

# FROM SCROLLING TO STUDYING: THE INFLUENCE OF TIKTOK ON STUDENTS CONCENTRATION AND LEARNING MOTIVATION



KATHERINE ANNE D. FADEROGA, RL  
CO-AUTHORS: CLARISSA A. VALENCIA, MARY  
ROSE NAVARRO, RL, MLIS & MA. LINDIE D.  
MASALINTO, RL, PHD

# INTRODUCTION



# WHY THIS STUDY IS IMPORTANT?

- Few studies have specifically examined TikTok's influence on students' concentration and learning motivation in a private university.

Understanding its influence is critical to:

- ◆ Clarify the link between social media use and academic behavior.
  - ◆ Identify both the benefits and risks of TikTok in education.
  - ◆ Provide insights for future policies and instructional practices.
- Serves as a basis for future research and academic strategies.





# FRAMEWORK



## KATZ AND BLUMLER'S USES AND GRATIFICATIONS THEORY

People are active participants who select media based on their personal needs—whether for information, entertainment, social connection, or self-expression.



## JOHN SWELLER'S COGNITIVE LOAD THEORY

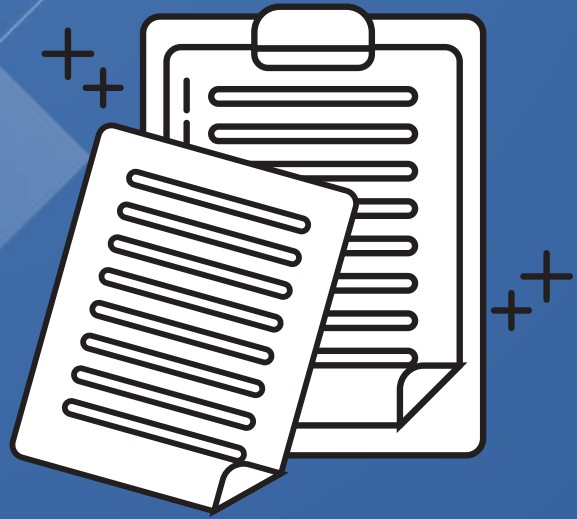
Effective learning occurs when instructional materials are structured to manage the brain's limited working memory, ensuring learners can process and retain new information efficiently.

# OBJECTIVES

1. Identify the profile of the respondents in terms of age, gender, year level and program enrolled.
2. Determine the perceived influence of TikTok on the concentration level of the respondents.
3. Determine the perceived influence of TikTok on the learning motivation of the respondents.
4. Assess whether there is a significant difference in the perceived influence of TikTok on concentration levels when the respondents are grouped according to their profile variables.
5. Assess whether there is a significant difference in the perceived influence of TikTok on learning motivation when the respondents are grouped according to their profile variables.
6. Examine the relationship between the respondents' concentration level and learning motivation as influenced by TikTok.



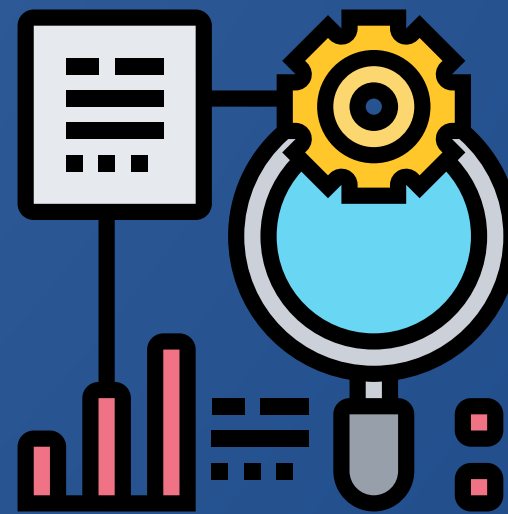
# METHODOLOGY



**Descriptive-Correlational**

**104 Students in a Private University**

**Self-Made Questionnaire**



**Cronbach's Alpha Reliability**

- .787 (acceptable) for level of concentration
- .741 (acceptable) for learning motivation

**Data Analysis**

- Frequency and Percentage
- Weighted Mean
- ANOVA
- Pearson R Moment Correlation Coefficient

**Ethical Considerations**

- Informed Consent Obtained
- Confidentiality and Anonymity Assured
- Voluntary Participation

# RESULTS AND DISCUSSION



## Age

21-24 Years Old



## Gender

Female

## Year Level



2<sup>ND</sup> Year Level

## Program Enrolled

Bachelor of Secondary Education

Program



# RESULTS AND DISCUSSION



## PERCEIVED INFLUENCE OF TIKTOK ON THE CONCENTRATION LEVEL

TikTok is primarily used for relaxation, and it may also contribute positively to students' ability to refocus and maintain concentration especially when used in moderation and during study breaks.



