

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The development of new digital social media platforms throughout the first decade of the twenty-first century significantly changed how many people communicate and exchange information (Unwin, 2012 cited in Yunusa et al, 2020). ‘Social media is not really ‘new’ (Carton, 2009). Social media's origin can be seen in the development of the telephone and telegraph as tools for social communication. Tuten and Solomon (2015) states that social media are the online methods of communication, transmission, collaboration, and nurturing among interlinked and interdependent networks of people, communities, and enterprises strengthened by technical capabilities.

Social networking websites are web-based services that let users create a public or semi-public profile within a constrained system, list other users with whom they are connected, and browse and navigate both their list of connections and those made by others within the system. (Liu et al, 2010). There are various social networking sites such as Facebook, Twitter, Instagram, TikTok, e.t.c. A Chinese company by the name of ByteDance Ltd is the owner of the social networking site “TikTok”, also known as Duoyin in China. TikTok was founded in 2016 by Zhang Yiming with the express purpose of giving users a platform to quickly generate contents. According to its website, TikTok aims to encourage users' creativity and spread joy. TikTok exceeded two billion mobile downloads in October 2020.

According to reports, TikTok will have one billion users by September 2021. After Zoom and Peacock, Morning Consult lists TikTok as the third fast rising brand of 2020. 49 % of TikTok users are between the ages of 16 and 24 (Kaur ,2020). With the use of background music and effects, users of TikTok may make quick videos that they can speed up or slowed down and lip-synch to. The various trends on TikTok, such as the #milkcratechallenge and #blackoutchallenge, are well-known.

The overall direction that something tends to move is known as a trend.. An individual or a group of people create a trend, and other people will inevitably follow suit. Trends are temporary in nature, they come and go. Guo (2021), states that “There is a high chance that people will go viral just because of one video, and that is exactly what this kind of system does”. People do all in their power to participate in any TikTok trend that is accessible, regardless of the theme, since they want to go viral.

There are two types of trends. These are trends with a positive theme and trends with a negative theme. Trends with a positive theme are those that have a positive influence on participants' social behaviour, whereas trends with a negative theme have a negative influence on participants' social behaviour. The "blackout challenge," which involves participants holding their breath till they faint is a trend with a negative theme. Positively themed trends include those that support other cultures, such as Yoruba, Igbo, and other ethnicities. TikTok has a good side and a bad side but youths tend to follow the lead of the bad side. Rajeev & Jobilal (2015) cited in Adegboyega (2020) states that young people tend to utilize social media's negative aspects more often than their positive ones. Some people use TikTok to learn new talents like baking, painting, and cooking, while others use it for activities that have a negative impact on their social behaviour.

According to Kaplan & Haenlein (2010), cited in Adegboyega (2020), Social behaviour is a part of human psychology against unacceptable behaviours. It focuses on a person's attitude, perception, response, and disposition toward those around him. A person's behaviour that influences another person's conduct is referred to as social behaviour. Positive or negative social behaviours are possible. Positive social behaviors are valued in a society whereas negative social behaviors are not.

1.2 Statement of problem

Since TikTok's rise in popularity in Nigeria, during the Coronavirus pandemic in 2020, Nigerian youths have participated in different trends such as the buss it challenge, milk crate challenge, alcohol challenge, silhouette challenge, amongst others. Some of these trends promote nudity, drug use, violence, waste of resources, suicide, internet fraud and other vices that are not acceptable in the society. The alcohol challenge for example featured ladies who were pouring substances like detergent, palm oil, melon soup, e.t.c on their body for trend sake. Lowisz (2014) cited in Adegboyega (2020) express that instead of using social media for positive communication and the benefits of connectivity, youths use it to the contrary.

The main essence of social media is to interact and connect with people but Nigerian youths are using it to the contrary. The media concocts reality for its viewers and they tend to imitate what they see on the media. An individual sees a trend on TikTok, he or she participates in the trend not minding if the trend is acceptable to the society or not. Nigeria is a country where strong moral values are not undermined and TikTok trends are polluting the behaviour of our youths. Internet fraudsters now show off on TikTok because of trends. These trends are decaying the Nigerian society bit by bit and something has to be done. In order to create a socially and morally upright society, the Nigerian government must play a significant role in making sure that limitations are placed on the TikTok trends that Nigerian youth engage in. The kernel of this study is to find out how these TikTok trends influence the social behaviour of Nigerian youths.

1.3 Objectives of study

The general objective of the study is to ascertain the influence of TikTok trends on the social behaviour of Nigerian youths. Specifically sought out to:

1. find out the type of TikTok trends Nigerian youths participate in.
2. examine the influence of TikTok trends on the social behaviour of Nigerian youths.
3. ascertain the factors leading to Nigerian youths' participation in TikTok trends.

4.determine the ways the Nigerian government can help Nigerian youths in choosing the right TikTok trends.

1.4 Research questions

1. What type of TikTok trends do Nigerian youths participate in?
2. What is the influence of TikTok trends on the social behaviour of Nigerian youths?
3. What are the factors leading Nigerian youths into participating in TikTok trends?
4. In what ways can the Nigerian government help the Nigerian youths in choosing the right TikTok trends?

1.5 Significance of study

This research study is important to the academic community because it stands as a stepping stone to provide literature for any study related to TikTok trends and social behaviour of Nigerian youths. This study will help the government devise ways of guiding Nigerian youths on how to choose the right TikTok trend. This study will bring a deeper knowledge of what TikTok is all about. It will also help parents to guide their children on the TikTok trends they should participate in.

1.6 Scope of the study

In examining the influence of TikTok trends on the social behaviour of Nigerian youths, this study would focus on students of Yaba College of Technology (YABATECH). The age of the respondents would range from 18-35.

1.7 Operational definition of terms

Influence: This refers to the cognitive factor that tends to have an effect on what an individual does.

TikTok: This is a social networking platform where Nigerian youths participate in different trends.

Trends: These are the different programmes that Nigerian youths participate in on TikTok. e.g.

#Aligotoschoolchallenge

Social behaviour: This is an attitude Nigerian youths display in the society.

Youth: This is a state of immaturity and naivety.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter entails the conceptual framework of the research study. “The influence of TikTok trends on the social behaviour of Nigerian youths”. Therefore, the gathering of relevant data and breaking down of concepts by the researcher will give a better understanding of the study. The Social Learning Theory and the Theory of Planned Behaviour were used to build the theoretical framework of this study.

2.2 Conceptual Review

The concepts to be reviewed in this chapter for further understanding are:

1. History of Social media
2. The evolution of TikTok
3. TikTok addiction among its users
4. The usefulness of TikTok
5. TikTok trends and Nigerian youths
 - I. The Silhouette challenge and its promotion of Nudity in Nigeria
 - ii. The Joeboy Alcohol challenge and alcoholism among Nigerian youths
 - iii. Ali Challenge and the rise in Internet fraud among Nigerian youths
6. Factors that led to Nigerian youths participation in TikTok trends
7. Ways the Nigerian government can choose the right TikTok trends for people to participate in

2.2.1 History of Social Media

The oldest forms of long-distance communication used hand-delivered written correspondence (letters) between persons. It might be a message to a vassal from an emperor or the other way around. The earliest recorded postal system was developed in 550 B.C. (*Small Business Trends*, 2013). Horse drawn mail carts travelled fifty miles daily in order to deliver messages.

Social media's rise dates back to when the telegraph machine was invented. The telegraph machine was invented by Samuel Morse in 1835. A telegraph is a form of long-distance communication that uses electrical connections to transmit messages. Though telegraph messages were short in nature, they served as a relevant means of conveying information and news from one location to another. The first message to be sent on a Telegraph was sent by Samuel Morse from Washington D.C to Baltimore and it says. "What art God wrought". (U.S Senate, 2018).

In 1969, ARPANET (Advanced Research Projects Agency Network) emerged (Edosomwan et al,2011). It was developed by Paul Baran, a researcher at RAND. ARPANET made it possible for researchers from four renowned universities to connect and share their hardware, software, and other resources while comfortably seated in their offices. The beginning of an incredibly quick technological change occurred in the 20th century. Scientists and engineers began focusing on ways to connect supercomputers to create networks in the 1940s, which later led to the creation of the Internet.

