



## Analysis of TikTok Utilization as a Reference Source for Students of UIN North Sumatra Library Science Study Program

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### Abstract

*This paper examines the use of TikTok as a reference source by students in the Library Science Study Program at the University of North Sumatra with the view of determining its suitability for academic supplement. In the world where digital media and social platforms are widely used in education the concept of non-traditional sources such as TikTok is helpful. This research uses interview, observation and documentation as its data collection techniques and the data collected will be analyzed using the techniques presented by Miles and Huberman. The study shows that despite the fact that TikTok is famous for sharing informative and interesting videos, it is not well used by students as the main academic source. Some students are still skeptical, and therefore, rely on conventional learning materials, including books and scholarly journals, because of concerns relating to TikTok's academic credibility and the risk of fake news. From the study, one can infer that social media platforms such as TikTok need to be incorporated in academic practices but in moderation while useful, they should not replace conventional sources. This research aims to add to the body of knowledge about digital literacy in higher education institutions and offers the educators an idea of how to encourage use of social media technologies and at the same time helping the students to remain active and critical evaluators of information.*

## Introduction

Social media has become an important aspect of daily life, especially for college students, in this era of digital technology (Natasha, 2019). TikTok is an increasingly popular social media platform (Yélamos-Guerra et al., 2022).. TikTok's company valuation surpassed US\$75 billion on January 7, 2019, cementing itself as the world's most valuable startup, surpassing Uber (Christopher, 2020). TikTok is a short video platform that features a variety of educational information (Khotimah et al., 2021).. The ease of using the TikTok app using only a mobile device increases its portability and allows for usage that is not limited to a specific moment in time. (Danti et al., 2022).

TikTok was originally launched by the Chinese technology company, *byteDance* in 2016 under the name Douyin for the domestic market then in 2017 the company launched its international version under the name TikTok. (Misder & Julianto, 2023).. TikTok quickly became one of the most popular apps in the world. With creative features and content that educates millions of users, it allows users to create and share short videos with a duration of 15 seconds to 10 minutes on the TikTok platform. TikTok users, the majority of whom are young people, are beginning to use the platform to share their knowledge, ideas and experiences in a variety of areas including education, health and social activities. (Rante Rerung et al., 2021).

According to a report from Beautynesia, there are five categories of TikTok content: (1) Entertainment content, (2) Educational content, (3) Cooking content, (4) Haul content, and (5) Tutorial content. Today, the TikTok app serves not only as a source of entertainment, but also as an educational platform. For example, it provides educational content on how to organize a final project or thesis at the undergraduate level. Many content creators on TikTok share knowledge about writing a final project. (Rahmana et al., 2022).. According to research conducted by (Ain et al., 2023), ikTok has been downloaded the most, reaching 45.8 million downloads. This number exceeds the user base of other widely used applications, such as Youtube, WhatsApp, and Facebook. The same goes for Instagram. Indonesia has around 10 million active TikTok users, with the majority being millennials, school age, or generally referred to as Generation Z. (Putri, 2022).

With the advancement of information and communication technology, social media has emerged as a widely used platform to exchange information, experiences and expertise easily, quickly and widely. Social media can be a useful medium to promote information literacy among students in this environment. Students must have information literacy skills in order to receive truly accurate information, which is an important task. Information literacy, as defined by the American Library Association (ALA, 2000), refers to a set of individual skills that enable a person to identify information when needed and effectively locate, appraise, and utilize that information. (Masriyatun, 2019). Library science students at UIN North Sumatra play an important role in understanding, distributing, and supervising information. Therefore, it is imperative to investigate the potential of TikTok in encouraging the growth of information literacy and serving as a reference source for users. Library Science students must have qualified information literacy skills (Azmar, 2019). Information literacy is an essential skill in the global information age. It refers to the ability to effectively utilize information and communication technologies, and their applications, to access and produce information. These skills include the capacity to search, organize and utilize information in an appropriate manner (Ningsih & Sayekti, 2019). (Ningsih & Sayekti, 2023).

This attracts the attention of researchers to analyze the use of the TikTok application as a reference source for library science students at UIN North Sumatra. In this case, TikTok can be one of the potential reference sources for Library Science students. Reference information that can be used in various disciplines is now available in digital format thanks to technological advances. This is mainly due to the presence of the internet, which facilitates the availability and accessibility of digital reference sources. The impact of the internet on information advancement is significant (Hasibuan et al., 2023).. Social media has a beneficial influence, particularly in facilitating information exchange and providing easy access to online literature. In addition to its positive impact, social media also has negative impacts, such as the potential for addiction, which can change a person's cognitive processes and behavioral patterns. (Rahmana et al., 2022).

