

**EXAMINING THE TIKTOK USAGE OF SELECTED SENIOR HIGH SCHOOL STUDENTS
IN HAGONoy, BULACAN**

SAN PEDRO NATIONAL HIGH NATIONAL SCHOOL
SENIOR HIGH SCHOOL DEPARTMENT

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Abstract

In the modern world, social media has become a huge part of our lives. The most frequent users of it are in the new generation: millennials and Generation Z. Therefore, those are classified as students. The objective of this research is to examine the social media usage of the students, particularly the TikTok application. This study is useful for providing insights into the TikTok application usage among Senior High School students, especially in the field of audio-visual communication. To be able to achieve the said goal, the researchers conducted a survey with the selected grade 12 respondents. The questionnaire consists of questions that describe their TikTok usage. The data analysis revealed that the majority of respondents use TikTok primarily for video watching. The primary activity on TikTok is content consumption rather than purchasing or publishing. It is followed by students who are not TikTok users or simply are not using the TikTok application. The implications of this study could be used to raise concerns about what people, particularly students, do the majority of the time when using social media, specifically Tiktok.