

49TH INTERNATIONAL CONFERENCE ON IMPROVING UNIVERSITY TEACHING

INVESTIGATING STUDENTS' PERSPECTIVES ON THE USE OF TIKTOK AS A TEACHING TOOL FOR ACCOUNTING SUBJECTS



Natasya Saat
Assistant Professor
Heriot-Watt Global College Malaysia
Heriot-Watt University Malaysia

Introduction

The global pandemic has shifted the way of teaching significantly which involves online learning. According to Gilmore et al (2021), blended learning is likely to be a positive way forward post the pandemic. Lately, TikTok has been used as an additional teaching tool. Past studies have suggested that TikTok had a beneficial effect on learner studies. This study was conducted to investigate students' perspectives on the use of TikTok as a teaching tool for accounting subjects.

Objective

Investigate students' perspectives on the use of TikTok as a teaching tool for accounting subjects.

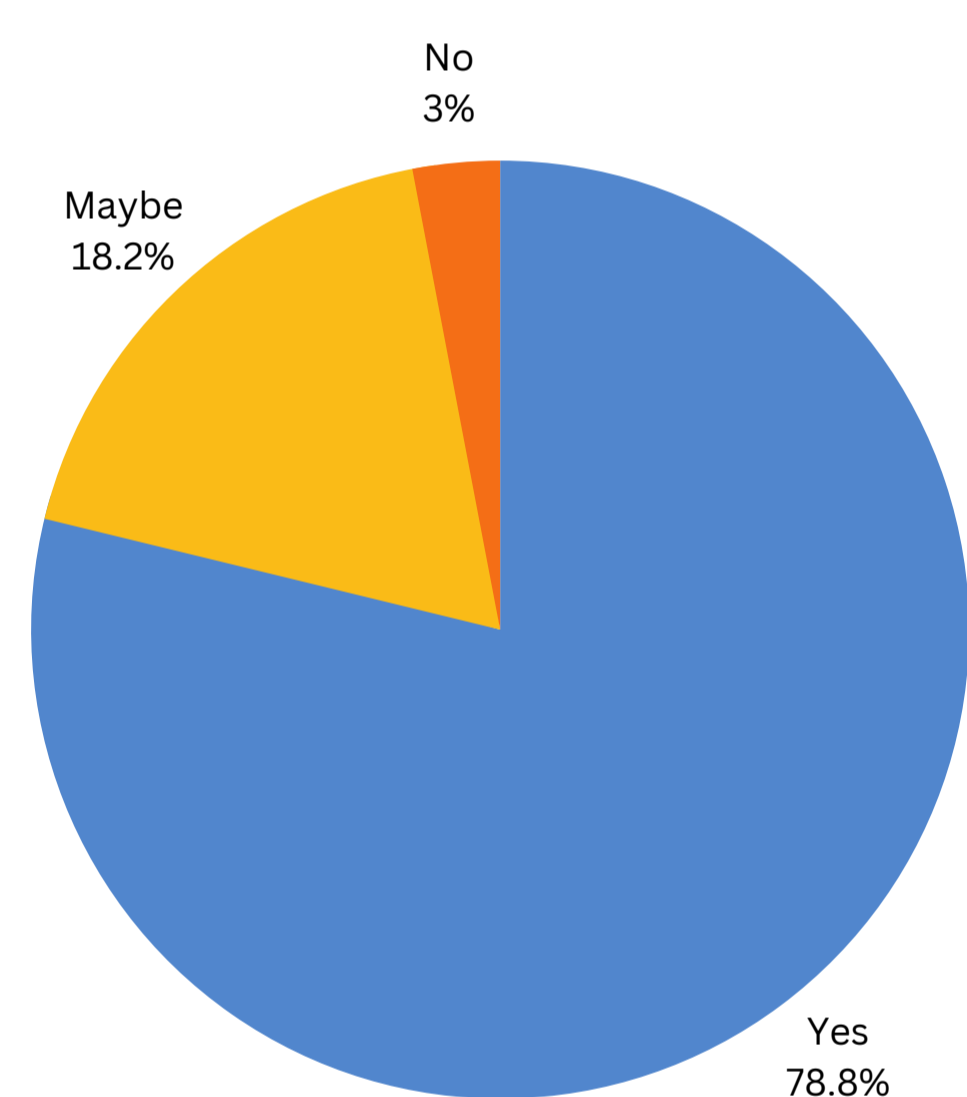
Methodology

TikTok videos on various accounting topics were produced and incorporated in canvas. At the end of the semester, simple random sampling survey was conducted on Heriot-Watt Global College University Foundation students who took accounting subject. Both open-ended and closed-ended questions were included in the survey. 89 students participated in the survey.

