a definition of social media which they explained "a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and

that allow the creation and exchange of user-generated content. Social media have interactive communication between organizations, communities and individuals. Social media became a large part of the world and most importantly the cooperative world is taking and advantage of this media for their benefits (Husin et al. 2021).

Now if you see social media is new important for everyone. It gives different kinds of amusement, interest, and refreshment. Now they different kinds of platform which are also big part of the social media, or you can say big role of social media effecting a human being and his psychology (Listiana & Lestari 2021). From old media to new media which is affecting and changing the perspective of a society.

Psychology of Tik Tok Use

Gupta et al. (2021) pointed out that Tik Tok users are under 35 years old which is like 81.68%. Tik Tok real version was douyin which is used in China only. It is also use for challenging each other's like in videos or lip sync. Who did the best? 32.5% users are 19 years old and young. Some researchers searched and said Tik Tok usage is good, and it is positive side of Tik Tok. According to a study by Meng and Leung (2021), we can see many videos and channels on the application and these channels which are on health relevant information, any government issues are released, political argument, v-log on places abroad like packages and all, online sales on brands or any low market.

Negative side is also there which is harmful, or contents are not pure for underage children. The negative content contains smoking-cigarettes, smoking sheesha, smoking drugs, showing sexual content (Herrman 2019). People who are young they don't realize showing any part of their home can be threatening to their home can be threatening to their life because there are people who can't take out the information and blackmail them or rob them. They also have self-identity problem that they imitate someone else like stars and all (Kumar & Prabha 2019). People who use Tik Tok are people who want to show their work, business and gaining the attention from users as much as they can. Some of the platform also became dangerous because they target some people can be harmful and riskiness to get themselves into trouble or you can say in psychological study addiction which comes from behavior of the usage of Tik Tok (Kawabe et al. 2021).

Users Gratification Theory

This research researchers use Users Gratification Theory which to understand what Tik Tok is and how it is used. A study conducted by Sahanapriya et al. (2021) explained that to understand a lot of young people gaining a lot of attention we used to understand the uses and gratification theory. The theory leads to explain the needs of people which is obviously a big reason for Tik Tok that people are using. The perspective of theory we see the importance of people using this application the usage of this application which is important part of their life (Ismail, Rustham & Ibrahim 2022). In this we can explain more that the use of users and gratification theory because users will be using some particular media for their satisfaction. They use only specific platforms for their needs.

Sahanapriya et al. (2021) explained that users and gratification theory helped to explain the Tik Tok and its usage. They have explained the escapism which explains the content, what is the reason behind it and in their hand, they explained self-expression which is connected to both producing behavior and taking parts in making videos and watching them. There is another study of Sahanapriya et al. (2021).

Classical Social Impact Theory

A study conducted by Pathak (2021) explained the Classical social impact theory and said that media affect people individually. Like people are affected or drowned into more misinformation, the news which are not true. If there is a task, then may be that is false or true. Users are affected to the false news or anything thing wrong which can affect the users. Sajid & Butt (2022) discussed that socially influenced or politically strong of any news of them are spread then users show their behavior and how they are affected from the events. As demonstrated by Yu (2021), factors which in the SIT Social Identity Theory are strength, immediacy, and sources from where they are socially impact on the users. We can also have different use which are active and passive users.

Self Determination Theory

This theory was explained by Marengo et al. (2022). This theory is very strong to describe a human behavior and motivation of human behavior. This theory helps to understand that how and why people are so addicted and motivated to use social media.

A study conducted by Zhou & Lee (2021) showed that according to Tik Tok, it is used as motivated behavior because it connects to the world, to have competition to others and competition to themselves. The Tik Tok can cause psychological trigger which we see in a lot of people that they are missing so much, left out from the things that are they are unaware and not connected to the people on Tik Tok (Allahverdi 2022).

As Tik Tok researchers research and their statistics show that users are young who use Tik Tok. Young users are mostly active socially and share information explained by Montag, Yang, & Elhai (2021). Some of the young users don't see the dangerous of using social media. Its better to protect them and safe them from some of the groups. It is further researchers researched that female use social media then the male users. As we see from the eye of personality psychology that Tik Tok users' characteristics like how they use it, like what are the things which we can see in Tik Tokers characteristics and they are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism that are connected to producing, participating, and consuming behavior on the platform of Tik Tok Zhang, Wu, & Liu (2019).