In the 1960s, government researchers used the Internet to share information (Teachers Collegesj, 2020).In the 1960s, computers were big and immovable, and in order to access the data they stored, one either had to go to the computer's location or request that magnetic computer tapes be sent by conventional mail. The early versions of the Internet, including CompuServe, were developed in the 1960s (Rimskii 2011; Riholtz, 2010 cited in Edosomwan et al, 2011). During this, outdated email formats also appeared. UseNet introduced a virtual newsletter that enabled connections in 1979. Networking technology had evolved by the 1970s, personal computers were becoming more common, and social media had advanced by the 1980s. IRCs, or Internet relay conversations, were first launched in 1988 and gained popularity in the 1990s.

The World Wide Web was created in 1991 after Tim Berners-Lee connected the hypertext software to the Internet. The present era of networked communication was initiated with the World Wide Web (WWW). In order to facilitate cross-border information exchange among scientific institutions, the web was developed. Email services, list servers, weblogs, etc. helped to support offline groups and create online communities. Many websites for social networking were created in the 1990s. Examples include MoveOn, SixDegrees, and so forth (Edosomwan et al. 2011). In May 1996, Andrew Weinreich unveiled Six Degrees, the first popular social networking site. It made its debut the year after that. Users of Six Degrees were able to create profiles, interact with other users, and make friends. In the course of a single year, millions of users joined Six Degrees.

The network's performance suffered because a vast majority of its users weren't online.. YouthStream Media Networks purchased the website in December 2000. (Jones et al., 2015). Blogging websites like LiveJournal became well-known before the millennium. These blogging platforms encouraged users to follow one another and form communities where they may communicate. The growth of social media started to surge in the early 2000s. Early in the new millennium, MySpace and LinkedIn are one of the sites gained popularity. (Small Business Trends, 2013), and Photobucket and Flickr made it easier to share photos online.

In 2004, Mark Zuckerberg, an undergraduate at Harvard University at the time founded Facebook. Facebook began as a social media site only for Harvard students., but it gradually gained popularity at other Ivy league universities, including MIT, Stanford, and others. Anyone aged 13 or older, regardless of their level of education, could access Facebook. Facebook went public in 2012 with a valuation of \$104 billion, one of the highest IPO prices ever. There are 2.6 billion users who are active right now. Facebook was introduced to the general public not long after Twitter, another social media network, appeared. Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams launched Twitter in 2006. The first tweet, "just setting up my twttr," was posted by Jack

Dorsey on March 21, 2006 (Visualwebz,2021). Twitter went public in 2013 and it is currently valued at \$13.316 billion (GOBankingRates, 2018).

In 2010, the photo and video sharing app Instagram was created. Kevin Systrom and Mike Krieger created the app. Users of Instagram can post photographs and videos that can be modified on the site, either for friends-only viewing or for the platform's wider public. Within just two months of its launch, Instagram hit the milestone of one million registered subscribers. With one billion users, Instagram is one of the most well-known social media platforms worldwide right now. In 2012, Facebook paid \$1 billion to acquire Instagram (Rusli,2012).

Bytedance Limited, a Chinese internet company, founded TikTok in 2016 as a social video sharing platform. Users may create videos on TikTok, lip-synch to any song playing in the background, and take part in a number of challenges including the Milk Crate Challenge and the Silhouette Challenge. TikTok and Musical.ly partnered in 2018, broadening its appeal to teens in the United States. In 2021, TikTok surpassed the one billion user milestone. Many of the social networking websites that are currently available provide a platform that enables their users to connect or talk with whomever they wish from anywhere in the world. Social movements also emerge from these forums.

2.2.2 The Evolution of TikTok

In September 2016, a Beijing-based company ByteDanceLtd introduced Duoyin (formerly as A.me). Duoyin is a social network for sharing videos that is akin to Facebook and Instagram (both of which are banned in China). A social network named Musical.ly, which allowed people produce and share short 15-second lip-sync films on their platform, was acquired by ByteDance in November 2017. ByteDance subsequently shut down the Musical.ly app, and the majority of its features were merged into Duoyin. After Duoyin was introduced, the company decided to take its services global. Zhang Yiming, the creator of Duoyin, claims that China only makes up one fifth of all Internet users worldwide. The company will undoubtedly lose market share to rivals vying for the

remaining four-fifths if it does not grow internationally so going worldwide is mandatory. Bytedance released TikTok's global version (Duoyin) in the global market in August 2018. Users of TikTok have the option of choosing background music from different music genres, They can edit with a filter, and record a video with a duration of fifteen seconds before sharing it on TikTok or other social networking platforms. Furthermore, they may record quick lip-sync videos to well-known tunes (Omar & Dequan, 2020 cited in Liu, 2021). TikTok offers creative people a platform to share a variety of content, including well-known and original dance routines and diverse short video projects. The content is brief and offers practically complete artistic freedom (Korbani and LaBrie, 2021).

American celebrities including Jimmy Fallon, Will Smith, Jennifer Lopez, Tony Hawk, et cetera started utilizing the app in 2018. People used TikTok as a form of entertainment as the Covid-19 outbreak spread over the globe. Within TikTok, various trends emerged and were followed by users. Duets, a specific feature on TikTok, allowing users to add their own video to an existing video while maintaining the audio of the original video (TheNationThailand, May 22, 2018). This function enhanced users' involvement in TikTok trends. The platform's explore page lists the challenges and hashtags that are trending on TikTok. The hashtag #EduTok was introduced by TikTok in June 2019 and has already been seen 37 billion times on the network (Japan Influencer, 2022). The launch of EduTok sparked the creation of educational content on the platform.

TikTok users no longer take breaks because it has become so addicting (Sabir, 2020). They stay active on the app for hours. According to Reuters (2019) cited in Yang (2020), According to current statistics, 60% of active TikTok users are between the ages of 16 and 24. They use the TikTok app 46 minutes a day on average, opening it eight times daily. (Kerry Flynn, 2019 cited in Yang, 2020) The app's addiction-reduction feature, which was introduced in 2018, urges users to take a break from the app after using it for 90 minutes. TikTok employed some of its biggest influencers, like Chette Rinab, Alan Chikin, Gabe Erwin, and others, to beseech users to take a break from the app after using it for a while. In Nigeria, TikTok became well-known during the Covid-19 pandemic in

2020 when everyone in Nigeria had to go through a mandatory lockdown. Many Nigerian youths were participating in different challenges such as silhouette challenge, buss it challenge, e.t.c. on TikTok. According to a research by **Technext**, 80% of Nigerian TikTok users signed up when the government ordered a lockdown. According to Wallmedia statistics, 60% of TikTok users were born in 1997 and later.

2.2.3 TikTok Addiction among its users

Butt el al (2022) states that “TikTok is an app that celebrates unique human experiences, encourages users' creativity by providing simple and effective user, but a lot use of anything will destroy anything. So, the addiction of TikTok is dangerous like other addiction. ”Since the global bloom of TikTok during the Covid-19 period, Many people have gotten addicted to the platform. The average daily time spent on TikTok is 52 minutes, according to a Medium post. Many users spend a lot of time on TikTok reading through and watching various contents, which is detrimental for their relationships, education, mental health, and other things. (Quitters, 2022).

Many TikTok users especially teenagers use the TikTok app without taking breaks (Guo,2021). Guo (2021) suggested that TikTok can compel youngsters to take a break after two hours of use. Social media addiction may result in decreased performance and success at work, in school, and in other spheres of life (Petrillo,2021). According to BUJPH (2021), TikTok's appeal and entertainment value contributed to its success. TikTok contains a lot of contents that make people happy and relieve their stress. TikTok has been compared to "an infinite candy store" for the brain and a "dopamine machine" that releases a torrent of dopamine with each new video, according to a Wall Street Journal story. When dopamine is released into the brain, it gives an individual a good feeling. TikTok has an arsenal of exciting contents e.g comedy, music parodies, e.t.c that would lead to the addiction of its users .The ‘for you’ page on TikTok which contains a plethora of information the user may find interesting is presented to a new user when they use the site for the first time. When a TikTok user exhibits symptoms of addiction, such as nervousness, irritability, anxiety, or intense sadness when the app is taken away from them, this may be an indication of

addiction (Best,2022).An article by TechCrunch stated that in order to give users more control over how much time they spend on TikTok, the platform is now working on a new set of screen time features.