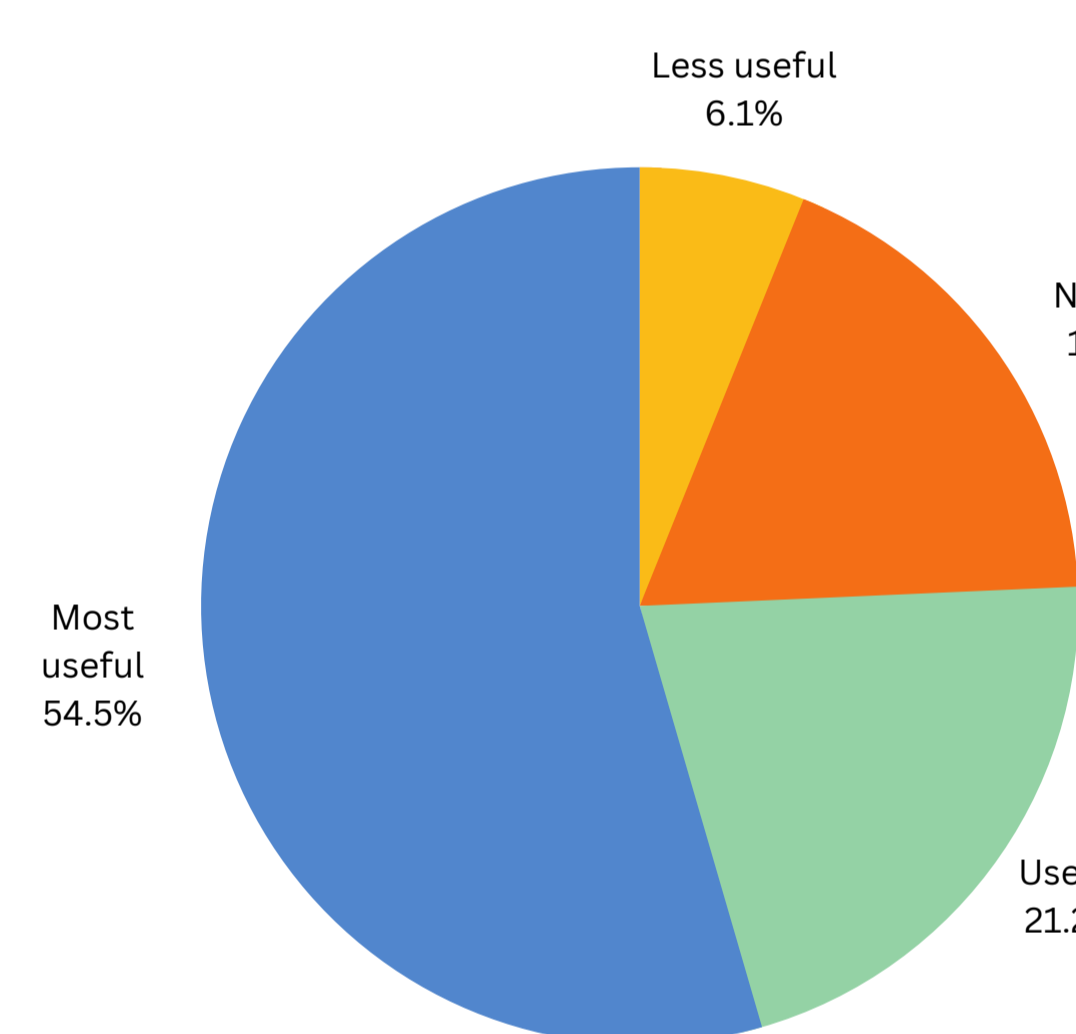
FINDINGS

- 78.8% - enjoyed watching TikTok
 - 75.7% - TikTok is effective as a teaching tool
 - 47.5% - songs in TikTok are helpful in recalling the contents
 - 48.5% - TikTok enables them to grasp the concept
 - 63.7% - TikTok enables them to memorize theories
 - 57.6% - watching on repeat enables them to memorize the contents
 - 66.6% - Agreed TikTok as teaching tool
- Other comments:
- Content is simplified making it slightly easier to understand the main points but sometimes it may be a little too simplified to fully grasp the whole concept.
 - Prefer more detailed explanation.
 - Short and easy to remember.
 - Cannot include all learning materials into a short TikTok. Both TikTok and notes are important.

