Prevalence of Tiktok Social Trends Among Undergraduates in Anambra State

Uche Patricia Ekwugha[1] and Victor Kelechi Okorie[1]

[1]Department of Mass Communication, Faculty of Social Sciences, Nnamdi Azikiwe University, Awka, Nigeria

Corresponding Author's Email: up.ekwugha@unizik.edu.ng

Abstract

The general purpose of this study investigated the Prevalence of TikTok Social trends on Undergraduate in Anambra State. Specifically, it investigated the most predominant type of Tiktok undergraduate participated, it also ascertained dominant factors that led Anambra undergraduate in Tiktok social trends and preponderant sex of Tiktok social trend participant in Anambra state. Social Learning Theory was employed as a guide to investigate the prevalence of Tiktok Social Trends among Undergraduate in Anambra State. This study employed survey research design method. To give this study a better academic look, primary data was used in collection of data from respondents worth Three Hundred and Fifty- Two (352) copies of questionnaire used as the sample size of this study. The data were analyzed and presented in tabular form and simple percentage method was used in interpreting the data with the aid of Statistical Package for social Science (SPSS Version 21.0) software. The findings of this study are that the Joeboy Alcohol Challenge was the dominant trend that undergraduate in Anambra state participated mostly unlike other challenges. The outcome of this study also indicated that the pursuit of gaining followers on Tiktok was the major factors that induce Anambra State Undergraduates to engage in Tiktok social trends. Finally, the result of this study revealed that Tiktok trends contributed to promotion of nudity among undergraduates in Anambra state. This study recommended that universities and educational institutions should promote the creation of educational and awareness-driven content within these popular formats. Also, recommended that universities should implement digital literacy programs. Universities and community leaders also are to create initiatives that helps students strike a balance between engaging in social trends and maintaining their mental and social well-being.

Keywords: Tiktok, trends, Tiktok Social trends

Introduction

With the rise of digital media, people are investing more and more enthusiasm on social media. Social trends are always temporary even though TikTok is arguably one of the most popular applications at present. Anambra State Youths and Nigerians in general, as the majority of TikTok users, have unfettered access in expressing themselves on social media. On TikTok, millions of teenagers aged 12-20 years old share their short videos (Yang, 2020). Thus, there is a high chance that people will go viral just because of one video, and that is exactly what this kind of system does. Today, social media platforms like TikTok, WhatsApp, Facebook, Letchats, Telegram, 2go, Instagram, Twitter, Snapchat and YouTube have become a part of everyday life. As a matter of fact, there is hardly any youth today who has not subscribed to at least one of the social media platforms. Social media has evolved into an integral part of normal 'social life' and now poses as the center of attraction for most Nigerian youths in general (Husain & Sani, 2022).

However, TikTok may have an impact on youths because they spend more time using the online trend. Also, because of the interesting nature of TikTok, they develop an addiction by using their money to buy airtime for data in order not to lose out on Tiktok. Tiktok in addition to its entertainment value, has also played a role in shaping social and political discourses. The platform has also been used as a tool for sharing educational content, raising awareness as well as mobilizing the youth within communities. Tiktok has a positive and negative influence on the youths. Hence, the need to determine the kind of Tiktok that is common among Youths in Anambra state and to ascertain the factors that lead to Anambra youth participation in Tiktok social trends as well as examine the prevalence of Tiktok social trends on the social behaviour of Anambra Youths. (Herlisya & Wiratno, 2022).

Social media has captured the attention of various categories of people including students who use it in a variety of ways. According to Husain & Sani (2022), social media is becoming popular today, and people are more used to exposing and sharing their moments in everyday life. Ezenwafor (2012) observed that since technology is ruling the world in all disciplines and activities, it ranks high in innovation development and in use of the technologies which require adequate integration of ICT in students' communication. Olubiyi (2012) asserted that the world has been changed rapidly by the evolution of technology; thus, this has resulted into the use of technology as the best medium to explore this wide area of knowledge.

The Problem

TikTok social trends would warp youths' value of life. Admitted or not, the most popular video on TikTok social trends is always debatable or argumentative. In this way, when people discuss about the video in the comments section, it will also raise the reputation of the video maker. However, the video might be vulgar or biased. More commonly, there are people who show off their luxury items, or scatter money and make a video about it. This gives undergraduates who lack independent thinking a wrong perception that money is easy to gain and maintain. Thus, based on the problems this study will discipline the support

system provided by institutions and applicable findings across different contexts. Therefore, this study addressed the following specific objectives.

- To determine the most predominant type of TikTok social trend among undergraduates in Anambra state.

- To ascertain dominant factors leading to Anambra undergraduate's participation in TikTok social trends.

- To examine the preponderant sex of TikTok social trends participants in undergraduates of Anambra state.

Literature Review

Prabhjot (2020) conducted study on TikTok: Influence on Youth in India. In this study, questionnaire with close ended questions were distributed to an age group ranging from 18 to 40. The finding of the study revealed that parents have complained about unsuitable lyrics or themes used by children when recording their videos. They admitted that while opening, they found sexually explicit material that would expose children to a whole new level. Some guardians in the study suggested that the TikTok app should not be used by people under the age of 18 because it can have effect on their Studies or minds". In the survey carried out in this study, 59% of the respondents admitted that they have come across irrelevant content that can be dangerous for adolescents while checking videos on TikTok.