2.2.4 The Usefulness of TikTok

Usefulness according to the Advanced English Dictionary (AED) can be defined as the quality of being of practical use. TikTok can be used for the following purposes;

1.Business Purposes

Business people are making the most of the potential to spread awareness of their brand on TikTok, thanks to the platform's recent growth. TikTok is used by people from all walks of life to grow their businesses. 50 million people daily use the TikTok app, which they use for 33 minutes on average each day (Woodward, 2022). On TikTok, entrepreneurs can access a sizable audience of customers who are prepared to buy their goods. Companies use TikTok to launch campaigns, such as On TikTok, Pepsico launched a campaign using the hashtag #Pepsichallenge. According to a study by Kantar and TikTok, almost 30% of Gen Z users had purchased a product they saw advertised on Tiktok. TikTok has a variety of advertisements, including those for NIVEA skincare products. Companies collaborate with influencers to raise exposure of their brand. An article by Kajabi.com claims that TikTok influencers with up to 100,000 followers can make \$500 to \$2000 through sponsored posts in their videos.

2.Education Purposes

Knowledge is power. On TikTok, users can acquire a variety of skills, like baking, video editing, photography, and cooking. On TikTok, speaking and pronunciation abilities can be learned, which benefits both office professionals and students giving presentations at work and in school. On TikTok, several shortcuts for solving mathematical equations are given for individuals who struggle with this task. TikTok can be used in the classroom by teachers as a tool to demonstrate a concept or example. (Jaffar et al, 2019). In the words of Guo (2021), researchers, academic administrators, and university teachers utilize TikTok to look up professional knowledge since a specialist in their preferred field creates videos to disseminate the information. On TikTok, there are numerous different themes that its

users would find useful. The TikTok "for you" tab enables users to find content that is specifically useful to them, such as fashion, life hacks, automobiles, etc. Users of TikTok can disseminate the knowledge they learn using the app. For instance, a TikTok user can make a film that replicates the life hack they recently discovered on TikTok.

3. Entertainment Purposes

People require a platform to reduce their stress in these challenging times. For its users, TikTok acts as a platform for enjoyment. On TikTok, there are amusing videos that will make people chuckle. The platform features a variety of funny memes. For the amusement of its users, TikTok also shares movie gifs, music clips, and other content. Nath and Badra (2021) discovered that both male and female users make TikTok for mostly fun and entertainment.

2.2.5 TikTok Trends and Nigerian Youths

Since TikTok's emergence in Nigeria in 2020, Nigerian youths have participated in different TikTok trends such as The Joe boy alcohol challenge, milk crate challenge, silhouette challenge, e.t.c. The TikTok trends to be examined in this study are The Silhouette challenge, Joeboy Alcohol challenge and the Ali challenge.

2.2.5.1 The Silhouette Challenge and its Promotion of Nudity among Nigerian Youths

The Silhouette challenge rose to prominence as a body-positive trend in the summer of 2020. It started when Yoelise, a user with over 34,000 followers, posted a video that went viral and had 1.7 million views in just two weeks. A "raw photo" of the user posing in an open door was shown in the video, then it was modified "to look like a silhouette over a crimson background. Additionally, She posted two videos explaining how to achieve the look. (using Snapchat's "vin rouge" filter, for example), and it received more than 3.1 million views. (Blancaflor, 2022). Numerous users of TikTok have since uploaded their own renditions on the app.. Celebrities like Tiffany Haddish, Lizzo, Common, Cardi B, and many others participated in the challenge.

When the challenge begins, Paul Anka's 1959 song "Put Your Head on My Shoulder" is playing as women pose completely clothed in front of a doorway. Midway through the challenge, the music slows down as participants display their seductive silhouettes against a scarlet Snapchat-inspired filter..

Figure 1 shows what the Silhouette challenge looks like.



Figure 1: Source: Google

Nigerian youths also partook in this challenge. A notable incident in the course of this challenge was that of a lady called Onyinyechi who got her hand cut by a ceiling fan while she was participating in the Silhouette challenge (Tosin, 2021). Some notable Nigerian celebrities like Mercy Eke (The 2019 Big Brother Naija winner), Jane Mena, Iyabo Ojo, e.t.c. partook in this challenge. These celebrities are meant to serve as role models to a lot of Nigerian youths but they partook in this challenge.

Nudity is being displayed behind a red filter without any shame or fear of what the society would think. Sometime after this challenge went viral in Nigeria, some people devised a means of removing the red filter from the uploaded videos of Nigerian youths who participated in the challenge and this made the challenge participants' bare bodies visible. There are many Youtube tutorials and Twitter threads teaching people how to remove the red filter from the uploaded videos and this violates the privacy of the participants of The Silhouette Challenge (CapitalXtra, 2021). The Silhouette challenge means different things to different people. Some women view it as a chance to affirm their femininity while others see it as a pollution to the socio-cultural life of Nigerians. Olubori (2021), in his contribution to the Silhouette challenge states that the challenge

has really gone overboard. It's more like preaching nudity and indecency. These videos have been viewed by a lot of people, especially the under-aged, which is not good for our society in any way.

Soffiyah (2021) said; *“It's arrant nonsense to me. It is a sign of the end time. People no longer cherish their nudity; they're being deluded by the luxury of the world and have forgotten that they'll be held accountable for all their deeds. In a nutshell, the challenge is misleading the younger generation and that shouldn't be”*. When a trend is over, the recordings of that trend is always on social media forever, for unborn generations to watch.. Most of the participants of this challenge forget the fact that anything they post on social media stays forever unless it is being deleted or tampered with. Hence, Nigerian youths should be careful of what they post on social media for their own sake and for the sake of the society they reside in.

2.2.5.2 The Joeboy Alcohol Challenge and its Promotion of Alcoholism among Nigerian Youths.

The Joeboy alcohol challenge kicked off in September 2021 when a Nigerian new generation artiste called Joeboy released a song titled Sip (Alcohol). The chorus of the song with a lyrics that goes thus; *“That's why I sip my alcohol, I don't wanna reason bad things no more, I don't wanna go back to where I dey before, Make nobody stress me no disturb me jo jo jo....”* influenced Nigerian youths to participate in this challenge. This challenge originally features Nigerian youths who consume alcohol and other drinks directly from the bottle while lip-syncing to the song playing in the background. This challenge now features people who pour substances like palm-oil, bleach, soups, e.t.c on their body all for the sake of a challenge. Figure 2 below is what the Joeboy alcohol challenge looks like.



Figure 2: Source: Google

A young undergraduate named Lucy came very close to dying because she allegedly consumed Dettol in the name of participating in the Joeboy Alcohol challenge. As portrayed in Figure 2 above, Nigerian youths drink alcohol excessively because of the Joeboy Alcohol challenge, even though alcoholic brands like Hennessy, Seaman, e.t.c warn its consumers to drink responsibly.

Nigerian youths ignore this warning by drinking alcohol excessively. It is ironic that a lyric from the chorus of the song says *“I sip my alcohol”* but Nigerian youths are drinking alcohol instead. Some Nigerian celebrities that Nigerian youths look up to, also partook in the challenge. In response to the Joeboy Alcohol challenge, several Nigerians have demanded that Joeboy should be arrested for creating the challenge and endangering the lives of others. In an interview with Genius, Joeboy said *“Being tipsy inspired ‘Alcohol’*. There are different challenges in life; it never ends. There is always something one needs to fix or solve. I am not encouraging alcoholism in any way but I understand that people need breaks but trying to run away from one’s problems won’t fix them at the end of the day.” It is ironic that he said *“Being tipsy inspired ‘Alcohol’* and he claims not to support alcoholism when it is obvious that the only way he could have been tipsy would have been from drinking Alcohol. The Nigerian society frowns at alcoholism. Messages against alcoholism are preached in religious institutions and different topics about the dangers of the excessive consumption of alcohol are taught in schools across the

country. Nigerian youths are tomorrow's leaders, thus they must exercise caution in the range of activities they engage in today to prevent problems later.

2.2.5.3 Ali go to School Challenge and its Promotion of Internet Fraud among Nigerian Youths.

Internet fraud is a form of cybercrime that involves deception and the use of the Internet. In order to cheat individuals out of their hard-earned money, possessions, and inheritance, it can involve withholding facts or giving them incorrect information. In Nigeria, internet fraud first appeared in year 2000. Nigerian youths conned individuals using their Yahoo free email account (Guardian, 2017). This is where the term "Yahoo guys" first appeared. A typical Yahoo Boy leads a lavish lifestyle, driving several vehicles and residing in various homes, among other things. In 2022, Nigerian up-and-coming artist Steven Adeoye released the song "Ali," which was inspired by cybercrime. The song tells the story of a boy named Ali who started school but later left to commit cyber-fraud.

