



Use of TikTok by Library and Information Science (LIS) Students in Tertiary Institutions in Anambra State, Nigeria

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Abstract

This research specifically investigated the use of TikTok by library and information science students in Anambra State, Nigeria. The study design was survey research design. The population of the study comprised 151 2nd year undergraduate students of Library and Information Science (LIS) from two federal institution of learning in Anambra State, Nigeria. Three research questions guided the study. The instrument for data collection was a questionnaire. Data collected was analysed with frequency and percentage. The study revealed that Majority (57.14%) of the undergraduate students use TikTok site every 20-30 minutes every day, showing frequent use. The undergraduate students' purposes for using TikTok were mainly for academic content creation, and learning. Major challenges students encounter in their use of TikTok were network problems and power outage. It was recommended that lecturers should always engage students in discussions, assignments and project that could enhance learning and enable the student to use the TikTok site for academic activities.

Keywords: TikTok, Social media, Library and information science, Undergraduate students, Nigeria.

Introduction

The integration of Internet facilities in teaching and learning has provided more avenues for access to information and communication support. University students all over the world are leveraging on social media platform and channels on the Internet that are used for communication in educational institutions. Social media platforms include Twitter, WhatsApp, Blogs, Facebook, Kik, YouTube, Google, Instagram, Snapchat, Messenger, Myspace, TikTok, LinkedIn. The purpose of using social media by most students is to share information, interact with friends and collaborate with members of the society. In the education sector, particularly in the universities, social media like WhatsApp help students and lecturers to share lectures, assignments and knowledge.

TikTok has over 1 billion users worldwide, and is particularly popular with teenagers and young adults (InnerDrive Team, 2024). Every individual who got a video uploaded on TikTok calls himself or herself a tiker. TikTok started with musical.ly, which is an app that was founded by Luyu Yang and Alex Zhu in Shanghai, China in 2014 (Sharabati, Al-Haddad, AL-Khasawreh, Nababteh, Mohammad and Ghoush,2022). They further opined that the founders of TikTok at first wanted to make an educational app; however, they started realizing that an educational app would be unprofitable and so they came up with creating musical.ly, which was an app that allowed users to post a video of the user up-syncing up to 15s to famous songs. By 2016, the application reached about 70 million downloads (Sharabati et al). There are currently more than 700 million people who use the app on a daily basis (Geyser, 2023).

TikTok has become an increasingly popular app for people of many different ages to use (Mekler, 2021). TikTok is a platform that, in addition to entertaining videos, gives a young and global audience access to a new format of short educational videos created by expert authors (Ordonez, Fiallos and Figueroa,2021). TikTok presents several opportunities for the dissemination of knowledge in various fields of knowledge concisely and effectively.

Young individuals use TikTok to post, create and watch short videos with various audio-visual effects (Maretha and Anaggoro, 2021). It gives them the liberty to create their own content as part of the current digital society (Anderson cited in Maretha and Anggoro,2021). Consequently, the authors listed some of the possible benefits of using TikTok which include expanding learning resources and improving 21st century skills, communication, collaboration, creativity and critical thinking. TikTok inspired online interaction among users because they can use the application to send messages, share information, videos, and make comments (Maretha and Anggoro, 2021). In the light of the above, the researchers deemed fit to investigate the use of Tiko by undergraduate students of Library and information science programme in Anambra State, Nigeria.

Literature Review

TikTok is a social media app or a mobile based app which was formally called musical.ly and have simplified video creation and short video sharing meant for users. According to Schipani (2020), TikTok is a video -sharing app that allows users users to share short music videos of up to 60 seconds. Hill (20202) stated that TikTok is a video-sharing social media platform where you can create, edit, share, discover and watch short, vertical videos—from just a few seconds long, all the way up to 10 minutes.

Social Networking Sites (SNSs) allow consumers to build personal profiles, express their individuality, link with other people using the site and brands, upload, comment, share and view messages, videos, photos, and other content that is uploaded on their newsfeeds (Sharabati et al). TikTok and other SNSs are reforming the learning artistic skills experience with visually appealing resources and communication characteristics, and it also enables people to socialize with others who have common interests (Sharabati et al). TikTok is an app that allows someone to make dancing or lifestyle videos, and it has become increasingly popular the past couple of years, especially with college students (Mekler, 2021).

A study on empirical analysis of use of TikTok by management students in Pune City revealed that TikTok videos are useful for getting fun and collaborating with educational institutes such as college, universities etc. They further opined that the platform can be used for publishing educational videos.

Febrianti, Herawati and Haanifah (2022), examined the effect of using TikTok as learning media on academic achievement of Pharmacy students. The study found that TikTok brought a significant effect on academic achievement. They recommended the use of Tik Tok as a teaching - learning tool regarding the fact that this platform can help improve the learning achievement of Pharmacy students.

Rahmawati and Anwar (2022), investigated the use of TikTok application: The impact on students' vocabulary and attitude. The results showed that the improvement percentage was 95%, which means that the TikTok application effectively affects students' learning outcomes in mastering vocabulary.

Erstephanie & Pratiwi (2002) explored the effect of TikTok to develop students' speaking skill. Classroom action research. The findings of the study indicated that the students' post-test score rapidly increased and were better than their pretest. The average score for the pretest was 2.51 points. After implementing TikTok in the test, the average score for the post-test was 4.65 points. Therefore, the implementation of TikTok application engaged the students to enjoy the learning especially in improving their speaking skills. Students were free to express their ideas and creativity while making the content.