Impact of Tik Tok App on Students Academics and Psychology

A Chinese company Byte Dance in 2017 Tik Tok was launched in both android and apple IOS phones. This application is for, or People use this application for creating any new contents, seeing different kinds of videos with different kinds of filters, and doing transiens (Aslan 2020).

In 2019 this application became very popular in the world. Tik Tok, they earned and their values and respect worth of US $75 billion (Sabir et al. 2020). This application even crossed Uber because of people using this application. People who use this application mostly are teenagers and small, small youngsters which includes children.

As Yang & Zilberg (2020), did research on Tik Tok application using the theory of user centric theory in 2019 that to see why and how this application took hype and trending of this application like to tell the usage of this application. He explained that this app got the best interface design and relationship between human and the computer (Kurian et al. 2021). How it satisfies the consumer demand. Theory used by satisfying users' needs and their demands, and loyalty with the students who are graduate and undergraduate.

Theory of Dopamine and Addiction

Now we will analyze the neurological aspects and theory that ground this current research. If Tik Tok is an addictive form of social media then it is imperative to understand what addiction is neurologically, what are the proponents, and what causes addiction (Situmorang 2021). After having reviewed such literature, we will be able to gain a thorough understanding and begin to formulate a hypothesis that can be tested.

Dopamine

Dopamine is a very important chemical that is found in the brain that is secreted in various parts. It is a neurotransmitter which means that it performs certain functions within the nervous system to relay messages across the body and brain (Sinha & Chandiok (2020). Dopamine is the main neurotransmitter that is in charge of pleasure, motivation, learning, motor control and even decision making. The brain releases dopamine when it expects a reward. A reward can be anything the brain perceives as a bonus in survival (Ismail, Rustham & Ibrahim 2022). When the brain perceives a reward it the secretes dopamine that activate a neural circuit in your brain that induces positive emotions, energy, motivation within the brain. As the cultural heritage, dopamine is the "feel-good" chemical but that is a heavily simplified definition (Sahanapriya et al. 2021). Dopamine does not only want to make you "feel-good" it is present to learn new behaviors that give rewards, go back to certain behaviors that may have released dopamine, motivate a person to do something. Dopamine also excites the neural network which allows with mind-body coordination and the ability to even move (Zenone, Ow & Barbic 2021).

Addiction

Dopamine is not an addictive substance or chemical by itself. The addiction is more related to the reward circuitry that dopamine plays an essential part in. As mentioned, dopamine is the key to reinforcing positive behaviors and when it is emitted in its related neurological circuitry it makes a person feel good (Yang et al. 2021). Dopamine needs to be inserted in the circuit in order to make it work and the circuit itself wants to fire off as much as it can so that it can make the brain "feel good" (Kumar & Prabha 2019). This circuitry then starts requiring constant doses of dopamine to stay activated. And this is the true crux of the addictive mechanism. It's not dopamine on its own but

the circuits desire to keep activating that makes addiction happen (Herrman 2019).

Some substances, stimuli, environments, etc. can mimic the effect of dopamine and fire off the circuit. While others can cause the increased production of or lingering of existing dopamine that fires the circuit constantly (Wandi 2020). Both scenarios lead to addiction. This research does not tackle the substance abuse that cause addiction but more behaviors that cause a constant secretion of dopamine.

RESEARCH METHODOLOGY

There are countless methods for obtaining data in research. Proper use of methods is closely related to the knowledge you would like to gain by collecting data. In this study, the researcher has used qualitative research method for gathering data from interviews (Coe, Waring, Hedges & Ashley 2021). In this study, the researcher has used psychological ownership theory and social sharing of emotions to understand the psychology of social media; users gratification theory, classical social impact theory, and self-determination theory to understand the psychology of Tik Tok use; and theory of dopamine and addiction to understand the impact of Tik Tok app on students academics and psychology.

For this study, the researcher chose individuals who have access to smartphones and internet as the target population. The population comprised of individuals between the ages of 16 years and 35 years with active profile on one or more social networking sites. When researching the aspect of human thinking or behavior, researchers in most cases simply cannot collect data from each individual. Instead, they choose a smaller sample of individuals representing a larger group of population. For this study the researcher used snowball sampling to select two samples 18 individuals and 15 individuals for two different surveys: one for individuals who watch Tik Tok content and one for individuals who make Tik Tok content. Snowball sampling refers to an amazing sampling technique (involving dedicated sampling) in which the researcher starts with a small population of known individuals and expands the sample by asking initial participants to identify others who should be involved in study. In other words, the sample through the survey starts small but "snowballs" into a larger sample. Snowball sampling is a popular technique among social scientists who want to work with a population that is difficult to identify or find. This often happens when the population is

somehow marginalized, such as the homeless or previously imprisoned individuals or those involved in illegal activities.