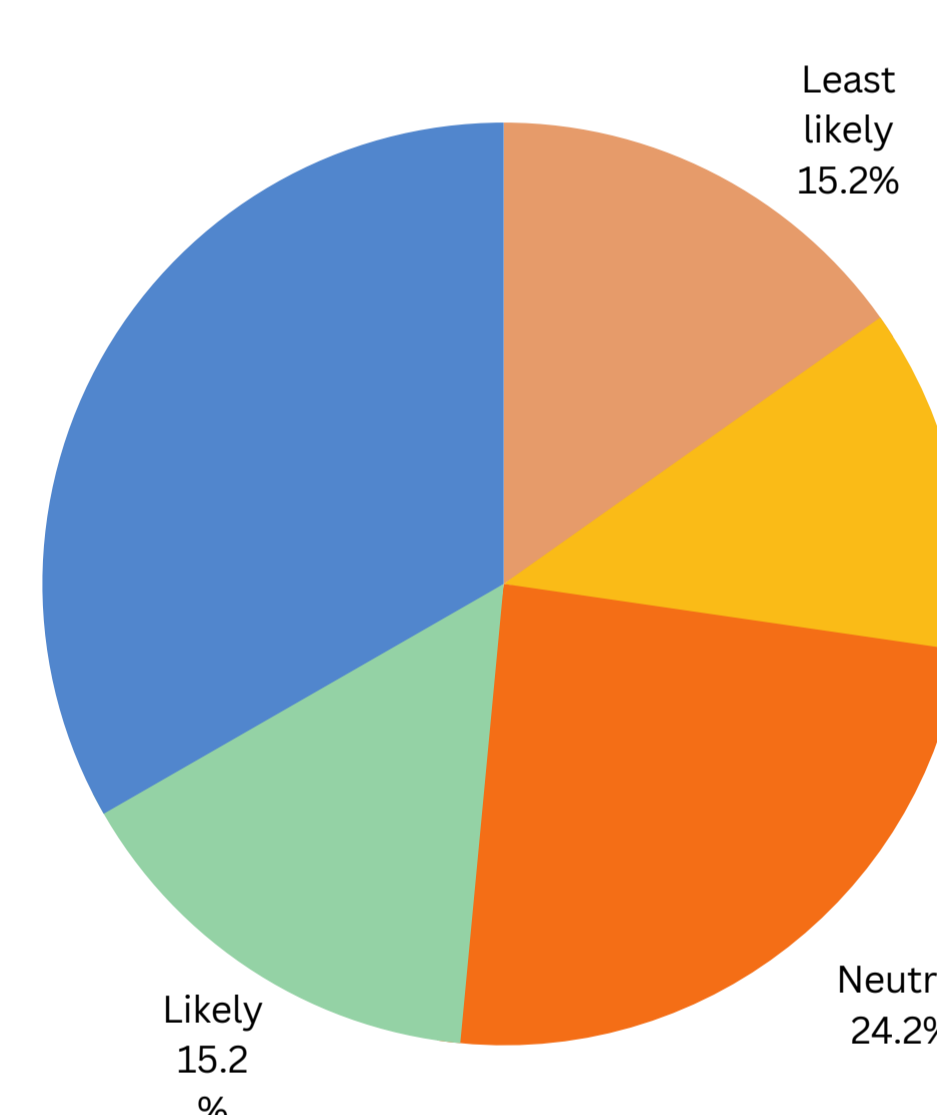
analysis