Amadi, (2018) assessed information and communication technology (ICT) usage and academic performance of business education students in Rivers State Universities. The study adopted a correlation research survey design. The population of the study consists of 738 Business Education students of 2017/2018 academic session. Purposive sampling technique was used in selecting 456 final year students which was used for the study. Simple Regression and Pearson Product Moment Correlation (PPMC) methods were employed for data analysis. The results of the study showed that there was a moderate positive relationship between ICT facilities utilized and students' academic performance. This reviewed study has made a lot of insightful contributions to literature. However, a major gap observed is with respect to the subject scope, geographical scope and statistical method of analysis adopted. This current study adopts different measures to bridge this identified gap.

Wordu, Uchendu & Alabo (2020) carried out academic performance of students who made use of Tiktok in Rivers State, Nigeria. The study adopted the descriptive survey design; hence, questionnaire was employed as the research instrument. The population of the study was 1,750 undergraduate students of the Department of Business Education in the 2018/2019 academic session. A stratified simple random sampling technique was used to select the sample for the study. The data collected were analyzed using SPSS version 20 for descriptive statistics and mean score. The findings of the study showed that the use of

Tiktok platforms would likely influence the academic performance of the University students in Rivers State. In comparing the reviewed study to this current study, the subject scope and the area of the reviewed study differ significantly from that of this current study. Hence, this is an attempt to bridge the gap in this area.

Dekhil & Sarnou (2021) Investigated the Effect of TikTok App on the Transmission of Cultural Values in Algeria: A Case Study of Algerian Youngsters" reveals that Teens use the TikTok app to exchange content only. They do not connect with one another. However, because the app causes users to lose consciousness, they have developed an addiction and are participating in illicit online behaviors. Additionally, the TikTok app features misleading behaviors that are inconsistent with community values, which results in empty and pointless material. The researcher revealed that majority of TikTok users in the study are females (75.4 %) due to the freedom they have found on the platform regardless of if they are going against cultural values or not. The researcher concluded the study by stating that non-verbal interaction on TikTok has given way to misunderstanding because it contains signs and gestures that conflict with local cultural values and disrupt the transmission of fair and appropriate values. In relevance to this study, the researcher asserts that social media usage and trends influences the decision making and behaviours of youths who spend time with it. It encourages them to be a part of the concept being created.

Hamza *et al* (2022) examined the Impact of TikTok on youth lifestyle in Lahore" stated that the Indian Supreme Court's ruling barred the TikTok app from being downloaded because it contains "pornographic and improper content". Even though the app "damages their future and harms their mental health," this verdict did not prevent the young Indian users from being glued to it. Sixty-five young men and women between the ages of 16 and 25 participated in this study and were asked to complete copies of a questionnaire. This study's findings suggest that, even though TikTok provides a stage for young people to showcase their talents and authentic selves, only a small percentage of young people actually gain from it. The majority simply remain with it. They simply acknowledge that they spent the most of their time scrolling endlessly without doing anything other than burning time. In agreement with previous study, the present study added that most of Nigerian undergraduates have dedicated their study time on watching funny videos which have negatively affected their academic performance.

In an article by Techzimo (2022) titled "TikTok Latest News: How it's affecting youth and Teen negatively", The researcher discovered that many TikTok users think that sharing a video on TikTok will make them famous, and if their video does not receive enough views, they start to feel dejected. The researcher also discovered that they are violent stunts that spread like wildfire on TikTok, and kids participate in them, which can lead to self-harm. This study's conclusion is that parents should supervise their children as they use the TikTok app because watching adult content that isn't acceptable for teens can have a negative effect on boys' and girls' minds. The current study indicated that undergraduates in Anambra state should be enlightened more on how to utilize TikTok for academic activities

to improve in their academics. He further stated that the school management should endeavor to inculcate healthy social media practices (especially TikTok) into the curriculum.

Theoretical Framework

The Theoretical framework employed as guide on the study Prevalence of TikTok social trends among undergraduates in Anambra State are Media System Dependency Theory, Social Learning Theory, Theory of Planned behaviour (TPB) and Kelman's Social Influence Theory.

The Media System Dependency Theory is based on the notion that the media, individual audience members, and their personal environments have dependency relationships with one another. The theory postulates that the more a person depends on a particular medium to meet defined needs, the more important that medium will be in such a person's life, and therefore, the more effects and influence the medium will have on that person. This tends to explain the perceived addiction to social media among young people given that students of universities in Nigeria would most likely become more dependent on particular social media platforms if they meet many of their information needs than on other information media that meet a few needs. However, this study was developed by Sandra Ball-Rokeach and Melvin Defleur in 1976 and the more students harness the potentials of TikTok to meet their communication needs, the more likely it is that if the same TikTok platform is explored in their education, learning outcomes would be appreciable.