In the context of higher education, especially for Library Science students at UIN North Sumatra, information literacy is a much-needed skill. Library science students need the ability not only to find information from various sources but also the ability to evaluate the relevance of information. In an era where information can be easily accessed through various online platforms, it is important for library science students to understand the role of social media such as TikTok in their information reference process. Although TikTok is often considered an entertainment platform, there are several content creators who provide content that can be used as an effective reference source such as content creator vina muliani who provides educational content in the career field, content creator ira mirawati also provides content that discusses the

preparation of final assignments such as determining the title, content creator tasya farasya who presents content about makeup (beauty vlog).

Along with the development of technology and easy access to information, educational content has become one of the most popular forms of content among digital platforms, one of which is the TikTok platform. (Sundari et al., 2022).. With the existence of educational content that will make it easier for students to find effective reference sources, the use of TikTok as a reference source for Library Science students has several potential advantages. First, TikTok provides easy and quick access to information. Users can search for information by using hashtags or keywords. Second, TikTok presents information in an interesting and easy-to-understand video format. Third, TikTok allows users to interact with content creators and other users, thus enriching knowledge and insights. Although educational content has become popular on TikTok, it is unclear to what extent university students use it effectively to find academic references. There are potential benefits in using TikTok as a reference source, such as easy and quick access to information through the use of hashtags or keywords, presentation of information in an interesting and easy-to-understand video format, and the possibility of interacting with content creators and other users to enrich knowledge and insights. However, further research is needed to evaluate how effective TikTok is as a reference source in the context of the academic needs of Library Science students.

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This study aims to explore the use of TikTok as an information source for students of the Library Science Study Program at UIN North Sumatra. Basically, students nowadays rely heavily on social media platforms, especially TikTok, as a source of real-time and accurate information. Therefore, many students on various campuses in Indonesia use TikTok as a reference source to fulfill their information needs. However, it should be noted that social media, including TikTok, can also spread inaccurate information. Therefore, this study aims to analyze the extent to which students of the Library Science Study Program at UIN North Sumatra utilize TikTok as a source of information or reference, with the aim of understanding its usefulness and usage strategies.

In a study conducted by Aanbj Dewanta in 2020, the potential of the TikTok app as a tool for learning Indonesian was explored. The study concluded that if used correctly and with the right methods, TikTok can be an engaging, interactive and innovative platform for learning Indonesian. (DDewanta, 2020). The TikTok program can be effectively used for learning

Indonesian because of its many features that cater to all four language skills and its user-friendly interface. Furthermore, a study conducted by Putri Naning Rahmana in 2022 explored the utilization of the TikTok platform as an educational tool in the Generation Z era. The TikTok app is often used by Gen Z because of its wide range of educational and inspirational content. The app is used for leisure and generally features tips, tricks, tutorials and sketch videos. Gen Z uses TikTok as an educational tool to gain new knowledge and share educational content. (Rahmana et al., 2022)..

In 2022, Awalinda Dea Kusumandaru and Fitri Puji Rahmawati conducted research on the use of TikTok social media applications to improve literary literacy in thematic learning in elementary schools. Literary literacy is linked to Indonesian language acquisition through the study of fiction and non-fiction literature. As part of this process, students are encouraged to view video presentations on fiction and non-fiction texts available on the TikTok app. The disadvantages of using TikTok app for literary literacy learning include students' lack of focus on the lesson, students' increased laziness and boredom when watching videos, and the limited depth of material obtained by students. Despite the limitations, there are some advantages of using TikTok app for literary literacy learning. One advantage is that students are highly engaged as they watch TikTok videos, which can enhance their understanding of literature. In addition, students can stay abreast of current educational trends and developments through this platform (Kusumandaru & Rahmawati, 2022).

Previous research has illustrated the various benefits and potential utilization of TikTok in educational contexts, especially in language learning and literary literacy. However, there are still not many studies that specifically explore the use of TikTok as a source of information or reference in academic settings, especially among Library Science students. Therefore, this study aims to fill the knowledge gap by analyzing in more depth how Library Science students at UIN North Sumatra use TikTok as a source of information or reference. This research is expected to make a significant contribution to the understanding of the use of TikTok as a reference source in the academic environment and provide new insights into the development of information literacy in the digital era.

