Tik-Tok Usage During Third Wave of COVID-19 and Its Impacts on Personal, Academic, and Social Life of Teenagers and Youngsters in Turkey

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Tik-Tok is a famous entertainment and art creation app that is used all around the world, which enables everyone to make short video clip ranging from 30 seconds to 1 minute and which is published and shared with family, friends, and public. This app is downloaded about 1.5 billion times with 800 million users all around the world, Tik-Tok users from China, India, USA, Russia, and Turkey are at the top. This paper explores the usage of Tik-Tok under the pandemic COVID-19 and how does it impact on personal, academic, and social life of youngsters and teenagers in Turkey. We collected primary data by using questionnaires from four big provinces: Istanbul, Ankara, Izmir, and Antalya (mainly top tourist provinces), 500 samples were collected by using convenience sampling method, data collected in between 1 April 2021 to 2 May 2021, data analyzed by Multiple ANOVA, three times simple regression was used to explore the impact of Tik-Tok on personal, academic, and social life separately, furthermore correlation test was also applied to show strength among variables. Results indicate statistical significance ($p < 0.01$) which supports the hypotheses.

Keywords: COVID-19, Tik-Tok, personal life, academic life, social life

Introduction

Currently social media is playing a vital role in the media industry, business firms, educational industries, colleges, universities, schools, youngsters, teenagers, even on old aged people too (Rouis, Limayem, & Salehi-Sangari, 2011). It has numerous features and specifications, as it possesses a lot of competencies on the equal avenue just like sharing video messages, audio messages, calling, direct sharing, messaging and communicating, chatting, dating, quickly publishing your work, including, research papers, research articles, book reviews, and connecting the whole world at a single platform (O'keeffe & Clake-Pearson, 2011). It is one of the cheapest and quickly accessible media for the whole world which includes all people related to different age groups having different age cycles, mainly including youngsters, teenagers, old agers, and children (Gurcan, 2015). According to Apptopia mobile company, Turkey ranked third biggest country in which youngsters and teenagers use Tik-Tok and this tops up the space of Vine app that closes all its services in 2017. According to TR, Euro news, 35% teenagers and 23% youngsters uses Tik-Tok every day in Turkey. A huge proportion of the human population is using social networking sites across all states, regions, and countries. Plenty of teenagers and youngsters are rapidly moving from e-media such as: TV watchers, active listeners of radio to the social media and social networking sites such as: YouTube, Facebook, My Space, Skype, Tik-Tok even messaging apps, like Whatsapp, Imo, Snap Chat, Viber, and so on. There is a huge impact of these social networking sites on the educational, personal, and social lives of teenagers and youngsters in terms of effects on lifestyle, living behavior, personalities, attitudes, and norms of individual users. Tik-Tok is a megatrend in the world nowadays, especially in Asia, Europe, Australia, and USA continents, almost having more than 500 million active users in the world. Tik-Tok is one of the small video sharing network sites which is a Chinese company, formulated in Beijing owned by Byte Dance, it was established in 2012 by one of the web designers Zhang Yiming. It includes building up the small lip-sync, fun videos, and also artistic videos, this app was launched internationally in 2017 for Android and Apple users in international markets across the boundaries of China (Patrick, 2018). This app enables users to produce 10-second to a 1-minute short video by and for the general public. It is becoming very popular platform where youngsters, and teenagers can earn revenue by posting their short videos, increasing followers and likers on posts, on Facebook, Instagram, and YouTube, youngsters are also using Tik-Tok as messenger after connectivity by followers. Tik-Tok seems to be the biggest source of advertisement hub for businesses in near future. Tik-Tok is now widely accepted in Europe, Asia, Africa, USA, and Australia. This is why the main focus of this study was to find out the impact of Tik-Tok usage on teenagers and youngsters; under COVID-19 pandemic situation which is a disease caused by a new strain of corona virus. "CO" stands for corona, "VI" for virus, and "D" for disease. Formerly, this disease was referred to as "2019 novel corona virus" or "2019-nCoV". In response to a huge loss of lives due to COVID-19 pandemic, almost every country is adopting the lockdown strategy to mitigate the spread of COVID-19 which makes the youngsters and teenagers stay at home unusually, and that's why they manage their engagements as entertaining as possible. Hence, Tik-Tok among other social networking apps is widely used which leaves lasting impact on their academic, social, and personal lives. This study reveals how and to what extent this app affects the academic, social, and personal lives of its users specifically youngsters and teenagers of Turkey.

