



TikTok as a Source of Entertainment and Personality Building for Youth: A Case Study of University of Swat

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ABSTRACT

This study has been conducted to know about TikTok as a source of entertainment and personality building for youth: A case study of University of Swat. The researcher used quantitative method where data was collected through random sampling from 107 students of University of Swat. The study found that TikTok is one of the prominent source of entertainment and personality building among the students as they use this app for entertainment and sometime they use the app for the appearance of the TikTok models. The study concludes that TikTok has negative impact on the academic life of the students as well as for psychological health.

Key words: TikTok, Students, Entertainment, Academics

Introduction

Tik-Tok is a video-sharing social networking application that is fast gaining in popularity. In 2019, it was the world's second-most-downloaded application. Users are recognized for uploading videos of themselves dancing, lip-syncing, or displaying other talents on the platform. Byte Dance, a Chinese developer, first launched the mobile video-sharing app called Douyin in 2016. Douyin bought another video-sharing software, Musical.ly, in 2017 and renamed it TikTok. Users can make up to 60-second videos with their own audio, audio from another TikTok video, or popular song clips on TikTok. (Wadhwa, Amla, & Salkever, 2020). (Wadhwa, Amla & Salkever, 2020).

Tik-Tok, a short-video app with videos ranging from 15 to 60 seconds in length, has gained in popularity over the last few years. The platform, however, has drawn criticism and has been investigated due to its Chinese ownership and popularity among underage users. Despite these challenges, Tik-Tok has evolved as a creative hub, and educators and governments are using it to reach out to the younger generation. This Special Section is one of the first to collect materials in the expanding topic of research on Tik-Tok and its precursor apps. China's short-video production expanded in 2014–2015, coinciding with the country's growing livestreaming and e-commerce ecologies (Yi, 2020). When Byte Dance released its short-video platform Douyin in 2016, the Chinese market is saturated with more than ten short-video applications (Tang, 2017).

Tik-Tok has gained a record 689 million active monthly users in the roughly three years after its launch, preserving its position as the most downloaded application (2020, Iqbal). The app now uses an AI system to identify which films to show a user based on their demographics, previous videos they've "liked" or commented on, and videos they've finished watching. This program generates a "for you" page for each user that is tailored to their specific needs (Wadhwa et al, 2020). TikTok not only promotes users to interact with one another, but it also encourages users to interact with creators.

TikTok has evolved into a platform for young people to express themselves in a variety of ways, ranging from lip-sync videos to crazy dances. The platform's culture and structure encourage users to copy one another

and participate in trending topics. According to statistics of daily TikTok video viewing, social media platforms are overloaded with unrealistic ideal bodies, or what men and women's bodies should look like to be desirable. "I saw a lot of very, very negative body image videos when I initially downloaded TikTok," stated Kaufman, a TikTok body activist in 2020 (Kaufman2020).

Furthermore, medical disorders ranging from acne to the implication of more serious diseases are regarded as unattractive. As a result, some skills will be hinted at in this procedure to some extent. The most noticeable conclusion is that both female and male users claimed to be overweight in the introductory scene in various video samples, implying a sense of physical shame numerous times (Khattab 2020).

Many women reports using media models as comparison objects when appraising their attractiveness, according to empirical findings. The digitally mediated value assessments linked with these videos ascribe to a normative heterosexual's displays of feminine and masculine desirability nowadays, according to (Ringroset al.2013). As Evans, Riley, and Shankar (2010) highlighted in their book, such heterosexual contexts led in normalizing the sexualization of the female body.

Statement of the problem

It is evident that after the development of internet, that the new social media platform TikTok has a huge impact on adolescents as well as the value judgement system that guides individuals, resulting in serious societal issues. In this research the researcher explored the impact of TikTok on the personality of people especially young generation, who are frequently using TikTok as a source of entertainment. This study also focuses on the importance given by the users to the internet and the well-known promotion of short video platforms has a huge social impression.

Objectives of the study

The objective of this research was to study the source of entertainment among the students of University of Swat, and their impacts on young generation personality and behavior.

Hypothesis

H1: It is likely that students use TikTok as a source of entertainment other than mainstream media.