## Methodology

Based on the above research questions, this study uses descriptive qualitative research to measure the extent at which the students from the Library Science Study Program at UIN North Sumatra use TikTok as a source of reference. According to Zellatifanny and Mudjiyanto (2018) the descriptive research attempts to provide a detailed description of the qualitative characteristics and frequency of events or object in a research subject and thus provides a view that is as close to real life representation as possible. Qualitative research will compliment this study because enables researchers to understand students' experiences, actions and reasons behind using TikTok for academic purposes in detail (Sidiq & Choiri, 2019).

This study was conducted on students studying in the Library Science Study Program of UIN North Sumatra in the cohort of 2021. The study was done at the main campus of the university at Jalan Lap... Golf No. 120 Kp. Tengah, Kec. Headwaters, Deli Serdang Regency, North Sumatra Province. In a bid to ensure collection of an adequate and comprehensive data, the researcher incorporated a variety of collection techniques; observation, interviewing and documentation. The researcher was able to observe how students use TikTok in real-life, define certain kinds of content, the frequency of usage, the modes of the platform engagement, etc. These observations served useful to obtain a practical perspective on TikTok as a reference source, showing the variety of ways In which students use it in their academic schedules.

The main data collection method used in the study was interviews and these were administered to a purposive sample of students. The rationale for adopting this sampling technique was to identify the participants who would be most relevant to the research objectives with a view to achieving a rich depth of the study. The interviews gave the students the opportunity to offer their subjective opinion thus offering the researcher a variety of different ways that TikTok is perceived and used as a reference. Such interviews helped to reveal the students' approaches to search for credible information on TikTok and their evaluations of the main advantages and disadvantages of this social platform in terms of its applicability for academic purposes.

In addition to interviews and observations, documentation was also very important in this study. The researcher also gathered different types of written materials found in students' learning process; notes, records and screenshots, of TikTok contents used by students. It also helped to provide the confirmation of how the types of content are beneficial to students, providing the students' connection between the information presented in TikTok and the academic sources. From this documentation, the researcher was able to determine the credibility of the information that the students were using with regard to the accuracy and relevance and the reliability of this data.

The data obtained through these different techniques were then subjected to analysis using the Miles and Huberman approach of data analysis that is quite common in qualitative research studies. According to Wandt et al. (2013), the Miles and Huberman model comprises four key stages: comprising of processes such as data reduction which entails the extraction of essential aspects and condensing of the data, data display, data validation where the results produced have to undergo a test and checks on their accuracy and the final is the conclusion drawing process. The process started with data reduction in which the researcher was tasked with winnowing down a massive amount of data that had been gathered with the view of retaining only that information that was pertinent and crucial to the study. This step was very helpful in containing the complicated nature of the data set and instead help the researcher to just work on the themes that were most relevant to the study goals.

After data reduction, the researcher was able to sort out the data into relevant and more manageable format of display. This worked involved sorting the data into themes and patterns that were the outcome of the interviews, observations, and documentation. Such structuring of data helped the researcher to clearly see trends and other correlation which would have eventually helped in understanding how the students use TikTok more especially as a reference material.

To minimise the threat to internal validity, the researcher used different data validation approaches. This involved reviewing the interview scripts, the records of observations, and other documents used in data collection to make sure that they gave consistent results. Since, triangulation is part of practices in qualitative research, it was employed in this study to ensure that the conclusions mentioned were supported by sufficient evidential backing. This validation process was important in making the current study conclusions more credible.

Lastly, the researchers concerned themselves with the process of inference making whereby the checked data set was used to establish coherent conclusions. This involved a process of data analysis with reference to the research questions and objectives, and a cyclical process of reviewing and reiterating the findings to ensure that these fitted the study goals. The conclusions were made with consideration of overall significance of the outcomes giving a clear and detailed picture of the role of TikTok as a reference tool in the academic processes of Library Science students of the UIN North Sumatra.

