



# Cultivating consciousness: Unveiling TikTok's detrimental effects on youth mindset and behaviour

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## ABSTRACT

TikTok, a burgeoning social media platform, has captured the interest of today's youth at an alarming rate. This research delves into the detrimental effect of TikTok content on the mindset and behaviour of young users, with a specific focus on its adverse implications. Its objective is to unveil the negative repercussions of TikTok on the youth psyche, particularly concerning self-esteem and body image, while also scrutinising its influence on behaviours like addiction and procrastination. The study stems from mounting concerns regarding TikTok's potential harm to young individuals and the necessity to comprehend the correlation between social media engagement and youth well-being. Quantitative data for this study was gathered via surveys among communication students at the Faculty of Leadership & Management (FKP), University Sains Islam Malaysia (USIM) Nilai, Negeri Sembilan. A total of 106 Bachelor of Communications with Honours students participated as respondents. The outcomes of this research could serve as a compass for students and parents, guiding them toward fostering a more balanced and responsible usage of TikTok among young users. Its significance lies in enlightening students about the mindful consumption of social media content and educating parents on TikTok's impact on their children. Ultimately, these findings aid in crafting official strategies to alleviate the negative repercussions of TikTok usage, thereby promoting a positive mindset and responsible conduct among the youth.

Keywords: ***TikTok, behaviour, mindset, youth, social media***

## INTRODUCTION

TikTok is a growing social media application popular in society, especially among young people, because of its unique short-form video format. With millions of users worldwide since its launch, TikTok's user base has grown significantly, not only for entertainment purposes but also in other aspects, such as politics and e-commerce (Mohd Pirdaus et al., 2024; Mohd Shurradin & Adnan, 2022). As of July 2022, TikTok has over one billion monthly active users globally (Doyle, 2022), making it one of the most popular social media applications with enormous potency to influence the mindset and behaviour of its users, for better or worse.

Youths form the biggest group of TikTok users and are the most easily influenced, many of whom are students. Thus, this study focuses on the Malaysian youth because youth health determines the future of any country and society. A weak mind will negatively impact personal growth, while a bad attitude will affect career, education, and social life. The short, three-minute videos on TikTok have the potential to distract youths from doing other important activities, including doing chores or finishing schoolwork. In a recent study, that involved 110 female and 130 male students aged 23 to 27, findings revealed that 31.25% of the students had a TikTok addiction while 87.5% used social media for more than two hours per day (Zulli & Zulli, 2020). This shows that the extensive use of social media such as TikTok can incapacitate the mindset and behaviour of the youth. This study focuses on the negative impact of TikTok on youth in terms of mindset, which is low self-esteem and body image concerns as well as behaviour, such as addiction and procrastination.

A systematic review by Conte et al. (2024) found that TikTok has an overall negative impact on youth mental health, highlighting risks such as addictive use, the spread of mental illness behaviours, and decreased self-esteem. Diol (2021) agreed that TikTok influences teenagers and young adult students, highlighting the application's common uses and its impact on their daily lives. Additionally, TikTok's algorithm-driven content delivery creates highly personalised user experiences, which can lead to echo chambers, reinforcing specific behaviours and mindsets among youth (Montag et al., 2021). Tiggemann and Slater (2013) examined the relationship between internet use, including social media platforms, and body image concerns among adolescent girls, relevant to understanding TikTok's impact. Based on these empirical studies that show a correlation between TikTok usage and changes in behaviour or mindset, this study hypothesises that TikTok has a significant negative impact on youth mindset and behaviour.

## PROBLEM STATEMENT

Youths today are very easily influenced by the content on TikTok. Previous studies have found that TikTok adversely affects youths by making them feel insecure and developing self-doubt as they compare their lifestyle with videos shown on TikTok. TikTok content that sets unrealistic social standards can agitate peace of mind and mental health leaving young viewers feeling unattractive and left behind. The state of one's ideas, feelings, and opinions about oneself is known as self-esteem. Savira et al. (2022) contended that

some teenagers who use TikTok develop low self-esteem because they see content that highlights their peers' accomplishments, lifestyles, fashion choices, as well as ideal body. Thus, the more content they consume, the more depressed they become. An individual's poor self-esteem and negative self-image can arise from comparing oneself continuously with other social media users. Additionally, TikTok videos that highlight social disparities can be an underlying cause of depression.

