Influence of tiktok on teenagers: a case of Pakistan

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Abstract
With the advancement of social media, Tik Tok has emerged as a critical player in this world of social media. Since its inception, this social media giant has taken over the world, and the usage of this app has been quite popular among teenagers.The rise in popularity of the TikTok app has led many to see its economic potential, and now more people, especially teenagers, are gravitating more toward it. However, unfortunately, this content-creating platform is not free of negativity. Many people abuse the liberty provided by such social media platforms, and it leads to a negative impact on users.This paper studies how TikTok influences the lives of teenagers in Pakistan and its impact on their personality and their mental health. The reviews of the users of this platform and parents' feedback about TikTok attained from different studies have been used as primary data for this research. Teenagers spend all of their free time on the app; thus, the majority of adults still need to be informed of its disadvantages. However, as teenagers spend more and more free time on TikTok, it is important to consider the apps underlying implications. Discussions with teenager users indicated that many had been approached or solicited by individuals in search of sexual services. Despite problematic TikTok trends, the younger generation has used the medium to express themselves. In contrast, the older generation has difficulty distinguishing between playful flirting and overt sexual solicitations.

Keywords: TikTok, positive and negative influence, Viral challenges, Pakistan.

Introduction

Overview of the TikTok application

The market for short video applications in China was increased by the release of short video apps like micro-vision, second beat, and Meipai in the second half of 2013 (Xiuwen & Razali, 2021).In 2016, the TikTok app was launched, and because of its unique and peculiar features, it instantly became popular among the masses and managed to gain huge popularity among social media users. The success of this app led to growth in the short video market, as micro-videos were managing to attract more people. China (Xiuwen &; Razali, 2021). TikTok is a digital platform where users can make videos for up to 60 seconds. Afterward, these recordings will be played many times by different viewers and users until the viewer chooses to move on to the next one (Cicchetti, 2022). Since its launch, TikTok has been assumed as the leader among its competitors and strengthened its position as the leader of the social media sharing world. It has managed to attract young people and adults throughout the world, and even children are attracted to it, especially due to the fact that many celebrities have instantly started using TikTok since its commencement. (Cervi & Marín-Lladó, 2022).

Targeting the first category—education—Ling (2016) noted that short educational videos are useful for assisting viewers in strengthening fundamental life skills. Hui (2017) discussed the drawbacks of short-form video entertainment. As more and more short video applications have emerged, the number of filthy parody films has expanded rapidly in order to draw in more viewers. TikTok was named "The App of The Month" in September, beating popular competitors like Facebook, Instagram, YouTube, and Snapchat (Haykal, 2022). TikTok's 500 million total dynamic users and 6 million US downloads as of November contributed to its success in becoming so well-known. TikTok, similar to web-based media applications like Snapchat, Vine, and Dub smash, has been flooded with fame because it offers content creators more options. With a 4.6 rating in the Google Play Store, TikTok would be a particularly competent application for joining artificial intelligence with picture capture (Rehman et al., 2022).

Teenagers of Pakistan

In the past year, Pakistan has seen a rise in the popularity of individuals from various backgrounds thanks to these 60-second home movies. It is simple and quick to record videos for TikTok (Darwaish & Nazneen, 2022b). Additionally, there have been no language difficulties because they will be put to music. Teenagers make up the bulk of its fan base 90% of them use TikTok daily (Saboor et al., 2022). According to the data provided by Global Web Index in 2019 around 41% users of TikTok are between the ages of 16 to 24. Since TikTok and Pakistan have a love-hate relationship and have been outlawed four times by the Pakistani government, the major question is whether this is a good thing (Qureshi, 2022). Through the use of this strategy, the concept is spread that young people may achieve fame through the publication of a single online video. As a direct result of this, a growing number of preteens and teenagers are producing short films, which is adding gasoline to the fire that ensures the TikTok craze is still going strong (Qaisar et al., 2022). TikTok is a privately owned firm; although, it has been going through a growth phase as of late, which has aroused the curiosity of

those who see the company's potential for financial success and are now actively seeking employment there (Darwaish & Nazneen, 2022a). Now everyone has rushed to the platform TikTok. Self-confidence has a great impact on ability to analyze and carryout any task successfully. Because of the popularity of TikTok among the Pakistani Teenage users, it can be assumed that the teenage phase of self-confidence and self-growth is deeply impacted by this social media platform(Grandinetti, 2021). Since young people only use their limited free time to pass the time on the app, the drawbacks are still unclear to the majority of people. Teenagers devote their free time to TikTok, but there is one thing to think about regarding its long-term effects. (Malik, 2022). Therefore, the research article will examine the detrimental consequences of TikTok on teenagers. However, there have been benefits to watching TikTok videos as well (Qaisar et al., 2022). A theory that discusses how this "teenager mode" may help to lessen the negative impact TikTok has already had is also discussed because this is primarily for teenagers and there is a mode called "teenager mode" that can send healthy and upbeat videos that encourage teenagers to cherish their current lives.