Statement of the Problem

Social media such as TikTok, Twitter, WhatsApp, and LinkedIn have created a lot of speculations on how students are using these media to support their communication and learning activities. TikTok renders indispensable service to students and it is inevitable in the development of a student creative power. It therefore becomes imperative for researchers to explore the extent of use of TikTok in learning by undergraduate students in tertiary institutions. The research work was carried out to ascertain the extent undergraduate students' purpose of using TikTok in Nnamdi Azikiwe University, Awka.

Objectives of the Study

The general purpose of the study was to investigate the use of TikTok by students of LIS. Specifically, the objectives of the study were to:

1. Find out the frequency of usage of TikTok by undergraduates.
2. Identify the purposes of the usage of TikTok by LIS undergraduate students of Nnamdi Azikiwe University, Awka.
3. Find out the challenges which the students encounter in their use of TikTok.

Research Questions

To explore the extent of use of TikTok in learning by undergraduate students in Nnamdi Azikiwe University, Awka, Nigeria, the following research questions were formulated to guide the study.

1. What are the frequencies of usage of TikTok by the LIS undergraduates?
2. What are the purposes for using TikTok by LIS undergraduate students in Nnamdi Azikiwe University, Awka?
3. What are the challenges faced by the undergraduates in the utilization of TikTok tools?

Methods

The study employed the descriptive survey research design. The population of the study was 151 second year undergraduate students drawn from the Nnamdi Azikiwe University, Awka and Federal College of Education (Technical, Degree Awarding Section), Umunze. The instrument for data collection was self-structured questionnaire. The instrument was administered to students of the two institutions. 151 questionnaire was distributed 140 were returned and found useful.

Results

The results for the study were obtained from the data collected and analysed as follows:

Frequency of LIS students' usage of TikTok

Table 1: Frequency of students' usage of TikTok

S/N	TikTok Use	Frequency	Percentage
1.	I use TikTok every 20-30 minutes	80	57.14%
2.	I use TikTok every hour	2	1.43%
3.	I make use of TikTok once in a day	30	21.43%
4	I use TikTok once in a week	20	14.29%
5	I use TikTok once in a month	3	2.14%
6	I use TikTok once in a year	3	2.14%
7	I rarely use TikTok	2	1.43%
Total		140	100%

Table 1 shows the frequency of students' usage of TikTok. Findings revealed that 80(57.14%) of the students' use TikTok every 20-30 minutes. 30 (21.43%) use TikTok once in a day as shown in the table.

LIS students' purposes for the usage of TikTok.

S/ N	Purposes of usage of TikTok	Mean	SD
1.	Academic content creation.	3.59	0.71
2.	Micro learning.	3.51	0.50
3.	Language learning and vocabulary.	3.39	0.78
4.	Tutorial learning.	3.13	0.74
5.	Finding quick study hacks and homework tips	3.40	0.87
6.	Social connection	3.45	0.62

Table 2 shows the undergraduate students' purposes of usage of TikTok. All the items as listed on the Table scored above the benchmark mean of 2.50. This implies that the

identified items are highly accepted by the students as the purposes of usage of TikTok among undergraduate students.

Challenges LIS students encounter in the utilization of TikTok

Table 3: Major Challenges of LIS students' usage of TikTok

S/N	Challenges	Frequency	Percentage
1.	Constant Power Outage	30	21.43%
2.	Lack of Smartphone	10	7.14%
3.	Lack of Knowledge on how to use TikTok	0	0
4.	Network Problem	80	57.14%
5.	Lack of Funds	15	10.72%
6.	Lack of Privacy	5	3.57%
	TOTAL	140	100%

Table 3 indicate that the major problems respondents encountered in the use of TikTok were network problem 80 (57.4%) and constant power outage. The students disagree that paucity of knowledge on how to use TikTok was a problem they encounter. It therefore implied that undergraduate students knew how to use TikTok for learning.

Discussion of the Findings

The study equally revealed in that majority of the students use TikTok every 20-30 minutes. This shows frequent use. The undergraduate students' purposes of usage of TikTok include academic content creation, learning, language learning and vocabulary, finding study hacks and homework tips and social connection. The finding is in agreement with Maduhusudhan (2012) in Oyadonghan and Flint (2015), who explored the use of social networking sites by researchers at the University of Delhi and found that social networking sites were used by the researcher to promote their research.

Furthermore, it was found in this study that the major challenges students encounter in their use of TikTok were network problems and power outage. However, lack of knowledge on how to use TikTok was not found to be problem. It therefore implied that LIS students have the skills to use TikTok. To solve the problem of network instability, according to Nwose, Olise and Idoko, (2018) the institution management can liaise with various mobile network service providers to set up their mask near the school vicinity. According to the author this would boost network signals immensely.

Recommendations

Based on the finding of this study, the following recommendations were made:

1. Students should consciously discipline themselves while using TikTok and reduce the frequency of use of TikTok.
2. Lecturers should always engage students in discussions, assignments and project that could enhance learning and enable the student to use the TikTok site for academic activities.

Conclusion

Based on the findings of the study, it was revealed that library and information science students use TikTok for learning. Therefore, TikTok can provide a media space for which the library and information science students can facilitate learning and knowledge sharing. However, certain factors like network problem among others affects the use of TikTok by students. It is therefore imperative that efforts are put in place by stakeholders to mitigate these challenges.

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