TikTok also has a negative influence on the behaviour of youths. TikTok, just like other social media applications, can create an addiction, especially among users who spend a lot of their time surfing TikTok daily. Excessive TikTok use among students can cause addiction, reduced study time, and health issues (Marwah, 2022). The brief duration of the short-form videos, typically under 60 seconds, is ideal for viewing on mobile devices and easy for users to share to multiple social media sites. People also use TikTok to record and transform key occasions or special moments into short videos. Even though this activity quite enjoyable, it can also develop into a form of social media addiction (Smith & Short, 2022) as short-form videos can capture the attention of young people and encourage continuous scrolling.

Compulsive social media use and addiction is positively related to procrastination, negatively impacting academic achievement and decision-making. Social media use significantly causes academic procrastination through internet addiction (Nwosu et al., 2020). Further, procrastination is detrimental on youths who should be more active and indulge in beneficial activities. In the context given, the present study aims to 1) to determine the impact of TikTok content on youth mindset, and 2) determine the impact of TikTok content on youth behaviour.

## LITERATURE REVIEW

### *Youth mindset*

A youth mindset can be regarded as a combination of innovative traits (leadership, creativity, self-efficacy, energy, and risk-propensity), a focus on personal convictions, and an "app mentality" that prioritises immediate answers. TikTok's impact on youth mindsets is a complicated and complex subject with broad consequences for varied personalities. In other words, TikTok content may have a wide range of effects on youths' attitudes, perceptions, and behaviour. Moreover, social media, both online and onsite, also affects their minds, the way they think, and their expressions, which leads to their behaviour and decision-making on what to do and not to do in life (Wuttaphan, 2022).

### *Self-esteem*

Attah et al. (2022) explained that self-esteem is an idea of self-measurement that is linked to an overall assessment of one's desirability (Papalia et al., 2004). Self-esteem also conveys how highly someone regards, accepts, admires, or treats oneself. A person's degree of self-esteem is determined by their level of knowledge and desirability (Orth & Robbin, 2014). According to Maslow's hierarchy of needs, there is a hierarchy of needs that must be met in increasing order: physiological needs like food and water, safety needs, social needs (love and belonging), esteem needs, and finally, self-actualisation. The theory states that achieving self-esteem is a developmental goal. As life satisfaction, motivation,

anxiety, and sadness are all correlated with self-esteem (Shi & Lin, 2021), having a low self-esteem can have a detrimental effect on one's mental health.

According to Fardousi et al. (2019), Liu (2021), and McLean et al. (2022), one of the consequences of social media consumption is the cultivation of self-doubt which can affect one's self-esteem. TikTok, for instance, has the potential to engender unreachable and unrealistic beauty standards, which can result in self-doubt and feelings of inadequacy as well as body image concerns (Fardousi et al., 2019). By highlighting fictitious lives and success stories, TikTok may also generate unreasonable expectations and unhappiness. These unhealthy comparisons interfere with the youth's mental health, well-being, and self-esteem. Mindsets have the power to change one's emotions, attention and perception, health and well-being, and behaviour by acting as a lens through which experiences are perceived and comprehended (Choukas-Bradley, 2022; Yeager & Dweck, 2018). In another study, Zhang (2022) found that the active and passive usage of TikTok by college students is favourably connected with self-esteem, but not substantially correlated with subjective well-being.

### *Youth behaviour*

Zhang (2022) highlighted that the recent COVID-19 pandemic had escalated the use of social media amongst youths as a tool for entertainment. Commenting and sharing posts on social media platforms has become a highly popular way for youths to interact with one another. Youths become easily hooked to short-form videos due to their easy accessibility as well as the quick and intense pleasure that a 15-second video provides. However, TikTok addiction can negatively affect learning motivation, psychological well-being, and personal functioning, as it stimulates the dopaminergic reward system and feeds feelings of insecurity and dependence. The dopaminergic reward system is the basis of addictive behaviours. Youths are particularly vulnerable to TikTok addiction as they inherently lack self-control, and the content of TikTok videos is highly appealing.

Athwal et al. (2019) claimed that users of TikTok mostly look for escapism and time-passing gratifications, but they also seek emotional and cognitive gratifications. These findings are consistent with those of Whiting and Williams (2013), who found that users scroll through social media to kill time. According to Mohamed et al. (2023), the average user spends about an hour per day on TikTok, and 63% of users would like a video that someone else had shared. Rathy (2023) concurred that TikTok's algorithm is perceived as harmful due to its tendency to manipulate users towards specific videos that increase their addiction to the platform.