Procedure of the Study and Data Collection

The main source of data collection for this study is primary data sources. Primary research means that researchers collect data on a specific issue directly and for the first time. The essence of primary research is that this type of research is "targeted", the collection and analysis of data takes place around a specific topic or problem, and the whole focus is on obtaining answers. One of the most important advantages of primary research is that the data collected comes "firsthand" and is based on the question itself. In addition, primary research can be fine-tuned to the individual requirements and needs of the researcher and does not depend on the availability of existing data. In addition, primary research offers an opportunity to control how data is collected and used. For this study, the researcher used Google Forms to create a questionnaire and distribute among the research sample to gather their responses.

For data analysis, the researcher used NVivo to analyze the qualitative data gathered from the two interviews. It is far more than just a tool for organizing and managing data. NVivo contains intuitive solutions for analyzing, drawing conclusions and gaining deeper research insights. NVivo is the leading tool for analysis of qualitative data.
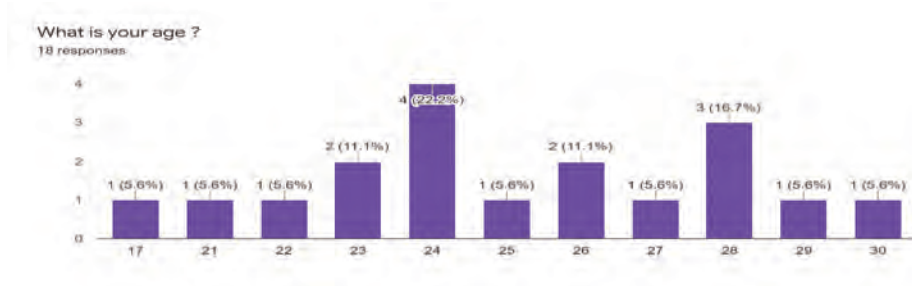
DATA ANALYSIS AND RESULTS

Tik Tok Content Consumers

The sample chosen for this interview was 18 Tik Tok Content Consumers and out of 18, 61.1% were females and 38.9% were males.
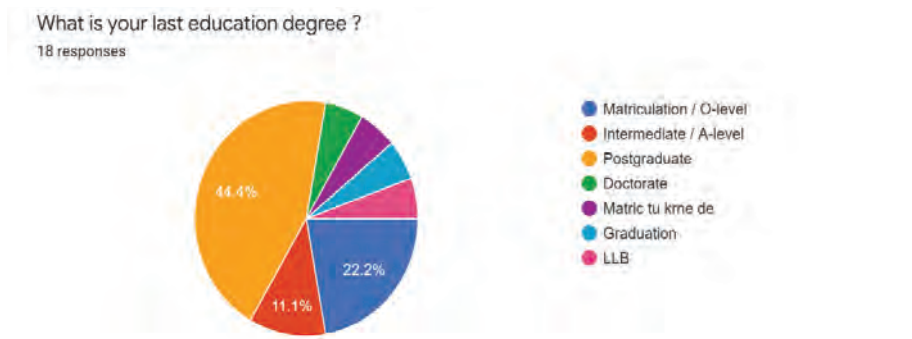
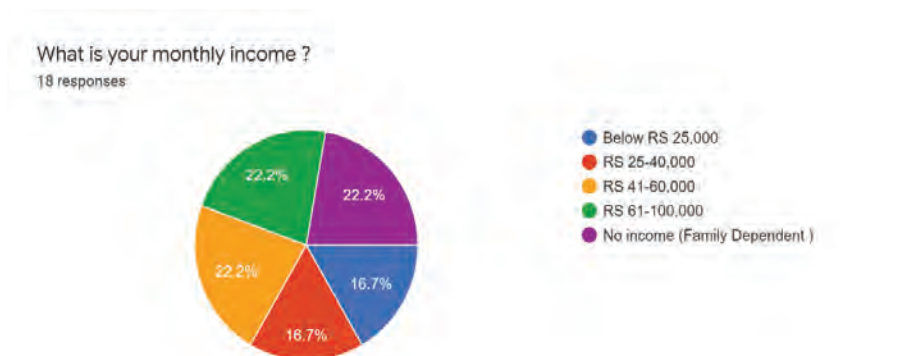Please specify your gender
18 responses

- Male
- Female

61.1%

38.9%
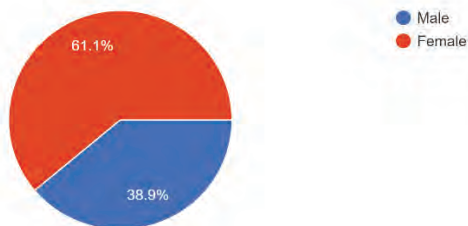
The age demographics of 18 Tik Tok Content Consumers is presented in the following chart.