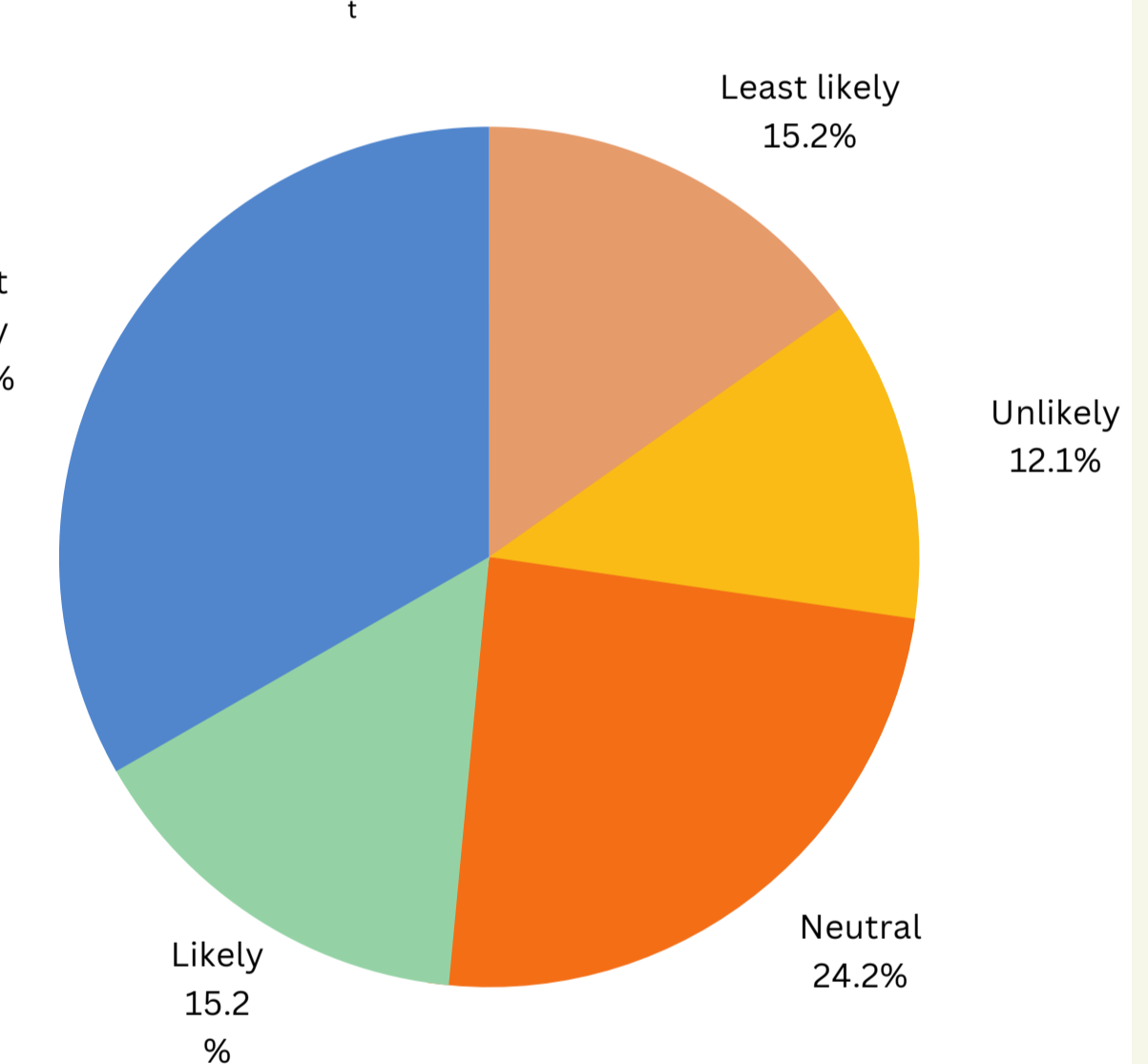
Do you enjoy watching the TikTok videos?