The social learning theory was propounded by Bandura Gabriel, Tarde, Rotter, Miller and Dollard (1843-1904). Their deluge literacy works and ideas earned them the fathers of social learning theory (Walker, 1986). The proponents of this theory state that people learn some behavioural patterns from other people around them. Bandura (1977) in approaching the social learning theory, expanded on Ratter's idea, as well as earlier works by Miller and Dollard (1941). According to him, this theory incorporates aspects of behavioural and cognitive learning. Thus, behavioural learning assumes that people's environment (surroundings) cause people to behave in certain ways. Rotter (1954) also supports this idea and goes further to state that cognitive learning presumes that psychological factors are important for influencing how one behaves.

Theory of Planned behaviour (TPB) explains a person's intention to participate in a task at a certain time and location. For instance, before an average Nigerian TikTok User would participate in a particular TikTok social trend, he or she must have been motivated to participate in the trend. The most important determinant of a person's behaviour is his or her intent (Ajzen, 1991). The social influence theory as proposed by Kelman in 1958 states that "an individual's attitudes, beliefs, and subsequent actions or behaviour are influenced by reverent others through three processes: Compliance, Identification and internalization. To Kelman, social influence brings about different levels of change in attitude and actions. These different levels of change are because of individual differences which come into play,

since there are differences in the degree to which individuals accept influence. In accordance with this study, the social influence theory therefore explains why some TikTok users tend to talk like certain celebrities

In simpler and clearer terms, people are influenced by things they see as the norm around them. They are more likely to do what they see others doing. People's behaviour can be influenced by others around them, and those around have stronger effect than those who stay far away. According to Katherine (2022), social influence "also states that first impressions are very important and can alter a person's perception of someone or something which creates a snowball effect on decision-making. For example, a person may not even know why they have certain opinions. It could be because an individual with a higher social standing around an individual has influenced the individual without the individual's knowledge".

In accordance with this study, the social influence theory therefore explains why some TikTok users tend to talk like certain celebrities. By using certain words which are associated with those celebrities, it also explains why some TikTok users decide to dress like certain people with higher social status than them. In the case of Nigerian popular musicians, they have become notable figures in the society and have had their share of influence on Anambra youths. Every Anambra undergraduate is drawn to music, and different individuals have their favourite popular music celebrities. Such individuals usually tend to gravitate towards in lifestyle as well as express satisfaction in their celebrity's genre of music which they watch on TikTok social media platform.

Method

The study adopted survey research design method. It involves the collection and analysis of data from people considered to be representative of the entire group. The researcher considered this design appropriate for appraisal.

According to Nnamdi Azikiwe University Admission Planning Department (2023) the population of regular students are 40,598 which is a combination of both male and female drawn from the various faculties in Nnamdi Azikiwe University, Awka. Also, the Paul University Enrolment Statistics Unit (2022/2023) states the population of regular students are 328 while Chukwuemeka Odumegwu Ojukwu University ICT Unit (2023) gave the population of regular students are 20,974. Therefore, the total population of the three selected universities are 61,900. This number makes up the population of the study, but a sample was be drawn from the population. The target populations are those regular students selected from the above Universities in Anambra state.

Table Showing Population of the Study

S/N	Names of University	Numbers of Regular Students
1	Nnamdi Azikiwe University, Awka	40,598

2	Paul University, Awka	328
3	Chukwuemeka Odumegwu Ojukwu University, Igbariam.	20,974
	Total number of populations of the study	**61,900**

The sample size of this study consists of 397 respondents. This was randomly drawn from three (3) selected Universities in Anambra state which Nnamdi Azikiwe University, Awka will be assigned 133 copies of questionnaire, Paul University, Awka will be assigned 132 and Chukwuemeka Odumegwu Oiukwu University, Igbariam was assigned 132. This was basically done by selecting regular students that is available on the day of the field survey at random and getting their views on the research questions.

Results

Three Hundred and Ninety-Seven Participants (397) copies of questionnaire were distributed to the respondents in the field survey but during the course of data collection, Three Hundred and Fifty-Two (352) were properly filled and returned. It focused on the analysis of the Three Hundred and Fifty-Two (352) accurately filled and returned copies of questionnaire.

Research Question 1: What are the most predominant type of TikTok undergraduates in Anambra State participate in?

Questionnaire items 6-10 in the questionnaire schedule were designed to answer research question one. The findings were shown in table 6-10 below.

Figure 6
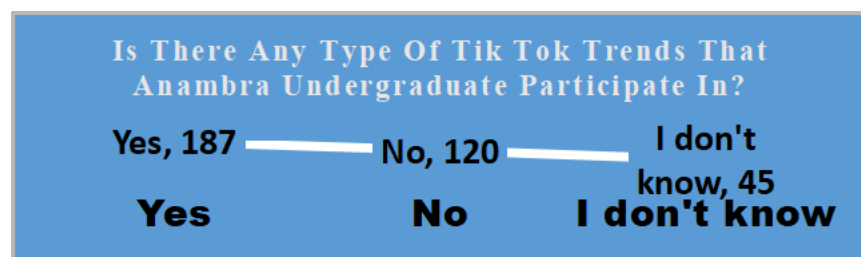
Table 6: Distribution of Respondent According to their Views on if there is any type of TikTok trends that Anambra Undergraduate participate in

Respondents	Frequency	Percentage
Yes	187	53%
NO	120	34%
I don't know	45	12%

| Total | 352 | 100% |

Field Survey, 2024.

