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From Swipe to Learn: Unleashing the Potential of Tik Tok as a Nano Learning Tool



Abstract: - Nano-learning is a highly targeted approach that breaks down complex subjects into manageable chunks, with the goal of presenting brief and straightforward ideas in an interesting way. This approach is similar to social media content consumption found on platforms like TikTok. Introducing TikTok as a nano-learning tool for teaching English grammar can be a viable option, considering the platform's popularity and effectiveness in delivering short and simple notes. This study employed a mixed-mode strategy. A survey was done with 500 TikTok users between the ages of 18 and 25. Measures of learning efficacy and engagement, as well as questions about the frequency and kinds of educational content consumed on TikTok, were also part of the study. Fifty TikTok users between the ages of 18 and 25 were interviewed using a semi-structured format as part of a qualitative approach. Key themes were found through thematic analysis of the audio-recorded and typed-in transcripts of the interviews. The findings suggest that TikTok has the potential to be an effective nano-learning tool, with a majority of users consuming educational content on a regular basis and reporting high levels of engagement with the content.

Keywords: Engagement, grammar, learning tool, Nano learning, Tik Tok.

I. INTRODUCTION

The COVID-19 pandemic has impacted our country, and many of us were required to stay home due to the implementation of the Movement Control Order (MCO) for several months, and for some countries, up to 1 to 2 years. This has created challenges, especially for students who are accustomed to more proactive teaching methods. While the current teaching and learning process is conducted online due to the pandemic, it has been observed that this mode of learning is complicated and time-consuming, leading to hindrances in student learning, particularly for those who need additional time to focus. Furthermore, many students have lost motivation to continue learning and are not attending online classes due to ineffective teaching methods that prolong the learning process. According to recent research, numerous students experience difficulties concentrating and learning effectively as a result of attending online classes [1]. However, it is important to note that online classes are not to blame, as it has become a worldwide method of conducting the teaching and learning process, regardless of age or subject. This significant change calls for the implementation of accurate and effective teaching methods to ensure successful learning [2].

II. NANO LEARNING

Implementing nano-learning in the classroom can be challenging due to the time and digital skills required to produce videos, images, text, and audio for each lesson. This workload can be overwhelming for teachers, especially when teaching multiple classes, a day. However, peer-led assessment and feedback surveys can be more accessible with nano-learning, and it can complement more conventional teaching methods rather than replacing them. Therefore, a combined strategy may be the key to effectively using nano-learning in the classroom.

Nano-learning is a highly targeted approach that breaks down complex subjects into manageable chunks, with the goal of presenting brief and straightforward ideas in an interesting way. It aims to maintain high attention levels, boost information intake and retention, increase productivity, and support learning. This approach is similar to the popular style of social media content consumption found on platforms like TikTok, Snapchat, and YouTube, where people prefer information that is delivered quickly and clearly.

Several benefits can be derived from nano-learning, including increased engagement and the ability to learn anywhere. EdTech companies are already creating nano-learning coursework for businesses, which could be the answer for schools to start exploring nano-learning within their own pedagogy. Introducing TikTok as a nano-learning tool for teaching English grammar can be a viable option, considering the platform's popularity and effectiveness in delivering short and simple notes. This may shift the focus from remembering information to building successful learning habits and developing new skills, reflecting the ever-changing world and the need to become technologically savvy.

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III. TIK TOK

TikTok has become a popular social media platform, particularly during the COVID-19 pandemic, with a significant user base among students. This is due to the fact that during the pandemic, all processes, including purchasing and selling, were conducted online. As a result, TikTok became a go-to platform for conveying short and straightforward messages. This has contributed to simplifying the teaching and learning process, allowing teachers to provide guidance and support to students who require more attention. It has the potential to be a powerful tool for informal learning.

Moreover, several studies have found that TikTok users are consuming educational content on the platform. A survey by Marketing Charts found that 32% of US TikTok users reported following educational content on the platform, while a study by Wyzowl found that 41% of users reported watching educational content. The most common types of educational content consumed on TikTok were related to STEM subjects, personal development, and creative skills.