What is your age ?
18 responses

The education levels of 18 Tik Tok Content Consumers is presented in the following chart.

What is your last education degree ?
18 responses

- ● Matriculation / O-level
- ● Intermediate / A-level
- ● Postgraduate
- ● Doctorate
- ● Matric tu krne de
- ● Graduation
- ● LLB

44.4%

22.2%

11.1%

The monthly income of 18 Tik Tok Content Consumers is presented in the following chart.

What is your monthly income ?
18 responses

- ● Below RS 25,000
- ● RS 25-40,000
- ● RS 41-60,000
- ● RS 61-100,000
- ● No income (Family Dependent)

22.2%

22.2%

22.2%

16.7%

16.7%

According to the responses for usage of social media platforms among the 18 individuals almost all the individuals admitted to using more than one social media platform. This is natural as social media is a collective name

for communication channels that allow users to communicate directly with each other through, for example, text, image or sound. No wonder almost all users used Instagram, Facebook, Snapchat, WhatsApp and Tik Tok. Social media differs from the mass media in that the content is produced by the users themselves and not by a professional organization. Social media are, for example, various blogs, websites for videos, chat programs, web-based photo diaries and are commonly used to create socializing, disseminating news, marketing, organizing, exchanging culture and simply for entertainment. A study conducted by Gupta et al. (2021) showed that most social media take the form of various web services where a company owns the servers, which offers the service and stores the information, while the users of the service themselves control the content and communicate with each other.

Regarding the response for the number of hours of Tik Tok usage among the sample of 18 individuals, most individuals admitted to using Tik Tok for between 0 to 3 hours. However, one user strikingly mentioned using Tik Tok for more than 10 hours. Moreover, regarding the response for the time of Tik Tok usage among the sample of 18 individuals, most individuals admitted to using Tik Tok during the nighttime. Social media is something that most of the people in our society use daily. According to a study by Kumar & Prabha (2019), there is a lot of talk especially about young people in connection with social media and an average young person (13-29 years) uses the internet and social media hours a week.

As explained by Kawabe et al. (2021), the most popular social media are WhatsApp, YouTube, Facebook, Instagram, Tik Tok and Snapchat. As many as 95% of the young population have access to these via their smartphone. Young people also feel obligated to constantly keep track of everything their friends are doing and what they show of their lives on social media. It is also important to be constantly available and to be able to talk to your friends in real time. On average, you use 10 different social media daily. According to a study by Yu (2021), being constantly available and having to keep track of what others are doing can be stressful for many.

Regarding the response for whether hours have passed during Tik Tok usage among the sample of 18 individuals, some individuals responded that they do feel like hours have passed while using Tik Tok; whereas some individuals also responded that they do not feel like hours have passed while using Tik Tok. On the other hand, a few individuals admitted that they barely or never use Tik Tok.

The interviewer asked the sample of 18 individuals whether they share Tik Tok videos with their friends. Most of the individuals responded yes as shown in the chart below.

Do you share videos with your friends
18 responses
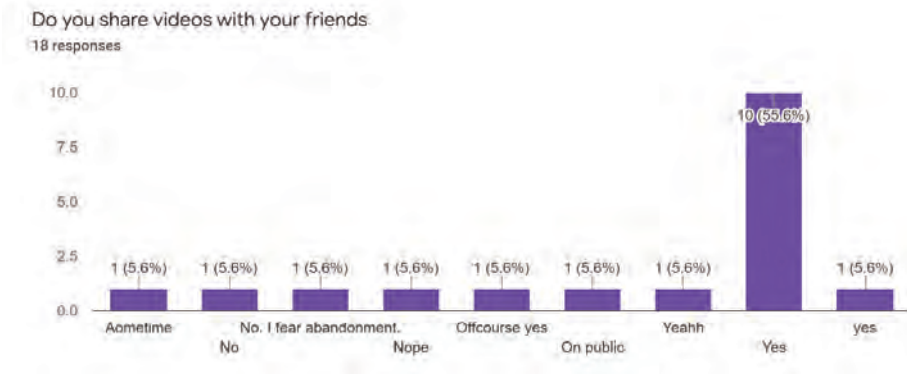
Regarding the response for effect of Tik Tok usage on mental health among the sample of 18 individuals, the responses varied. Some admitted it being an addiction, some believe it is good to pass time when one is stressed while others believe there are no mental health implications for this platform.