Statement of Problem

As mentioned earlier, Tik-Tok is widely used all around the world in COVID-19, this research focuses on Turkey, which contains 81 provinces, top four provinces Istanbul, Ankara, Izmir, and Antalya are considered for

data collection because these are the thickly populated provinces of Turkey having a huge number of teenagers and youngsters, who are essential users of Tik-Tok in pandemic period, as lockdowns have laid them stay at home and social networking apps help them spare their time creatively and artistically, they spend most of their time using this app. This is why as researchers, we wanted to know about how Tik-Tok usage affects youngsters' and teenagers' academic, social, and personal lives during this pandemic period in terms of learning (academic), online interaction with people (social), and behavior with family (personal) which has laid a paradigm shift due to unusual home stays.

Objectives of the Study

• To evaluate the Tik-Tok usage and understand how it affects the academic, social, and personal lives of youngsters and teenagers during third wave of pandemic COVID-19 in Turkey.

• To understand the impact of Tik-Tok usage on the academic lives of teenagers and youngsters in terms of learning during third wave of pandemic COVID-19.

• To identify the impact of Tik-Tok usage on the social lives of teenagers and youngsters in terms of interaction with people during third wave of pandemic COVID-19.

• To explore the impact of Tik-Tok usage on the personal lives of teenagers and youngsters in terms of behavior with family during third wave of pandemic COVID-19.

• To explore the increasing ratio of Tik-Tok in third wave of the pandemic period.

• To evaluate the addition of teenagers and youngsters on Tik-Tok and they're debilitating in daily practices in life.

• To suggest the precautions for appropriate usage of Tik-Tok in an actual way to briefly improve and brainwash of teenagers and youngsters.

Literature Review

Out of huge literature available on the social networking sites, their impact on youth, children, adolescence, and families during the last five years, and how does it affect users in such a pandemic situation was analyzed. According to the latest figures, around 22% of teenagers log in to their favorite social media sites, more than 10 times a day, and more than half percentage of adolescents log more than once a day (Steyer, 2009). Social media interaction offers huge benefits to users which is broaden into their view of community, self, and the world (Boyd, 2007). According to a research carried out by Hinduja and Patchin (2007), out of 75% of teenagers have possession of cell phones, 25% use them for social media, 24% use them for instant messaging, and 54% use them for texting. To make meaning of available literature for better understanding each variable was studied separately.

Tik-Tok

Tik-Tok is a short video creation app, that has become a well-known interaction medium. Currently in China, Tik-Tok has become one of the fastest growing apps and the most used music video community (PR Newswire, 2018). It is mainly popular among Internet users under the age of 30 in China (Patrick, 2018). Beyond China, it has also become a phenomenon in North America as well as multiple other Asian markets like South Korea, Japan, and Thailand (PR Newswire, 2018). In June 2018, Tik-Tok announced its monthly number of active users in mainland China around 300 million, and 500 million around the World (Wang et al., 2020).

Personal Life

In the age of social media, there is a little gap between public and private life nowadays. Once you share personal data, image, or video on website, you are helpless to control its distribution. However, you can limit its level of privacy in the profile but yet you are sharing them with an unknown web administrator. Tomorrow your personal information may lend in the hand of parents, teacher, employer, spouse, criminal or a marketing company. A study conducted by Pew Internet & American Life Project in 2007 found that 66 percent of teens restrict their online profile by making it private. They found 82 percent teens post their first name, followed by photos of themselves (79%), name of city (61%), and email address (29%). According to Pew study girls generally don't post information that could help in finding their physical location. On the other hand, boys are just opposite and post more information about their real location (Lenhart & Madden, 2007). But again whatever is shared is shared with the permission of the user and some people feel good sharing personal life stories and events whereas others don't, depending on different cultures and mindsets and sometimes depend on priorities and preferences. Nowadays before offering a job, some employers look into the potential employee profile, to understand the social behavior and personality of that potential employee (Deal et al., 2010). This simply reflects the importance of social networking sites has captured our daily lives, affecting our personal life and professional life without making a difference.