The lyrics of the song goes thus;

Ali go to school'

'But Ali ko mowe' [Ali is dull]

'So Ali leave the school'

'Ali gbona le' [Ali went home]

'Ali buy Lapi' [Ali buys a Laptop]

'Ali no dey sleep'

'Ali make money'

'Now Ali dey happy'

'I wanna be like Ali'

'Kigboro ma sa mi' [I want the street to hailing me]

The Ali go to school challenge appeared on TikTok as a result of the release of this song. Participants in this challenge have to make a video comparing their present situation to their

flashback situation. Due to their involvement in internet fraud, a person who was before impoverished suddenly becomes affluent. The Nigerian government takes internet fraud very seriously. To fight online fraud, the Economic and Financial Crimes Commission (EFCC) was established. 140 suspected yahoo lads were detained in Ikorodu, Lagos, according to a news story published in 2022 by Vanguard. The Ali go to school challenge encourages online fraud among young people in Nigeria. EFCC reacted to this challenge by creating their own version of the 'Ali' song. The EFCC's version of the Ali song goes thus;

'Ali no wan finish School'

'Ali wan flex and feel Cool'

'He dey use Laptop as Tool'

'To dupe person from Liverpool'

'Now Ali dey run from Interpol'

'Ali no wise, Ali na Fool' (Burbles, 2022)



Figure 3 Source: Burbles

2.2.6 Factors that led to Nigerian Youths Participation in TikTok trends

The key factors that led to Nigerian youths' participation in TikTok trends are as follows;

Fame: Fame is the state of being well known or discussed, particularly as a result of noteworthy accomplishments. Getting plenty of followers on TikTok is the major objective of many Nigerian users. Gaining a large following on TikTok has many advantages, such as lucrative brand sponsorships, remuneration from Tikok, etc. Jiggy Turner, a 16-year-old American, gathered 600,000 followers on TikTok in just two years (CBS News,2022). His fast rise to fame on the app brought him significant endorsement offers. Fame on TikTok can appear overnight. A well-known celebrity only needs to share a TikTok user's video to gain quick notoriety. Lord Bryon once remarked, "Fame is the thirst of youth." This explains why young people strive to become famous at all costs.

Pursel (2021) states that *"The desire for TikTok fame has evolved into an addicting phenomenon. Whether it is teenage girls cutting themselves bangs, or college boys shaving down their teeth with a nail file, these challenges are no joke."* In the Joeboy Alcohol challenge for instance, Some of the Nigerian youths participating in it participate because they want to be famous on TikTok with the hope of getting a repost from Joeboy regardless of the risks attached to participating in the challenge.

Celebrities' Influence: Turner (2004) defines a celebrity as a person who is highly visible through the media and their private lives will attract greater public interest than their professional lives. There are millions of celebrities currently existing in the world and many youths look up to them. Celebrities serve as role models to many young people and they can influence the way they act, dress and think (Prezi,2022). The popular "it ain't me" challenge on TikTok was started by a South African celebrity named Thato Immaculate. The 'It ain't me' challenge rose when the amapiano remix of Kygo and Selena Gomez' summer hit titled "it ain't me" went viral. When Thato created the first video for this challenge, her followers on TikTok followed suit.

Peer pressure: Peer pressure is the belief that one must act in a similar manner to other individuals in one's age group and social circle in order to gain their favour and respect. To avoid feeling left out, someone might, for instance, replicate a video of one of their friends participating in the TikTok Silhouette challenge. Michelle Prinstein (2021) stated that there is an audience of people who cajole people 24/7. This explains the fact that some of the decisions people take is being influenced by the decision taken by their peers.

2.2.7 Ways the Nigerian Government can choose the TikTok trends Nigerian Youths Participate in

A government is an organization or a system made up of a number of individuals who look after or manage a nation or a state. The government controls and steers the affairs of a community. The Nigerian government can choose the TikTok trends Nigerian youths participate in the following ways;

Usage of agents of socialization to monitor TikTok trends

Agents of socialization are a group of people or individuals that teach new members the social norms, values, and social skills of the society. The agents of socialization consist of the family, peers, schools, religious institutions, workplaces and the mass media. The family is the primary socializing agent. The mother, father, and children make up a family. The parents of Nigerian youths can monitor the TikTok trends their children participate in by putting them through on the right TikTok trends to participate in especially the ones that conform with the values of the Nigerian society. Pastors, Imams and traditional leaders can inform their members or followers about the Tikok trends they should not participate in and the reasons why they should not participate in them.

Awareness creation: Gafoor (2012) defines awareness as the state or ability to perceive, to feel, or to be conscious of events, objects, or sensory patterns. Awareness can help humans to make better decisions. The government can create awareness about the TikTok trends Nigerian youths should partake in through radio, television, newspaper, billboards, e.t.c. Special Television shows about

TikTok trends should be organized by the government in order to lead Nigerian youths into participating in the right TikTok trends.

Making laws prohibiting inappropriate TikTok trends

Law serves as a guideline that directs the conduct of members of a society. The Nigerian government through the parliament can make laws restricting inappropriate TikTok trends. The Nigerian Broadcasting Commission (NBC) can serve as a regulatory body that penalizes anyone who flouts the TikTok trends participation law.

Rewards for TikTok trends participation

According to the incentive theory of motivation, people are pushed to avoid behaviours that result in unfavourable outcomes and instead choose to engage in those that bring about rewards. Participation in inappropriate TikTok trends would decline if the government rewarded individuals who follow the right TikTok trends because youths in Nigeria would be driven by the rewards associated with following the appropriate TikTok trends.

2.3 Theoretical Framework

2.3.1 Social Learning Theory

According to Strassburg and Wilson (2008), cited in Omojola (2020), modes of reactions are either learned directly through experience or indirectly through indirect observation of models, such as those portrayed in the media. People watch the effects of their activities in addition to acting in reaction to them (Bandura, 1971). For instance, the milk crate challenge on TikTok asks users to climb on top of piled milk crates, and it's so risky that individuals have fallen while taking part in it. TikTok users still take the challenge even though they are aware of how risky it is and the potential negative effects. Observation of a behaviour and its consequences in social learning is known as vicarious reinforcement. For imitation to take place in social learning, the imitator must be motivated to act, provided with an example of the desired behaviour and He or she must perform responses that matches what they have seen. Most TikTok users for instance participate in

different TikTok trends that they desire and they create contents that matches the original content they had seen before they were motivated to participate in the trends. For a person to learn a particular behaviour, he or she has to imitate the behaviour first. The social learning theory implies that new patterns of behaviour can be acquired through direct experience or by observing the behaviour of others (Bandura,1971).

Both children and adult can acquire attitudes, emotional responses and new patterns of behaviour as a result of observing filmed and televised models (Flanders, 1968 cited in Bandura, 1971). In relation to this study, one of the reasons why Nigerian youths partake in TikTok trends is because they have seen some of their peers partaking in TikTok trends. Once they see their peers partaking in TikTok trends they imitate regardless of the consequences. For instance, Miss X sees a video of her course mate participating in the silhouette challenge, she would imitate the video she has just seen and she would participate in the Silhouette challenge regardless of the consequences. Miss X was either motivated by her course mate or the challenge itself.

2.3.3 Theory of Planned behaviour (TPB)

A person's intention to participate in a task at a certain time and location is predicted by the Theory of Planned behaviour (TPB). It asserts that behaviour intentions, which are a result of three variables including a person's attitude toward conduct, subjective norms, and perceived behavioural control, determine individual behaviour (Ajzen, 1991 cited in iSalt Team, 2014). Behavioural intention deals with a person's motivation to perform a certain behaviour (Conner & Armitage, 1998 cited in iSalt Team, 2014). For instance, Before an average Nigerian TikTok User would participate in a particular TikTok trend, he or she must have been motivated to participate in the trend. The most important determinant of a person's behaviour is his or her intent (Ajzen,1991).

The diagram below shows an illustration of the Theory of Planned Behaviour.

