

The Impact of Social Media Use (TikTok) on Educational Values among Algerian Youth

أثر استخدام وسائل التواصل الاجتماعي (تيك توك) على القيم التعليمية لدى الشباب الجزائري

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Abstract:

This paper aims to explore the impact of social media use, specifically the TikTok platform, by youth on the educational values upheld by Algerian families, which are considered among the most important principles individuals strive to adhere to due to their vital role in building society. As Algerian youth are part of the contemporary global community, they are not distant from this revolution, witnessing a significant shift toward a technological society that benefits from the advantages it offers. This paper seeks to understand how they are influenced by the new content presented, considering that social media use has become a social and cultural phenomenon that has led to a range of positive and negative effects in various fields.

Keywords: social media, Tik Tok platform, educational values, youth

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An-Introduction:

Technological developments have brought about a qualitative leap and a genuine revolution in the field of communication. The internet has spread across the entire globe, connecting the different parts of this vast world and paving the way for all societies to come closer together, get to know one another, and exchange opinions, ideas, and desires.

With the emergence of social media platforms, foremost among them TikTok, which has taken up a clear share of young people's time, thinking, and attention regardless of geographical, religious, or cultural differences the personal, popular, and mass forms of communication have blended into a single environment that has reshaped individuals' patterns of social and communicative life. This has contributed to influencing the system of values and morals, which are among the most important sound and accepted principles and goals that individuals seek to uphold.

Since Algerian society in general, and youth in particular, have experienced these wide-ranging changes and transformations affecting all fields, there is no doubt that such developments are accompanied by further changes and repercussions on young people, their systems, and their structural components, most notably the value system. This has placed youth in a state of conflict between inherited values and principles, on the one hand, and the current reality, on the other, which now shapes their behavior patterns and inclinations toward many values.

In this paper, we seek to analyze the phenomenon of using the social networking site TikTok and its impact on educational values among Algerian youth.

I. The Problem Statement:

Values are directly connected to human behavior; they define and guide it in all areas of life and lie behind all human activities. In other words, they represent a person's relationship with the world in which they live.

Every society has a commonly recognized system of values shared by individuals, while each person still holds their own specific values. Values are the set of goals that society strives to achieve when they serve the common good, and seeks to eliminate when they represent corruption that harms society. They are regarded as qualities with psychological or social significance that appear through individual's actions and behaviors within the community.

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Educational values are among the key issues that have been the subject of much debate due to the vast global changes that have occurred over recent decades, especially with the rise of globalization and the tremendous developments in information science and information and communication technologies (Majed, Zeyoud (2011), p 11).

This development has led to a radical transformation in various fields, contributing to bringing parts of society closer together and strengthening social cohesion. However, we can clearly observe in our daily lives, while browsing social media platforms, both explicit and hidden effects.

Social networking sites have given users the opportunity to influence and move across borders without restrictions and without strict monitoring. Among these platforms, TikTok has come to the forefront in recent years as the most prominent application, due to the easy-to-use tools it offers. This has led young people to be influenced by its content, whether positive or negative, especially since youth are characterized by curiosity, the desire to appear, openness, and a tendency toward what is new.

Since Algerian society in general, and youth in particular, have experienced these wide-ranging changes and transformations, such shifts are inevitably accompanied by repercussions on society's way of life and its basic components, including the value system. The issue of values in general, and educational values in particular, is one of the most important foundations for building a well-balanced human personality that aspires to uphold positive morals in the face of the ideological invasion it is exposed to an invasion that can change or reinforce the set of educational values that should be adopted for the betterment of the individual specifically and society in general, especially the youth group.

On this basis, this scientific paper seeks to clarify the extent to which these diverse developments, in their different forms and manifestations, affect moral and value security. Our focus on this topic stems from our concern for the reality of Algerian youth, both male and female, in light of all these transformations.

From all of this, we can pose the following central question:

Does the use of the TikTok application affect educational values among Algerian youth?

1- Sub-questions:

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- . What are the motives behind young people's use of the TikTok application?
- . What are the patterns of TikTok use among young people?
- . What are the effects of using TikTok on educational values among youth?

2- Hypotheses:

1. The motives behind young people's use of TikTok are multiple and varied.
2. Patterns of TikTok use among young people differ according to gender.
3. Young people's use of TikTok affects educational values as a result of imitation.

II. Objectives of the Study:

Every study has an importance that distinguishes it from others, and this study has its own specific significance, including the following:

- This study addresses an important means of modern communication, namely the social networking platform TikTok, which has become widely and increasingly spread and a strong complement to traditional media.
- The importance of the study stems from the nature of the youth segment and its influential role within the structure of society.
- The increasing number of users of social media in general, and TikTok in particular.