### *The impact of TikTok on youth mindset and behaviour*

Bargh and McKenna (2003) found a favourable and statistically significant connection between social media use and mental disorders. Their research claims that instead of learning, students will spend most of their valuable time on social media. As they consume more social media content, they become more exposed to the personal lives of others, many of which are falsely presented or misrepresented. These fake lifestyles tend to erode the youth's budding sense of security, leading to psychological disorders in the long run. On the other hand, someone who exhibits a very high level of superficial self-esteem

can be categorised as narcissistic. This personality develops whenever a person gets too many compliments and has a large group of supporters rooting for his/her activities on social media that leads to egoism. Youths are in their developing mental and physical phases as they transit from childhood until adulthood. As such, overuse of social media can contribute to psychological problems including loneliness, frustration, anxiety, and depression. Additionally, youths on social media are vulnerable to online bullies who intimidate them and cause mental torment, loneliness as well as emotional and physical harm (Dar & Nagrath, 2022).

The use of TikTok is greatly motivated by social contact, self-expression, archiving, and peeking. As TikTok gained exponential growth in recent years, the platform generates a huge amount of content that can be viewed without requiring any registration or subscription, making it highly accessible to netizens. While TikTok provides entertainment and opportunities for creative expression, there are concerns about its impact on youth behaviour. Experts and studies have raised concerns about the potential negative impact of TikTok on youth behaviour. These concerns include the promotion of harmful content such as suicide and eating disorders, as well as the potential for addictive behaviour (Zhang, 2022). Additionally, TikTok exposes young users to a wide range of content that may not align with their values or promote healthy behaviours.

Furthermore, TikTok users who search for content that supports their pre-existing beliefs may create echo chambers as a result of algorithm-driven content recommendation systems. In this way, particular beliefs and interests, will further reinforce similar behaviours and beliefs. As a result, many argue that TikTok can have detrimental effects on youth behaviour, influencing their attitudes, values, and actions in ways that may not be beneficial for their overall well-being and development. Some of the negative impacts include the isolation and denial of family and self, while the prevalence of soft pornography on TikTok negatively affects teenagers' perception of relationships and self-worth. Another source highlighted the potential for cyberbullying and harassment on TikTok, which can negatively impact the mental health and well-being of young users.

## RESEARCH METHODOLOGY

This study employed a quantitative approach to investigate the impact of TikTok on youth mindset and behaviour. The research instrument was a survey that measured responses using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The scale included the mid-point rating because respondents may not be able to answer whether they agree or not with some of the survey items.

This study was conducted at the Faculty of Leadership and Management, University Sains Islam Malaysia that had a target population of 266 communication students. Based on the target population and sample size table of Krejcie & Morgan (1970, as cited in Chuan & Penyelidikan, 2006), the study sample consisted of 106 students (Table 1). This target population was chosen to represent the youth generation based on the age group of 15–24 (based on United Nations definition).

**Table 1.** Research target population and sample size by year

Year	Population	Sample Size
1st	64	28
2nd	71	31
3rd	61	26
4th	70	21
Total	266	106

The sample was selected using simple random sampling, where participants are chosen randomly by the researcher so that each person has an equal chance of being chosen from the target population (Rahman et al., 2022). The individuals chosen by the researcher as the sample were representative of the target population, which included 1st, 2nd, 3rd, and 4th years of communication students, as representing young TikTok users. The questionnaire survey was distributed to the communication students via Telegram and WhatsApp. A brief explanation of the study's aims was given together with the questionnaire and 106 respondents returned completed questionnaires.

The questionnaire, comprising 3 sections and 20 items, measured the impact of TikTok on youth mindset and youth behaviour (Table 2). The items were adopted and adapted from previous studies to suit the current study context. Section A looked at the demographics of the respondents (communication students) and their knowledge about TikTok. Section B contained items regarding the impact of TikTok on youth mindset and lastly, Section C contained items regarding the impact of TikTok on youth behaviour.

**Table 2.** Research instrument

Section	Variables	Sources	No of items	Reliability
A	Demographic profile	–	6	–
B	The negative impact of TikTok on youth mindset	Leeuwen (2023)	7	0.750
C	The negative impact of TikTok on youth behaviour	Leeuwen (2023)	7	0.816
TOTAL			20	

## FINDINGS AND DISCUSSION

### *Reliability*

The overall Cronbach alpha coefficient derived for the 20 items was 0.886. For the independent variable, TikTok usage (2 items), the value was 0.074, for the negative impact of TikTok on youth mindset (7 items), 0.750, and the negative impact of TikTok on youth behaviour (7 items), 0.816. As all Cronbach alpha values for all the variables were more than 0.7, this illustrates that convergent validity and internal consistency reliability was established (Ursachi et al., 2015) for the questionnaire (Table 3).

