

# College Students' Perceptions of the Impact of TikTok Use on Their Lives

Media Watch

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## Abstract

This study aimed to investigate college students' perceptions of the impact of TikTok use on their lives. A sample of college students ( $N = 464$ ) approached the topic via open-ended survey responses, and themes were created based on their answers through thematic analysis. College students' strong perceptions regarding TikTok's role in their daily lives yielded eight main themes: Time, None, Mental Health Discovery, Creativity, Humour, Connectivity, Trends and Financial Incentives. However, some participants stated that using TikTok has changed how they spend their time; most reported feeling that the platform did not impact their lives. Young adults may be unable to recognise the effects of social media platforms on their (mental) health. Potential adjustments to the platform or interventions in usage are suggested.

## Keywords

College students, impact, perceptions, social media, TikTok