TIKTOK TO BECOME A PLATFORM FOR EDUCATION

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Too much anxiety and tension carried by the pandemic have made many people around the world to make and look for entertainment over the internet. People most likely to be in between the age of so called “millennials” and “boomers” are way familiar and enthused with one of most popularly downloaded apps since 2017, which is TIKTOK.

Tiktok as per basic human explanation is a feature or an app that enables you make and upload short videos or clips. These videos are tall, not squared, as in stories from other social media like Snapchat or Instagram, but you move across videos by scrolling up and down, like a loop, not by clicking or swiping side by side. It has gained popularity among internet binge-users, where they find it oddly entertaining and engaging due to its surprising features and music on the background. With over 500 million users across the globe surely you will think the hype of using it.

Tiktok is no ordinary app, using artificial intelligence and its vast ray of aesthetic features you can try like lip-sync, dancing, acting that adds to its uniqueness. It even can discover your inner talent and skill that no one has ever watched and will surely make you spend hours watching it.

The move to integrate content professionally created, marks a major transformation from its popularity, centered on user-generated entertaining apps, the organization aims to broaden its content. The focus on micro-learning would be the new trend for this popular app. Microlearning is a small-unit type of online leaning focusing on substantial content which is developed in online education. Educational institutions
like universities and foundations are among to receive payment from the popular social media app to develop personalized content.

Many of the platform subscribers had displayed interest of learning on educational videos with the hashtag #LearnOnTiktok. Coming up with fresh professional contents paired with audio, effects, transitions, and tools that contribute to making it so interactive and enjoyable for people to appreciate learning would be of a big hit. Having a broader scope of topics to discuss will provide a Secure place for young people to share experiences that matter most.

The drive of pursuing micro-learning using this platform will make learning fun and engaging.

References: