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

This descriptive-correlational study investigated how TikTok influences students' concentration and motivation to learn. A validated and pilot-tested questionnaire was given to 104 students. The findings revealed that TikTok had a considerable positive effect on both concentration and learning motivation. These findings remained the same across gender, age, and program enrolled. Given that TikTok can help students regain their attention and motivation when used appropriately, it is not as beneficial for long-term learning. Educators and students alike are urged to use the platform purposefully in conjunction with conventional learning methods.

Keywords: TikTok; concentration; learning motivation

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ВІД СКРОЛІНГУ ДО НАВЧАННЯ: ВПЛИВ ТІКТОК НА КОНЦЕНТРАЦІЮ ТА МОТИВАЦІЮ ДО НАВЧАННЯ СТУДЕНТІВ

Це описово-кореляційне дослідження вивчало, як TikTok впливає на концентрацію та мотивацію студентів до навчання. 104 студентам університету було надано валідовану та пілотну анкету. Результати показали, що TikTok мав значний позитивний вплив як на концентрацію, так і на мотивацію до навчання. Ці результати залишилися незмінними незалежно від статі, віку та програми навчання. Враховуючи, що TikTok може допомогти студентам відновити увагу та мотивацію за умови правильного використання, він не такий корисний для глибокого або довгострокового навчання. Викладачам та студентам рекомендується використовувати платформу цілеспрямовано в поєднанні з традиційними методами навчання.

Ключові слова: TikTok; концентрація; мотивація до навчання

Social media platforms are now a vital part of students' everyday lives, influencing how they learn, focus, and stay motivated. TikTok stands out among these platforms due to its short video format, powerful algorithm, and global wide reach particularly among younger users. While it provides educational information and entertainment, there are concerns that it could

disrupt students from their academic work. This study examines how engaging with TikTok influences students' concentration levels and learning motivation, as well as whether these impacts vary by demographic.

A descriptive-correlational study design was adopted. 104 students from various disciplines and year levels were picked at random. The data were gathered through a validated and pilot-tested questionnaire, which ensured reliability and clarity. Ethical factors such as informed consent and confidentiality were rigorously observed. Descriptive statistics, ANOVA, and Pearson correlation were employed to analyze both differences and relationships between variables.

Most of those surveyed were between the ages of 21 and 24, with the majority of them being identified as female and enrolled in their second year of study. Students said that taking a couple minutes on TikTok allowed them to relax and regain their focus, while motivational and educational content increased their desire to learn. In contrast, the platform's short video format was deemed less suitable for deep learning. The overall mean for TikTok's influence on focus was 2.98, while the average for motivation was 3.10. There were no significant differences based on gender, age, or academic year. The study found a moderate positive correlation ($r = .565$, $p < .01$) between TikTok's influence on concentration and learning motivation.

The findings indicate that TikTok, when used in moderation and with a goal in mind, can help in short-term concentration and learning motivation. While educational and motivational videos appear to assist students, the platform is less effective at developing critical thinking or in-depth learning. To get the most out of TikTok, students should combine it with other study methods, while educators can utilize it as a supplement to their teaching. Overall, TikTok's dual position as both a distraction and a motivational tool requires thoughtful involvement and supervised use in academic settings.