

**THE INFLUENCE OF TIKTOK TRENDS ON THE SOCIAL BEHAVIOUR OF
NIGERIAN YOUTHS: A STUDY OF YABATECH**

BY

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TO

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CERTIFICATION

This is to certify that this research work titled the Influence of TikTok Trends on the Social Behaviour of Nigerian Youths: A Study of Yabatech, was carried out by Rufai, Olawale Abdullahi from the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria and has been done well according to the guideline for project submission in Mass Communication Department, Mountain Top University, under my supervision.

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DEDICATION

This research work is dedicated to God Almighty, who has seen me through all my days in Mountain Top University, as an undergraduate.

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TABLE OF CONTENTS

Title page.....	I
Certification.....	II
Dedication.....	III
Acknowledgments.....	IV
Table of contents.....	V
Abstract.....	VIII

CHAPTER ONE: INTRODUCTION

1.1 Background of the study.....	1
1.2 Statement of the problem.....	3
1.3 Objectives of the study.....	3
1.4 Research questions.....	4
1.5 Significance of the study.....	4
1.6 Scope of the study.....	4
1.7 Operational definition of terms.....	4

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction.....	5
2.2 Conceptual Framework.....	5
2.2.1 History of Social media.....	5
2.2.2 The Evolution of TikTok.....	8
2.2.4TikTok addiction among its users.....	10
2.2.3 The Usefulness of Tikok.....	11
2.2.5 TikTok trends and Nigerian Youths.....	12
2.2.5.1 The Silhouette Challenge and its Promotion of Nudity among Nigerian Youths....	13
2.2.5.2 The Joeboy Alcohol Challenge and its Promotion of Alcoholism among Nigerian Youths	14

2.2.5.3 The Ali challenge and its promotion of internet fraud among Nigerian Youths.....	16
2.2.6 Factors that led to Nigerian youths’ participation in TikTok trends.....	18
2.2.7 Ways the Nigerian Government can choose the TikTok trends Nigerian Youths Participate in.....	19
2.3 Theoretical Framework.....	20
2.3.1 Social Learning Theory.....	20
2.3.2 Theory of Planned Behaviour.....	21
2.4 Empirical Review.....	25
2.5 Summary of Literature Review.....	26

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction.....	26
3.2 Research Design.....	26
3.3 Research Instrument.....	26
3.4 Population of Study.....	26
3.5 Sample Size.....	27
3.6 Sampling Technique.....	27
3.7 Method of Data Collection.....	28
3.8 Validity and Reliability of Research Instrument.....	28
3.9 Method of Data Analysis.....	28

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction.....	29
4.2 Socio-Demographic characteristics of respondents.....	29
4.3 Research Data Analysis.....	30
4.4 Discussion of Findings	37

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction.....	40
5.2 Summary.....	40
5.3 Conclusion.....	41
5.3 Recommendations.....	41
5.4 Contributions of Study.....	42
5.5 Suggestions for Further Studies.....	42
5.6 Limitations of Study.....	42
5.7 References.....	43
5.8 Appendix.....	51

ABSTRACT

This study is based on The Influence of TikTok Trends on the Social behaviour of Nigerian Youths: A study of Yabatech. The aim of this study was to find out the influence of TikTok trends on the social behaviour of Nigerian youths. The TikTok trends selected for this study are The Silhouette Challenge, Joeboy Alcohol Challenge and The Ali go to school Challenge. The study adopted survey design. The instrument of data collection used was the structured questionnaire, distributed to a sample size of 390 students out of the 16,000 students of Yabatech. The simple random sampling technique and the convenience sampling technique are the sampling techniques used in this study. Two theories were adopted in the study, namely: Social Learning Theory and The Theory of Planned Behaviour. The data gathered was thereafter analyzed, presented and interpreted using the descriptive data analysis technique; by presenting the data in tables. The findings of results of the study showed that the selected TikTok trends use in this study has an influence on the social behaviour of Nigerian youths in one way or the other. 25.6% of the respondents strongly agreed that TikTok trends promote social vices. Nigerian youths engage themselves in trends that are time-consuming, energy draining and sometimes cost money, because they want to be famous and they want to act like their peers. This project therefore recommends that the Nigerian government should closely monitor and adequately regulate TikTok trends in other not to destroy the moral and social behaviour of Nigerian youths.

Keywords: *Influence, TikTok Trends, Social Behaviour, Nigerian Youths.*

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