**Table 3.** Cronbach test results for questionnaire

	No of Items	Items	Reliability (n=106)
TikTok Application	2	<ol style="list-style-type: none"> <li>1. Do you have TikTok app?</li> <li>2. How often do you use TikTok?</li> </ol>	0.074
Youth Mindset	7	<ol style="list-style-type: none"> <li>1. I am aware of the potential negative impact of TikTok on the mindset of youth.</li> <li>2. TikTok has negatively impacted the self-esteem of the youth.</li> <li>3. Youth on TikTok often engage in social comparison, affecting their self-esteem.</li> <li>4. Content on TikTok contributes to unrealistic beauty standards, negatively impacting youth's body image.</li> <li>5. The young generation feel pressure to conform to certain standards portrayed on TikTok.</li> <li>6. TikTok usage has affected the involvement of youth in offline activities due to self-esteem or body image concerns.</li> <li>7. Youth often compare themselves to their peers on TikTok, leading to self-esteem issues.</li> </ol>	0.075
Youth Behaviour	7	<ol style="list-style-type: none"> <li>1. I am aware of the potential negative impact of TikTok on the behaviour of youth.</li> <li>2. Youth often find themselves addicted to using TikTok.</li> <li>3. TikTok usage has led to youth spending excessive amounts of time on the platform.</li> <li>4. Youth tend to procrastinate on their responsibilities or tasks due to TikTok usage.</li> <li>5. TikTok usage negatively impacts the productivity, of youth in their daily lives.</li> <li>6. Youth are aware of their TikTok usage becoming addictive but find it challenging to reduce it.</li> <li>7. TikTok usage affects the sleep patterns of youth due to late-night engagement with the platform.</li> </ol>	0.816

### *Demographics*

The study sample comprised 58 male respondents (54.7%) and 48 females (45.3%). The age of the respondents ranged from 18 years old to 29 years old. The highest percentage of the respondents was from the 21 to 23 age group (50.9%) (54 respondents), followed by the 26 to 26 age group (25.5%) (27 respondents), the 18 to 20 age group (22.6%) (24 respondents) and lowest percentage, the 27 to 29 age group (0.9%) (1 respondent). Of the 106 respondents, 26.4% was 1st year students (28 students), 29.2% was 2nd year (31%), 24.5% was 3rd year (26 respondents) and lastly, 19.8% was 4th year students (21 respondents).

**Table 4.** Distribution of respondents (n=106), according to gender, age and year of study

Items	Frequency	Percentage (%)
Gender		
Male	58	54.7
Female	48	45.3
Age		
18–20	24	22.6
21–23	54	50.9
24–26	27	25.5
27–29	1	0.9
Year of study		
1 <sup>st</sup> year	28	26.4
2 <sup>nd</sup> year	31	29.2
3 <sup>rd</sup> year	26	24.5
4 <sup>th</sup> year	21	19.8

### *TikTok application*

The respondents were asked about their use of the TikTok application. The majority (97.2%) (103 respondents) responded that they have TikTok on their smartphone while only 2.8% (3 respondents) did not have the application. The questionnaire also asked about the frequency of TikTok use: “How often do you use TikTok?” The majority of the respondents (34.9%) (37 respondents) scrolled through TikTok several times a day, 21.7% (23 respondents) only once a day, while 20.8% (22 respondents) each, only a few times a week or a few times a month. The remaining, 1.9% (2 respondents) rarely used TikTok. In addition, the survey also asked whether respondents agreed that TikTok could have a negative impact on the mindset and behaviour of youth, and the majority of respondents agreed with the statement while a few disagreed.

**Table 5.** TikTok usage

Items	Frequency	Percentage (%)
Do you have TikTok app?		
Yes	103	97.2
No	3	2.8
How often do you use TikTok?		
Several times a day	37	34.9
Once a day	23	21.7
A few times a week	22	20.8
A few times a month	22	20.8
Rarely	2	1.9
Do you agree TikTok can have negative impact on mindset and behaviour of youth?		
Yes	101	95.3
No	5	4.7

### *The negative impact of TikTok on youth mindset*

Table 6 provides the mean (M) and standard deviation (SD) of seven items that measured the extent of TikTok impact on the youth mindset. The results show that items 5, 2, and 6 have higher means, with M: 4.575 (SD: 0.780), M: 4.386 (SD: 0.834), and M: 4.047 (SD:

0.855), respectively. This suggests that the respondents felt more pressured to adapt or behave to a certain standard reflected on TikTok, which affects self-esteem. According to Martinez et al. (2024), TikTok use among college students may negatively affect their sense of self-validation, belonging, and self-esteem. On the other hand, items 4, 3, and 7 have lower means, with M: 3.820 (SD: 0.993), M: 3.830 (SD: 0.930), and M: 3.858 (SD: 0.773), respectively. This implies that respondents had a lower perception of body image concerns and social comparison on TikTok.