Academic Life

While Social networking sites (SNSs) are a very helpful tool in students' hands, it was found by many studies that a negative impact of social network sites usage on academic performance could occur. Many students declared that their marks are not affected by using social networking sites, whereas others confessed that long lasting usage can be a disturbance, time killing, and can lead to academic failures (Ozer, Karpinski, & Kirschner, 2013). A research results concluded a negative impact of online social media usage on academic performance; therefore, as time spent on social networking sites increases, the academic performance of the students is seen to deteriorate (Paul, Baker, & Cochran, 2012). However, Junco (2015) studied the impact of college students' academic level and found that Grade Point Averages (GPAs) of juniors are negatively affected by Facebook but not for seniors, because they use social apps less than juniors. On the other hand, as SNSs can be accessed from digital device such as a personal computer, a smart phone, a tablet, or a laptop, some studies focused on the impact of using such digital devices on students' academic performance since those devices are the main reason for the excessive usage of SNSs. Wentworth and Middleton (2014), for instance, said that there is a strong negative correlation between the amount of time spent on the computer and the time spent on study; and again they found that people who spend more time on computers spend less time on studying and get less GPAs. Lepp, Barkley, and Karpinski (2014) explored that cell phone use was negatively related to GPA and positively related to anxiety. They concluded that cell phone users with high frequency have a propensity to have lower GPA, higher anxiety, and lower satisfaction with life relative to their peers who used the cell phone less often.

Social Life

One of the researches on social networking sites by Jain, Anand, and Gupta (2012), found that the youth takes part actively and also raises their voices to express their views and opinions on socio-economic issues, discussed on various social networking sites. The findings suggest that although the youth responds to such events which they do not take up discussions practically beyond web and forget about them once they sign off, but still, these sites prove to be advantageous for the youth for spreading awareness on the issues which can actually

impact the generations. Another research on a review of the social networking sites and youth, found that the fascinating offers and technologies of social networking sites attract youth and teenagers making them popular which puts forward a concern for parents and educators, regarding concern of privacy, safety, time consumption, health issues, psychological wellbeing, and academic performance (Ahn, 2011).
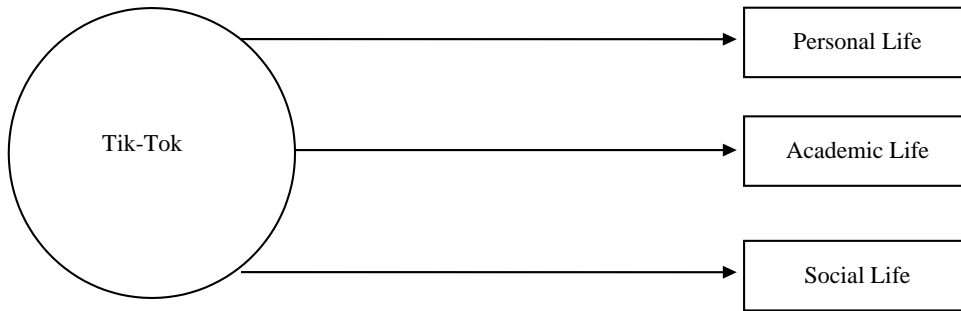
Conceptual Framework

Figure 1. Research framework.

Hypotheses

H1 = Tik-Tok usage significantly affects the personal life of youngsters and teenagers in Turkey.

H2 = Tik-Tok usage significantly affects the academic life of youngsters and teenagers in Turkey.

H3 = Tik-Tok usage significantly affects the social life of youngsters and teenagers in Turkey.