A study by [3] found that TikTok was effective in promoting cognitive learning among college students in China, while a study by [4] found that TikTok was effective in improving students' English language proficiency in Taiwan. However, other studies have found that TikTok may not be an effective tool for in-depth learning or mastery of a subject. For example, a study by [5] found that TikTok was effective in increasing students' interest in physics, but did not lead to significant improvements in their understanding of physics concepts.

Moreover, Tik Tok users are highly engaged with educational content on the platform. A study by [6] found that TikTok users engaged more with educational content than with non-educational content, and that educational content was more likely to be shared and commented on. Additionally, a study by [7] found that TikTok users engaged with educational content for longer periods of time than with non-educational content.

Overall, Tik Tok has the potential to be an effective nano-learning tool, with users consuming educational content on the platform and reporting high levels of engagement with the content. However, the effectiveness of TikTok as a learning tool may be limited by the brevity and shallow nature of the content, as well as challenges related to the quality and discoverability of educational content on the platform. By addressing the following research questions, this study aimed to use TikTok as a Nano Learning tool and to identify strategies for optimizing its effectiveness.

1. Does using TikTok as a nano-learning tool improve learning outcomes?
2. Does using TikTok as a nano-learning tool increase student engagement?
3. What are the factors that contribute to the effectiveness of using TikTok as a nano-learning tool?

IV. RESEARCH METHOD

A mixed-mode approach was used in this study. A survey was conducted with a sample of 500 TikTok users aged 18-25. Participants were recruited through social media and were asked to respond to a set of questions related to their use of TikTok for learning purposes. The survey included questions on the relevancy and accuracy of content consumed on TikTok, as well as measures of learning effectiveness and engagement. The use of a qualitative approach involving semi-structured interviews with 50 TikTok users aged 18-25. Participants were recruited through social media and were asked to share their experiences with using TikTok as a learning tool. The interviews were audio-recorded and transcribed, and thematic analysis was used to identify key themes.

V. FINDINGS AND DISCUSSION

Table 1: Percentage based on themes

Findings	Percentage
Usage of TikTok	80%
Awareness of TikTok's educational potential	90%
Using TikTok for grammar learning	65%
Appreciation of TikTok's short video format	75%
Value of creative and contextual learning	80%
Importance of visual and audio support	80%
Engagement in peer interaction and collaboration	85%
Concerns regarding accuracy and reliability	10%

The high usage rate of TikTok (80%) among the respondents indicates its popularity and widespread adoption as a social media platform. This suggests that TikTok is a familiar and accessible platform for many individuals, making it a potentially effective tool for educational purposes. In addition to that, the fact that 90% of the participants are aware of TikTok's educational potential demonstrates a significant level of recognition for its value in learning. This high awareness suggests that TikTok has gained a reputation as a platform that can be utilized for educational purposes, including grammar learning in this context.

With 65% of the respondents reporting the use of TikTok specifically for grammar learning, it indicates a substantial number of individuals who acknowledge the platform's effectiveness for this purpose. This finding suggests that TikTok has gained credibility as a tool that can support grammar instruction and help learners enhance their grammar skills. Moreover, majority (75%) of the participants expressing appreciation for TikTok's short video format suggests that the concise nature of TikTok videos is well-suited for delivering grammar lessons. This format enables quick and engaging content consumption, making it easier for learners to grasp grammar concepts in bite-sized chunks.

The high percentage of respondents (80%) recognizing the value of creative and contextual learning on TikTok suggests that they appreciate the platform's ability to provide grammar instruction in real-life contexts. By utilizing popular trends, challenges, and everyday scenarios, TikTok offers learners the opportunity to see grammar rules applied in practical situations. This contextual approach can enhance understanding, engagement, and retention of grammar concepts by connecting them to real-world usage. Furthermore, the recognition of visual and audio elements as important by approximately 80% of respondents highlights their appreciation for the multimedia features of TikTok. Visuals, sound effects, and music can enhance the learning experience by providing additional cues and reinforcing grammar concepts. This finding suggests that the combination of visual and audio support in TikTok videos contributes to its effectiveness as a learning tool.

The fact that 85% of the respondents reported engaging with other TikTok users indicates a desire for peer interaction and collaboration in the learning process. This finding highlights the social aspect of TikTok, which can foster a sense of community and provide opportunities for learners to exchange ideas, discuss grammar topics, and learn from one another. Concerning accuracy and reliability, some individuals have reservations about the quality and credibility of the grammar lessons available on the platform. This finding underscores the importance of educators curating and validating reliable sources to ensure that learners are exposed to accurate and trustworthy grammar content on TikTok.