Statement of the problem
Most social media platforms have created new sources of revenue opportunities. As more people use these platforms to build their careers, the presence of influencers on social media has come to be associated with the possibility of untalented celebrities (Zahra et al., 2022). TikTok, like other social media sites, has its fair proportion of influential users, and the 15-second video format attracts users who are sometimes referred to as meme machines. Meme machines are social media influencers that make money off of the interactions of their followers with the content that they share. Over 35 different people have gained millions of followers on TikTok (Du et al., 2022). Essentially, this type of business is being welcomed as an advancement in the trade and general knowledge sectors. However, to some extent, this type of advertising would still be unregulated and runs the risk of being abusive in its message (Manzar et al., 2021).

Therefore, 2019 saw an order from the Indian government for Tiktok to be removed from Google and Apple's app store. This occurred in response to a court decision that raised questions about sharing pornographic content via the app. Tiktok had already been outlawed in Bangladesh, and the United States had fined it heavily for illegally collecting information on children (Herlisya & Wiratno, 2022). Users who have reached an age to be influenced by trends in their community were affected by the absence of regulation. As the community has expanded from a local to a worldwide level, there has been a greater risk of negative influence (He et al., 2021). The findings of this study, which questioned young women and men between the ages of 16 and 25, found that 85 percent of respondents had experienced unfavorable outcomes as a direct consequence of using Tiktok. One half of those who participated in the survey had their nudity exposed, and 90 percent of them had experienced bullying or been the target of sexual advances (Baumel et al., 2021). The most significant obstacle presented by unpleasant interactions was that the vast majority of respondents did not have an outlet for releasing their frustration or objecting to inappropriate behavior. Tiktok is equipped with a reporting tool; however, only a tiny fraction of users really make use of it since they are not acquainted with its functionality. Additionally, Tiktok has been condemned for being a platform that encourages antisocial behavior. It has been suggested that the development of social media platforms is making individuals less inclined to interact with one another in person (Zhang et al., 2022). According to studies, when teenagers get disinterested in their academic pursuits, they "show off" on social networking sites like Tiktok (Johnson, 2021). This point of view might be seen as an extension of the concerns held by older generations over the relationship and conduct of today's young people. Adults and people in the middle years of their lives are the key demographic of concern and Tiktok users who misuse the app. The new social interaction style is something that older people find to be troubling and disturbing (Liao, 2021). When asked about their past experiences, a number of teenagers reported that an adult had made sexual advances toward them or made contact with them in order to solicit sexual services. On Tiktok, young people have developed a novel mode of expression, in spite of the platform's negative tendencies (Grandinetti, 2021). In contrast, the adults of teenagers have a hard time telling the difference between harmless play and sexual advances, but today's adolescents are easily able to make this distinction (Baumel et al., 2021).

Rationale of the study
The study aims to understand how TikTok affects youth, its effects on them, and how it contributes to arrogance. This study deals with the TikTok addiction that both those who watch and create such videos on the app are experiencing. These days, TikTok has been causing various disputes between the sexes, including inferiority complexes, superiority complexes, and beauty complexes (Zhu et al., 2022). As of September 2019, it had more monthly installs on the app store than Facebook, Instagram, YouTube, and Snapchat combined. As TikTok has 4.6 billion ratings and a highly qualified programme that combines artificial intelligence and image capture, it is a highly rated app in the Google Play Store. Teenagers make up the bulk of this app's user base. However, many users take advantage of this software, which portrays Tiktok as having worse than beneficial effects. Numerous instances of people gravely injuring themselves while creating movies on Tiktok have occurred recently (Luo et al., 2022). Even death occurred as a result of some of these injuries. The

purpose of the current study is to investigate the impact of this app on narcissistic personality traits while keeping in mind the drawbacks of this app.