Regarding the response for the popularity of Tik Tok, some individuals responded that it an easy source of income for today's generation. One of the individuals believe that creativity, hacks and useful information is the reason for this platform's popularity. A lot of the respondents believe that Tik Tok provides a platform for users to show their creativity and talent through acting, singing, dancing and has become an easy way to get famous and earn money.

Regarding the response for negative and positive impacts of Tik Tok, majority individuals responded that the platform has more negative impacts than positive as it is time consuming and can lead to addiction. Some believe that the platform promotes inappropriate content that is bad for the young generation which is a negative effect but at the same time it can be used to promote new movies and songs and also new talents, which can be a positive effect.

Regarding the response for whether Tik Tok causes depression and anxiety, majority individuals responded that no it does not lead to depression and anxiety for them. However, a few individuals responded that it may cause harm in the long run. Moreover, regarding the response for whether Tik Tok app interface attracts usage of the app, majority believe that it does not.
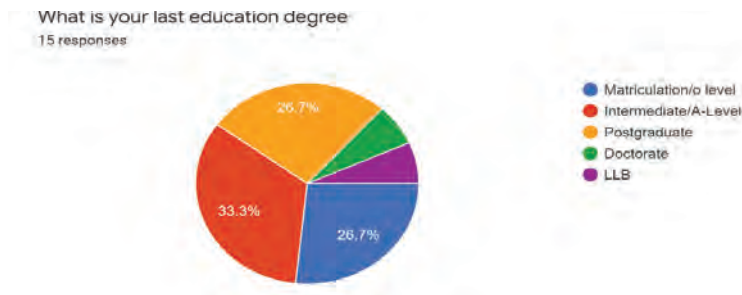
Tik Tok Content Creators

The sample chosen for this interview was 15 Tik Tok Content Creators and out of 15, 53.3% were females and 46.7% were males.
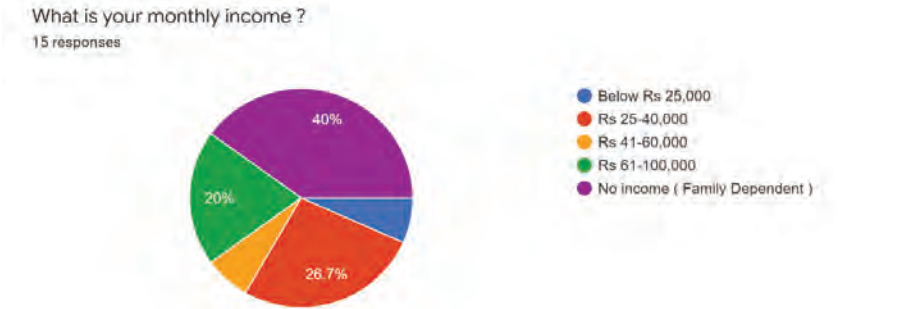
Please specify your gender
15 responses
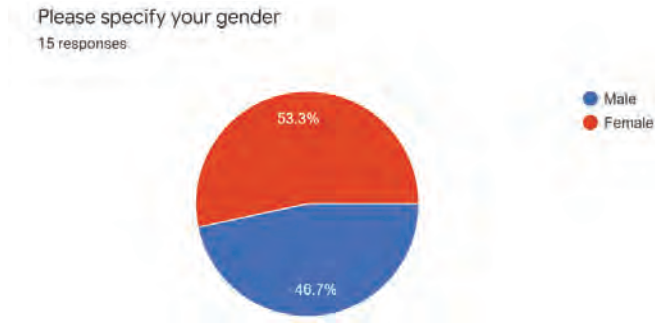
The age demographics of 15 Tik Tok Content Creators is presented in the following chart.