Data in the table 6 shows that respondents who agreed that there are types of TikTok trends that Anambra state Undergraduate participate in were 187(53%). Those that disagreed were 120 (34%) and 45(12%) maintained I don't know. Thus, those that agreed were the majority of the respondents,
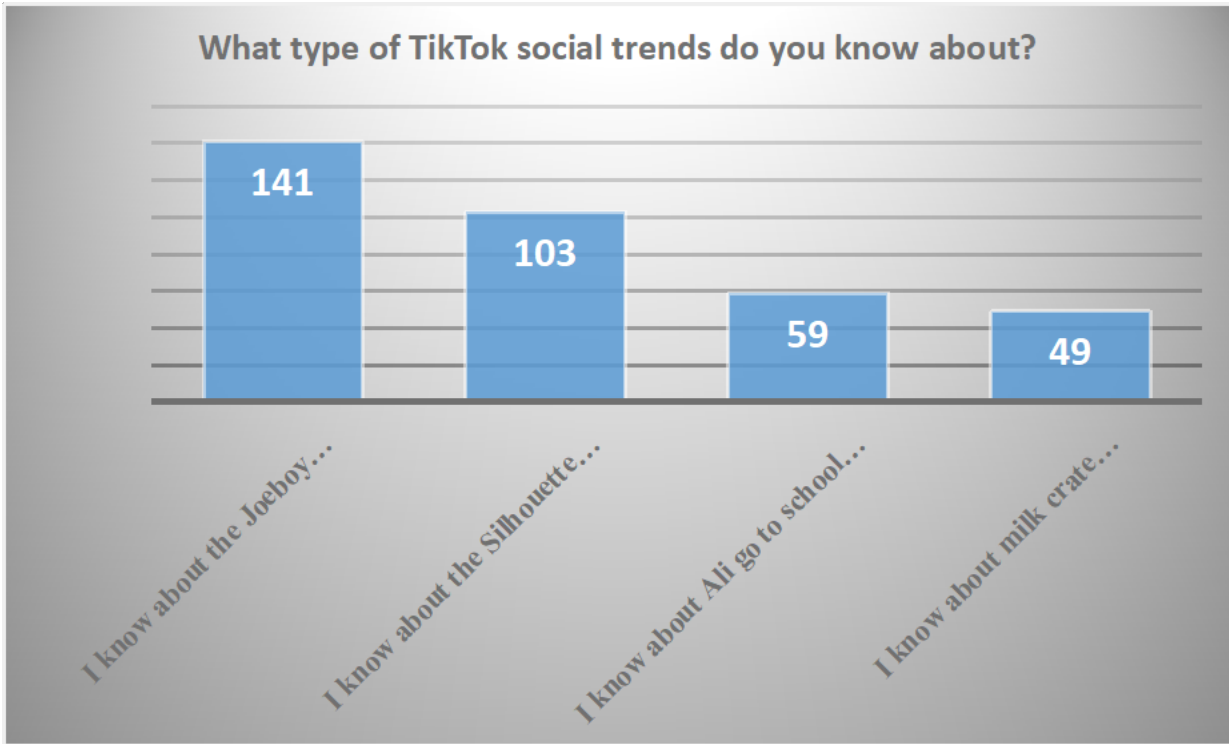
Figure

Table 7: Distribution of Respondent According to their Views on the type of TikTok social trends they know about

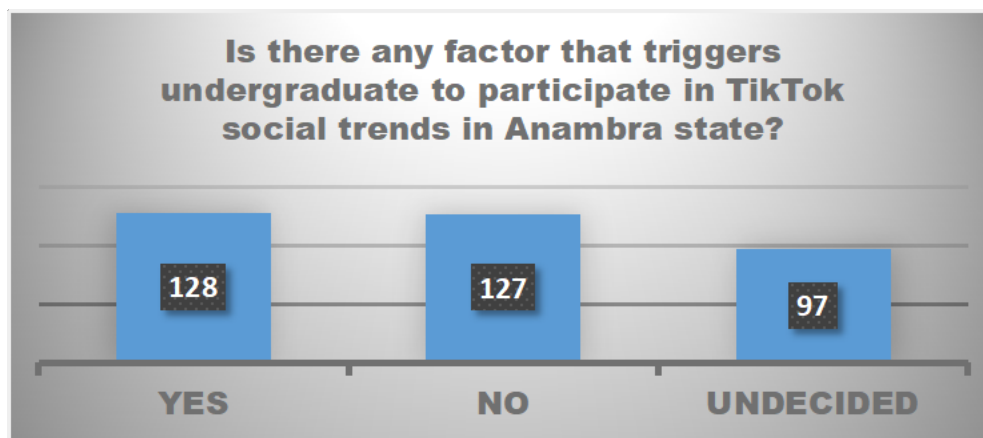| Respondents	Frequency	Percentage
I know about the Joeboy Alcohol challenge on TikTok	141	40%
I know about the Silhouette challenge on TikTok	103	29%
I know about Ali go to school challenge on TikTok	59	17%
I know about milk crate challenge on TikTok	49	14%
Total	**352**	**100%**

Field Survey, 2024.