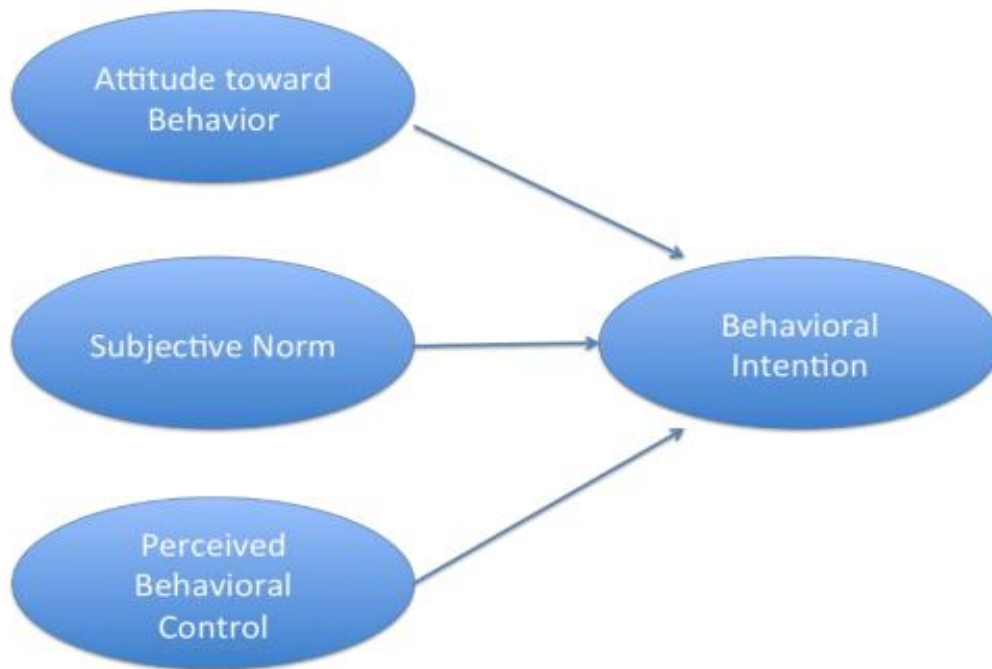


Figure 4, Source: iSALT Team

The explanation of this diagram in relation to this study goes thus;

- i. **Behavioural Intention:** This explains that before an individual can perform a certain behaviour, he or she must have been motivated. Nigerian youths participate in TikTok trends because they have been motivated to participate in them. They can be motivated by their peers, celebrities they look up to, e.t.c.
- ii. **Attitude toward behaviour:** This relates to how strongly a person feels either positively or negatively about the behaviour of interest. The outcome of performing that behaviour is put into consideration. The Milk crate challenge on TikTok for example deals with climbing stacked up milk crates and this is dangerous. The participants of this challenge participate in it knowing fully well that they can get hurt participating in the challenge.
- iii. **Subjective Norm:** This refers to an individual's perception of the social environment surrounding his or her behaviour. For instance, if a person want to participate in the Silhouette Challenge on TikTok for example, he or she would thinking if the challenge he or she is about to

participate in is acceptable in the society where he or she resides. Is the challenge in line with the cultural values of the society her or she resides? Is the society against such a challenge?

iv. Percieved Behavioural Control:

This refers to the individual's perception of the extent to which performance of the behaviour is easy or difficult (Ajzen, 1991). A TikTok challenge can either be easy or difficult.

2.4 Empirical Review

According to the findings of a research study conducted by Prabhjot Kaur (2020) titled "Tik-Tok: Influence on Youth in India", It was found that parents have complained about unsuitable lyrics or themes used by children when recording their videos. Even they admitted that while opening, they found sexually explicit material that would expose children to a whole new level. Some guardians in the study suggested that the TikTok app should not be used by people under the age of 18 because it can have effect on their Studies or minds". In this study, questionnaire with close ended questions were distributed to an age group ranging from 18 Years to 40 years old. In the survey carried out in this study, 59% of the respondents admitted that they have come across irrelevant content that can be dangerous for adolescents while checking videos on TikTok.

A study conducted by Dekhil and Sarnou (2021) titled "Investigating the Effect of TikTok App on the Transmission of Cultural Values in Algeria: A Case Study of Algerian Youngsters" reveals that Teens use the TikTok app to exchange content only; they do not connect with one another. However, because the app causes users to lose consciousness, they have developed an addiction and are participating in illicit online behaviors. Additionally, the TikTok app features misleading behaviors that are inconsistent with community values, which results in empty and pointless material. The researcher revealed that majority of TikTok users in the study are females (75.4 %) due to the freedom they have found on the platform regardless of if they are going against the cultural values or not. The researcher concluded the study by stating that non-verbal interaction on TikTok has given way to misunderstanding because it contains signs and gestures that conflict with local cultural values and disrupt the transmission of fair and appropriate values.

A research study carried out by Hamza Butt et al (2022) titled “Impact of TikTok on youth lifestyle in Lahore” stated that the Indian Supreme Court’s ruling barred the TikTok app from being downloaded because it contains "pornographic and improper content". Despite the fact that the app "damages their future and harms their mental health," this verdict did not prevent the young Indian users from being glued to it. 65 young men and women between the ages of 16 and 25 participated in this study and were asked to complete questionnaires. This study's findings suggest that, despite the fact that TikTok provides a stage for young people to showcase their talents and authentic selves, only a small percentage of young people actually gain from it. The majority simply remain with it. They simply acknowledge that they spent the most of their time scrolling endlessly without doing anything other than burning time.

A research paper by Jiahong Guo (2021) titled “Research on the Influence of TikTok on Teenagers” reveals that TikTok has an influence on the youths in an educational, social, and perceptual way. TikTok has an impact on youth that is both positive and detrimental. The researcher stated that; *“TikTok could coerce teenagers to take a break when they've been endlessly using TikTok for more than two hours. After two hours, the app will automatically exit the interface, and teenagers will not be able to log in until tomorrow.”* This explains the fact that teenagers are using the TikTok app excessively and they need to be restricted. He concludes that the management team of TikTok and the parents of the teenagers should supervise their usage of the TikTok app in order to correct potential mistakes.

In a research study by Ramadhani (2022) titled “Deviant behaviours of minors in watching and making TikTok videos”. Face to face interviews were conducted for some selected children by the researcher. One of the respondents frequently loses track of time while playing TikTok, the researcher discovered. Due to their use of the TikTok, some minors skip meals and have trouble studying. The researcher concluded the study stating that; *“TikTok is in demand because it provides interesting learning and experiences for its users, especially for children themselves. But keep in mind that in addition to positive things, there will also be negative things.”*

In a research study conducted by Adina Nichita et al (2021) titled “TikTok –The Influence on School Performance and Social Life of Adolescents”, A sample of 50 teenagers from several high schools in Dâmbovița County, including boys and girls, ages 14 to 18, received questionnaires. According to the study, 62% of teenagers had viewed improper videos on TikTok that might have featured racial or physical violence. The researcher says in his conclusion that the application's advantages should be fully utilized while its drawbacks should be kept to a minimum when used for educational, marketing, or other purposes.

In an article by Techzimo titled “TikTok Latest News: How it’s affecting youth and Teen negatively”, The researcher discovered that many TikTok users think that sharing a video on TikTok will make them famous, and if their video does not receive enough views, they start to feel dejected. The researcher also discovered that they are violent stunts that spread like wildfire on TikTok, and kids participate in them, which can lead to self-harm. This study's conclusion is that parents should supervise their children as they use the TikTok app because watching adult content that isn't acceptable for teens can have a negative effect on boys' and girls' minds.

2.5 Summary of Literature Review

This chapter examined concepts like the history of social media, the evolution of TikTok, usefulness of TikTok, e.t.c. The works of notable scholars in relation to this study were examined. The Social Learning Theory and The Theory of Planned Behaviour were used by the researcher to explain the research study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter deals with the method used in gathering the data required for this research. This section covers the research design, population, sampling techniques, the sample size, reliability and validity of the study. The devices used for data collection and the method of data analysis are also stated in this study.

3.2 Research Design

A research design consists of a plan, a road map, and a blueprint for acquiring answers to research questions (Kothari, 2004). It entails giving out questionnaires to the respondents in order to collect information for data analysis, which aids the researcher in drawing a fair conclusion about the topic under investigation. Descriptive survey research design is the research design chosen for this research study..