## PERCEIVED INFLUENCE OF TIKTOK ON THE LEARNING MOTIVATION

TikTok, despite drawbacks, the platform's educational and peer-centered content appears to enhance students' motivation when used in a balanced and purposeful way.

# RESULTS AND DISCUSSION



Regardless of the respondents' age, gender, year level and program, the perceived level of influence of Tiktok on their concentration is the same.



Regardless of the respondents' age, gender, year level and program, the perceived level of influence of Tiktok on their learning motivation is the same.



The higher the level of influence of Tiktok on concentration, the higher the level of its influence on learning motivation as perceived by the respondents.





# CONCLUSIONS

TikTok influences both concentration and learning motivation of the students, especially when used moderately and purposefully.



# IMPLICATIONS

Educators, students, and institutions should promote mindful use of TikTok by prioritizing educational and motivational content to support academic performance.



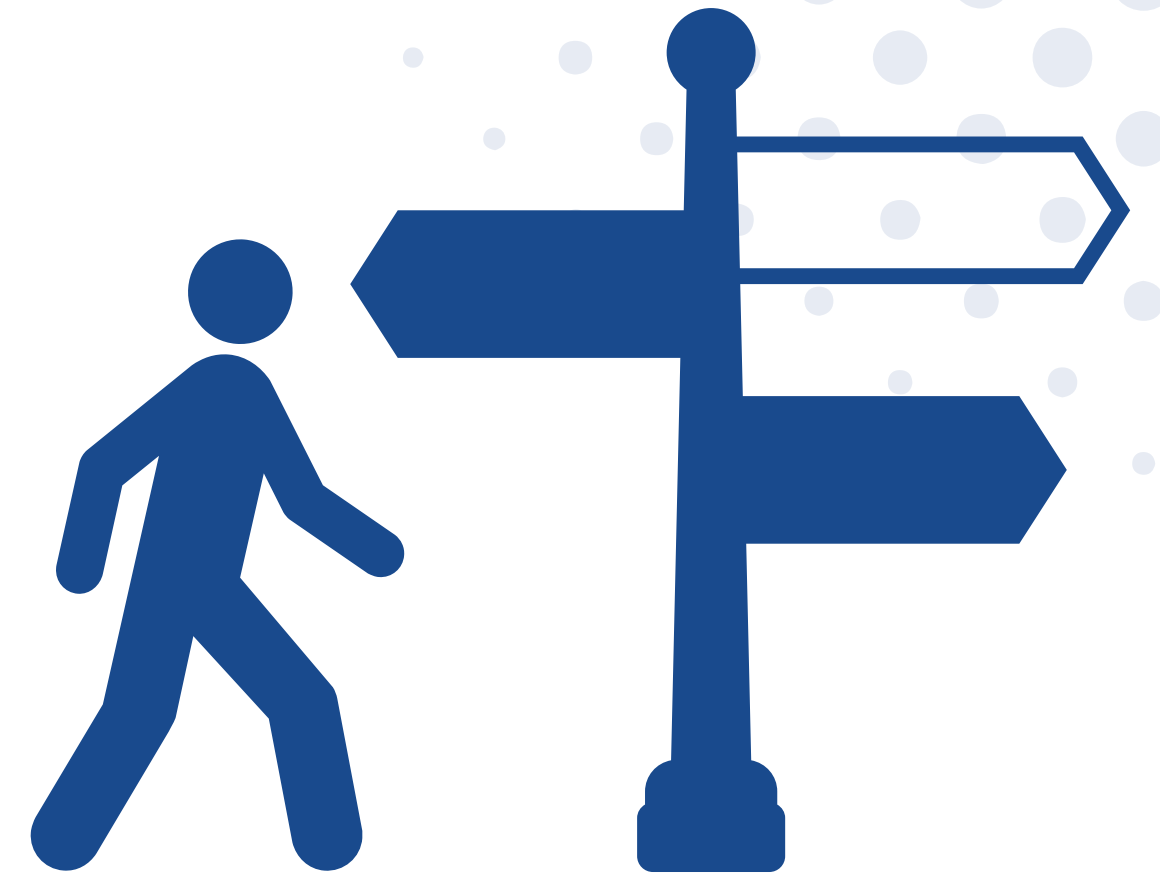
# FUTURE DIRECTIONS

## Integrating Social Media in Learning

Explore structured ways to incorporate TikTok and similar platforms into academic routines without compromising deep learning.

## Policy and Institutional Frameworks

Develop guidelines and policies that balance educational opportunities of social media with risks of distraction and overuse.



## Balancing Entertainment and Education

Encourage content and strategies that merge TikTok's engaging format with meaningful learning outcomes.

## Further Research and Innovation

Conduct longitudinal and comparative studies to understand TikTok's long-term impact and its relation to other digital platforms.





# THANK YOU!



**KATHERINE ANNE D. FADEROGA, RL**

UPH- Dr. Jose G. Tamayo Medical University



faderoga1108@gmail.com