Humanities video layout

Marcus

1. Hi everyone, in this video Hannah, Peter and myself are going to talk about our research on the question - How does TikTok affect the cognitive function of final year students at University of Galway?
2. We chose this topic because we were intrigued by the concept that apps such as TikTok could have negative cognitive effects on its users. We have had friends and colleagues say that they find TikTok addictive, and that it is negatively affecting their studies. This piqued our interest in the topic and thus we wanted to research it further. This video will give an overview of the research we conducted, as well as our findings and results.
3. For anyone unfamiliar with TikTok, it is a social media platform based on short-form video content. Upon its launch in 2016, this format was unique in comparison to other platforms available at the time. Along with other social media platforms, TikTok has steadily grown in popularity since its creation in 2016, and in 2020, it was the most downloaded social media application on the app store. The popularity of TikTok’s content format led to other social media platforms incorporating similar styles in their platforms, such as Instagram Reels and YouTube Shorts.
4. Despite the popularity of social media platforms like TikTok, our research found that TikTok can have a negative effect on the mental health of its users.

Hannah.

So to begin our investigation By looking at social media in general we pondered why was it so popular today, we looked at how social media originated and where it will go, and then we started looking at the negative and positive impacts social media has.

Once we had a clear idea on social media. We began to look at social media and the brain more specifically social media technology and the brain then we looked into mental health and social media and social media and academic performances.

After this we started looking at tik tok and the effect which the application might have one ones sleeping patterns, we looked at TikTok and academic performances as well as the application and mental health.

once we had sufficient enough information we decided to investigate further and deploy a survey. The survey we deployed was handed out to 50 of our fellow classmates. the survey asked general questions such as what is your age and gender we were on tour if we needed this information at first but it was useful to have it, we gathered other information such as what people use the application for and how long do they spend each day on the application.

after our survey had been complete we decided to look into the topic even further and do an interview with fifteen of our fellow classmates. The interview asked more specific questions, it was able to give us a better insight to people's points of view. The interview included questions such as do you think tick tock has impacted today's society and do you think tick tock has affected your academic performance

once we had all this information gathered it was time to add up the results.

Peter.

Results:

Hi everyone, I will be discussing our results and findings from our research paper.

We used two methods to gain our results of our research. We used surveying and interviews.

To summerize, from the survey research we found that 60% of the fifty students use we surveyed.

TikTok on their phones while 22% use tablets and 18% of people use it on their laptops. Our results showed TikToK was mostly being used fpr entertainment, self-help and education.

For our interview results we found that TikTok has a large impact on society, bringing to light trends and awareness that people know about the impacts of TikTok on their mental health.

Conclusion:

In conclusion the aim of this study was to analyse the effects of TikTok on the cognitive function of students.

TikTok is quite a successful application and needs to be continually researched.

POSTER

Change title to the full title of the paper

Introduction:

TikTok is a popular short-form video sharing social media platform. In 2020, it was the most downloaded social media app.

Despite the app’s popularity, excessive use of the platform can have negative effects on the cognitive function of its users - our paper investigates these negative effects through a variety of methods.

Methods:

We collected our data via two methods:

* 7-question survey deployed to 50 final year students to gather data on TikTok usage.
* 5-question interviews conducted with 15 final year students to gain further insight of our fellow students’ opinions on TikTok and social media as a whole.

Findings:

* More than half of the survey participants (54%) use TikTok for entertainment purposes.
* Two thirds of the survey participants (66%) use TikTok at night.
* Nearly half of the survey participants (48%) use TikTok 3 or more hours per day.