## Results and Discussion

### The Use of TikTok Application on Students

Based on interviews conducted with several students from the Uin Sumatera Utara library science department, it shows that the TikTok application is often used by students. They do this activity to fill their spare time and find the necessary information sources. Their main incentives in using TikTok are to gain up-to-date knowledge and keep up with the latest trends, get advice and strategies related to library science, and find entertainment and inspiration. The TikTok app is often used by students, including one of them, A, who is enrolled in the library science study program. A stated that they use the TikTok app because of its many interesting, instructive, and funny contents. Students use a variety of tactics to utilize TikTok as a reliable source of information, including subscribing to trustworthy accounts, using relevant hashtags, and utilizing the search filter functionality.

*"I usually open TikTok when I have some free time between classes, but I often end up finding useful tips for my assignments, especially from accounts that focus on library science and research methods"* (Extract 1)

An interesting trend is seen among students of UIN North Sumatera Library Science Study Program in utilizing the TikTok application. Based on interviews conducted with several students, the TikTok app has emerged as a platform that is frequently used by them. They use it to fill their free time and access the required reference sources. The main incentives that drive TikTok usage among these students include accessing up-to-date information, tracking popular trends, obtaining library science-related advice and strategies, and seeking entertainment and inspiration.

*"TikTok's short videos are perfect for quickly getting the gist of complex topics, like how to organize research references or use new software for library management"* (Extract 2)

TikTok has emerged as a valuable instrument for accessing up-to-date information and keeping up with current trends (Pardianti & S, 2022). The website provides a wide array of dynamic and constantly updated content, allowing students to stay informed about the latest advances in the library profession. In addition, TikTok offers valuable advice and strategies that students can apply in their academic pursuits. These materials not only provide practical knowledge, but also assist students in developing their career-related skills.

Another significant motivation is seeking entertainment and inspiration. TikTok is known for its creative and entertaining content that can fill students' free time. This is important, as entertainment can be an effective way to reduce stress and improve students' mental well-being. Inspiration gained from TikTok content can also spark new ideas and creativity in various aspects of their academic and personal lives.

A student of the Library Science Study Program, whose initials are A, revealed that he uses TikTok because this platform offers various types of interesting, educational, and comedic content. (Nurdiansyah & Suhartini, 2021). This shows that TikTok can fulfill various needs of students, ranging from academic needs to entertainment needs. Educational content on TikTok provides relevant and reliable information, while comedic humor content helps in creating a more enjoyable learning atmosphere. Students use various strategies in utilizing TikTok as a reference source. One commonly used strategy is to follow credible accounts. By following these accounts, students can ensure that the information they receive comes from a reliable source. In addition, the use of relevant hashtags is also an important strategy. Hashtags help in categorizing content and make it easier for students to search for specific topics that they need.

The search filter feature on TikTok is also used by students to filter content and find specific information according to their needs.

Overall, the use of TikTok among students of UIN North Sumatera's Library Science Program demonstrates how social media platforms can be effectively utilized as academic reference sources. TikTok not only provides up-to-date and relevant information, but also offers a fun and creative way to learn. However, it is important for students to remain critical in evaluating the content they consume and ensuring the validity and credibility of the information sources they use.

### **Types of TikTok Content that are Frequently viewed and Used as a Reference Source**

According to Gahran, content refers to the information that needs to be communicated. This can be done through various means such as text, photos, sounds, videos, spoken words, mathematical representations, symbolic language, morse code, music, and body language. (Baumanns, 2021). One of the advantages of utilizing TikTok is its diverse content, including learning materials in various fields of work, tips and tricks related to library science and other subjects, comedy humor, makeup, and the business world. By utilizing videos up to 1 minute long and using various filters, users can condense and enhance tips and techniques, making them more concise and captivating. P, a student majoring in library science at the University of North Sumatra, also mentioned that frequently viewed content revolves around specific tips and tactics. Tips refer to methods or strategies to achieve something, while tricks are efficient and easy approaches to implement the tips. (Halid et al., 2021). P stated that the tips and tricks on TikTok are very interesting and easy to imitate.

*"I follow several accounts that provide book reviews and summaries, which are incredibly helpful when I need to decide whether a book is worth reading for my thesis"*  
(Extract 3)

TikTok has gained significant popularity as a reference source among students, especially students of UIN North Sumatera Library Science Study Program. The content available on TikTok provides a variety of information that can be utilized by students to improve their understanding, both in academic and non-academic fields. (Rohmawati & Arfa, 2022). Some types of TikTok content that are often viewed and used as a reference source by students include educational content, tutorials, book reviews, and information trends. Educational content on TikTok is very diverse and covers various disciplines. Students often utilize this content to get short and concise explanations of certain concepts relevant to their studies. For example, Library Science students may be looking for content that explains modern library management techniques, the use of information technology in libraries, or basic theories of information and documentation.