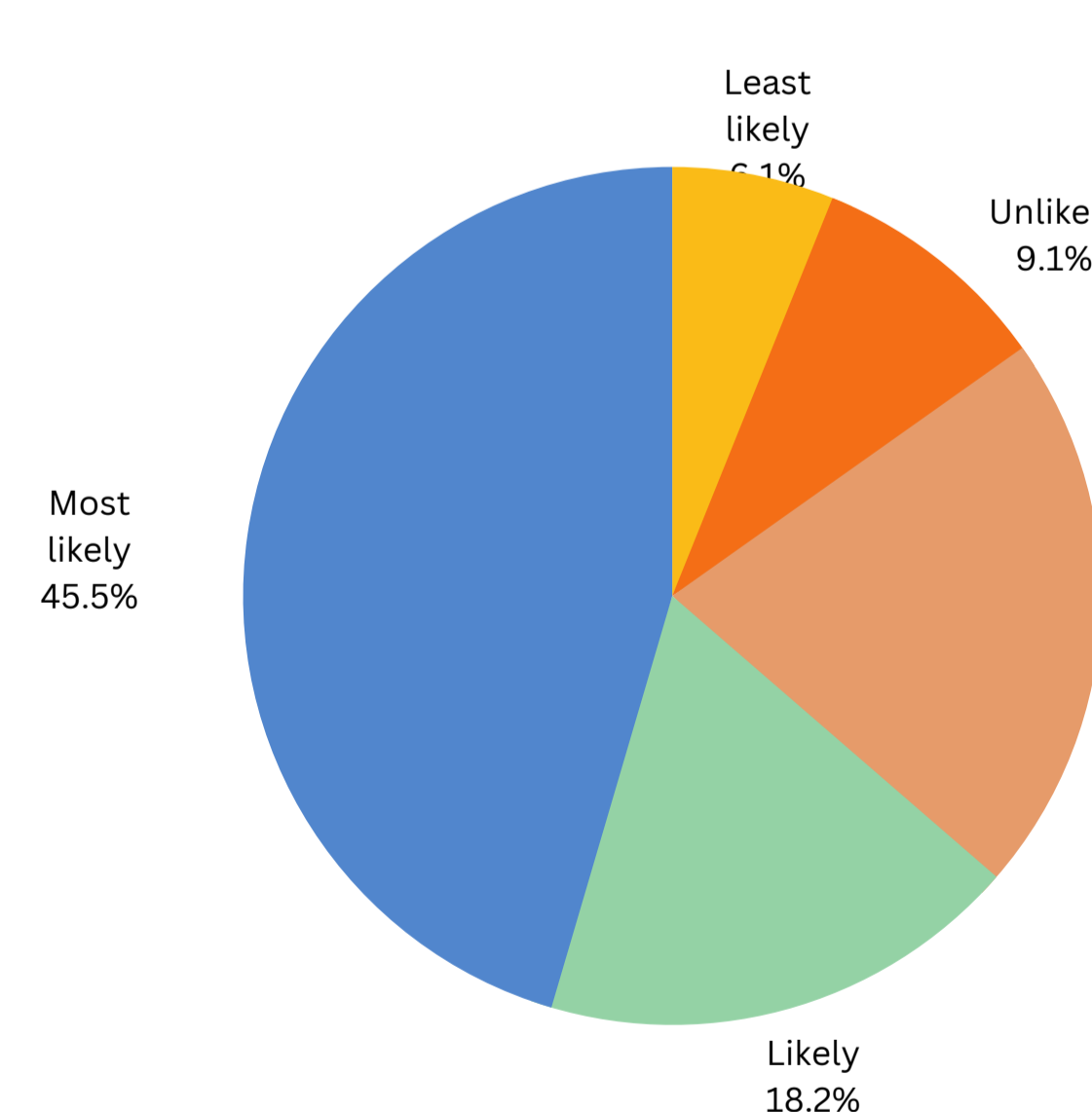
How effective are the TikTok videos as a teaching tool?