Research Methodology

Research Design

This study is done with a quantitative approach, based on a survey from youngsters and teenagers living in Turkey, who are selected from Istanbul, Ankara, Izmir, and Antalya. Quantitative research is giving accurate results based on questionnaire scale (Creswell, 2007), which you are adopting and scale, although this method is not in detailed form, because it is composed on close-ended questionnaires.

Population, Sample, and Sampling Procedure

The selected population for this research is youngsters and teenagers who are living in Turkey; especially in Istanbul, Ankara, Izmir, and Antalya, those who are using Tik-Tok app under this pandemic period, according to Turkish Statistical Institute, Istanbul, are thickly populated province, almost 15.6% Istanbul populations consist of teenagers and youngsters, data revealed to be some like 2,307,379 persons are the population of youth and teenagers, so the major portion of sample drawn from Istanbul, i.e. 200 samples were taken (100 teenagers and 100 youngsters), after Istanbul, Ankara is the second largest youth populated province of Turkey, according to Turk Stat data revealed to be some like 837,494 persons are youngsters, so that 150 samples drawn from Ankara (120 youngsters and 30 teenagers). The Aegean coastal province Izmir is the third youth populated according to Turk Stat data, 575,185 persons are youth and teenagers, so 100 samples from Izmir province (20 teenagers and 80 youngsters) were collected, small sample size drawn from Antalya province it is quite and calm province and one of the biggest tourist hubs for visitors, according to Turk Stat data it is revealed 541,979 persons are youth and teenagers, a sample of 50 was drawn from Antalya (45 youngsters and 5 teenagers). For selecting participants, we used convenience sampling technique that is the type of non-probability sampling method. The samples consist of 275 males and 225 females.

Data Collection

To support the study, relevant data gathered by using primary source of data, using a questionnaire, a small survey in four metropolitan provinces of Turkey was conducted, questionnaire composed of 22 items Likert scale questions which were used to measure the variables with questionnaire title (Tik-Tok, personal life, academic life, and social life) because due to this pandemic period no one is allowed to go outside so data could not be collected physically but Google forums were created and link was sent to friends, and circle groups from Istanbul, Ankara, Izmir, and Antalya. The first corona virus case was diagnosed on 11 March, 2020, and lockdown was started from 1st April and usage of Tik-Tok was increased, the whole data were collected in the third wave of pandemic period, data are gathered between 1st April 2021 and 2nd May 2021, it took about one month to collect the data, each participant contributed average 10 minutes to fill the survey questionnaire.

Analysis and Discussion

Demographic Interpretations

This part contains gender based Tik-Tok usage and other social apps, including Zoom for meetings, Facebook, Instagram, Whatsapp, Viber, and those social apps mostly used for chatting, making small clips, making friends, reading books, passing time in pandemic period, normally usage of these apps has been increased during COVID-19 not only in Turkey but all around the world.
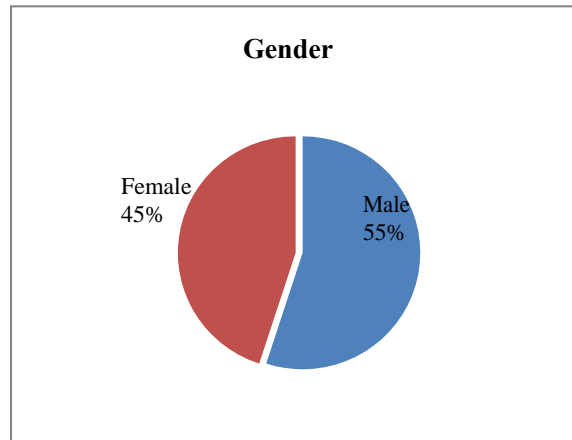
Gender

Figure 2. Gender of respondents results.