Data in the table 7 revealed that knowledge about the Joeboy Alcohol Challenge accounted for 141(40%). This challenge was the most recognized among respondents, indicated that it gained significant popularity on TikTok. Knowledge about Silhouette Challenge was 103 (29%). This challenge is also well-known, although less so than the Joeboy Alcohol Challenge. For the 'Ali goes to School Challenge' respondent were 59 (17%). Though recognized, this challenge had less awareness compared to the top two. Respondent who indicated the Milk Crate Challenge were 49 (14%). This was the least recognized trend among the respondents. Thus, the data indicated that the Joeboy Alcohol Challenge was the dominant trend, suggesting strong cultural resonance or virility. The popularity of the Silhouette Challenge also reflects a significant interest in visually engaging content. The lower recognition of the Ali Go to School and Milk Crate challenges points to varying levels of engagement and potential risks associated with these trends.
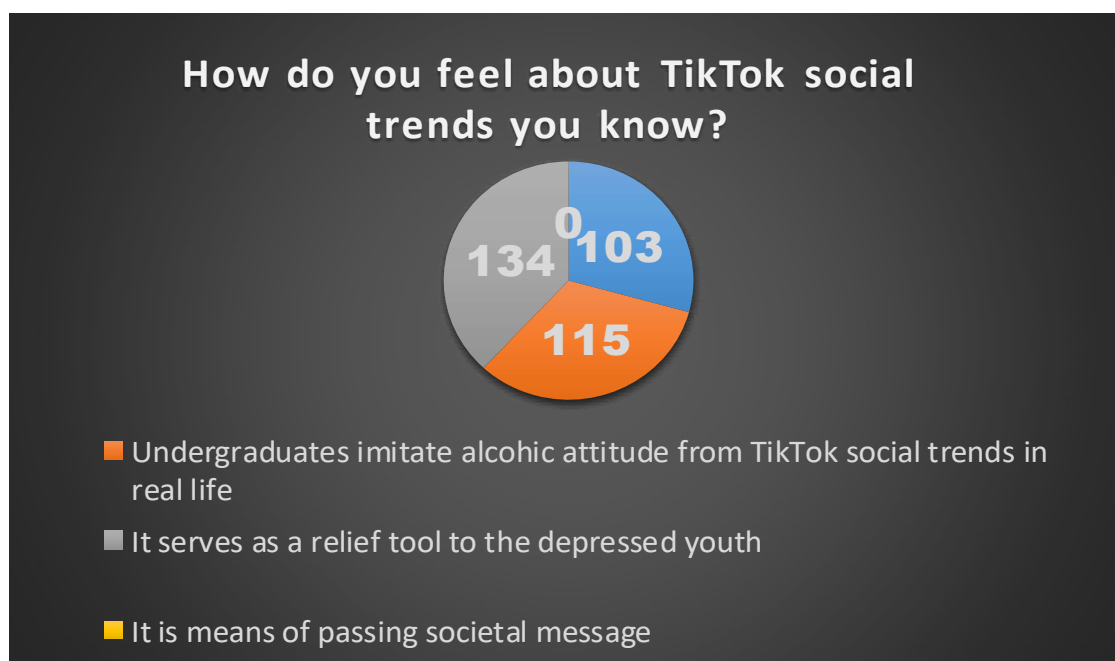
Research Question 2: What are the dominant factors leading to Anambra undergraduates to participate in Tik-Tok social trends?

Questionnaire items 11-14 in the questionnaire schedule were designed to answer research question two. The findings were shown in table 11-14 below.
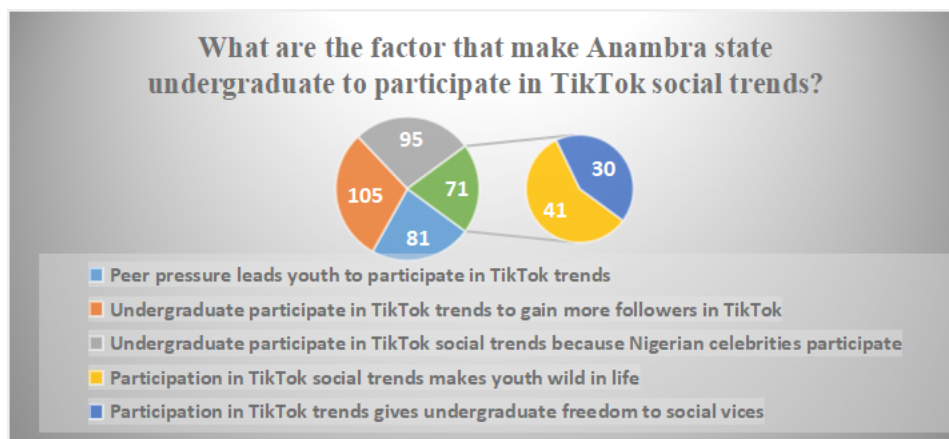
FIGURE 11

Table 11: Distribution of Respondent according to their Views on if there is any factor that triggers undergraduate to participate in TikTok social trends in Anambra state

Respondents	Frequency	Percentage
Yes	128	36%
No	127	36%
Undecided	97	28%
Total	**352**	**100%**

Field Survey, 2024.

