

**Tiktok Addiction and the Academic Performance of Undergraduates in Kwara State.**

**BY**

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20/15MCA002

A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCE, THOMAS ADEWUMI UNIVERSITY, OKO- IRESE. KWARA STATE. IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE IN BACHELOR OF SCIENCE IN MASS COMMUNICATION (BSC).

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### ***Abstract***

Advancements in technology and the introduction of the internet, necessitated the introduction of new media or social media in the world today. This new emergence has greatly affected the academic performance of students globally, either positively or negatively which gave room for researchers to conduct research, to discover whether the relationship between the new media and academic performance of students is either negative or positive. This study aimed to majorly examine the influence of TikTok addiction, on the academic performance of undergraduates in Kwara state, Nigeria. Specifically, this study investigated the level of TikTok addiction among Kwara state undergraduates, measured the influence of TikTok addiction on academic performance, and examined the influence of TikTok addiction on academic performance based on gender and type of University (public and private). Using the Agenda Setting Theory as a theoretical framework. A cross-sectional survey was used to collect, a total of 234 responses were collected from Thomas Adewumi University and 381 responses were obtained from the University of Ilorin via Google form, to attain and examine the major and specific objective of this study. The findings revealed that TikTok usage does not negatively affect academic performance, and no significant differences were found across gender and university type as regard TikTok addiction. The study recommends that future researchers adopt the Uses and Gratification Theory to further explore the motivation behind TikTok usage. Additionally, it suggests investigating the influence of TikTok addiction on academic performance in universities with varying phone usage policies. Furthermore, this study recommends a comparative analysis of TikTok Addiction should be done across Polytechnic and public and private universities. This study contributes to the understanding of social media's impact on academic outcomes and provides insight for educators.

**Keywords:** TikTok, Addiction, TikTok Addiction, and Academic Performance.

## **CERTIFICATION**

This is to certify, that this project by AKINFOLAMI Oluwaseni Ayobami, has been read and approved by the Department of Mass Communication, Faculty of Management and Social Sciences, Thomas Adewumi University, Oko, Kwara State, Nigeria as meeting the requirements of the award of a B.Sc. degree in Mass Communication.

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## **DEDICATION**

My final year project is dedicated to God, almighty. He gave me the privilege to see this opportunity, he has also been the one who brought me thus far. My sweet, precious, holy spirit, has continually guided me, throughout my stay in this university. He has been my source of joy, happiness, peace, and comfort, when I encountered various turbulence emotionally, financially, physically, spiritually, and mentally.

The journey was not, all that smooth, but his grace, love, mercy, and goodness, brought me this far. I want to use this privilege to say, thank you, Jesus.

This final year project is also dedicated to my sweet, loving mother, Mrs. Omotayo Akinfolami, who has always been supporting me throughout this journey, my siblings, Miss Oluwafisayo Akinfolami, Mr. Mololuwa Akinfolami and my Aunty, Mrs Bola Rotimi, for their unwavering support towards my academics.

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