Above pie chart represents the Tik-Tok users by gender during this pandemic period, out of the total 500 survey samples, 225 were females with 45% and 275 were males with 55%, males teenagers are using Tik-Tok, more than females especially in Istanbul and Izmir, because there are a lot of places where they can make their videos. While Ankara and Antalya are quiet provinces, some females were studying in different universities now they are free at their homes, so they are making Tik-Tok clips and sharing with their friends and families during this pandemic period.
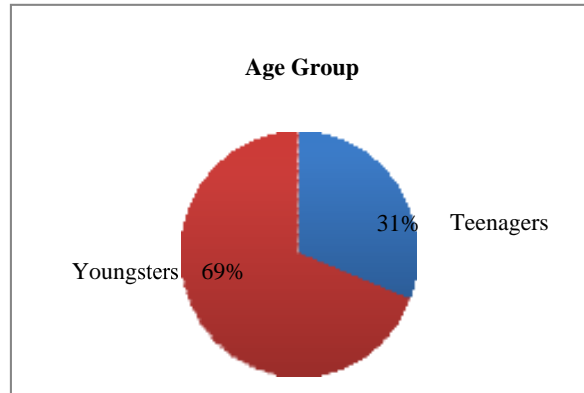
Age Group

Figure 3. Age group results.

This figure represents usage of Tik-Tok according to age group, according to survey 345 (69%) youngsters and 155 (31%) teenagers use Tik-Tok under pandemic COVID-19, before COVID-19 teenagers and youngsters were engaged and busy in their academic activities, sports activities physically and used to interact with people in society but in this pandemic period lockdown and curfew are imposed in Turkey mainly in 31 big provinces so they being enclosed at their homes cannot go outside and are unable to participate in any academic and social activity outdoor, that's why their learning and behavior has been affected and the number of Tik-Tok users has been increased in Istanbul, and Ankara. For some creative and artistic youngsters and teenagers who want to become popular, Tik-Tok is a great app which provides chance for them to share their passion and creative actions through short videos.

Usage of Tik-Tok App
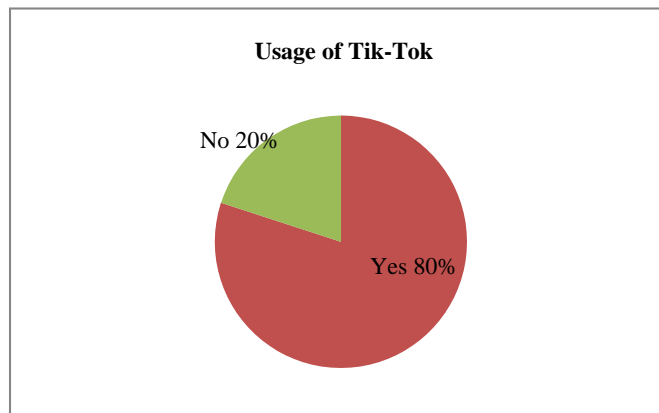
Figure 4. Usage of Tik-Tok results.

According to survey 400 respondents use Tik-Tok, hence this figure meets the research objectives, that most of participants use Tik-Tok during this COVID-19 period, and their behavior towards their families is quite well, teenagers and youngsters don't go for work, they relex at their homes, they only use social networking sites and feel happy, 100 participants don't use Tik-Tok, but they use other video sharing apps similar to Tik-Tok such as Woovly, Snap Tik, Viva Video.

