

Review Article

Tik Tok the New Alternative Media for Youngsters for Online Sharing of Talent: An Analytical Study

Keshav Patel¹, Himani Binjola²

¹Researcher (Academic), MGCGU, Chitrakoot, Madhya Pradesh, India.

²Researcher (Academic), Graphic Era Hill University, Dehradun, Uttarakhand India.

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Corresponding author:

Keshav Patel, Mahatma Gandhi Chitrakoot Gramoday Vishwavidyalaya, Chitrakoot, Madhya Pradesh India.

E-mail Id:

acharya1225@gmail.com

Orcid Id :

<https://orcid.org/0000-0001-9072-291X>

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A B S T R A C T

Tik Tok, the new wave of social media which has introduced a new sub culture for the present generation and has brought a revolution in the social media for youngsters. Tik Tok has become a new platform for portrayal of talent for youngsters adding new meaning to already existing social media platforms. It is the fastest growing social media which has fascinated and engrossed so many youngsters across the globe and is one of the fastest growing in India. Tik Tok is basically the new alternative version of online sharing, that allows its users its interface for preparing short videos and music pieces. Tik Tok is the new obsession among youngsters which is giving them a platform to express them innovatively and ingeniously. The present paper is based on case study of individuals who used Tik Tok to highlight their talent.

Keywords: Tik Tok, Tools of Social Media, Talent, Social Change

Introduction

New Media embarked on its journey as a socio-cultural reference to groupings of outlier viewpoints in contemporary society. (Jha, 2019) Media forms an integral part of superstructure in any society. It plays an important role in the dissemination of information, imparting education and creating awareness among the masses. (Patel K. , 2017). Every new intervention on social media brings with it an add-on in terms to the existing value of the social media. Tik Tok as a social media platform has a mission of capturing world's creativity, innovation, knowledge, and precious life moments digitally and presenting all these moments directly via mobile. It is this base which gives its user the privilege to manipulate expression through its videos. Tik Tok is having a fair competition with Facebook, YouTube and Instagram which have patronage of giants like Google and Facebook.

Tik-Tok as a medium, is purely meant for entertainment and does not propose to be a lifestyle platform, and its user interface gives the ease to the user to develop content simply and this is the reason why Tik Tok is becoming so popular with people across the globe. According to the Datare portal, Tik Tok has 500 million active users worldwide. It was launched in the year September 2016 and since its launch one can say that it has multiplied in admiration. Tik Tok is ranked 9th in terms of social network sites but it is better known than sites like Snap chat, Twitter, LinkedIn, and Pinterest (Feng 2016).

Background

It is fascinating to know that China has 150 million active daily users, using the Chinese version of this app known as Douyin. Tik Tok has been much appreciated by the Asian countries i.e. Vietnam, Malaysia, Thailand, Cambodia, Indonesia, and Japan. Another aspect that marks the presence of Tik Tok in the social media is the time span it

took to achieve the existing popularity. In comparison to Instagram that took 6 years to gather such momentum and Facebook that had similar user base in four years span, Tik Tok managed to achieve the same only in 3 years.

Tik Tok is the one of the most popular apps downloaded through App store and Google Play .1.5 billion people downloaded this app in 2019. According to the latest Tik-Tok statistics the app was downloaded 614 million times between January to November in 2019. (Global web index, 2019). The data tells us that there has been an increase of 6 percent year over year. The trend shows that Tik Tok was the third most popular non-gaming app of 2019, following just after Facebook Messenger and WhatsApp with 636.2 million and 707.4 million installs respectively. (News, 2019) Interestingly Tik To made its position in the list of 10 most downloaded apps of the past decade and was placed 7th in the list, ahead of YouTube and Twitter which have been popular and around for much longer a time period (Patel K. , 2019)

Tik Tok was the most downloaded app on the Apple Store with 33 million downloads on Apple Store. Tik Tok app gave strong competition to Messenger, Facebook, You Tube and Instagram. Another fact about Tik Tok, that it is not only keeping its current user base strong but is also constantly attracting new users adds to its factor of worldwide popularity and a consistent increase in its user base. It has been observed that Tik Tok has found more audience with the iPhone users than Android users. After Messenger and WhatsApp, Tik Tok is the third most downloaded app on Google Play. Tik Tok had 110million registered users in 2018 which grew to 188 million new users in 2019 with a growth of 70 percent (Woods, 2019)

In the year 2018 Tik Tok had 667 million downloads for the first time and was listed on fourth place as the most downloaded non-game app and in 2019 it reached to one billion. According to the Global web-index 41 percent of Tik Tok users are aged between 16 to 24 in 2019. Tik Tok is the most popular app among youngsters and it is also evident that Tik Tok app creators have understood the mindset of youngsters much better than the other competitive apps. Tik Tok creators made the user interface keeping in view the demands of the youngsters and have easily caught attention of the younger generation. Tik Tok creators targeted specific audience and knew that it will be of enormous attractiveness among youngsters. It gives liberty to the masses to express themselves in creative manner, and freedom to express themselves through variety of indulgences like singing, dancing, or lip-syncing to their favorite numbers.