H2: It is likely that TikTok has a lot of negative impacts on their personalities and education.

H3: It is assumed that TikTok can be also used for personality building.

Significance of the study

The following study is important because in the current stage there are various entertainment platforms which include TikTok as well; However, using the application frequently has also got impact on the performances of student's communities in the universities. TikTok is a new and exciting issue with little research done on it, the study can serve as a pioneer for short video-related articles as well as provide useful and instructional reference materials. Moreover, this study discusses how Tiktok is used as a source of entertainment and how it builds the personality of a user.

Literature Review

Tik-Tok is a video-sharing social networking application that is fast gaining in popularity. In 2019, it was the world's second-most-downloaded application. Users are recognized for uploading videos of themselves dancing, lip-syncing, or displaying other talents on the platform (SophiaAlim,2016).

TikTok is a product that combines the benefits of product positioning with the uniqueness of the product (Chen, 2017). To begin with, the app market is becoming younger in terms of product positioning. As a result, in the early stages of TikTok, the target users are young people aged 18 to 38. The interface design is separated into recommendation and attention in terms of product features, and it is straightforward and easy to operate, attracting more target consumers (Hui, 2017). In conclusion, TikTok develops a beneficial combination by optimizing the internal variables of product placement. It encapsulates the complexity of the 4P's notion that there are certain secondary considerations in product positioning and that optimizing sub-elements can help marketers achieve their goals (Zhi, 2018).

Second, the originality of the product is also a vital aspect in the combination of internal components (Li, 2017). TikTok's key distinguishing feature is its music, which sets it apart from other short video apps. Big

data analysis can suggest material that users are interested in based on their preferences, and video length is typically 15 seconds, increasing user stickiness through the utilization of user fragmented time (Jia, 2017).

User-generated content refers to data, information, or material that is voluntarily contributed by ordinary people and then made available to others in a useful or entertaining manner, frequently on the Internet (Krumm, Davies and Narayanaswami, 2008, p.10). User-generated content (UGC) has increased tremendously as network technologies have evolved, as has the accessibility and acquisition of smartphone devices, and these photographs and videos are generated to be posted and shared on social media platforms such as Facebook, YouTube, and Tik-Tok (Li et al, 2020). As a result, social media is defined as "a collection of Internet-based social networking sites.

On Tik-Tok, we witness all of these aspects of youth culture. On the platform, there are constantly examples of people asserting their autonomy over their life (Merryman, 2020; Smith, 2021), expressing and experimenting with new identities (Roberts, 2019; Gehrman, 2020), and forming support networks with other users (Roberts, 2019; Gehrman, 2020). (Parker, 2020; Harvey, 2020). Though the ingredients of Youth Culture have remained the same, the environments in which they exist and thrive have changed. Web 2.0 dramatically altered how we communicate. Because of their emphasis on visual content, Instagram and YouTube have a strong sense of style (Leaver et al., 2020).

Unlike any other social media app, Tik-Tok users have been offered a plethora of capabilities to produce unique content. They express themselves with filters, duets, audio or visual effects, and even challenges, transforming Tik-Tok into an app where users can swipe through an infinite stream of addictive videos. According to a study, social connection and escapism reasons have prompted people to consume and participate in Tik-Tok, and social media users watched and participated in Tik-Tok to relax and entertain themselves (Omar & Dequan, 2020).

The smash song 'Old Town Road' went viral on the short-form video app, propelling the 20-year-old musician 'Lil Nas X' to prominence in 2019, with his single reaching No. 1 on the Billboard Hot 100 (Leskin, 2020). Several other aspiring musicians appeared to have experienced a similar rise in their musical careers. For example, the songs "Lalala" by Y2K and Bbno\$ went viral on Tik-Tok before they were ever released, and three distinct versions of "Lalala" have been used in over 1.1 million Tik-Tok videos to date (Leight, 2019).