**Table 6.** Mean (M) and standard deviation (SD) (N=106) for items measuring the negative impact of TikTok on youth mindset

Items	Mean	Std Deviation
1. I am aware of the potential negative impact of TikTok on the behaviour of youth.	4.056	0.582
2. TikTok has negatively impacted the self-esteem of the youth.	4.386	0.834
3. Youth on TikTok often engage in social comparison, affecting their self-esteem	3.830	0.930
4. Content on TikTok contributes to unrealistic beauty standards, negatively impacting youth's body image.	3.820	0.993
5. The young generation feels pressure to conform to certain standards portrayed on TikTok.	4.575	0.780
6. TikTok usage has affected the involvement of youth in offline activities due to self-esteem or body image concerns.	4.047	0.855
7. Youth often compare themselves to their peers on TikTok, leading to self-esteem issues.	3.858	0.773

### *The negative impact of TikTok on youth behaviour*

Table 7 shows the mean (M) and standard deviation (SD) of 7 items on the negative impact of TikTok on youth behaviour. Items 2, 3, and 6 have higher means, with M: 4.471 (SD: 0.785), M: 4.462 (SD:0.745), and M: 4.358 (SD:0.664), respectively. This suggests that most of the respondents were addicted to TikTok. Unlike other social media applications like Instagram that are more boring, TikTok's addictive qualities serve as a distraction and getaway for young adult users, providing a relative respite from everyday life challenges or problems (Pitt, 2023). On the other hand, items 5, 1, and 7 have lower means, with M: 3.745 (SD: 0.851), M: 3.896 (SD: 0.791), and M: 4.311 (SD: 0.708) respectively.

**Table 7.** Mean (M) and standard deviation (SD) (N=106) for items measuring the negative impact of TikTok on youth behaviour

Items	Mean	Std Deviation
1. I am aware of the potential negative impact of TikTok on the behaviour of youth.	3.896	0.791
2. Youth often find themselves addicted to using TikTok.	4.471	0.783
3. TikTok usage has led to youth spending excessive amounts of time on the platform.	4.462	0.745
4. Youth tend to procrastinate on their responsibilities or task due to TikTok usage.	4.254	0.956

**Table 7.** (con't)

	Items	Mean	Std Deviation
5.	TikTok usage negatively impacts the productivity of youth in their daily lives addictive but find it challenging to reduce it.	3.745	0.851
6.	Youth are aware of their TikTok usage becoming.	4.358	0.664
7.	TikTok usage affects the sleep patterns of youth due to late- night engagement with the platform.	4.311	0.708

### *Regression analysis*

The study explored the potential impact of TikTok usage on the mindset of youth (variable B) using a simple linear regression model. The results of the linear regression analysis as shown in Table 8 did not reveal a statistically significant model ( $F = 0.338$ ), indicating an absence of a significant effect of TikTok usage on youth mindset. The correlation coefficient ( $R = -0.094$ ) suggests a very weak negative association between TikTok usage and youth mindset, although this relationship did not reach conventional significance levels. This finding contradicts earlier research that indicate TikTok can hurt self-esteem, and negatively influence body image, particularly among youths (Liu, 2021; Mohamed et al., 2023).

Furthermore, the regression coefficient (Table 8) for TikTok usage was found to be  $-0.02$ , with a standard error of  $0.03$ . This implies that, on average, a one-unit increase in TikTok usage is associated with a decrease of  $0.02$  units in youth mindset, although this effect is not statistically significant ( $t(104) = -0.094, p = 0.338$ ).

In conclusion, the  $p$ -value of  $0.338$  suggests an absence of a significant effect of TikTok usage on youth mindset in this study. The correlation coefficient of  $-0.094$  implies a weak negative association is observed, but caution should be exercised in interpreting this finding due to its lack of statistical significance. This indirectly rejects the general perception that youth's mental health (mindset) can be negatively affected through the constant use of TikTok.