3.3 Research Instrument

In the course of this research, The research instrument used was the structured questionnaire. The questionnaire is an instrument that is designed to gather or elicit information that will be subjected to further analysis (Babbie, 2001 cited in Ditsa, 2004). The respondents received printed questionnaires. The purpose of the questionnaire was to collect sufficient and relevant data from the respondents. It was selected because it makes it simpler for the researcher to get the data needed from the respondents for the research. The questions asked were designed in close-ended Likert-scale format.

3.4 Population of Study

Crosswell (2012) defined population as a group of individuals who have the same characteristics. In a research study, the population is the total of all the variables, individuals, and other components from which the researcher hopes to derive a conclusion. The population of the study forms the body from which the sample was drawn (Bryman & Bell, 2011). The students of Yaba College of

Technology are 16,000 in number (Yabatech website, 2022). Therefore, the population of the study is 16,000 individuals.

3.5 Sample size

A sample is a condensed set of information that a researcher chooses from a broad population using a predetermined technique of selection. A group of individuals or objects that make up a population is another definition of a sample. Due to the large population, the researcher used the Taro Yamane formula to arrive at 390 sample size.

Taro Yamane's formula :

$$n = N / 1 + N (e)^2 \text{ Where;}$$

$$n = \text{Sample size}$$

$$N = \text{Total Population}$$

$$e = \text{Sampling error (which is usually 0.05)}$$

$$n = N / 1 + N (e)^2$$

$$n = 16000 / 1 + 16000(0.05)^2$$

$$n = 16000 / 1 + 16000(0.0025)$$

$$n = 16000 / 1 + 40$$

$$n = 16000 / 41$$

$$n = 390.2$$

Therefore, the sample size of this study is 390 students of Yaba College of Technology.

3.6 Sampling technique

The researcher employed the simple random sampling technique in the administration of questionnaires to the students of Yaba College of Technology. The convenience sampling technique which is a variant of the non-probability sampling method was also employed in this study.

3.7 Method of data collection

To obtain useful or relevant results, data collection is the process of obtaining and analyzing information on predetermined factors. Responses to printed questionnaires were used as data for this study.

3.8 Validity and reliability of research instrument

The degree or capacity of a tool or instrument to measure what is designed to measure is known as validity. My supervisor and other experienced professionals in the department of Mass Communication validated the study instrument (questionnaire). Validity aids in determining whether the research tool being used is appropriate for the study's goals. The degree to which a research approach yields reliable and consistent outcomes is known as reliability. The test-retest method was used to determine the reliability of the study.

3.9 Method of data analysis

Data analysis is the process of examining and presenting gathered information in a relevant manner, as well as offering explanations to ensure understanding. The data collected were presented in tabular form and simple percentages method was used in interpreting the data with the aid of Statistical Package for Social Science (SPSS Version 21.0) software.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter presents the analysis and interpretation of data that was gathered through self-designed questionnaire administered to Nigerian Youths. Three hundred and ninety questionnaires were retrieved and processed for data the analysis.

4.2 Socio-Demographic Characteristics of The Respondents

Table 1 shows the demographic characteristics and classification of the sample respondents.

Table 1: Demographic Characteristics of The Respondents.

Gender	Frequency	Percentage
Male	166	42.6
Female	224	57.4
Total	390	100.0
Age	Frequency	Percentage
18-20 years	102	26.2
21-25 years	194	49.7
26-30 years	78	20
31-35 years	16	4.1
Total	390	100.0
Marital Status	Frequency	Percentage
Single	287	73.6
Married	89	22.8
Divorced/Separated	10	2.6
Widowed	4	1
Total	390	100.0
Religion	Frequency	Percentage
Christianity	250	64.1
Islam	118	30.3
Traditional	22	5.6
Total	390	100.0
Ethnicity	Frequency	Percentage
Yoruba	197	50.5
Igbo	130	33.1
Hausa	151	13.1
Others	12	3.1
Total	390	100.0

Source: Field Survey (2022)

Table one shows the demographic characteristics of respondents. Descriptive statistics of gender shows that 42.6% of the total respondents are males, while 57.4% respondents are females. This implies that both genders were sampled. Descriptive statistic of age shows that 26.2% of the respondents are aged between 18-20 years, 49.7% are aged between 21-25 years, 20% are aged between 26-30 years and the remaining 4.1% are aged between 31-35 years. This implies that the age samples used in this study are youths and young individuals. The statistic of marital status express that 73.6% of the respondents were single, 22.8% were married, 2.6% are divorced/separated and 1% are widowed. This implies that majority of the respondents were single. Descriptive statistics of religion depict that 64.1% of the respondents are Christians, 30.3% were Muslims and 5.6% were Traditionalists. This implies that majority of the respondents are Christians. The statistics of ethnicity recorded that 50.5% of the respondents are Yoruba, 33.3% are Igbo, 13.1% are Hausa and 3.1% belong to other minor ethnic groups. This implies that majority of the respondents were Yoruba.

4.3 Research Data Analysis

RESEARCH QUESTION 1: What type of TikTok trends do Nigerian youths participate in?

Table 2: Respondents' knowledge about the Silhouette Challenge on TikTok.

I know about the Silhouette challenge on TikTok		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	103	26.4
Agree	105	26.9
Undecided	68	17.4
Disagree	74	19
Strongly disagree	40	10.3
Total	390	100.0

Source: Field Survey (2022)

Table 2 shows that 26.4% of the total respondents strongly agree that they know about the Silhouette challenge on TikTok, 26.9% agree, 17.4% undecided, 19% disagree and 10.3% strongly disagree.

Table 3: Respondents' knowledge about the Joeboy Alcohol Challenge on TikTok

I know about the Joeboy Alcohol challenge on TikTok		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	214	54.8
Agree	89	22.9
Undecided	38	9.8
Disagree	27	6.9
Strongly disagree	22	5.6
Total	390	100.0

Source: Field Survey (2022)

Table 3 above shows that 54.8% of the respondents strongly agree that they know about the Joeboy Alcohol challenge on TikTok, 22.9% agree, 9.8% undecided, 6.9% disagree and 5.6% strongly disagree.

Table 4: Respondents' knowledge about the Ali go to school challenge on TikTok.

I know about Ali go to school challenge on TikTok		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	109	28
Agree	128	32.8
Undecided	45	11.5
Disagree	50	12.8
Strongly disagree	58	14.9
Total	390	100.0

Source: Field Survey (2022)

The table 4 above shows that 28% of the respondents strongly agree that they know about Ali go to school challenge on TikTok, 32.8% agree, 11.5% undecided, 12.8% disagree and 14.9% strongly disagree.

RESEARCH QUESTION 2: What is the influence of TikTok trends on the social behaviour of Nigerian youths?

Table 5: TikTok trends and its promotion of nudity among Nigerian youths.

TikTok trends promote nudity among Nigerian youths		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	102	26.1
Agree	101	25.9
Undecided	81	20.8
Disagree	62	15.9
Strongly disagree	44	11.3
Total	390	100.0

Source: Field Survey (2022)

Table 5 shows that 26.1% of the respondents strongly agree that TikTok promotes nudity among Nigerian youths, 25.9% agree, 20.8% undecided, 15.9% disagree and 11.3% strongly disagree.

Table 6: TikTok trends and the promotion of alcoholism among Nigerian youths

TikTok trends increase the rate of alcoholism among Nigerian youths.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	60	15.4
Agree	99	25.4
Undecided	90	23
Disagree	75	19.3
Strongly disagree	66	16.9
Total	390	100.0

Source: Field Survey (2022)

The table 6 shows that 15.4% of the respondents strongly agree that TikTok trends increase the rate of alcoholism among Nigerian youths, 25.4% agree, 23% undecided, 19.3% disagree and 16.9% strongly disagree.

Table 7: TikTok trends and the promotion of internet fraud among Nigerian youths.

TikTok trends encourage Nigerian youths to partake in Internet fraud.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	66	16.9
Agree	95	24.4
Undecided	76	19.5
Disagree	93	23.8
Strongly disagree	60	15.4
Total	390	100.0

Source: Field Survey (2022)

The table above shows that 16.9% of the respondents strongly agree that TikTok encourages Nigerian Youths to participate in Internet fraud, 24.4% agree, 19.5% undecided, 23.8% disagree and 15.4% strongly disagree.