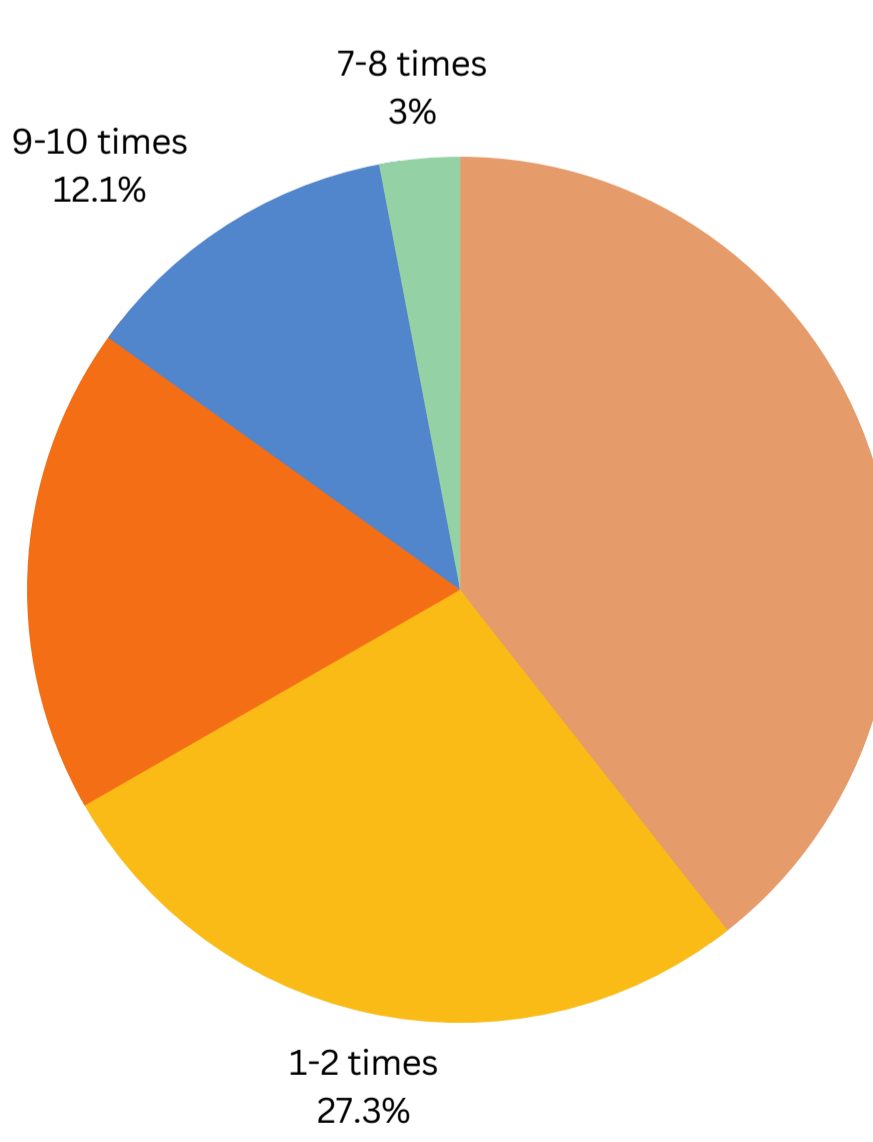
Do the songs in TikTok videos help you recall the contents in the video?