Usage of Other Social Networking Sites

Figure 4. Usage of other social networking sites results.
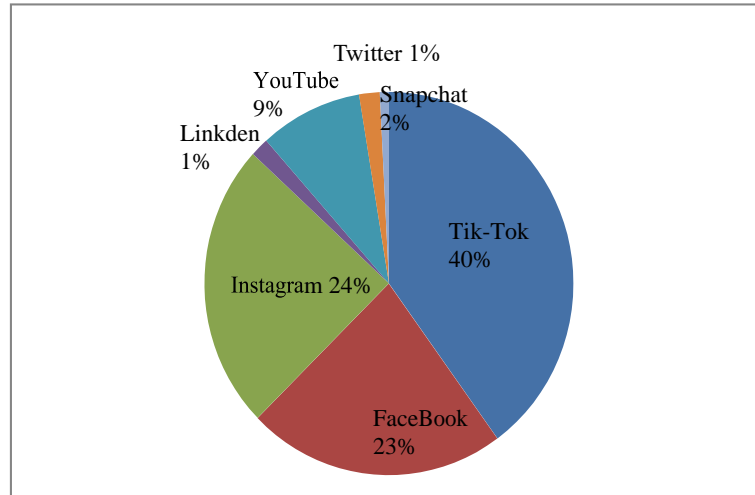
The above pie-chart reflects the usage of different social networking sites in Turkey. According to survey 40% respondents use Tik-Tok in this pandemic period COVID-19; out of 500 samples, 200 participants are active users of Tik-Tok who post their videos regularly, increase their followers, and are more creative in personal life by grooming themselves, because when they make video they need to change their costumes according to that lyric, dialogues, action, and scene, so Tik-Tok really has effects on personal life in terms of behavior, and due to pandemic period COVID-19, Tik-Tok users' ratio has been increased: people, while staying at home, have nothing to do, they want to entertain with family members. 120 respondents use Instagram, it is a more widely used social app in Turkey than Facebook, almost every Turkish youngster and teenager has account on Instagram, mostly they post photos when they do lunch, visiting places i.e. shopping malls, bazaars, cafes, beaches, mansions, and fortress, they also post their Tik-Tok lyric videos on Instagram directly, so it can be said both apps are connected together. 115 participants use Facebook, it is a world class app almost everywhere this app has been used, this is similar to Instagram, people post their photos, videos, can go live, and get connected with friends and family, it contains amazing features and updates more and unique features every month. It contains also messenger service separately. Due to pandemic COVID-19, youngsters try to reach universities professors' Facebook ids in order to do better in academic perspective; they join scholarship network groups, academic portal groups, international visiting groups which has effects on their social life. 45 respondents use You-Tube as it has wide network; those youngsters who were doing jobs in private companies in Istanbul, Izmir, and Ankara, are free at their homes in pandemic COVID-19 period and it has affected their salaries, as they are getting low salaries and some of them are not getting it. Hence, to generate a source of income they try to increase their subscribers through You-Tube and monetize their channel; they post their motivational talks, their lectures, introductory clips for visiting places, and much more. 10 participants use Snap-Chat as it is more secure, chat is automatically deleted; five participants use Twitter, normally tweet with the posts, and publish news by updating youngsters in Turkey, and five participants use LinkedIn normally to strengthen their academic and professional background, display their capabilities, develop their career, and find out the better job.

MANOVA Analysis

Multiple analyses of variance tests were applied to test three dependent variables and one independent variable which are part of hypothetical framework.

Table 1

Tests of Between Subjects Effects of Corrected Model Test Results

Dependent variable	Type III sum of squares	DF	Mean square	F	Sig.
Personal Life	96.648	1	96.468	192.188	0.000
Academic Life	159.274	1	159.274	230.543	0.000
Social Life	188.480	1	188.480	536.752	0.000

Table 2

Multivariate Test Results

Effect		Value	F	Hypothesis Df	Error df	Sig.
Intercept	Pillai's Trace	0.313	73.926	3.000	487.000	0.000
	Wilks' Lambda	0.687	73.926	3.000	487.000	0.000
	Hotelling's Trace	0.455	73.926	3.000	487.000	0.000
	Roy's Largest Root	0.455	73.926	3.000	487.000	0.000
Tik_Tok	Pillai's Trace	0.548	1.967E2	3.000	487.000	0.000
	Wilks' Lambda	0.452	1.967E2	3.000	487.000	0.000
	Hotelling's Trace	1.212	1.967E2	3.000	487.000	0.000
	Roy's Largest Root	1.212	1.967E2	3.000	487.000	0.000

Table 1 represents the tests of between subjects effects results, since $0.000 < 0.005$ test is significant. Personal life, academic life, and social life of youngsters and teenagers, are significantly impacted by using Tik-Tok. In the test between subject there is SS of type III that is different possibilities of research like SS (A|B, A*B) in this it is overlapping Tik-Tok on personal life by 96.648, academic life by 159.274 and social life by 188.480 of youngsters and teenagers. Multivariate test in Table 2 is representing the real findings of one-way MANOVA. According to above Table 2, it focuses normally on Wilk's Lambda test; this is represented by applying one-way MANOVA that model is statistically fit or not, so that it is considered significant values which are 0.000, so that it is below 0.001 ($p < 0.001$), in this regard it is to be concluded that personal life, academic life, and social life of youngsters and teenagers are significantly dependent on usage of Tik-Tok; this Wilk's Lambda test also tells us significant difference between Tik-Tok by reviewing jointly on the variables of personal life, academic life, and social life of youngsters and teenagers in Turkey during third wave of COVID-19.