Table 8: Tiktok trends and its promotion of social vices among Nigerian youths

TikTok trends promote social vices		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	100	25.6
Agree	120	30.8
Undecided	68	17.4
Disagree	77	19.7
Strongly disagree	25	6.5
Total	390	100.0

Source: Field Survey (2022)

The table above shows that 25.6% of the respondents strongly agree that TikTok trends promote social vices, 30.8% agree, 17.4% undecided, 19.7% disagree and 6.5% strongly disagree.

RESEARCH QUESTION 3:What are the factors leading Nigerian youths into participating in TikTok trends?

Table 9:Factors that lead to Nigerian youths’ participation in Tiktok trends.

People participate in TikTok trends to gain more followers on TikTok.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	224	57.4
Agree	110	28.2
Undecided	26	6.7
Disagree	16	4.1
Strongly disagree	14	3.6
Total	390	100.0
Peer pressure leads people to participate in TikTok trends.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	99	25.4
Agree	108	27.7
Undecided	61	15.6
Disagree	66	16.9
Strongly disagree	56	14.4
Total	390	100.0
People participate in TikTok trends because Nigerian celebrities also participate.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	74	19
Agree	100	25.6
Undecided	95	24.4
Disagree	67	17.2
Strongly disagree	54	13.8
Total	390	100.0
Participation in TikTok trends makes people wild in life		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	62	15.9

Agree	70	17.9
Undecided	84	21.5
Disagree	53	13.9
Strongly disagree	121	31
Total	390	100.0

Source: Field Survey (2022)

Table 9 shows that the respondents' views on the factors that led to Nigerian Youth's participation in TikTok trends. The table above shows that 57.4% of the respondents strongly agree that people participate in trends to gain more followers, 28.2% agree, 6.7% undecided, 4.1% disagree and 3.6% strongly disagree. The table as well shows that 25.4% of the respondents strongly agree that peer pressure leads people to participate in TikTok trends, 27.7% agree, 15.6% undecided, 16.9% disagree and 14.4% strongly disagree. The table above shows that 19% of the respondents strongly agree that people participate in trends because Nigerian celebrities also participate, 25.6% agree, 24.4% undecided, 17.2% disagree and 13.8% strongly disagree. The table above shows that 15.9% of the respondents strongly agree that participation in TikTok trends makes people wild in life, 17.9% agree, 21.5% undecided, 13.9% disagree and 31% strongly disagree.

RESEARCH QUESTION 4: In what ways can the Nigerian government help the Nigerian youths in choosing the right TikTok trends?

Table 10: Ways in which the government can choose the TikTok trends Nigerian Youths participate in

Nigerian government can choose the right TikTok trends for Nigerian youths by restricting inappropriate TikTok trends.		
RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	102	26.1
Agree	130	33.4
Undecided	70	18
Disagree	52	13.3
Strongly disagree	36	9.2
Total	390	100.0

Nigerian government can create awareness about the TikTok trends Nigerian youths should partake in through the radio, billboard, tv, e.t.c.

RESPONSE	FREQUENCY	PERCENTAGE
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Strongly agree	131	33.7
Agree	110	28.2
Undecided	61	15.6
Disagree	43	11
Strongly disagree	45	11.5
Total	390	100.0

Nigerian government can make laws prohibiting negative TikTok trends

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	95	24.4
Agree	108	27.7
Undecided	66	16.9
Disagree	72	18.5
Strongly disagree	49	12.5
Total	390	100.0

Nigerian government can create agents to monitor TikTok trends

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	109	27.9
Agree	120	30.8
Undecided	75	19.3
Disagree	51	13
Strongly disagree	35	9
Total	390	100.0

Nigerian government can reward positive TikTok participants to encourage them.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agree	148	37.9
Agree	127	32.6
Undecided	55	14.1
Disagree	34	8.7
Strongly disagree	26	6.7
Total	390	100.0

Source: Field Survey (2022)

Table 10 shows the respondents' view on ways in which government can choose the TikTok Trends Nigerian Youths participate in. The table above records that 26.1% of the respondents strongly agreed that Nigerian government can choose the right TikTok trends for Nigerian youths by restricting inappropriate TikTok trends, 33.4% agree, 18% undecided, 13.3% disagree and 9.2% strongly disagree. The table above shows that 33.7% of the respondents strongly agree that Nigerian government can create awareness about the TikTok trends Nigerian youths should participate in, 28.2% agree, 15.6% undecided, 11% disagree and 11.5% strongly disagree.

The table above shows that 24.4% of the respondents strongly agree that Nigerian government cannot make laws prohibiting Negative TikTok trends, 27.7% agree, 16.9% undecided, 18.5% disagree and 12.5% strongly disagree. The table above shows that 27.9% of the respondents strongly agree that Nigerian government can create agents to monitor TikTok trends, 30.8% agree, 19.3% undecided, 13% disagree and 9% strongly disagree. The table above shows that 37.9% of the respondents strongly agree that Nigerian government can reward positive TikTok participants to encourage them, 32.6% agree, 14.1% undecided, 8.7% disagree and 6.7% strongly disagree.

4.4 Discussion of Findings

Based on the findings from the above analysis, it was discovered that 57.4% of the respondents were female. The findings revealed that majority which consist of 49.7% of the respondents were between 21-25 years, 73.6% of the total respondents were single, Christians were 64.1% and 50.5% were Yoruba.

Research Question 1: What type of TikTok trends do Nigerian youths participate in?

The analysis revealed that Nigerian youths are aware of some notable challenges like the Silhouette Challenge on TikTok. Based on the findings from the data analysis carried out in this study, 26.4% of the total respondents strongly agree that they know about the Silhouette challenge on TikTok. The Joeboy Alcohol Challenge is well known among Nigerian youths as 54.8% of the total respondents strongly agree that they know about the challenge. 32.8% of the total respondents agree that they know about the Ali go to school challenge on TikTok.

Research Question 2:What is the influence of TikTok trends on the social behaviour of Nigerian youths?

The findings of this study revealed that Tiktok trends in one way or another have an influence on the social behaviour of Nigerian youths. It can be seen that TikTok trends sometimes promotes nudity in the name of creating contents for these challenges because 26.1% of the respondents agree that TikTok trends promote nudity among Nigerian youths, 25.4 % of the total respondents agree that it increases the rate of alcohol intake among Nigerian youths and 24.4 % of the total respondents agree that it encourages internet fraud. Muritala and Theophilus (2014) asserts that social media usage and trends influences the decision making and behaviours of youths who spend time with it, it encourages them to be a part of the concept being created.

Research Question 3:What are the factors leading Nigerian youths into participating in TikTok trends?

The key factors that led Nigerian youths into participating in TikTok trends were revealed in this study. 27.7% of the respondents agree that peer pressure is one of the reasons why some people participate in TikTok trends. Bennett & Segerberg (2013) opines that the reasons for large social media presence can be seen as the need for connection, to feel among and not feel left out among peers. This can be seen as peer pressure. The Social Learning Theory used in this study explains that for imitation to take place, an individual has to be motivated. Nigerian youths did not start participating in Tiktok trends overnight, they must have been motivated by something before they now decide to replicate the video they had seen on Tiktok. They can be motivated by their peers, celebrities, e.t.c. 57.4% of the total respondents strongly agreed that Nigerian youths participate in Tiktok trends in other to gain more followers on TikTok. Lord Bryon said “Fame is the thirst of Youth”. This explains that majority of the youths existing now want to be famous. Fame can be achieved on Tiktok if a user post contents that would interest other users on the platform. They would begin to like the content being shared and they would also share the content with their loved ones and in a twinkle of an eye, fame surfaces. 25.6% of the total respondents agree that people participate in Tiktok trends because of celebrities. Celebrities serve as role models to some youths and some youths tend to imitate most of the actions taking by the

celebrities they look up to. If Peter Obi for instance participates in a TikTok challenge, some of his followers would also want to participate in that TikTok challenge because he serves as their role model.

Research Question 4: In what ways can the Nigerian government help the Nigerian youths in choosing the right TikTok trends?