The importance of this study also lies in the objectives we seek to achieve, which are:

- Identifying the negative and positive effects of TikTok on the stock of educational values.
- Understanding the real motives that make TikTok a meeting place for young people and how this is reflected on educational values.
- Determining the topics that preoccupy young people and for which they use TikTok.
- Providing scientifically-based information on everything related to TikTok in general and educational values in particular, so that the institutions concerned with upbringing and family awareness, scientific centers, the media, and religious institutions can work to reinforce the positive effects and limit the negative ones.

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III. Definition of Concepts:

Every topic studied in scientific research involves various concepts whose meanings the researcher is required to clarify. In this study, we will address the most important concepts mentioned in the problem statement.

1- Social Media (Social Networking Sites):

Social networking sites are a system of electronic websites that allow subscribers to create their own personal page, and then connect it through an electronic social system with other members who share the same interests and hobbies (Ghassan, Khaled (2012), p 24).

Operational definition:

They are electronic networks through which individuals communicate with each other, whether within the same country or at the global level. They bring together many individuals whose interests converge around a particular topic or hobby, which they practice through social media platforms.

2- TikTok:

TikTok is a social application specialized in sharing videos among users, where a user of the platform posts a video or short clip to his/her friends in order to share life moments with ease (Attaallah, Said (2019), no page number).

Operational definition:

It is one of the social networking platforms, used to create a set of short video clips that include musical samples.

3- Educational Values:

Values have been defined as a set of qualities or traits advocated by the Holy Qur'an and the Sunnah, which shape the Muslim's personality according to an integrated approach, organizing his behavior and his relationship with God, the universe, his community, and his own benefit. They function as criteria or reference frameworks that guide and regulate behavior (Afifi, Sadiq Muhammad (2013), p 53).

Operational definition:

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Educational values are a set of principles and behaviors adopted by the individual through their interactions with others.

4- Youth:

Youth is a social stage that refers to a period of life that follows adolescence, during which signs of social, psychological, and biological maturity become evident (Ali, Laila (1993) p18).

It is also defined as an age group characterized by a number of distinctive social and psychological traits and abilities, and the beginning of this age period varies according to the prevailing social and economic conditions in society (Mohammed, Ali Mohammed (1980), p 34).

Operational definition:

Youth is a social category characterized by specific traits and characteristics that differ from one society to another.

IV. Field Study:

This part of the study focuses on breaking down the questionnaire items into tables and statistics, then analyzing them quantitatively and qualitatively in order to obtain the general results of the study.

1- Method Used:

The choice of the method used in the study is linked to the problem that has been defined. Since in this research we seek to collect information about TikTok users and how this use has affected educational values, this study falls within descriptive-analytical research. This type of research is concerned with “describing and clarifying events and situations that express an important phenomenon or set of phenomena, and attempting to analyze the reality in which these events and facts occur, with the aim of reaching useful logical conclusions that contribute to solving problems or removing obstacles or ambiguities surrounding certain phenomena, and to develop reality and generate new ideas, information, and behavioral models,” as defined by many researchers (Al-Ta’i, Mustafa Hamid(2007), p95).

2- Data Collection Tools:

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A data collection tool is the means by which the researcher gathers information related to the subject of the study. Therefore, the most appropriate tool for our study is the questionnaire. We designed this questionnaire by breaking down the concepts of the study and determining how to measure them based on a set of dimensions, and examining their suitability to the objectives and questions of the study.

3- Sample:

A sample is a part of the original population used to estimate the whole when it is difficult or impossible to study the entire population, due to reasons related to the reality of the phenomenon, cost, or time. The results obtained from studying the sample can then be generalized to the phenomenon as a whole (Sharoukh, Salah Eddine (2003) p 29).

Given the difficulty of conducting a comprehensive study of all the elements of the research population, represented by all students of the University of Algiers 3, we opted for a simple random sample. In practice, however, we selected the elements in a purposive manner rather than by pure chance, choosing those respondents who were more representative than others. This choice was based on our prior understanding and good knowledge of the research population and its key elements.

Accordingly, we selected a sample consisting of 130 students from first-year “common core” in Information and Communication Sciences. A total of 120 questionnaires were retrieved, while 10 could not be recovered.