What is your age ?
15 responses
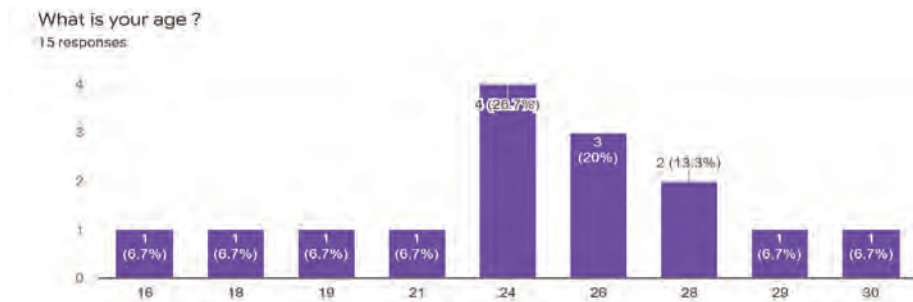
The education levels of 15 Tik Tok Content Creators is presented in the following chart.

What is your last education degree
15 responses

The monthly income of 15 Tik Tok Content Creators is presented in the following chart.

What is your monthly income ?
15 responses

- Below Rs 25,000
- Rs 25-40,000
- Rs 41-60,000
- Rs 61-100,000
- No income (Family Dependent)

According to the responses for usage of social media platforms among the 15 individuals almost all the individuals admitted to using more than one social media platform. Most of the respondents admitted to using all social media platform including Instagram, Facebook, Snapchat, LinkedIn, YouTube, WhatsApp and Tik Tok. The respondents were asked for their content and video creation on Tik Tok and most of them admitted to creating 2 to 3 videos on Tik Tok daily. Sometimes creating even 5 to 10 videos per day. Moreover, regarding the response for the urge to use Tik Tok among the sample of 15 individuals, most individuals responded no to the urge to use Tik Tok, while some admitted they feel the urge to use Tik Tok sometimes.

Majority respondents also admitted that they feel fine if they do not get the chance to use Tik Tok. However, some admitted that they feel the need to use
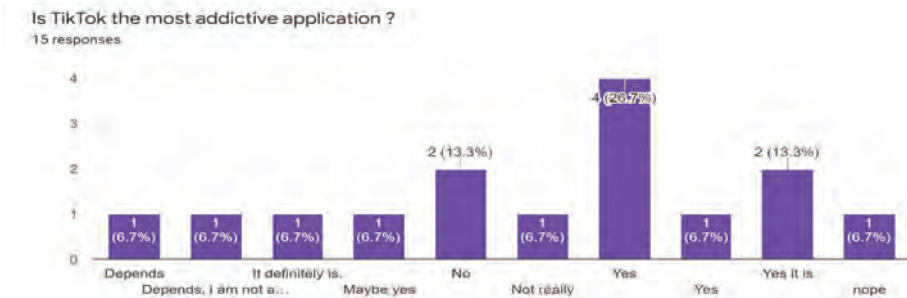
Is TikTok the most addictive application ?
15 responses

Regarding the response for the popularity of Tik Tok, some individuals responded that it an easy means of making money for people who have the urge of getting viral. One of the individuals believe that this platform is entertaining and educating if you follow the right people. A lot of the respondents believe that Tik Tok provides a platform for common people to show their creativity and talent through acting, singing, dancing and has become an easy way to get famous and earn money.

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Tik Tok Addiction among Young Adults

Khan & Singh (2022) specified that Tik Tok addiction is a situation where a user of any age spends too much time watching videos. This negatively affects the ability to make a decision, calmness, emotional stability, academic success, relationships with parents / friends / relatives. Since the advent of the social network, numerous platforms have gained many followers. Young people spend several hours a day watching videos and/or adding their content. According to a study by Yang & Zilberg (2020), with the development of the Tik Tok platform, the situation only worsened, and many learned the name of the real problem; Tik Tok addiction. It has become relevant not only for young people aged 10-12, but also for adults who devote every free minute to watching videos. A study conducted by Sabir et al. (2020) discussed that Tik Tok addiction is becoming quite common, but no one talks about it. People are satisfied with this state of affairs, because they do not consider themselves dependent. The desire to watch videos all day is explained by banal boredom and the desire to spend time with interest. As Aslan (2020) explained, in practice, such frequent use of a social network is dangerous and has the several consequences including the inability to make informed/ informed decisions, decreased emotional stability/calmness as well as the inability to deal with conflicts and find ways out of them.

What is so special about Tik Tok platform, which was launched just over a few years ago? Its main attraction is its dynamic, intoxicating, and creative nature. It also adapts to a new society driven by the concept of liquid life, where everything works quickly, adapting to consumerism based on image and immediacy (Zhang, Wu, & Liu 2019). Tik Tok consists of the creation of videos of a minimum of 15 seconds and a maximum of one minute, in which each user makes their own creation.