Correlation Analysis

Table 3

Correlation Test Results

	Tik-Tok	Personal life	Academic life	Social life
Tik-Tok	1	0.531**	0.566**	0.723**
Personal life	0.531**		0.354**	0.553**
Academic life	0.566**	0.354**		0.794**
Social life	0.723**	0.553**	0.794**	
N	500	500	500	500
Sig. (2-tailed)	0.000	0.000	0.000	0.000

Notes. ** Significance level *p*-value below than 0.05.

Table 3 reflects the relationship among variables, this model contains three dependent variables: personal life, academic life, and social life and one independent variable that is Tik-Tok, the relationship between Tik-Tok and personal life is 0.531 that there is moderate positive relationship between Tik-Tok and personal life, 0.566 also shows moderate positive relationship between Tik-Tok and academic life, whereas Tik-Tok has strong positive relationship with social life 0.723 at 1% significance level, where all significance values are below 0.01 so that model is statistically significant and having relationship among variables.

Simple Linear Regression

To test this model more statistically, we used three times simple linear regression model, instead of multiple regression model, because whenever we have several independent variables and one dependent variable than we use multiple regression model, this model is reverse and contains one independent variable and three dependent variable, so variables were tested separately at 1% significance level.

Table 4

Simple Linear Regression of Tik-Tok With Personal Life Test Results Dependent Variable Is: Personal Life

Variable	Coefficient	Std. error	t-statistic	Prob.
(Constant)	1.894	0.128	14.767	0.000
Tik-Tok	0.561	0.040	13.903	0.000
R-square	0.282	Adjusted R-square	0.281	

Table 5

Simple Linear Regression of Tik-Tok With Academic Life Test Results Dependent Variable Is: Academic Life

Variable	Coefficient	Std. error	t-statistic	Prob.
(Constant)	0.490	0.151	3.248	0.001
Tik-Tok	0.720	0.047	15.184	0.000
R-square	0.320	Adjusted R-square	0.319	

Table 6

Simple Linear Regression of Tik-Tok With Social Life Test Results Dependent Variable Is: Social Life

Variable	Coefficient	Std. error	t-statistic	Prob.
(Constant)	0.671	0.107	6.260	0.000
Tik-Tok	0.704	0.034	23.219	0.000
R-square	0.523	Adjusted R-square	0.522	

Table 4 presents the model that represents the impact of Tik-Tok on personal life, in this model the value of R square is 0.282 that means Tik-Tok can explain about 28.2% variations in personal life. Increasing the use of Tik-Tok by one minute will increase change in personal life by 0.561, keeping all other factors constant, by applying simple linear regression model it is also statistically significant ($p < 0.001$). Table 5 presents the model that represents the impact of Tik-Tok on academic life in this model the value of R square is 0.320 which means Tik-Tok can explain about 32% variations in academic life. Increasing the use of Tik-Tok by one minute will increase change in academic life by 0.720, keeping all other factors constant, by applying simple linear regression model it is also statistically significant ($p < 0.001$), while universities and schools are closed, that why they are involved in Tik-Tok app by making videos and posting those for increasing followers. Table 6 presents the model that represents the impact of Tik-Tok on social life. In this model the value of R square is 0.523 that means Tik-

Tok can explain about 52.3% variations in social life. Increasing the use of Tik-Tok by one minute will increase change in social life by 0.784, keeping all other factors constant, by applying simple linear regression model it is also statistically significant ($p < 0.001$). All models are tested at 1% significance level.