In 2019, major downloads of Tik Tok took place in Asia and more specifically in India. According to the Sensor Tower in 2019 alone India was accountable for 277.6 million

downloads which contributes to nearly the half of the number of downloads (45%) for Tik Tok in the entire year. It means that six out of every ten downloads of the Tik Tok app is done by an Indian.

Tik Tok app is most downloaded in India followed by China (45.5 million) and United States (37.6 million). Tik Tok is gaining its major popularity in South Eastern region of Asia and it is also adapting according to the needs and desires of local and diverse population. It supports 15 Indian languages and through its marketing strategy is publicizing itself through its recent education program launch.

According to the Business of apps, Tik Tok users usually spend 52 minutes per day on the app. This shows that the app is regularly used by its user either to create video or for sharing video on the social media platform. In comparison to Tik Tok, people spend 53 minutes on Instagram, 49.5 minutes on Snapchat, 58.5 minutes on Facebook. (Hui, H. (2018).)

According to Apptrace, Tik Tok is available in 155 countries and in 75 languages covering a huge portion of the population. Tik Tok has accomplished to gather such large audience in a very short span of time. The app is doing great in Asian countries, with more than 10 million times the app been downloaded in Thailand and India has more than 20 million active users. Tik Tok has 1 million views per day. The major role played in the popularity of Tik Tok is done by its content and community.

After the recent ban on Tik-tok the other apps that are gaining popularity are doobido, musically, lomotif, chingari, Vigo, like, triller, kwai, firework, funimate, dubsplash, smule, in-shot, v-mate, mitron-tv, josh.

Objectives of the Research

In this study the researcher has tried to analyze Tik Tok as a medium of creative expression for youngsters and how Tik Tok is enabling these youngsters to establish themselves as celebrities. The study observes how Tik Tok is providing these youngsters a sense of National identity and popularizing regional talents.

Methodology

The study is based on analysis of available literature and case study of individuals who have been able to use Tik Tok as a medium of creative expression. 11 different individuals have been studied for their presence and creative expression on Tik Tok, and how it has been instrumental in providing popularity to them. These individuals have been observed over Tik Tok.

Review of Previous Researches

Tik Tok as Disseminator of Popular Culture

Tik Tok is an app which gives the interface to its user to

produce short videos and express their uniqueness and at the same time giving them the privilege of being the disseminators and patrons of their creations. Tik Tok is the app which has changed the traditional fabrication mode of popular culture. Social media has made the access of information easy and communication throughout the world has become borderless. Popular culture has got greater impact because of global scenario of communication and information. Tik Tok is the perfect example of popular culture wherein people are expressing themselves by doing lip syncing to their favorite tunes and loving this application, people have high level of satisfaction with the app. (Burton 2012) (Naisbitt, Naisbitt & Philips 2001) (Sorells, 2015).

Tik Tok as the Platform of Popularity for Youngsters

Tik Tok has been one of the finest platforms for portrayal of youngster's talent and through this platform young talent is gaining popularity not only on National platforms but are also gaining popularity across the globe. In few cases mentioned below we will be analyzing how youngsters are making their marks across the social media platforms through their presence on Tik Tok.

Riyaz Ali

Riyaz Ali is one of the top Tik Tok artist of India with 24.2 million followers. He was one of the most trending Tik Tok artist who instantly made to 10 million followers first and then to 20 million followers across the Tik Tok platform. He is popular among the people for his humor, dancing and lip-syncs. He started as comedian on Tik Tok and then tried all aspects of his talent across Tik Tok and people appreciated his work on Tik Tok. Surprisingly, Indian by nationality Riyaz lives in Bhutan. Riyaz is very popular among his fans for his hair style. Riyaz has 5.3 million followers on Instagram too and his Tik Tok account has 24.2 million followers along with 978.5 million hearts on his Tik Tok account.

Awez Darbar

Awez Darbar is the young Tik Tok artist who is immensely popular among people for his original dance videos, choreography, and lip sync videos on the Tik Tok. He has earned many followers on Instagram and You Tube as well. He is the Director and Producer of Ace Production Company, he is one of the finest Tik Tok artist in the nation. He was the one who became a member of the 19.6 million followers club. Awez has 1.8 million subscribers on You Tube, 3 million followers on Instagram and he is popular for his original choreography and talent.

Garima Chaurasia

Garima Chaurasia has 17 million followers on Tik Tok and 438 million hearts on her Tik Tok account. She is popular as hard girl on Tik Tok. Garima Chaurasia made a video along

with her friend Rugeesvini on Emiway Bantai's Machayenge song and this video gave them popularity across Tik Tok and on other social media platforms as well. This popularity made them stars overnight. Garima has 15million likes on her video on You Tube as well.

Lucky Dancer

Lucky Dancer has 14.3million fans on Tik Tok and his popular for his lip syncs and dancing. His original name is Arhan Khan. Arhan has 546 million hearts on his videos. He has popular videos with Mrunal Panchal, Arihfa Khan and Garima Chaurasia. Youngsters like them who are just in their teens are gaining popularity across the globe and are known for their outstanding talent becoming heartthrob of the nation.