V. Analysis of the Study Results:

1- Personal Data:

Table (1): Distribution of the sample according to gender

Gender	Frequency	Percentage %
Male	40	33.3%
Female	80	66.7%
Total	120	100%

The results of the table show that more than half of the sample 66.7% are females, while males represent 33.3%. This is due to the fact that females are more

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inclined to study Information and Communication Sciences compared to males. It is also related to the higher tendency among females to use the application in order to fill their free time and follow news about fashion, clothing, and celebrities, whereas males are more likely to use it to follow sports news and other topics.

Table (2): Distribution of the sample according to age

Age	Frequency	Percentage %
18-19	82	68.34%
20-21	30	25%
22+	08	6.66%
Total	120	100%

It is noted from this table that 68.34% of respondents are between 18 and 19 years old, which is the largest proportion. This is followed by 25% whose age ranges between 20 and 21, and finally 6.66% of respondents are older than 22 years. We conclude that the majority of first year students are between 18 and 19 years old, which is linked to the usual schooling path they followed through primary, middle, and secondary education.

2- Motives for Youth Use of TikTok:

Table (3): Main reasons for young people's use of TikTok

Response	Frequency	Percentage %
Entertainment and amusement	50	41.67%
Creating new friendships	06	5%
Venting and escaping life pressures	33	27.5%
Influential personalities posing on the platform	13	10.83%
A quick means to gain fame	18	15%
Total	120	100%

Table (3) indicates that the highest percentage for the reason behind young people's use of TikTok is entertainment and amusement, at 41.67%. Using it for

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venting and escaping life pressures comes second at 27.5%. A proportion of respondents (15%) selected it because it is considered a quick means to gain fame, while 10.83% use it mainly to follow public figures and personalities who publish on the application. The smallest percentage, 5%, chose creating new friendships as their main reason.

These figures show that young people use the application primarily for entertainment and amusement. This can be attributed to school-related pressures and constraints, which they constantly complain about. Youth also tend to gravitate toward what is new, in an attempt to keep up with modernization and technological development.

Table (4): time spent daily by youth using tiktok

Response	Frequency	Percentage %
Less than one hour	16	13.3%
From 1 to 2 hours	20	16.7%
From 2 to 4 hours	36	30%
More than 4 hours	48	40%
Total	120	100%

It is clear from Table (4) on the time youth spend on TikTok that the highest proportion of the sample (40%) spend more than four hours a day on the application. This is followed by those who spend from two to four hours at 30%, and from one to two hours at 16.7%. Finally, the smallest group consists of those who spend less than one hour on the application, representing 13.3%.

We can conclude that young people who use TikTok spend a great deal of time on this application. This is due to the absence of family supervision and its role in guiding children toward the optimal use of such technological tools, which strongly attract users. As a result, the passing of time is no longer taken into account.

Table (5): preferred time to access the application

Response	Frequency	Percentage %
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Morning	6	5%
Noon	13	10.83%
Evening	33	27.5%
Midnight	68	56.67%
Total	120	100%

The results of Table (5) show that the most preferred time to access TikTok among the sample is midnight, with a percentage of 56.67%. This is followed by the evening period at 27.5%. The noon period represents 10.83%, while the morning is the least preferred time, with only 5% of users accessing the application then.

Table (6): types of personalities admired by youth on Tik Tok

Response	Frequency	Percentage %
Intellectuals	3	2.5%
Athletes	7	5.83%
Fashion models (male and female)	16	13.33%
Artists and singers	23	19.17%
Social media influencers	71	59.17%
Total	120	100%

Table (6) shows that the majority of young people tend to admire social media influencers/celebrities, with a percentage of 59.17%. This is followed by artists and singers at 19.17%, then fashion models at 13.33%, followed by athletes at 5.83%, and finally intellectuals, who represent the smallest group at 2.5%.

These figures indicate that the most admired category on TikTok is that of social media celebrities, which can be attributed to their dominance on the platform and

their ability to meet youths' desires and attract their attention.

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3- The impact of young people's use of the TikTok application on educational values:

Table (7): Shows the reasons why young people imitate TikTok celebrities.

Response	Frequency	Percentage %
Their lifestyle, which appeals to youth	36	30%
Their style of dress	34	28.34%
Appearing in a better image	25	20.83%
Living a better life than their current one	18	15%
Other reasons	7	5.83%
Total	120	100%

From Table (7), we see that the reasons for young people's imitation of TikTok celebrities are varied. At the top of the list is the lifestyle that celebrities display on the application, with 30%. This is followed by their style of dress at 28.34%, then the desire to appear in a better image at 20.83%. Next comes the desire to live a better life at 15%. Finally, 5.83% of respondents mentioned other reasons for imitating celebrities.