This table disclosed that the respondents that said Yes were 128(36%), those that said No were 127(36%) while those that maintained undecided were 97(28%). Therefore, the equal percentages for "Yes" and "No" (36% each) suggested a divided opinion on this topic, indicated that the triggers for participation may not be universally acknowledged or understood.

FIGURE 12

Table 12: Distribution of Respondent according to their Views on what are the factor that make Anambra state undergraduate to participate in TikTok social trends
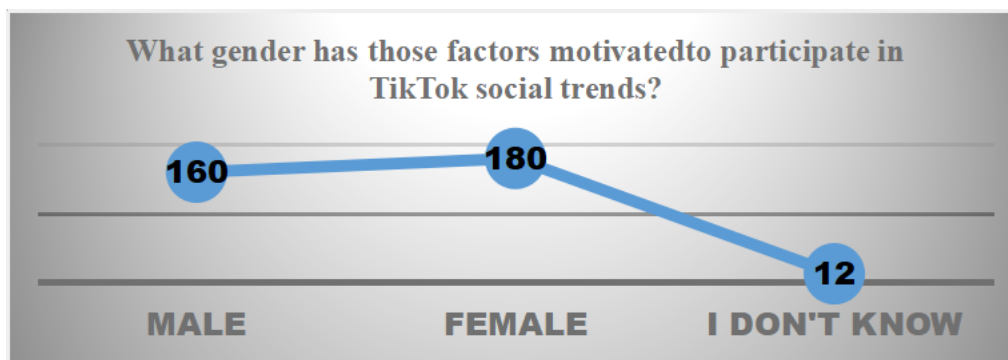
Respondents	Frequency	Percentage
Peer pressure leads youths to participate in TikTok social trends	81	23%
Undergraduate participate in TikTok social trends to gain more followers on TikTok	105	29%
Undergraduate participate in TikTok social trends because Nigerian celebrities also participate	95	17%
Participation in TikTok social trends makes youths wide in life	41	14%
Participation in TikTok trends gives Undergraduate freedom to social vices	30	8%
Total	**352**	**100%**

Field Survey, 2024.

Data in the above table revealed that Peer Pressure 81(23%), Desire for Followers 105(29%), Influence of Nigerian Celebrities 95(17%), Personal Development 41(14%) and Social Vices 50(8%). Therefore, the majority of the respondents were 105(29%) which indicated that the pursuit of gaining followers on TikTok is a strong incentive. This highlights the importance of social validation and online presence in the lives of these undergraduates, suggesting a shift towards valuing social media status.

4.2.3 Research Question 3: What sex participates most on Tiktok social trends that influence social behaviour of Anambra State Undergraduate?
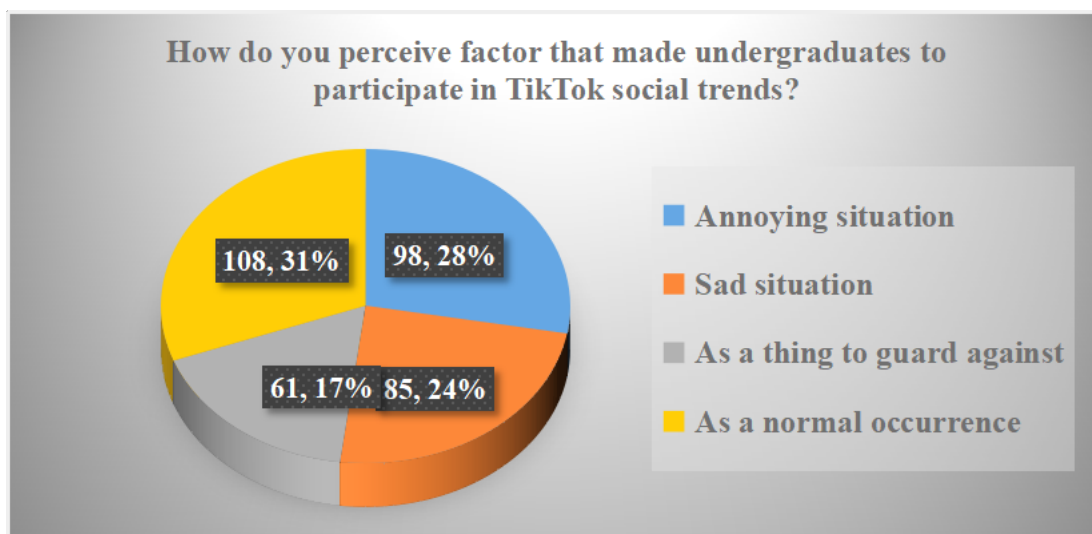
FIGURE 13

Table 13: Distribution of Respondent according to their Views on what gender has those factors motivated to participate in TikTok social trends

Respondents	Frequency	Percentage
MALE	160	45%
FEMALE	180	51%
I DON'T KNOW	12	3%
Total	**352**	**100%**

Field Survey, 2024.