Hypotheses Testing

H1 = Tik-Tok usage significantly affects the personal life of youngsters and teenagers in Turkey, according to regression analysis, MANOVA, Regression and Correlation, all significant values are below 0.01 so we reject null hypothesis in the support of H1.

H2 = Tik-Tok usage significantly affects the academic life of youngsters and teenagers in Turkey according to regression analysis, MANOVA, Regression and Correlation, all significant values are below 0.01 so we reject null hypothesis in the support of H2.

H3 = Tik-Tok usage significantly affects the social life of youngsters and teenagers in Turkey according to regression analysis, MANOVA, Regression and Correlation, all significance values are below 0.01 so the null hypothesis is rejected in the support of H3.

Conclusion

The whole world is affected by pandemic COVID-19 in terms of socio-economic lifestyle; Social networking sites usage is observed extremely high while staying at home as one of the measures to prevent COVID-19. Among various social networking sites, the usage of Tik-Tok is growing swiftly in COVID-19 pandemic situation which has shown significant difference in personal, academic, and social lives of teenagers and youngsters before and during pandemic situation in Turkey. During the pandemic period COVID-19, the impact of Tik-Tok on social life is very high 0.784, although the correlation shows also strong relationship between Tik-Tok usage and social life 0.723, more than personal life and academic life, personal life is affected at a relatively small extent by Tik-Tok usage 0.561. In short, this study concludes that youngsters are highly affected by Tik-Tok in COVID-19, as they are unable to go to their academic institutions, work, and social gathering networks, due to curfew and lockdowns.

Limitation of the study

Beside the fact that this research reveals very important facts and implications, it bears some limitations as well, due to pandemic situation and its precautionary measures. As data could not be extracted from 81 provinces of Turkey, this studies is only based on metropolitan provinces Istanbul, Ankara, Izmir, and Antalya, and even some specific areas of these provinces, data gathered only from European side of Istanbul Zeytinburnu, Bakirkoy, Sisli, Besiktas, Kucukcekmece, and Avcilar, in Ankara mostly data gathered from Canakkale, Cankaya, Bala, and Cubuk, in Izmir data collected from Dekili, Gaziemir, Guzelbache, and Konak, and in Antalya data collected from MuratPasa and Ibradi districts. This study focused on Tik-Tok app although there are other video sharing apps like Likee, Cheez, Vigo Video, Kwai, Funimate, Dubsmash, Zoomerang. Besides these apps there are other social networking sites, Facebook, Instagram, Imo messenger, Whatsapp messenger, Snapchat, You-Tube, LinkedIn, etc. which also grab time of youngsters and teenagers in the third wave of pandemic situation but all these apps need separate in-depth analysis like this one for Tik-Tok which requires a lot of time and motivation for users to cooperate. Another limitation of sample and sampling method due to this pandemic period is that researchers could not meet the participants in person and could not travel anywhere, because domestic flights have been suspended, coaches and bus services are banned to travel in 31 provinces, that's why convenience

sampling method was used, data only gathered from those who are in circle and online social groups on Whatsapp and Facebook and they reside in above mentioned specific areas.

Recommendations

The recommendations are falling within four strategies that need to be fulfilled by future researchers, due to COVID-19, researchers can't achieve its fourth objective more detailly and specifically so it's recommended that (1) "Understand the behaviors of youngsters and teenagers while they are making short videos sharing apps" in Turkey. This research conducts in the 1st phase of pandemic period COVID-19, it will be highly recommended that research must be conducted; (2) "Usage of Tik-Tok after or post pandemic period COVID-19 and see the impacts by taking same variables". Tik-Tok has nearly about 20 million users in Turkey for this study sample size was 500 and convenience sampling method for data collection because of COVID-19, so that is personal and academic life has low variations, so it is recommended that (3) "Use cluster sampling method, increase sample size collect sample from more provinces and regions in Turkey", and find out more clear results. Majority of the Turkish population not only use Tik-Tok but there are so many short videos sharing platforms and also social networking sites, to reduce this gap, it is recommended that (4) The impact of social networking sites on academic and career on youngsters in Turkey, and do study on Facebook and Instagram.

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