The findings of this study highlighted some of the ways by which trends on TikTok can be regulated. It was found that the government can choose the trends Nigerians participate in. 33.4% of the total respondents agree that the government can choose the right TikTok trends for Nigerian youths by restricting inappropriate TikTok trends. The restriction of inappropriate TikTok trends by the government would help in protecting the cultural values of Nigeria and it would develop a morally sound society. The law guides the conduct of every member of a society. 24.4% of the total respondents strongly agree that the government can make laws prohibiting negative TikTok trends. 30.8% of the total respondents agree that the government should create agents to monitor the TikTok trends Nigerian youths participate in. Some of these agents are parents, religious institutions, the media, etc. Gustafsson (2012) opines that contents on social media content should be monitored to make sure that it complies with the laws and regulations of the land. When individuals are rewarded for their effort, they become motivated. 37.9% of the total respondents strongly agree that the government should reward positive TikTok participants so as to encourage them.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the study, conclusion; contributions to the knowledge and recommendations, based on the findings of the study. Though the research in this study was based on the responds gotten from members of Nigerian Youths. However, the recommendations derived from this study can be applied to other youths in various countries.

5.2 Summary

This study examined the influence of TikTok trends on the social behaviour of Nigerian youths. This study sought out to find out the types of TikTok trends Nigerian youths participate in, examine the influence of TikTok trends on the social behaviour of Nigerian youths, ascertain the factors leading Nigerian youths into TikTok trends and determine the ways the Nigerian government can help in choosing the right TikTok programmes or trends. The Social Learning Theory and the Theory of Planned Behaviour (TPB) served as the theoretical framework for the study.

The researcher employed the use of a questionnaire to gather data on the topic from a selected audience. The audience selected were students of Yabatech. The data collected were presented in tabular form and simple percentages method was used in interpreting the data with the aid of Statistical Package for Social Science (SPSS Version 21.0) software.

The following are the findings that emanated from this study;

- 1.) Majority of the respondents know about TikTok trends.
- 2.) The Silhouette challenge promotes nudity among Nigerian youths.
- 3.) Nigerian youths participate in TikTok trends in other to gain more followers on TikTok.
- 4.) Nigerian youths participate in TikTok trends because of their peers.
- 5.) 37.9% of the respondents agreed that the Nigerian government should reward those that participate in the right TikTok trends.

5.3 Conclusion

From the findings of the study, it is concluded that the social behaviour of youths is influenced by TikTok trends. They participate in trends that are time-consuming, energy-draining, and occasionally expensive just to produce content, feel accepted, and fit in on TikTok. There are trends that are morally sound and the ones not morally acceptable are what the youths engage themselves in. The youths engage themselves in trends that promotes alcohol and also internet fraud as it was revealed in this study by the respondents. More so, the TikTok trends promotes a lot of behaviour that the general public may not accept and make them look cool.

These social behaviours include social vices, high rate of alcoholism, nudity to name a few. These youths are influenced by varying factors, some are influenced as a result of seeing Nigerian celebrities engage in these trends. Some people also engage in these trends in order to gain more followers and likes on their posts, and it could be as a result of peer pressure for some people. Pertaining to the ways by which TikTok trends can be managed and reduce the negative social behaviour being promoted, this study revealed that Nigerian government have a big role to play in this sensitization. They need to restrict TikTok trends that is against the morals and laws of the land especially those that promotes social vices, create agencies and rules that monitors and control these trends on TikTok in Nigeria spaces.

5.4 Recommendations

Useful recommendations based on the findings of the research were deemed necessary after a thorough study on the influence of TikTok trends on Nigerian youths. Therefore, the following recommendations were made:

- i. Nigerian government should ensure these trends are closely monitored and adequately regulated in order not to destroy the moral and social behaviour of people and make the abnormal become normal.
- ii. The youths should be sensitized on what engaging and spending time on these trends does to them and how it shapes them into things they are not meant to be and controls their mind.

iii. Some of these trends that are being promoted on TikTok are against the law of the country. Legal action ought to be taken against those who instigated such trends as this would serve as a lesson to other people who would have the same notion and thoughts.

iv. Federal Government of Nigeria should put a censorship on TikTok programmes.

5.4 Contributions to Knowledge

This research will be useful to policy makers as regards ways in which TikTok trends can be managed and utilized towards positivity and not the negative social behaviour trends that are there at the moment. Also, the study will be beneficial to anyone who comes across it, as it will educate them on the effect of TikTok trends on Nigerian youths. The study has added to the understanding of how TikTok trends affect young people in Nigeria in terms of social behavior.

5.5 Suggestions for Further Studies

The findings of this study did not exhaust the factors that are responsible for social behaviour of youths hence it is advisable that other factors that are responsible for youths' social behaviour should be studied. The study only explored how TikTok trends influences the social behaviour of Nigerian youths. In essence, the study should be the subject of additional research and other factors that can be responsible for moulding social behaviour of an individual. Also, Further studies should be conducted on the contributions of TikTok to skill acquisition in the digital age. This is because many people gain knowledge of skills through TikTok programmes. TikTok and internet addiction is another area a researcher can explore to determine how long people stay online watching TikTok videos.

5.6 Limitation of Study

Due to the large population of Nigerian youths and time constraints, the researcher had to narrow the study down to students of YABATECH. Moreover, the researcher suffered financial constraint, poor network for sourcing out materials for this study. The research also met people who refused to provide information for this study.

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APPENDIX

QUESTIONNAIRE

TOPIC: THE INFLUENCE OF TIKTOK TRENDS ON THE SOCIAL BEHAVIOUR OF NIGERIAN YOUTHS

Dear respondent,

My name is Rufai Olawale; a final year student of the department of Mass Communication, Mountain Top University. I am currently researching on the influence of TikTok trends on the social behaviour of Nigerian youths.

The questionnaire below is an instrument of the research which is in partial fulfillment for the award of B. Sc in Mass Communication . Kindly fill it out correctly to enable me to gather data. The researcher will make use of these responses and all the information will be treated with utmost confidentiality.

Thanks for your anticipated response.

SECTION A: DEMOGRAPHICS

1. **Gender:** Male [] Female []

2. **Age:** 18-20 Years [] 21-25 Years [] 26-30 Years [] 31-35 Years []

3. **Marital status:** Single [] Married [] Divorced/Separated []

4. **Religion:** Christianity [] Islam [] Traditional [] Others []

5. **Ethnicity:** Yoruba [] Igbo [] Hausa [] Others []

SECTION B: THE TIKTOK TRENDS NIGERIAN YOUTHS KNOW ABOUT

Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, U=Undecided ,D=Disagree, SD=Strongly Disagree,

S/N		SA	A	U	D	SD
1	I know about the Silhouette challenge on TikTok					
2	I know about the Joeboy Alcohol challenge on TikTok					

3	I know about Ali go to school challenge on TikTok					
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SECTION C: THE INFLUENCE OF TIKTOK TRENDS ON THE SOCIAL BEHAVIOUR OF NIGERIAN YOUTHS

Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, U=Undecided ,D=Disagree, SD=Strongly Disagree,

S/N		SA	A	U	D	SD
1.	TikTok trends promote nudity among Nigerian youths.					
2.	TikTok trends increase the rate of alcoholism among Nigerian youths.					
3.	Tikok trends encourage Nigerian youths to partake in Internet fraud.					
4.	TikTok trends promote social vices					

SECTION D: FACTORS THAT LED TO NIGERIAN YOUTHS' PARTICIPATION IN TIKTOK TRENDS

Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, U=Undecided, D=Disagree, SD=Strongly Disagree

S/N		SA	A	U	D	SD
1.	People participate in TikTok trends to gain more followers on TikTok.					
2.	Peer pressure leads people to participate in TikTok trends.					
3.	People participate in TikTok trends because Nigerian celebrities also participate.					
4.	Participation in TikTok trends makes people wide in life					
5.	Participation in TikTok trends gives people leeway to social vices					

SECTION E: WAYS IN WHICH THE GOVERNMENT CAN CHOOSE THE TIKTOK TRENDS NIGERIAN YOUTHS PARTICIPATE IN

Please respond by ticking the appropriate response for each item: SA= Strongly Agree, A=Agree, U=Undecided. D=Disagree, SD=Strongly Disagree,

S/N		SA	A	U	SD	D
1.	Nigerian government can choose the right TikTok trends for Nigerian youths by restricting inappropriate TikTok trends					
2.	Nigerian government can create awareness about the TikTok trends Nigerian youths should partake in through the radio, billboard, tv, e.t.c.					
3.	Nigerian government can make laws prohibiting negative TikTok trends					
4.	Nigerian government can create agents to monitor TikTok trends					
5.	Nigerian government can reward positive TikTok participants to encourage them.					