Many people have been encouraged to use Tik-Tok because of the importance of music in videos. "We start with the clip, and if it goes well on Tik-Tok, we'll develop the complete song," said Adam Friedman, a music producer who has started producing music just for influencers and meant to be modified afterward (Tolentino, 2019). For around six months, singer-songwriter Ava Max's song "Not Your Barbie Girl" was off the radar or didn't receive much attention on Tik-Tok, but amazingly, girls were dancing along to her lyrics. Her next song Sweetened but Psycho soared straight bigger on the app, which assisted the song have more than 550 million streams on Spotify (Chow, 2019).

Theoretical Framework

Katz and Foulkes proposed the uses and gratification theory to better explain why and how people actively seek out and use various media to meet specific needs (1962). This approach has served as the foundation for many media content research efforts over the years. McQuail, on the other hand, chastised them for lacking "a shared model, set of methods, or aims informing the tradition" (1984, 181). He then presented two cultural models for understanding the audience (its origin, making, meaning and use).

This approach helps me identify the types of creative content consumers disseminated on Tik-Tok and analyses what satisfactions users obtained from them in media research by adding clarity to the description and classification of content.

Theory Relevance with Research Study

The research study is aimed as exploring TikTok as a source of entertainment for people and the impact of TikTok on the young generation. As we know that the uses and gratification approach is related to the needs of the users of the short video apps and TikTok to gratify their needs from the media contents on the internet and main stream media. However, this approach is related to the topic for exploring the impact of TikTok on young generation.

Research Methodology

This study is being conducted to know about TikTok as a source of entertainment and personality building for youth. Quantitative approach is used by the researcher, Survey technique is applied to collect data from the respondents. Data was collected from University of Swat students; questionnaire was used a tool of data collection and data was collected from 100 respondents of different departments. Data was analyzed through SPSS software in order to ensure objectivity.

Data Analysis

Table 1 Gender of the Respondents

	F	%
Male	75	70.1
Female	32	29.9
Total	107	100.0

Table 1 Elaborates that the total number of respondents, where 29.9% were female and 70.1% of the total of different departments of Swat University.

Table 2 Age of the Respondents

	F	%
21-25	95	88.8
26-32	09	8.4
33-36	03	2.8
Total	107	100.0

Table 2 classified the respondents on the base of their age group. Where the students belong to the age group of 21-25 years 88.8% of the total sample size of the study, followed by 26-32 age of group with 8.4% of the respondents, likewise the respondents belong to the age group 33 to 36 years were 2.8% of total.

Table 3 Program of the Respondents

	F	%
BS	97	90.7
MA	9	8.4
MS	1	0.9
Total	107	100.0

Table 3 shows the program of the respondents. Where the 90.7% of the respondents were from BS, 8.4% from MA and the remaining 0.9% of the total respondents were from MS program.

Table 4 Do you know about TikTok app

	F	%
No	3	2.8
Yes	104	97.2
Total	107	100.0

Table 4 explores the affiliation of respondents with TikTok app, where the 97.2% of the total respondents were aware about TikTok app, and 2.8% of the respondents were not aware about TikTok app.

Table 5 Do you use TikTok

	F	%
Not Much	44	41.1
Yes, it's Okay	43	40.2
Yes, very much	20	18.7
Total	107	100.0

Table 5 shows the opinion of respondents that how much they like TikTok, where 41.1% of the respondents state the that didn't like TikTok, as well as 40.2% of the respondents shows yes, it's okay and the remaining 18.7% of the respondents says that the like TikTok very much.

Table 6 How often you use TikTok app

	F	%
Everyday	27	25.2

Once few Times a week	40	37.4
Rarely	40	37.4
Total	107	100.0

Table 6 explains the opinion of respondents that how often they use TikTok, 25.2% of the total sample size use TikTok every day, 37.4% respondents use TikTok once or few times a week and 37.4% of the respondents rarely use TikTok.

Table 7 Time Consumed on TikTok App per Day

	F	%
1 hour	88	82.2
2 hours	16	15.0
3 hours	3	2.8
Total	107	100.0

Table 7 demonstrates the time consuming by the respondents in TikTok on daily basis, where 82.2% of the respondents use TikTok for 1 hour in a day, 15% respondents use TikTok for 2 hours in a day, while 2.8% of the respondents use TikTok for 3 hours in a day.