*"I often look for tutorials on academic writing or how to use library databases. These short clips give me just enough information to apply the techniques immediately"*  
(Extract 4)

In addition, tutorials are another type of content that is very useful for students (Pritandhari & Ratnawuri, 2020). These tutorials may cover how to use library software, academic writing tips, or scientific research methods. Through short, easy-to-follow videos, students can quickly learn practical skills that can be directly applied in their assignments and research. Book reviews are also one of the most popular contents for students. With book reviews, students can get an overview of the contents, strengths, and weaknesses of a book without having to read the entire book first. This is very helpful in the process of selecting relevant and quality reading materials to support their studies.

Information trends on TikTok, such as discussions on current issues in the library and information field, are also of interest to students. By following these trends, students can stay up to date with the latest developments in their field, thus increasing their insight and readiness in facing future professional challenges. TikTok provides various types of content that can be used as a reference source by students of UIN North Sumatra Library Science Study Program. Educational content, tutorials, book reviews, and information trends are some of the types of content that are most often utilized by them. This platform not only helps students to obtain information quickly and effectively, but also encourages interactive and fun learning.

### **Utilization of TikTok Application as a Reference Source for Library**

TikTok, as one of the most popular social media platforms, presents a variety of content that can be utilized as reference material. (Uddin et al., 2024). First of all, TikTok offers quick and easy access to information through a short video format. Students can easily find various topics relevant to their studies, such as library management, information literacy, and library technology, by using TikTok. Students not only get information related to academics but they can get other reference sources they need. This speed and ease of access allows students to stay up to date with the latest developments in their field. In addition, the content presented on TikTok is often packaged creatively and innovatively, to attract students' interest and facilitate their understanding of the material presented. Educational videos that are attractively packaged can help students understand concepts that are complex and difficult to understand through traditional learning methods.

*"I like that TikTok videos are engaging and easy to digest, but I always cross-check the information with more reliable sources like academic journals or textbooks" (Extract 5)*

TikTok also provides a rich diversity of information sources, as the platform is used by a wide range of people, including professionals, academics, and practitioners in the library field. Students can utilize the various perspectives presented by these experts to enrich their insights and gain more comprehensive information. The interaction and discussion facilitated by TikTok is also an added value in its utilization as a reference source. Through the comment and live features, students can interact directly with content creators, ask questions, and discuss the topics discussed. This provides an opportunity for students to get answers to their questions and deepen their understanding through interactive dialog. Furthermore, TikTok can be a source of inspiration for research. The content presented can provide new ideas and showcase current trends and issues in the library field. Students can identify interesting and relevant topics for their academic research.

*"While TikTok is great for getting quick insights, I wouldn't rely solely on it for my research. It's more of a starting point for me" (Extract 6)*

Nevertheless, it is imperative for students to maintain a discerning mindset when assessing the information they obtain through TikTok. Due to the open nature of the platform and the lack of authenticity and high reliability in some of its content, students should verify information by consulting more credible academic sources to ensure its accuracy and veracity. Utilizing TikTok as a reference source for students at UIN North Sumatera's Library Science Study Program can provide considerable benefits, provided it is used wisely and with a smart approach. TikTok can be a valuable instrument in the learning and research process, offering new and insightful perspectives in the academic world.

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through a short video format. Students can easily find various topics relevant to their studies, such as library management, information literacy, and library technology. By using TikTok, students not only get academic-related information but also other reference sources they need. The speed and ease of access allows students to stay abreast of the latest developments in their field of study. Anisa's research findings confirm that Tik Tok videos, as a form of digital media, are an appropriate choice for teachers to incorporate into Social Studies lessons. (Anisa et al., 2022).

In addition, the content presented on TikTok is often packaged creatively and innovatively, so as to attract students' interest and facilitate their understanding of the material presented. Educational videos that are attractively packaged can help students understand concepts that are complex and difficult to understand through traditional learning methods. With its creative presentation, TikTok is able to bridge the gap between complex material and simple and interesting ways of delivery.

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Utilizing TikTok as a reference source for students of UIN North Sumatera's Library Science Study Program can provide considerable benefits, provided it is used wisely and with the right approach. TikTok can be a valuable instrument for studying and learning, offering new perspectives in the academic world. Students should take advantage of the benefits of this platform while upholding academic standards in searching and utilizing materials.