So, the question remains; what is the implicit hint of this type of social media for those who use it? In addition to the fact that any teenager from the age of 12 can create an account on this platform; what psychological effects can it have on them? Almost without knowing how, we are greeted by unique dances, poses, rehearsals, jokes, lovely pets, people who sing, people who do tutorials, movie scenes etc. According to Allahverdi (2022), Tik Tok is all this and infinitely more because the possibilities offered by the platform are huge and it all depends on what kind of creative originality each user of the app can provide. It is true that this social network enhances the creative capacity of its users.

During the research, the author discovered features of social networking sites such as Tik Tok that affect a person more than others i.e., likes and a news feed. The Like button in mass use appeared on the social network Facebook in April 2010 (Meral 2021). Such a button allowed them to quickly show interest towards a certain idea. But at the same time, it introduced a universal metric by which a person could judge the influence, the value of information within the platform and about himself.

Reasons for Tik Tok Addiction among Young Adults

As Listiana & Lestari (2021) stated, only 10% of the global population does not use social networks at all, and among the rest who use the social networks say 29% visit them 2-4 times a day. At the same time, 38% of all users say their goal is to find new acquaintances, 70% perceive social networks as a way to connect with friends and relatives, only 22% are looking for new knowledge. A study conducted by Montag, Yang, & Elhai (2021) discussed that the majority: 61%, lead an exclusively consumer lifestyle in networks, while only 22% share their opinions with each other. It is also worth noting the fact that the age of the majority of users does not exceed 18 years of age.

According to Listiana & Lestari (2021), almost every teenager is registered in one or another social network and everyone finds a reason or several reasons for this. In adolescence, a very important factor in social realization is the expansion of the social circle. Since virtual sites immediately provide certain information about a person, it becomes much easier to choose like-minded people than in real life. Montag, Yang, & Elhai (2021) stated that the ability to freely share your photos and videos, as well as view such information from friends and acquaintances. Many teenagers do not yet know how to independently prefer a useful pastime to an idle one, so they often simply look for a way to somehow occupy their time with the presence of a large amount of entertainment content applications and games.

Protecting Children and Young Adults from the Negative Influence of Social Networks

As we can observe, it is impossible to unequivocally assert about the unlimited benefits of virtual communication platforms, as well as about their harm, therefore, a number of measures can be identified, subject to which the negative impact can be avoided (Sahanapriya et al. 2021).

- Recognition of the child's right to self-interest. Many adults think that children are part of their own 'I', however, this is not at all the case. Very often, the interests of the former become incomprehensible to the latter, it is worth looking for new ways to interact with your children and accept their hobbies (Sahanapriya et al. 2021). Then the teenager will want to share not in the virtual, but in the real world.

- Genuine interest in the child's activities in any case will play a positive role in maintaining the connection between the parent and the child, and the social network will not be able to replace such a connection, it can only complement the full-fledged attitude of a teenager (Sahanapriya et al. 2021).

- Active, but unobtrusive introduction to the real world. The circle of real communication should be more significant than virtual friends.

- Lack of total control. The forbidden fruit is always sweet, therefore, if the parents do not demand to turn the soul of the child inside out in front of them, then he will not intentionally hide it (Sahanapriya et al. 2021).

Thus, it is worth recognizing, first of all, the responsibility of parents for the interaction of a teenager and social networks. With due attention and care, negative influences can be completely avoided.

DISCUSSION

In the 21st century, we literally hear from every corner about the generation of "stupid teenagers" who do not understand their existence without social networks. According to statistics, 40% of young people and girls aged 14 to 17 spend on the Internet more than 4 hours daily, using mainly applications for online communication (Telegram, WhatsApp), watching short videos (Tik Tok) or celebrity photos (Instagram) (Marengo et al. 2022). New idols of youth also leave much to be desired who have earned fame for their appearance and scandalousness. So why is modern youth like this? To answer this question, it is important to understand the events that have taken place in the electronics market over the past half century. In the 1970s, Apple first put forward the idea of a computer for personal use; before that, these bulky structures were used only at workplaces in order to store and process large amounts of data (Gupta et al. 2021). In the 1980s, the Internet, while still in its infancy, developed as a database of American intelligence agencies, and only

in the 2000s did it become public. Around the same time, active development of touchscreen phones began, and 2007 marked the start of sales of the first iPhone. So, by the beginning of the 2010s, 20% of mobile phones were already equipped with Internet access (Meng & Leung 2021). Understanding these developments is important to realize that the Internet, like mobile communications, developed dynamically in the last 10 years. Mankind has never had such a powerful computer in its hands as the modern telephone has become (Meng & Leung 2021). A completely natural consequence follows from this - many people did not understand how to handle it.