Table 8 Do you agree that students use TikTok as a source of Entertainment

	F	%
Agree	50	46.7
Disagree	2	1.9
Neutral	9	8.4
Strongly agree	39	36.4
Strongly disagree	7	6.5
Total	107	100.0

Table 8 elaborates the opinion of respondents that are they agree that student use TikTok as a source of entertainment, 46.7% respondents the total sample size were Agree, 1.9% respondents were Disagree, likewise 8.4% respondents were Neutral. The 36.4% of the total respondents were Strongly Agree and the remaining 6.5% respondents were Strongly Disagree.

Table 9 for what purpose do you watch or use TikTok app

	F	%
Enjoyment	24	22.4
Entertainment	54	50.5
Information	11	10.3
To kill free time	17	15.9
Total	107	100.0

Table 9 describes the opinion of respondents that for which purpose they use TikTok, where 22.4% of the total respondents use TikTok for enjoyment, 50.5% respondents use TikTok for entertainment, as well as 10.3% of the total use TikTok for information, and 15.9% respondents use TikTok to kill or to spend free time.

Table 10 Do you agree that TikTok affects students' academic and education

	F	%
Agree	43	40.2
Disagree	5	4.7
Neutral	35	32.7
Strongly agree	24	22.4
Total	107	100.0

Table 10 elaborate the opinion of respondents about the effects of TikTok on students' academic and education where 40.2% respondents were Agree, 4.7% respondents were Disagree, 32.7% of the respondents remain Neutral, while the 22.4% of the respondents Strongly Agree with the TikTok affected students' academic and educational activities.

Table 11 Do you agree that TikTok can be also used for personality building

	F	%
Agree	43	37.4
Disagree	5	5.6

Neutral	35	26.2
Strongly agree	24	24.3
Strongly disagree	0	0
Total	107	100.0

Table 11 elaborate the opinion of the respondents that are they agree that TikTok can also be used for personality building, where 37.4% respondents were Agree with the statement, 5.6% respondents were Disagree, also 26.2% respondents were Neutral and 24.3% respondents were Strongly Agree.

Hypothesis Justification

H1: It is likely that students use TikTok as a source of entertainment other than mainstream media.

46.7% respondents of the total sample size were Agree, 1.9% respondents were Disagree, likewise 8.4% respondents were Neutral. The 36.4% of the total respondents were Strongly Agree and the remaining 6.5% respondents were Strongly Disagree. 46.7% respondents the total sample size was Agree, 1.9% respondents were Disagree, likewise 8.4% respondents were Neutral. The 36.4% of the total respondents were Strongly Agree and the remaining 6.5% respondents were Strongly Disagree. For details see Table 1.10. This data of the respondent is matching with the hypothesis which means TikTok on social media has direct impact on student's educational performances.

H2: It is likely that TikTok has a lot of negative impacts on their personalities and their education.

40.2% respondents were Agree, 4.7% respondents were Disagree, 32.7% of the respondents remain Neutral, while the 22.4% of the respondents Strongly Agree with the TikTok affected students' academic and educational activities. Majority of the respondent response were positive and are matching with the hypothesis which means the 2nd hypothesis is also accepted.

H3: It is assumed that TikTok can be also used for personality building.

37.4% respondents were Agree that TikTok can be also used for personality building 5.6% respondents were Disagree, also 26.2% respondents were Neutral. 24.3% respondents were Strongly Agree and 6.5% respondents were Strongly Disagree. For details see Table 1.19. Majority of the respondent agreed with it which mean the 3rd and last hypothesis is also supported.

Conclusion and recommendations

The researcher concluded that TikTok has a negative impact on student academic performance as well as it has impacted their psychological health. The researcher also finds that there was an overload of information which created panic and stress. Students of both genders were affected by TikTok on social media.

Recommendations

This research study is only limited to TikTok, other researcher can also include other mediums in their research. TikTok effects are not yet over, researcher can also work on the other impacts of TikTok. After TikTok impacts on education and academics of respondents, there are a lot of news on social media as religious news, fake news, researcher can also work on it in future.

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