Thus, the study makes a novel contribution to the existing research on the use of social media such as TikTok in learning environments with respect to the use of social media to promote digital competence of learners (Al Balushi et al., 2022). This study continues from prior works that incorporate social media as other teaching instruments (Yélamos-Guerra et al., 2022; Kusumandaru & Rahmawati, 2022; Gikas & Grant, 2013) to break down the manner in which student navigate the two functions of tiktok as an entertainment platform and study tool. Thus, it destabilizes the notion of the reference material in the context of new media and calls for the more cautious approach to the definition of TikTok as the beneficial app (Taha, 2021; Lanneskog, 2023; Bibeva, 2021).

These cognitive strategies are an important contribution of this research as they unveil how students merge the attractively of TikTok and its contents that could easily compel a person to fixate with the fact that they require authentic academic information. It is not a phenomenon that is new in today's context, which has also come out in the research on the cultivation of new media literacy of the students, where the latter is steadily turning into 'content curation-

creators’, judging different types of information in different types of media platforms. This research thus adds credence to the fact that effective teaching for the learners in the digital environment should not be for them to be able to ‘find’ the content but on how to manage the information overload which is likely to be ‘found’ (Renjith, 2017; Schmitt et al., 2018; Bawden & Robinson, 2020).

Also, the study has implications to how the participants and scholars understand the construct of ‘academic credibility’ in the new era of digital media (Mills & Robinson, 2022). These results imply that if the usage of social media platforms is done with the right perspective then the current conventional academic research materials like books and journals which are in most cases regarded as the best sources of credible information could be complemented by sources like TikTok. It corresponds to Hoechsmann & Poyntz (2012) concept of critical media literacy, but expands it with an additional perspective of how students engage this literacy in real-life constantly changing media landscapes. The study puts it into question for educators to continue portraying the dichotomy between credible and non-credible sources, but embraces the culture of understanding different information environments (Bliss, 2018; Nielsen, 2015). In practical terms, the study also re-emphasises the need to incorporate critical digital literacy as part of the curriculum in higher learning institutions. At the same time, the work points out that educators should not only concentrate on the information topping the social media platforms such as TikTok but also train the students in critical thinking and integration of information from different sources (Genelza, 2024; Henneman, 2020; Guillén & Tatian, 2024). This approach is deemed appropriate in cultivating students for consumption of today’s complex information, where often, entertainment and education may be interchangeably used.

## Conclusion

This paper extends knowledge in the changing roles of TikTok in the aspect of a reference source among the students at the Library Science Study Programme at UIN North Sumatra. The study shows that although today the most significant number of users associate TikTok with entertainment, people begin to appreciate its possible use as a study tool. Due to its timely more visual and easy-to-understand information comprise the reason as to why students seeking for plain and direct guidelines to their endeavors would be attracted to it. Nonetheless, guided by the purpose and type of content, TikTok in academic practices is not one-dimensional and can be regarded as a shift in the manifestation of knowledge consumption among young people. Here TikTok is on point providing the most current and popular content but, there is a flip side: the balance between easy to access and simplified academics. According to interviews and observations, the students are not ignorant of these drawbacks with TikTok, while recognising the need to balance TikTok information with academic research. This duality is one of the most salient problems to teach students how to work with new technologies and produce scholarly work.

Theoretically, the study contributes to the existing body of knowledge on digital literacy and information behaviour particularly in the higher learning institutions. This supports literature that indicates that with the use of technological tools, students’ interest is captured, and various learning approaches can be provided. But it also poses a set of questions regarding information literacy in a context of the growth of new media. Students’ perfunctory use of TikTok demonstrates the practical analysis of its use, It demonstrates the students’ ability to filter information from different media platforms – an educational experience that is still relevant. In practical terms, this work provides a useful reference for instructors and faculties who are using social media, namely TikTok in the context of conventional approaches to learning. TikTok can complement the learning processes at best, but cannot be utilized in the place of academic

sources. This can be attributed to the fact that the study notes that authors should use social media in conjunction with the conventional research methodologies to enhance the academia's structure and flexibility. Subsequent studies could build on these findings to examine more extensively how the use of such technologies enhances students' competencies and their performance at higher learning institutions – the role of digital literacy to knowledge literacy.

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