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Impact of the Unsolicited Tiktok Content on Teenagers and its relationship to Educational Counseling towards Safe Use

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Abstract

The study aims to identify the extent of impact of the unsolicited Tiktok content on teenagers and its relationship to educational counseling towards safe use according to (third person effect model).

This study belongs to the descriptive studies, the researcher applied the sample survey method, and a questionnaire tool was also used to collect data from the sample which reached 200 respondents.

The sample was chosen by intentional method from teenagers that using the application.

The study reached several results, the most important of which are:

- 1- There are statistically significant differences in teenagers' perception of effects of the unsolicited Tiktok content on themselves, on their friends and on others.
- 2- There are no statistically significant differences in teenagers' perception of effects of the unsolicited Tiktok content on themselves, on their friends and on others according to gender.
- 3- There is a statistically significant correlation between teenagers' exposure to the unsolicited Tiktok content and their level of perception of effects of this content on themselves, on their friends and on others
- 4- There is a statistically significant correlation between teenagers' perception level of effects of the unsolicited Tiktok content on themselves, on their friends and on others and the level of their agreement to impose control measures to reduce negative effects.

The study recommended necessity of conducting more media studies about Tiktok application and its societal effects.

Keywords: Unsolicited Tiktok - Teenagers - Educational Counseling - Safe Use.