The table above indicated that Male Respondents were 160(45%), Female Respondents were 180(51%) while those that maintained I don't know where 12**(3%).** The majority of respondents identified as female (180, or 51%) indicated a slightly higher motivation among women to participate in TikTok trends compared to men. This may reflect the platform's appeal to female users, possibly due to the nature of content that resonates with women, such as beauty, fashion, and lifestyle trends.

FIGURE 14

Table 14: Distribution of Respondent according to their Views on how you perceive factor that made undergraduates to participate in TikTok social trends

Respondents	Frequency	Percentage
Annoying Situation	98	28%
Sad Situation	85	24%
As a thing to guard against	61	17%
As a normal occurrence	108	31%
Total	**352**	**100%**

Field Survey, 2024.

This table opined that Normal Occurrence were 108(31%), Annoying Situation were 98 (28%), and Sad Situation were 85 (24%) and Guard Against were 61 (17%). The majority of respondents (108, or 31%) perceived participation in TikTok social trends as a "normal occurrence." This suggested that many undergraduates perceived engagement with TikTok as an everyday activity, reflecting the platform's integration into their social lives.

Questionnaire items 15-17 in the questionnaire schedule were designed to answer research question two. The findings were shown in table 15-17 below.

FIGURE 15
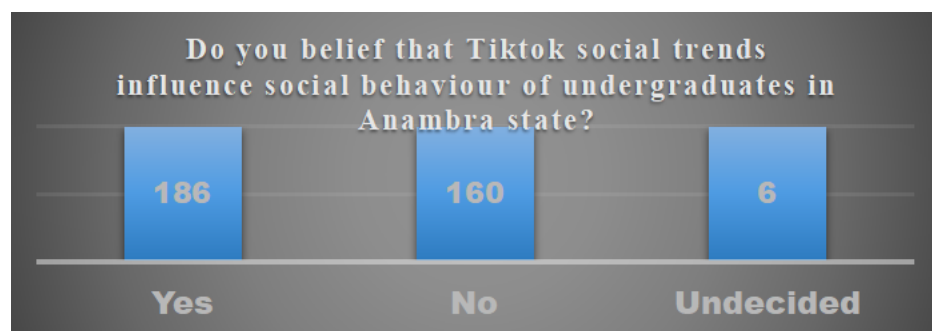
Table 15: Distribution of Respondent according to their Views on do you belief that Tiktok social trends influence social behaviour of undergraduates in Anambra state?

Respondent	Frequency	Percentage
Yes	186	53%
No	160	45%
Undecided	6	2%
Total	**352**	**100%**

Field Survey, 2024.

Table 15: Distribution of Respondents According to Their Views Yeswere 186 (53%), No were 160(45%) and Undecided 6 (2%). Majority View (53% - Yes). The majority of respondents (53%) believed that TikTok social trends do influence the social behavior of undergraduates in Anambra state. This suggested a prevalent recognition that the platform has a significant impact on how young people, particularly undergraduates, behave and make decisions. Social media trends, such as viral challenges, memes, and lifestyle trends, may shape their actions.
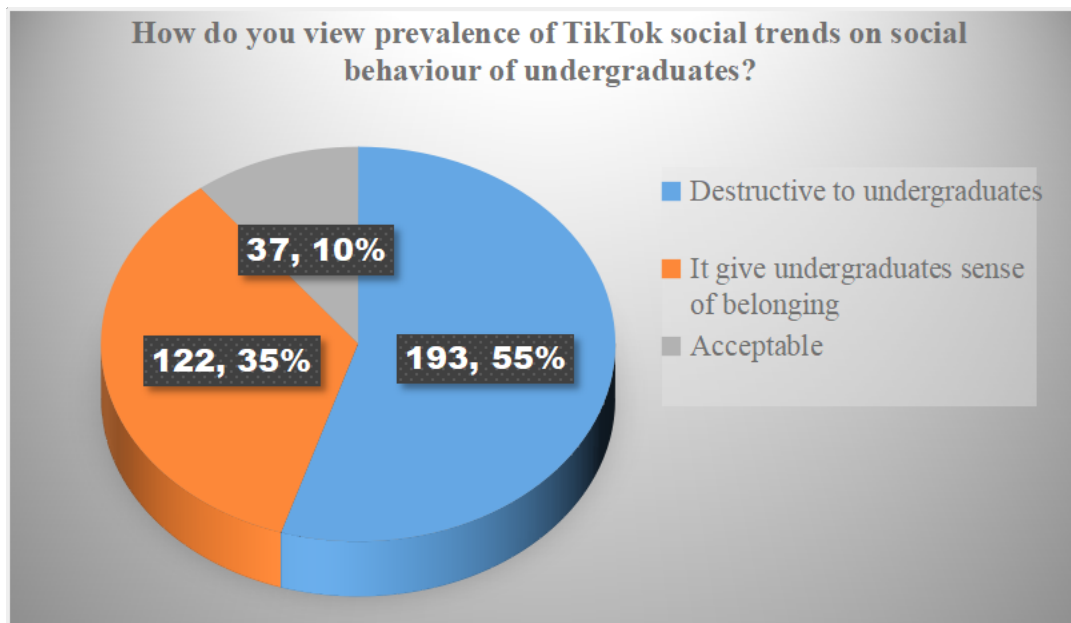
FIGURE 16
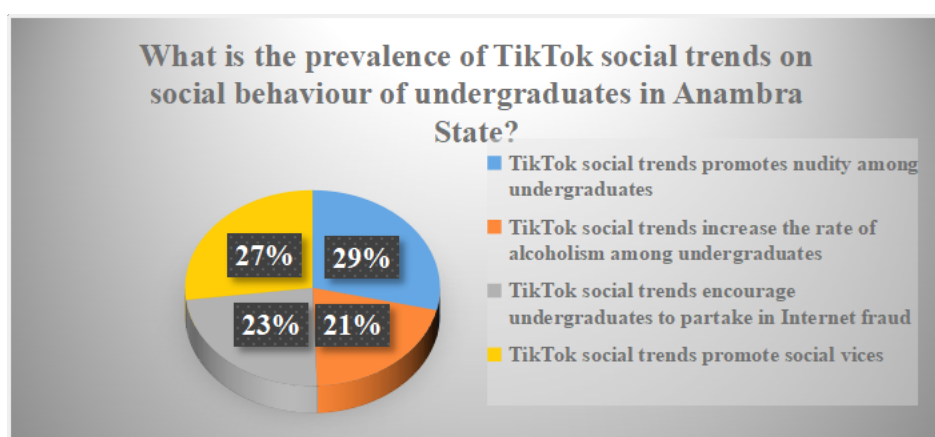
Table 16: Distribution of Respondent according to their Views onWhat is the influence of TikTok social trends on social behaviour of undergraduates in Anambra State?