Significance of the study
The study has made several significant contributions to empirical research on the topic. It has generated many beneficial and informative data that might be further investigated. This study is because watching brief videos requires more thought from the viewer. People will pay attention to that the next time they view a video if TikTok can provide them with negative value because it will undoubtedly provide genuine value. Since this is mainly aimed at teenagers, they also explore whether or not this "teenager mode" may help mitigate some of the negative effects that have been created by TikTok up to this point. Teenager mode makes it possible for films that are uplifting and joyful to be distributed to teens, encouraging them to live in the present that has been created by TikTok up to this point. Teenager mode makes it possible for films that are uplifting and joyful to be distributed to teens, encouraging them to live in the present. The entire impact may be broken down into three distinct aspects: education, social ties, and attitude. If parents and teachers are aware of the impact that TikTok has on the lives of adolescents, they will be better equipped to monitor their activities and enforce legislation, such as the one that prohibits teens from using social media while they are attempting to complete schoolwork. Given the potential impact that TikTok may have on their lives, it's possible that they could develop more self-control if they choose when and for how long they utilize the program. Teenagers may find that using TikTok assists them in developing a stronger sense of their own self-worth.

Search strategy and selection of the articles
The study has used some keywords like TikTok, youth, teenagers, positive, and negative for literature search on Google® Scholar search engine and selected the years bracket between the year 2020 and 2022 for narrowing the search strategy to recent years. In this manner, the study has identified 132 database records and 19 records from the other sources. However, these 151 identified literatures have 47 duplicate articles that are removed from screening articles for main-study. Among the 104 retained articles, 27 articles have been excluded from the analysis in the screening stage due to irrelevance and content quality; therefore, 77 articles have been assessed for full-text analysis. In the eligibility stage, 17 articles have been excluded due to their focused on general population (not specified their horizon to youth and teenagers) and related to advertisement on TikTok. Finally, 60 articles have included in the content analysis based on the eligibility/inclusion criteria as shown in the following figure 1.

Figure 1.
Filtration and Selection of Included Full-Text Articles
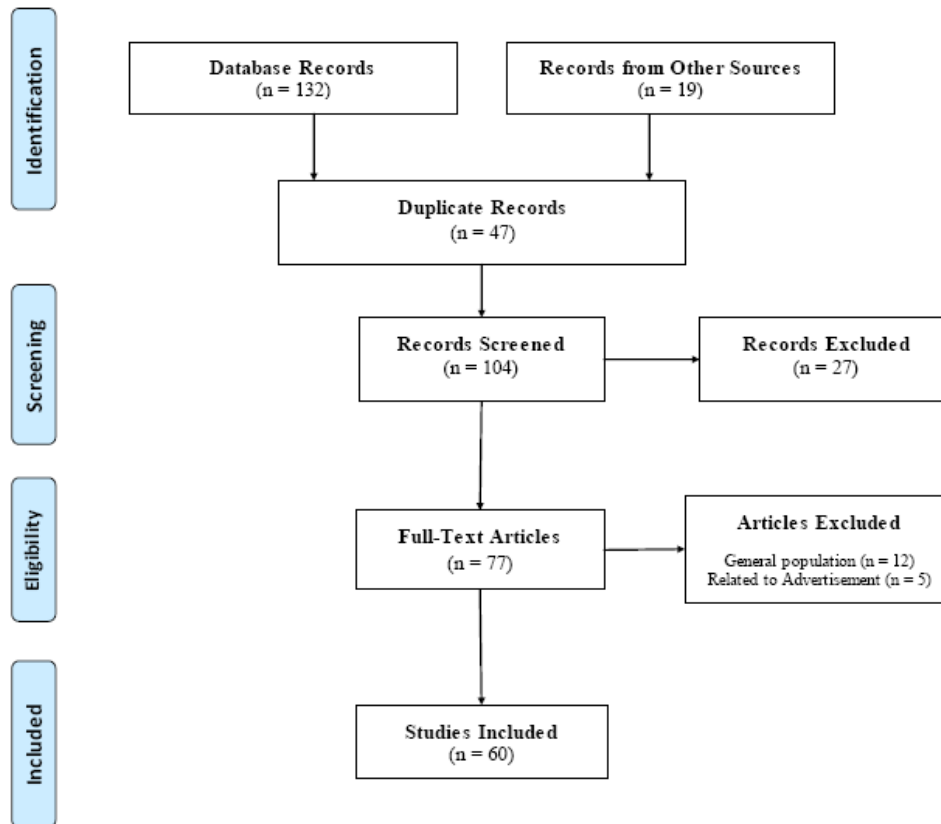
Positive Side of the TikTok Application

Self-expression

TikTok application has currently one of the applications used by people in various circles to express themselves. Using avatars on TikTok seems to be a novel form of self-expression that allows users to show their originality and uniqueness. According to TikTok, it is eager to expand opportunities for creative expression and improve ways for its global app community to interact and create (Yuan et al., 2022).