Manjul Khattar

Manjul Khattar popularly known as "Male Crush of India" has 12.8 million followers on Tik Tok and is one of the most popular star of Tik Tok and is popular among youngsters for his singing and for his performance on guitar. Manjul is the one who is being followed for his style and dressing sense as well. He is very much appreciated by people for his comic timing. He is also popular on You Tube with 42 million viewers and was appreciated for his song 'More Saiyaan' with his friends Tejaswini and Monali Thakur. His recent song on You Tube 'mujhe kaise pata na chala' had 114 million views overnight. His fan following statistics clearly tell us that how popular he is among youngsters and how fondly he is treasured for his endowment much of which is a result of Tik Tok.

Hasnain Khan

Hasnain Khan star performer of Tik Tok is too popular for his expression videos and is being celebrated over Tik Tok platform for his facial lexes. Hasnain Khan has 3.1 million followers on Instagram as well. Hasnain uploads a lot of videos but his videos with expressions are more popular among populace. Hasnain is popular among youngsters and is being followed for his style as well.

Nagma Mirajkar

Nagma is popular over Tik Tok for her comic videos, dancing videos, lip syncs and has 11.3 million followers over Tik Tok. Nagma is the top style guru on the Tik Tok app and is followed by youngsters for her style and happening. Nagma has been crowned on Tik Tok for her celeb stardom and has 278 million hearts on her video. Nagma has been seen frequently on Tik Tok with Awez Darbar.

Adnan Shaikh

Adnan Sheikh is another Indian Tik Tok artist who is popular among social media platforms for his talent and performance. Though he uploads multiple videos but he

is more applauded for his comic videos and is seen more in group videos. Adnan has 11 million followers on Tik Tok and is multi-talented Tik Tok creator. On Instagram Adnan is known for his style, fashion sense, fitness style, dressing sense and is one of the favorites among youngsters. He is also seen with Hasnain Khan and Faisal Sheikh in group videos on Tik Tok.

Yuvraj Singh

Yuvraj Singh who hails from Rajasthan is popular for his mesmerizing dance videos over social media platforms and has been complimented by celebrities i.e. Hrithik Roshan and Amitabh Bachchan. Twitter user Shashank Singh compiled all the Tik Tok videos of Yuvraj Singh and tweeted those videos over Twitter and that tweet was re-tweeted by 15,000 people and innumerable folks complimented him for his amazing talent. Celebrities also complimented his dance videos over numerous social media platforms.

Mrunal Panchal

Mrunal Panchal is a prominent Tik Tok artist and is a known fashion blogger. She has more than 1.6 million followers over Tik Tok. She is also known for her fashion sense, style sense and make up sense and is also a crowned artist of Tik Tok. She has also done sponsored posts for brands i.e. Sketchers and One plus 6. Mrunal is frequent with her videos on makeup and personal grooming on Tik Tok and she has collaborated with social stars i.e. Tanzeel Khan for her Tik Tok duets.

Fizuliyat

Dr Farhan Khan aka Fizuliyat is a popular Tik Tok star who is a doctor by profession and rose to fame through his humorous videos, lip sync videos and romantic duets. Fizuliyat has a great fan base across all social media platforms and is also popular for his dressing sense and hair style. Fizuliyat also has popularity over Instagram.

Concern

As the researcher through the study also discovered one more trouble for the youngsters that youngsters should also look at the security prospect as when they make their profiles public so they are also inciting cyber trouble for themselves as their profiles and pictures could be morphed and misused and could fall prey to cybercrimes. Cybercrime is a crime which has so many criminal aspects to its nature where cyber bullying, sexual harassment, financial frauds are intrinsic part of it. Cybercrimes impact public safety especially for minors and vulnerable sections of the society through incidents of exploitation and cyber bullying. In 2018, India recorded 700 cases of cyber bullying and two thousand cases of cybercrimes. Abusive behavior of cyber bullying is increasing day by day in India. India recorded 4.8% cybercrime rate in 2018.

Youngsters should also understand one point that these companies make huge amounts of profit through these online apps. People think that these apps are for free but they hardly understand the financial profits that the companies make from these apps. Data is being extracted from these apps and then it is processed for huge profits. Tik tok made 800 million and was downloaded 738 million times in 2019. Youngsters also need to understand the importance of cyber security for themselves/

Conclusion

In an already expanding world of social media, Tik Tok is an altogether a revolution in the non-gaming section for youngsters and has evidently made its mark in the hearts of youngsters. It has given a suitable platform for portrayal of talent. Youngsters are not only exploring but discovering their talent through Tik Tok platform. Tik Tok is a preferred tool to highlight talent and find following and audience without barriers of national boundaries or limitation of physical and local interferences. With the ease in its operation and access through mobiles it is not restricted to the sophistications of education or high-end profile creation, but instead has its reach to the regional level where anyone can operate the tool and showcase oneself. It has been realized that the number of fans following for each of the above stated cases has been relatively more on Tik Tok compared to the other social media platforms like Instagram or YouTube.

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