The qualitative analysis identified four main themes related to the use of TikTok as a nano-learning tool: content, engagement, effectiveness, and challenges. Participants reported that the educational content on TikTok was diverse and engaging, with many creators using humor and visual aids to convey information. Participants also reported high levels of engagement with educational content on the platform, with many spending hours browsing educational content on TikTok. However, some participants expressed skepticism about the effectiveness of TikTok as a learning tool, with concerns about the accuracy and depth of the information presented. Challenges identified included the difficulty in finding quality educational content and the need for better search and discovery tools.

A. Content

According to the qualitative data gathered from interviews with undergraduate students, the TikTok videos utilized in the study were evaluated as instructive and engaging. Students liked how the films used real-life examples to make grammar principles more approachable and easier to understand [7][8]. One participant, for example, commented, "I really liked how they used examples from popular songs and movies." It gave me a better practical understanding of grammar principles." Another participant stated that the "films were visually engaging, with creative editing techniques that enhanced the learning experience". Not only that, but another student stated that "Content in Tik Tok makes me focus on the video and concentrate on what I see without thinking about other things and getting distracted. Another student said that "the grammar content can be easily understandable and short and doesn't make me fall asleep like what I do in class". the answers given by the respondents to the use of Tik Tok in learning Grammar can be concluded that, students learn better via Tik Tok and it can make those using applications for educational reasons can boost learners' motivation, self-study habits, and confidence in learning a new language [9].

B. Engagement and Motivation

The data also showed that the use of TikTok as a nano learning tool was highly effective in increasing student engagement and motivation towards learning grammar. Participants mentioned that they enjoyed the interactive

nature of the platform and appreciated the opportunity to engage with the videos in a more personalized way (Rikard & Thompson, 2021). They also mentioned that the bite-sized format of the videos made it easier to stay focused and engaged with the content. For example, one participant stated, "I really liked the short and concise format of the videos. It made it easier for me to focus and retain the information" (Chen, 2020). Another student said that "my involvement in learning grammar using Tik Tok made me more inclined to learn and I could even see myself knowing more about what I was learning. Furthermore, another student mentioned that "I feel more motivated to learn grammar where the use of quality and interesting videos makes me more motivated. Not only that, I can also comment on the video and ask necessary questions in the comments in the video if I don't understand any part". By looking at these answers given by the students, it can clearly be said that Tik Tok can foster motivation and boost one's engagement level. This is because TikTok offers several types of video content. Users can not only watch and imitate but also generate their own videos effortlessly. TikTok is considered an easy-to-use application where users can comment, edit, and share content via various social media platforms (Khlaif & Salha, 2021).

C. Effectiveness

Overall, the qualitative data suggested that using TikTok as a nano learning tool was an effective method for teaching grammar concepts to undergraduate students. Participants reported improved comprehension and retention of grammar rules, as well as increased confidence in their ability to apply the rules in their writing [7][8]. Additionally, participants mentioned that the use of TikTok videos as a supplementary learning resource helped to reinforce classroom learning and provided them with additional opportunities for practice and feedback [7]. One of the students said that "Tik Tok can make me not fall asleep while studying" and another said that "Tik Tok can evoke enthusiasm in me where it helps me to speak appropriately using good grammar terms". With the answers given by the students, Tik Tok can be said to be an effective tool to be used in the teaching and learning process of grammar.

VI. CONCLUSION

In summary, the findings from the qualitative data support the use of TikTok as a nano learning tool for teaching grammar to undergraduate students. The data suggests that TikTok videos can be an effective and engaging teaching approach, but educators should also be mindful of potential challenges and work to ensure that the platform is accessible and inclusive for all students [8]. TikTok can be used as a nano learning tool for teaching grammar due to its short video format and engaging nature. By creating bite-sized lessons, incorporating visual demonstrations, interactive challenges, and relevant content, teachers can effectively teach grammar concepts. Engaging with the TikTok community and regularly posting content enhances student participation and creates a sense of community. However, it is important to supplement TikTok lessons with additional resources and exercises.

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