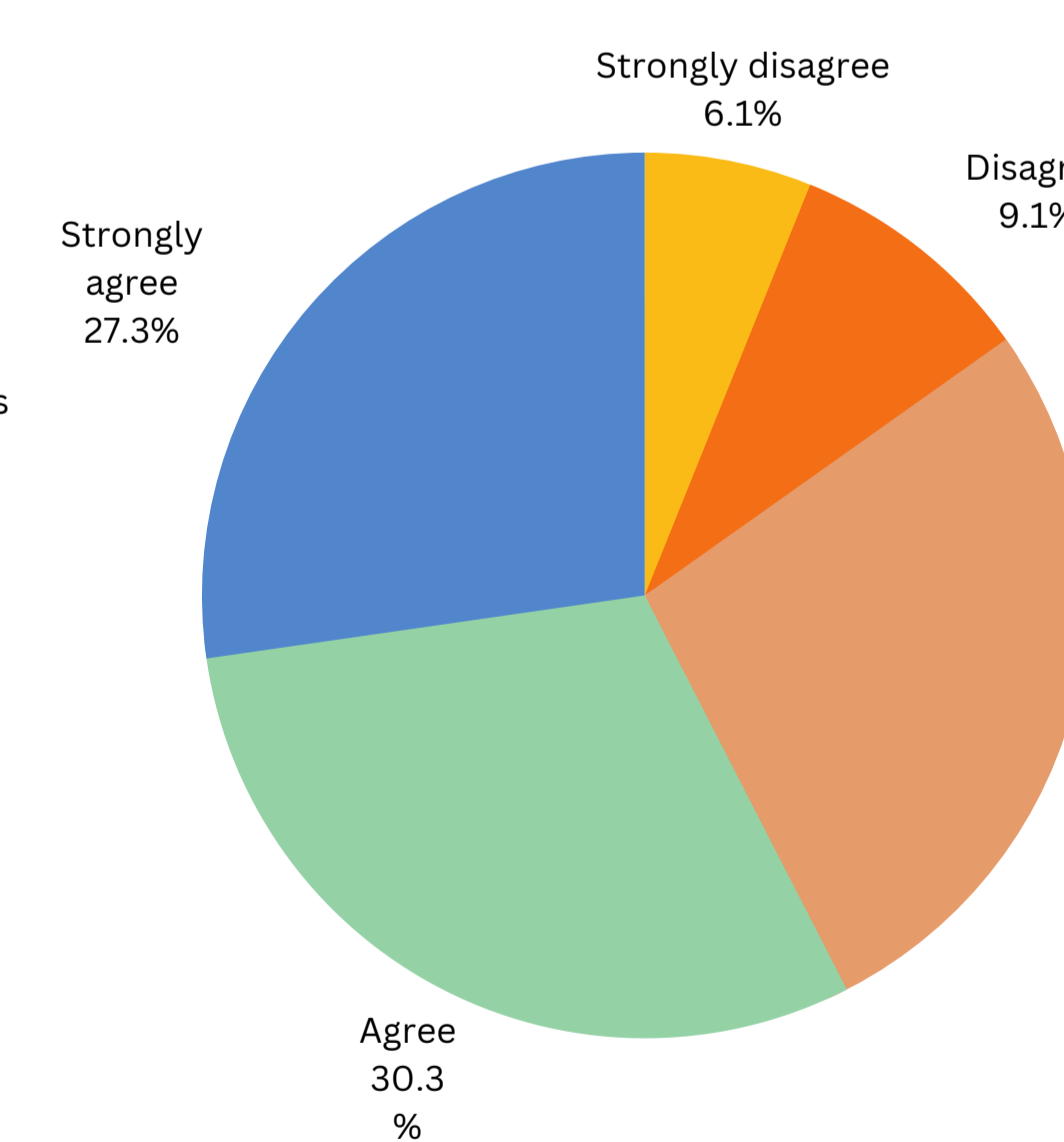
Do the TikTok videos enable you to grasp the concepts?