Creativity

TikTok is a website that allows teenage people to watch videos covering a wide variety of subjects. The app is available for anybody to utilize as a source of creative ideas. Those who have a passion for dancing will like the platform's extensive library of videos that are relevant to dancing (Afsheen & Ahmed, 2021). Any individual who has a respect for the arts and the environment will find this video-sharing network to be a veritable treasure trove. TikTok provides a substantial number of materials that may be enjoyed by adolescents, regardless of whether they have a preference for cover songs or animals. The viewing of videos found on the internet that provide practical advice and instructions for day-to-day living is also fairly common. It's possible that the viewer may find many of these pointers and strategies useful and suitable (Attah et al., 2022).

Entertainment

A movie on the same subject can teach people just as effectively as a blog piece or lecture. Additionally, absorbing new knowledge is considerably simpler due to the innovative distribution style and captivating images. Viewers will be less likely to fall asleep if the video lasts one minute (Attah et al., 2022). Freedom of choice makes TikTok even more user-friendly. Here, the authors cover every conceivable topic. Consequently, people follow their preferred accounts based on their interests (Shabbir et al., 2021). What a wonderful approach to combine amusement with utility!

Education

Students now have an incredible chance to participate in expressive courses as a direct result of the development of social media platforms like TikTok (Shabbir et al., 2021). Platforms that allow users to watch videos online are useful for a wider audience than simply students. In order for academics to have a better understanding of the effects that TikTok has on youngsters, they must first explore how the platform may change the method in which teachers provide material to pupils (Martini et al., 2022). According to the findings of the study, academic institutions, educational administrators, and university lecturers can all benefit from TikTok due to the fact that anyone can search for professional information on TikTok, and there will always be a subject-matter expert making a video to spread knowledge. TikTok was developed by Musical.ly (Yuan et al., 2022).

Negative Side of the TikTok Application

Addiction

Feel-good neurochemicals like dopamine and serotonin are released by the brain in response to continuously watching video material over TikTok, researchers have noted about TikTok addiction (Maguire & Pellosmaa, 2022). A TikTok user may experience similar joy when they receive a like, remark, share, save, view, or follow. The urge for more and more TikTok activity and videos increases as the brain constantly depends on this kind of stimulus to produce pleasure (Zahra et al., 2022). Teenage TikTok addicts had greater rates of worry, tension, and sadness, as well as worse working memories than those who use the app less regularly, according to a survey of the app's users (Maguire & Pellosmaa, 2022). It may take months to repair the brain damage caused by TikTok and other social media addictions, and it may even result in longtime addiction (Fahruni et al., 2022).

The abuse of TikTok has many hazards in addition to its addiction. Compared to kids who spend less time browsing through social media, kids who spend more time in front of a screen have poorer levels of physical fitness, greater rates of obesity, and less healthy eating habits (Zahra et al., 2022). Constantly scrolling through video material diverts attention away from other hobbies and pursuits that might give young people the confidence and life skills they need to build a solid foundation for a successful and happy future (Husin et al., 2021). TikTok over-usage can divert attention from studying, reading, and performing well in assignments. Poorer performance and worse grades at school, as well as fewer professional options later in life, are often the results. Spending too much time on TikTok might also lead to arguments at home (Mumtazah, 2022). Parents could start to worry that their child's academic and social development are harmed by excessive screen time. Arguments that never end can also cause couples to fall apart due to TikTok addiction (Qin et al., 2022).