Respondent	Frequency	Percentage
TikTok social trend promote nudity among undergraduates	101	29%
TikTok social trend increase the rate of alcoholism among undergraduates	73	21%
TikTok social trends encourage undergraduates to partake in internet fraud	83	23%
TikTok social trend promotes social vices	95	27%
Total	**352**	**100%**

Field Survey, 2024.

The table revealed that the respondent that agreed on TikTok social trend promotes nudity among undergraduates were 101 (29%), those agreed on TikTok social trend increases the rate of alcoholism among undergraduates were 73(21%), also these group of respondents accepted that TikTok social trend encourages undergraduates to partake in internet fraud were 83(23%) and those that maintained TikTok social trend promotes social vices were 95(27%). Therefore, the largest proportion of respondents (29%) believed that TikTok trends contributed to promotion of nudity among undergraduates.

FIGURE 17

Table 17: Distribution of Respondent according to their Views on how do you view influence of TikTok social trends on social behaviour of undergraduates?

Respondent	Frequency	Percentage
Destructive to undergraduates	193	55%
It gives undergraduates sense of belonging	122	35%
Acceptable	37	10%
Total	**352**	**100%**

Field Survey, 2024.

In this table 17 it indicated that 193 (55%) of respondents agreed on destructive to undergraduates, 122 (35%) of the respondents agreed that it gives undergraduates a sense of belonging and 37 (10%) of the respondents maintained acceptable. The majority of respondents 193(55%) believed that TikTok social trends have a destructive prevalence on undergraduates. This suggested that many people perceive the impact of TikTok as harmful

to undergraduates, possibly in terms of affecting their academic performance, mental health, or social behavior.

Discussion

From responses gotten from the above presented data, one can deduce that based on the question number one which investigated what the most predominant type of TikTok social trends undergraduates in Anambra State are participate in, respondents believed that the Joeboy Alcohol Challenge was the dominant trend that Undergraduates in Anambra state participated in mostly unlike other challenges. The Joeboy Alcohol Challenge was tied to the viral song "Alcohol" by Nigerian artist Joeboy, which quickly gained widespread popularity among young people, including undergraduates in Anambra State. As is often the case with TikTok trends, music and celebrity-driven challenges have a powerful influence on youth culture.

Also, responses gotten from question number two which sought to find out what the dominant factors are leading to Anambra undergraduates participating in TikTok social trends, respondents agreed that the pursuit of gaining followers on TikTok was the major factor that induced Anambra state undergraduates to engage in TikTok social trends. Undergraduates in Anambra State, like many young people globally, are highly motivated by the desire for social validation, which is often quantified by the number of followers and likes on social media platforms like TikTok. Gaining followers is seen as a measure of success and influence, and many students participate in trending challenges to increase their visibility and appeal to a wider audience.

Finally, the last research question on the sex participant on Tiktok social trends among undergraduates, respondents accepted that TikTok trends contributed to promotion of nudity among undergraduates in Anambra state. Some TikTok trends, including viral challenges and dances, often reward users with higher engagement (views, likes, shares) for content that is eye-catching or controversial. In Anambra State, undergraduates have been influenced by these trends ``to create content that borders on nudity or sexually suggestive behavior to attract more views and followers.

Conclusion

Based on the analysis of TikTok trends and undergraduates' engagement, it can be concluded that TikTok participation among undergraduates in Anambra State is driven by a combination of the desire for social validation, the influence of global trends, and the appeal of self-expression.

Recommendation

It is recommended that universities and educational institutions should promote the creation of educational and awareness-driven content within these popular formats, universities implement digital literacy programs, leaders create initiatives that help

students strike a balance between engaging in social trends and maintaining their mental and social well-being.

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