So, what does this series of events mean for understanding the causes of buzzers' Internet addiction? The fact is that a phone with the ability to connect mobile data began to be in mass demand precisely in 2012-2015, when the children of the generation of 2000-2005 acquired their first "mobile phones" (Wandi 2020). Then, suddenly, a bottomless sea of information opened up before the children and their parents, the source of which was literally always in the access zone! The industry of social networks, applications and instant messengers began to develop actively and, in order to stay in the mass market, was aimed at maximizing the dynamics, convenience and comfort of use (Herrman 2019). Then the children, along with their parents, plunged into the study of new opportunities in literally every area of their lives - the Internet offered a new interpretation of everything:

It was then that the problem of dependence on the phone seriously arose. Children have always loved to watch cartoons, but were forced to adapt to the TV poster or movie show schedule; they always wanted to communicate a lot with their peers, but they had to agree on the time of the meeting in advance, agreeing personally; the younger generation has always wanted dynamic and spectacular content, but, having no access to its visual manifestation, they replaced it with literature (Kumar & Prabha 2019).

Tik Tok is a popular application for making deferent content like videos etc. this application was launched in 2016 in China. In China Tik Tok used to call or its name was Doyin. Doyin went publicly, abroad, and when it was abroad the name was changed and it was Tik Tok. The name of Tik Tok came from tick-tock, which means like a clock (Yu 2021). Videos is like a clock which contains a minute by minute. It's a 15 second video and time to time the time increased. This application is used for different kinds of versions like you change yourself like avatar, you can use filter of how ever you like.

In this you can have lip-sync that you can sing a song or play dialogues which is your favorites or popular (Yu 2021). From this application the marketers also took the advantage for using this in their business.

Tik Tok is a new platform of social media. It follows suite in the "short-video" format and allows 15 second video clips to be uploaded on to its platform. It has a sibling in ground-breaking innovation called Snap Chat (Yang et al. 2021). Both these platforms utilize a more personal one-on-one connection than the broadcast type of platforms of social media like YouTube but the one thing that connects them is their reimagining of social media as a whole and their integrative technologies such as the augmented reality (AR) or the use of AI and Algorithms to cater content and help edit photos or videos. Snap Chat, as per the name, is more based on chatting with friends through pictures and videos (Yang et al. 2021). It opens in the camera and allows you to snap a picture and send it your friends directly. Tik Tok on the other hand launches you into a discover page which uses complex algorithms to pinpoint your likes and interest and feed you 15 second videos of your favorite genre, topic, creators etc. (Yang et al. 2021).

This simple-yet-complex application garnered an international following in-part to its millennial/Gen Z brand image, innovative take on social media and tactical advertisement and marketing decisions. It also came in the time of the lockdowns where millions were jailed in their homes with nothing to do (Zenone, Ow & Barbic 2021). Tik Tok had begun its road to success in 2019 but its boom had come in 2020.

It can be concluded that we are losing a layer of the population that is not under constant modification of its behavior. Gradually, all the harm in the form of anxiety, ADHD and depression will become a familiar companion for the younger generation (Sinha & Chandiok 2020). If social networks were the equivalent of smoking, then we would live in a world where everyone starts smoking at the age of 10 and there is no control group that would not do so, with all the resulting ideas about the health of a "normal" person (Sinha & Chandiok 2020).

CONCLUSION

Now any person at any time had a tool at hand with which it was possible to find any information in a matter of minutes and contact a person, even if he is on the other side of the globe. This produced the effect of an exploding

bomb. Children and adolescents developed dependence on the use of the phone. They furiously surfed the Internet and those parts of it that were just intended for the mass impressionable viewer. They watched bloggers bathe in a tub of chips, watched pranks, and consumed an inhuman amount of dark humor. Digital space began to develop into a separate world with its own laws for its inhabitants. Meanwhile, parents watched their children and could not accept the fact that modern childhood is so different from their own, the one that ended many years ago. Moreover, the emerging trend towards addiction was quite clear, and therefore many parents made a fateful decision, which explains the current trends in the development of the Internet industry. Summing up, I want to draw the reader's attention to the fact that the Internet has long become an integral part of the life of every person in modern society, while computer literacy is an indispensable element of the harmonious existence of a person in it.

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