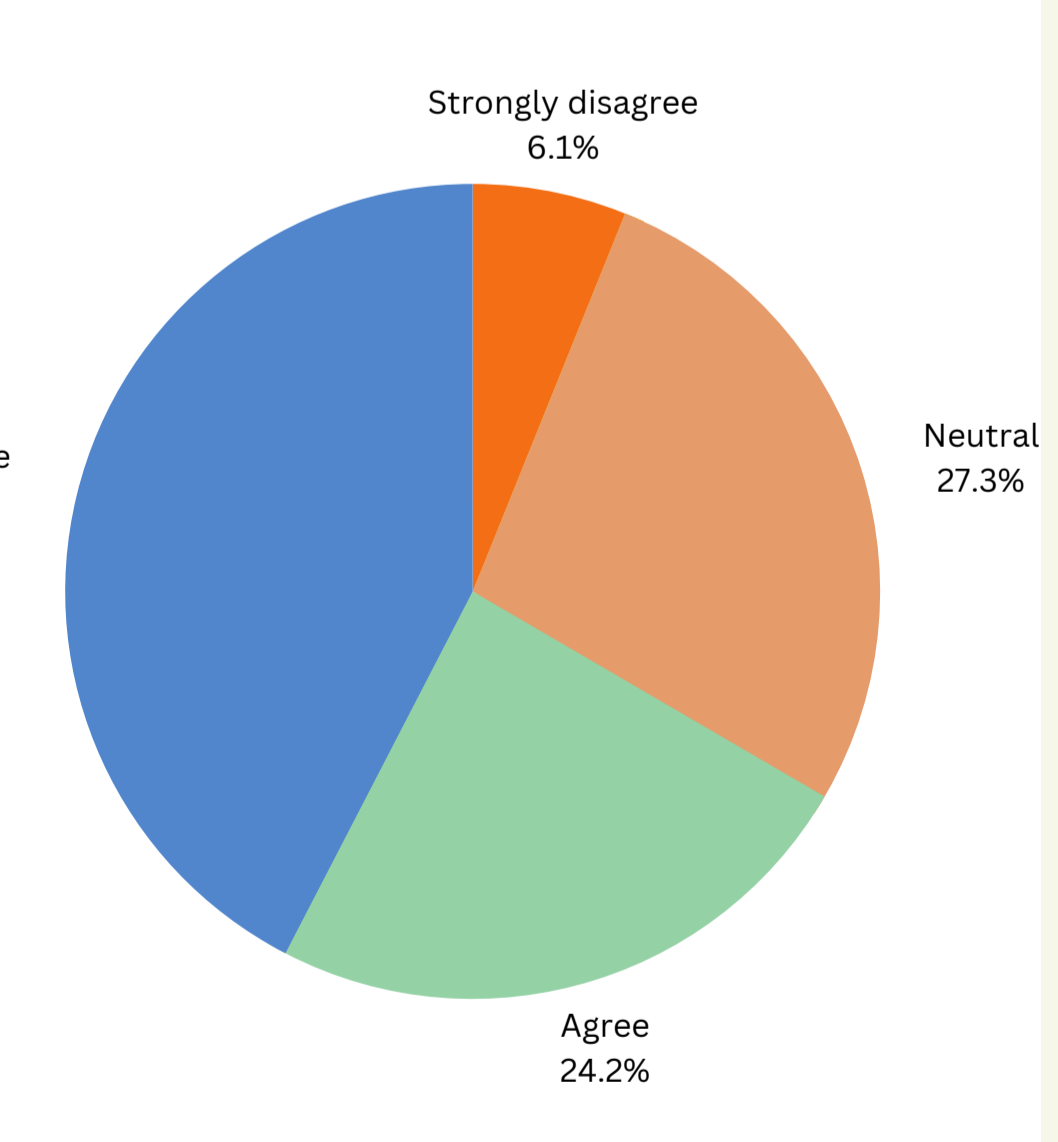
Do the TikTok videos help you in memorizing the theory part?



How many times do you watch each TikTok videos?



Does watching the TikTok video on repeat enable you to memorize the contents?



Do you agree if TikTok videos are used as a teaching tool?

REFERENCES

Azman, A. N. et al (2021) Acceptance of TikTok on the Youth towards Education Development, Borneo International Journal, Vol. 4 (3); 2021; 19-25.
 Gilmore, A., Abatah, T., & Peteranetz, M. (2021). Multi-Year Case Study in Blended Design: Student Experiences in a Blended, Synchronous Distance Controls Course. Computers in Education Journal, 12(1).
 Hattie, J., & Yates, G. C. (2013). Visible learning and the science of how we learn. Routledge
 Petr Janata (2013) 'Strong Musical Experiences and the Brain' [PowerPoint presentation]. Available at: https://scholarworks.wmich.edu/cgi/viewcontent.cgi?article=1009&context=music_mind_medicine (Accessed: 21 November 2022).

Conclusion

- TikTok is seemingly helpful for educational purposes.
- TikTok enable students to memorize theories because the notes are summarized in a bitsized clips known as micro learning.
- TikTok is not a useful tool for students to grasp accounting concepts and calculation.
- Materials such as lecture notes, tutorial questions and explanation videos are more significant as they are the main teaching material.
- TikTok videos should only be an additional teaching tool used to summarise the contents.