Sexual harassment

Researchers report concerning rates of online sexual harassment and cyberstalking among youngsters worldwide, with females being more impacted by this than boys (Puji Rahayu, 2022). This is in line with the sharp increase in the popularity of video-sharing applications like TikTok. According to the Zurich University of Applied Sciences (ZHAW) study, over half of the 1,000 teenagers polled had experienced sexual harassment online at least once, up from 19% in 2014 (Ebert et al., 2023). On average, girls are victims of the phenomenon 60% more often than boys (33%). A random person urged half of the harassed adolescent females to send their explicit pictures (Oktarini et al., 2022).

This study's primary historical context was the occurrence of persons who exposed themselves as sexual harassment victims in TikTok videos. Researchers have also seen a shift in how sexual harassment, formerly considered taboo, is now openly acknowledged by the victims on social media (SoRelle, 2021). Some people welcomed the TikTok videos because they thought that sexual harassment should no longer be considered an embarrassment that cannot be expressed in public settings. Sexual harassment is a shame that may have negative effects on one's reputation, their family's reputation, and self-image when the other still has the belief that it is improper to discuss it openly in public, regardless of whether one is the victim or the offender (Pomerantz & Field, 2022). Situations in the social environment and life experiences impact one's perception. It has been alleged that last year certain users started a trend on TikTok designating April 24 as a "national day" for committing rape and sexual assault (Septidiani, 2022). Other TikTok accounts have now tweeted warnings about the potential hazard after noticing this pattern (Ayu, 2022). In particular, about TikTok, the owners and the team behind this application urge the users to report the video as violent or containing inappropriate content if they see one that encourages rape, sexual assault, or other forms of violence (Ringrose et al., 2021).

Hate speech and bullying

The Internet has changed much of modern life, particularly in education. While learning and socializing for students can occur online, there are also drawbacks. Nearly three out of five American teenagers claim to have experienced internet

harassment or bullying, especially on video-sharing apps such as TikTok (Oktarini et al., 2022). Most young people believe that grownups are not doing enough to stop it. Online hate speech has proliferated, with racist, sexist, homophobic, and other hate speech occasionally resulting in physical injury or violence (Chen, 2021). It may be clear to take disciplinary action against the perpetrators of bullying or hate speech when it occurs in person on school property and to know how to support the victims. Taking the proper steps seems more ambiguous when online abuse occurs (Ivone et al., 2022).

Cyberbullying, also known as online bullying, shares many of the same traits as other forms of bullying that may occur in schools but occurs through cell phones or the Internet. It may be expressed through postings on social media, while playing video games, through direct communications, and in many more ways (Ibañez et al., 2021). According to studies on cyberbullying, 59% of teenagers say they have been the victim of the activity. The most common abusive actions include name-calling, spreading rumours, and getting graphic photographs they did not request (Cohen-Almagor, 2022). Cyberbullying is particularly disturbing due to its distinctive traits. Cyberbullies may follow pupils everywhere they go, whether at home or school. However, online bullying is easiest to carry out, especially on apps like TikTok, where it is hard to trace these individuals (Kansok-Dusche et al., 2022). Online bullies on TikTok may follow kids everywhere since many have access to smartphones around-the-clock, providing no sense of safety (Agrawal & Chakravarthy, 2022).

The victim cannot just go. Additionally, posts or statements may spread like wildfire and stay online eternally, making them more permanent and ubiquitous (Gabrielli et al., 2021). Since instructors and parents are unaware of pupils' online conversations, cyberbullying is also simpler to conceal from them. Most people who have used the Internet have encountered material that crosses the boundaries of morality or taste (Vizcaíno-Verdú & Aguaded, 2022). Chinese viral app is experiencing the same issues as other social networking sites. Teenage users of TikTok struggle to be shielded from harmful content. Although activists asked TikTok to implement improved safety protections, numerous researchers informed the Financial Times that they had found inappropriate content that looked to violate the platform's regulations (Phanomtip et al., 2021; Vizcaíno-Verdú & Aguaded, 2022).

Low self-esteem

People have a persistent need, whether it is conscious or not, to compare themselves to others, whether they are doing it in person or online. When one evaluates themselves in relation to others, they may disclose a tremendous amount about their abilities, personalities, and feelings (Savira et al., 2022). As a result, they have a different perspective on themselves. Nevertheless, in what ways may these comparisons be detrimental to them? A great deal is going to be determined by how many parallels can be found. The social media platforms TikTok and Instagram have made it simpler for users to evaluate the quality of their lives in relation to that of others in an attempt to boost their own spirits. When people compare themselves to those who are more successful, they have a tendency to feel inadequate and inferior. The social networking website that users spend the most time on has an effect on the linguistic choices they make (Amoda et al., 2022).