From this, we conclude that most young people imitate TikTok celebrities because they admire the life, they appear to live one that is often artificial and does not reflect the reality of most conservative Algerian families. This points to the failure of traditional educational processes and the erosion of educational values with religious and moral dimensions. In addition, this application has contributed to breaking the sanctity and privacy of homes in an unprecedented way.

Table (8): what youth learn through their use of TikTok

Response	Frequency	Percentage %
Abandoning inherited customs and traditions and adopting new ones	71	59.17%
How to deal with the opposite sex	23	19.17 %
New words and expressions	16	13.33%

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Matters related to love and emotions	7	5.83%
Reducing respect for others' rights	3	2.5%
Total	120	100%

Table (8) shows what young people learn through their use of TikTok. At the top is abandoning inherited customs and traditions and adopting new ones, at 59.17%. This is followed by learning how to deal with the opposite sex at 19.17%. In third place is learning new words and expressions at 13.33%. Next come matters related to love and emotions at 5.83%, and finally reducing respect for others' rights at 2.5%.

We can thus conclude that the majority of young people are acquiring many new habits and social patterns that do not align with the values and traditions inherited from previous generations.

-Results:

From the field study we conducted, the research reached the following results:

The study found that the majority of the sample owns the TikTok application, especially females, and that it ranked first in terms of use. Most students have an account on TikTok, which is due to the ease of use and the multiple features it offers, making it easier for them to communicate with the virtual world, vent their emotions, and seek entertainment.

The average daily use reaches more than four hours, and young people tend to use the application mainly for entertainment, amusement, self-expression, and escaping life pressures.

We also conclude that the majority of respondents prefer to use the platform at midnight, which is the time when family supervision is largely absent. This results in young people staying up late and being unable to wake up early to attend their studies, leading to neglect of schoolwork.

The results further showed that the vast majority of respondents who use the application do so because of their admiration for social media celebrities, artists, and singers. This is due to their strong attraction to these figures' lifestyles, including clothing, speech, and an idealized, virtual image of life. As a result, most of the respondents have started to imitate this group of people regardless of the values and

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principles on which their own personalities were built, leading to what can be described as blind imitation.

From this, we infer that what respondents learn through this application is completely at odds with inherited customs and traditions. Abandoning these traditions has become easy for them, while adopting and practicing new habits has become normalized.

- Conclusion:

The tremendous progress in communication technology has led to the creation of new means of communication that have changed the patterns, habits, and beliefs of societies, as well as their modes of interaction with one another.

Through this study, we examined the use of the social networking platform TikTok and its impact on the educational values of youth, attempting to uncover this effect. The study revealed that the platform has greatly contributed to exposing certain aspects of moral decay in Arab societies behaviors that, in earlier stages, took place in secrecy. The use of this application has helped establish a new foundation on which young people build and develop their personal characteristics, a foundation that is entirely inconsistent with the customs, traditions, and values that should characterize us as an Arab, Muslim, Algerian society.

The impact may differ from one society to another and from one user to another, depending on many variables. Nevertheless, we can conclude that TikTok has proven its active presence within societies, social classes, and cultures, and that its influence on social behavior has become significant and wide ranging. This has generated various negative effects that must be taken seriously, especially among the rising generations of youth, bearing in mind that Algeria is an Arab and Muslim country. This does not mean restricting individuals' freedom to engage in social interaction through networks; rather, it calls for rationalizing their use and seeking to benefit from them in refining and enriching our Arab Islamic culture.

-Practical suggestions:

In light of the results reached by this study, a set of recommendations and suggestions can be proposed:

- 1) Establish clear regulations and take into account multiple dimensions in the use of the TikTok application.

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- 2) Parents must maintain open and ongoing family dialogue with their children to understand the potential risks and benefits of using TikTok and encourage them to express their feelings and experiences on these platforms. This will help raise awareness and address the various challenges faced by children and adolescents of both genders.
- 3) It is also important for families to encourage their children to engage in diverse and meaningful activities—sports, science, and the arts—as an alternative to idleness or addiction to these platforms and websites, which can negatively impact their behavior.
- 4) Enact strict regulations to monitor the content shared on TikTok.
- 5) Provide various centers for youth, such as sports centers, cultural, educational centers, and leisure centers, in order to offer healthy means of entertainment, fill young people’s inner emptiness, and help them break out of the virtual isolation created by social media.
- 6) Organize study days and seminars to raise youth awareness of the negative aspects of TikTok, in order to avoid deviant behaviors and addiction to the platform.
- 7) Increase research and studies related to the field of technology, especially those dealing with how to use social media platforms.

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