**Table 8.** Summary of regression model results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.094 <sup>a</sup>	.009	-0.01	3.67862

**Table 9.** Results of ANOVA test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12.544	1	12.544	0.927	0.338 <sup>b</sup>
Residual	1407.352	104	13.532		
Total	1419.896	105			

<sup>a</sup>Predictors: (Constant), TikTok

<sup>b</sup>Dependent variable: Youth mindset

Table 9 shows that the  $F$  value derived is  $0.927$  with an insignificance at  $0.338$ .

**Table 10.** The coefficient results

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	b	Std. Error	Beta		
1 (constant)	30.144	1.667	-0.094	18.079	18.079
TikTok	-0.278	0.289		-0.963	-0.963

<sup>a</sup>Dependent Variable: Youth Mindset

The statistical analysis results in Table 11 and 12 reveals a non-significant result for the impact of TikTok on youth behaviour, as indicated by the *p*-value of 0.791, which surpasses conventional significance levels. Based on Table 13, the correlation coefficient value of *R* (-0.026) suggests a negligible and non-significant association between TikTok usage and youth behaviour, thus contradicting past findings that found TikTok’s advanced algorithm and system quality contributing to its addictive nature, particularly among adolescents (Qin et al., 2022).

In interpreting these outcomes, the researchers conclude that there is no significant effect of TikTok on youth mindset and behaviour, thus also rejecting the null hypothesis. To further enrich the analysis, the researchers suggest exploring potential nuances within subgroups, evaluating the adequacy of the sample size, scrutinising the study design, and discussing the broader implications of the non-significant findings. However, the paper underscores the understanding that statistical non-significance does not negate the potential for differences, but instead signals a need for cautious interpretation and a consideration of future research avenues.

The reliability of the variable “Youth Behaviour” is supported by the Cronbach’s alpha value exceeding 0.7. This indicates that the measurement instrument used to assess Youth Behavior demonstrates internal consistency and reliability, even though the observed effect of TikTok may not be statistically significant.

The evaluation of the impact of TikTok on mindset and behaviour is multifaceted and not as straightforward. While there are concerns about the potential negative effects of excessive TikTok use, it is important to consider that the platform can also have positive influences and provide opportunities for self-expression, creativity, and community building. Moreover, it is crucial to recognise that the impact of TikTok on mindset and behaviour can vary from individual to individual (Varmazyar & Cardama, 2023).

**Table 11.** Summary of regression model results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.026 <sup>a</sup>	.001	-0.09	3.832238

<sup>a</sup>Predictors (Constant), TikTok

**Table 12.** The ANOVA test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.041	1	1.041	0.071	0.791 <sup>b</sup>
Residual	1527.459	104	14.687		
Total	1419.896	105			

<sup>b</sup>Predictors: (Constant), TikTok

<sup>c</sup>Dependent Variable: Youth Behaviour

Table 12 shows that the F-value in the ANOVA test is 0.071 with a significance at 0.791.

**Table 13.** The coefficient results

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	b	Std. Error	Beta		
1 (constant)	29.952	1.737		17.243	0.000
TikTok	-0.080	0.301	-0.026	-0.963	0.791

<sup>a</sup>Dependent Variable: Youth Behaviour

## CONCLUSION

While the simple linear regression analysis demonstrated that the relationship between TikTok use and effect on youth mindset and behaviour is not significant, this does not render the study irrelevant but instead, it suggests that TikTok does not necessarily have only negative implications on the mindset and behaviour of youths. For instance, Irfan et al. (2020) adapted a survey—originally designed to raise awareness about the harmful effects of substance abuse on individuals and their families—in order to investigate how TikTok influences users' mindsets and behaviors.

While TikTok is a phenomenal representation of its time, it is important to examine its impact on youth mindset and behaviour. There are varying opinions on the impact that TikTok has on youth mindset and behaviour (Zhang, 2022). Some argue that TikTok has a negative effect on youths' mindset and behaviour, citing concerns such as addiction, cyberbullying, and promotion of unrealistic beauty standards. Others, however, argue that TikTok does not necessarily have negative implications. This study makes a significant point in the importance of youths not being addicted to TikTok content and influenced by bad values or ideas.

Many people use TikTok for entertainment purposes and are able to differentiate between the content consumed and their personal beliefs and values (Guo, 2022). Furthermore, these individuals believe that their mindset and behaviour are influenced by a multitude of factors and cannot be solely attributed to TikTok or any single app (Zhang, 2022). Therefore, it is essential to consider multiple perspectives and conduct further research to fully understand the impact of TikTok on youth mindset and behaviour.

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