It is considered that the degree to which people compare themselves to others has an effect on their levels of motivation. Research that was carried out at Ruhr University in Bochum, Germany, found that the effects of social comparison reach their pinnacle at a certain threshold of perceived dissimilarity. For instance, if people have a high opinion of themselves in relation to other people, they will not be motivated to improve their own circumstances by increasing the amount of labor they do (Ozimek et al., 2022). On the other hand, if people think that they are not strong enough, they will not be driven to improve themselves since the goal will seem unachievable to them. Researchers have shown that once a person has reached or fallen below the ideal degree of the perceived difference between themselves and others, they cease to exert any effort, as identified by Savira et al. (2022).

When a user of TikTok compares himself unfavorably to other users who upload positive videos about themselves, they are more likely to have negative feelings and have lower levels of pride and self-esteem (Amoda et al., 2022). As a consequence of this, social comparisons have effect not just on human behaviors but also on the mental health. There is a possibility that inaccurate comparisons have developed as a result of the popularity of TikTok, which gives users the ability to produce films in which they are constantly performing at their best (Pruccoli et al., 2022).

According to the authors of the study, a rise in the amount of time spent on TikTok is associated with an increase in users' tendency to engage in social comparison with one another. According to Vall-Roqué et al. (2021) this kind of social comparison is linked to higher levels of social anxiety as well as lower levels of self-esteem. Researchers from the National University of Singapore came to the conclusion that these results made perfect sense when taking into account the fact that users of TikTok like to disclose relatively positive data about themselves (Zhang & Liu, 2021). They may do this by modifying their appearance with the use of filters, giving the impression that no one else has the same look as them. According to research carried out by TikTok, the platform's teenagers are more likely to engage in self-critical behavior after being exposed to online content in which successful people express the positive aspects of their lives (Chugh, 2022; Pop et al., 2022).

Conclusion

The usage of TikTok is undoubtedly advantageous; however, there are both advantages and disadvantages, according to this article's literature review. As a result, additional analysis and new models are required for its implementation in its operations. Social media use is not necessarily terrible or detrimental. According to a recent study, Generation-Z users of TikTok can establish a sense of self and significance due to ongoing social contact. However, there are still certain drawbacks if users do not utilize the program appropriately. TikTok was only intended as an app platform by its developers (Pop et al., 2022). Making it this way serves no purpose that people can comprehend. As a result, the user is ultimately responsible for the security flaws and the poor scores.

The TikTok application can still be a destination if users can exercise self-control and maintain the confidentiality of the data given because, with proper and intelligent usage, social media or an application platform may serve as a source of inspiration and information. Therefore, it is assumed that you will be an intelligent user that genuinely enjoys and follows the development of programs. What frequent exposure to digital technology, such as TikTok, is doing to the brain, especially young developing brains, is of great worry. According to Dr Julia Albright, "our attention spans are dropping." There is much material to take in, but more time is needed. Adult education is crucial if we want to teach our children about using TikTok and other social media apps correctly.

Everyone is motivated to compare their own worth to that of others by a number of different motives. TikTok users are shown more of these suggestions regardless of whether or not they wish to see them. People often incorporate both positive and constructive criticism from others into their evaluations of their own growth. Even while it's great to publish content that builds personal confidence and gets positive feedback, it's important to think about how your posts can influence other people. This is because other people might be negatively affected by what you post (Ryan, 2022). Particularly for young women, how teenagers view their physical appearance greatly impacts their sense of self-worth and self-esteem.

 Young people spend much time liking and commenting on other people's images and films while publishing their videos and photos on social media, especially TikTok. The younger generation of today places an unhealthy emphasis on their outward looks and places a heavy reliance on digital media such as pictures and videos as a means of self-expression. Moreover, people frequently alter or filter their images and videos, contributing to the social media landscape portraying looks that are impossible to achieve and often unrealistic. Due to the discrepancy between what adolescent social media users truly look like and how they perceive themselves to look, problems with body image and self-esteem may result. Particularly, there are several enhancements TikTok could do in the future. For instance, TikTok has the power to mandate name authentication for all youngsters, which requires that anyone under the age of 18 sign up for a TikTok account using a valid ID. This will enable the TikTok management team and the parents of the youngsters to more closely monitor and potentially rectify usage of the app.

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