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The Effects of TikTok on Family Relationships and Life

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Abstract

This article examines the influence of TikTok on people's behavior and lives, specifically how it has changed the way individuals interact with technology. It also explores the potential of TikTok to improve family life, mental health, and physical well-being. The study aims to understand how social media platforms like TikTok can impact behavior, social dynamics, and cultural values in Baglung and its surrounding areas. The research focuses on the effects of virtual entertainment on daily life, particularly how TikTok affects family relations and working family relationships, as well as its role in causing migrant family infidelity. A mixed qualitative and quantitative approach was utilized, involving 162 participants selected through purposive sampling. Data was collected through observation, interviews, questionnaires, and review of secondary sources. The findings indicate that virtual entertainment has a detrimental impact on family unity, social cohesion, traditional rituals, culture, customs, practices, values, beliefs, and community bonds. This poses challenges for Eastern societies despite the positive aspects of technology. Family solidarity, closeness, and agreement are diminishing as individuals become absorbed in their own devices. The use of modern technology has introduced new challenges to interconnected societies. This research is crucial for understanding the impacts of social media, TikTok, and online entertainment on individuals and families, and for guiding future studies in this field. It will be helpful to activists, academicians, future researchers, and policymakers.

Keywords: Family, life, relationship, social media, tiktok

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Introduction

Today, people of all ages have become tech-savvy, with access to a wide range of information and communication tools. These tools include email, the internet, Facebook, TikTok, Twitter, Messenger, Google, Bluetooth, and Serrate, all available on mobile devices such as laptops, tablets, computers, and iPhones. Additionally, individuals have alternative learning opportunities and can make use of innovative technology through platforms like Microsoft Teams, Zoom lectures, e-books, learning portals, YouTube videos, drill software, robotics, digital interactions, games, WhatsApp, blogs, logbooks, and assessment tools.

TikTok is a social media platform that was launched in China in 2016 (as Douyin) and globally in 2017 (as TikTok). In 2018, it became the most widely downloaded mobile application in the US and other countries. It is now available in over 150 countries and has more than 800 million monthly active users. Social media platforms like Facebook, Instagram, LinkedIn, TikTok, Snapchat, Kik, Messenger, Twitter, and WhatsApp are widely used for interaction, communication, and virtual entertainment. Organizations use these tools to stay in touch with residents and clients, while businesses cater to customer needs through their products and services.

The use of the TikTok application among students has rapidly increased. This has had an impact on a variety of things, especially on students' morals and values. It is common for everyone to use social media, each person having a different perspective. However, the use of TikTok specifically needs to be monitored, as both positive and negative sentiments prevail on social media (Pratama, Muchlis & Pengaruh, 2020). According to Chambers and Conway (1993, p. 6), "a livelihood comprises the capabilities, assets (including both material and social resources), and activities required for a means of living." This is the most widely accepted definition of livelihood. Many academics and development practitioners have adopted this definition of livelihood (Carney, 1998; Scoones, 1998; DFID, 1999; Murray, 2001; Bhandari and Grant, 2007). Ellis (1999, p. 2) defines livelihood as "the activities, assets, and access that jointly determine the living gained by an individual or household." Both definitions agree that livelihood is about the resources available for making a living. Another common component in both definitions is that livelihood management involves the use of available resources.

Globalization, the free movement of goods and services across the world, has both advantages and disadvantages. It allows for the expansion of ideas, products, and services, lower costs for consumers, and fosters diplomatic relationships. It also promotes open trade, foreign investment, and social networks. However, it also changes livelihoods, increases virtual entertainment use, and facilitates cybercrime and unethical behavior due to advanced tools and technologies. TikTok, the social media platform that has taken the world by storm, has been the subject of many concerns about its global impact. However, there are growing concerns about TikTok's impact on individuals and society as a whole. One of the main concerns surrounding TikTok is its potential impact on mental health. The app's algorithms are designed to motivate users by showing them more of the content they like, which can lead to a cycle of addictive behaviour.

Social networking site TikTok, originally known as Musically, features lip-syncing videos along with lifestyle, educational, and entertainment content. Adolescents and up should like it. It has made music, products, and trends more widely known. Users may keep in touch, get information, and absorb viewpoints from a variety of sources.

Research Methods

This study utilized interviews, observations, and questionnaires to gather information on participants' experiences in Baglung. With a sample size of 162 responses, including 50 males and 112 females from various age groups, a descriptive research design was employed. Baglung, a semi-urban area, shows a fusion of cultures and technologies that impact family relationships. It is also a district where foreign jobs are popular and social media is widely used. The research used a mixed qualitative and quantitative approach, employing purposive sampling to explore the influence of

TikTok on behavior and livelihood. Both primary and secondary data sources were utilized, with in-depth interviews conducted in a formal tone to ensure ethical standards and privacy protection. Pseudonyms were used for participant anonymity. Primary data was collected through interviews, observations, and questionnaires, while secondary data was gathered from e-journals, articles, magazines, newspapers, and online sources. Thematic and narrative analysis methods were applied, along with graphical representations, to analyze subjective data and information.

Findings

With billions of people worldwide, social media has become an integral part of our daily lives, used to connect with others and share information. Facebook stands out as one of the most widely used social networking websites, with over 2.8 billion monthly users as of 2021, according to Statista. While online entertainment has changed the way we communicate and interact with others, its impact on family relationships is a relatively new area of study (MAU, January 2024). Research has shown that using social media can have both positive and negative effects on family dynamics.

Table 1

Demographic Information of Respondent

SN	Sex	Number	Percent
1	Female	112	69.14%
2	Male	50	30.86%
	Total	162	100%

(Source: Field survey, 2023.)

The breakdown of participants by gender shows that there were a total of 50 male participants (30.86%) and a total of 112 female participants (69.14%). Female participants, due to their higher interest in social networking, are more likely than male participants to use platforms like TikTok. Females are perceived as having more freedom than males. In terms of differences in gender, female participants are more inclined to use virtual entertainment than male participants. That is one major reason why young women are so drawn to TikTok. It is a platform known for its 'realness', humour, and creative expression, as opposed to the often tiresome 'living my best life' posts on Instagram and 'accomplishment updates' from family and friends on Facebook. The relationship between body dissatisfaction and social media is a common issue. Women often spend a significant amount of time deciding what images to upload, editing photos, and constantly checking their personal pages to see how many 'likes' they have received. This behaviour can lead to increased insecurities, changes in mood, and even feelings of anger when faced with dislikes. Many young women have reported becoming obsessed with the number of 'likes' they receive, fearing they don't look beautiful in their photos, and worrying that others may perceive them differently on social media than they do in real life.

Table 2

Agegroup of Respondents

SN	Age	Female	Male	Total
1.	up to 20	20	10	30
2.	21 to 40	45	15	60
3.	41 to 60	25	18	43
4.	61 to above	22	7	29
Total		112	50	162

(Source: Field survey, 2023.)

Grouping participants by age is one of the most crucial aspects in demography, impacting all research significantly. All age groups were represented among the participants. The data in the figure above depicts the age groups of the participants, indicating that younger individuals use social media the most. The results show that young people are actively engaged with social media from an early age. TikTok and online entertainment have led young, impressionable girls to constantly compare themselves to others, resulting in the development of mental health issues due to adopting unhealthy attitudes and unrealistic beauty standards.

The rise of social networking sites has brought about significant changes in the social and personal behaviors of users. Virtual interaction has become a key form of communication and entertainment, especially among young adults. However, the online world often differs from reality, and one should not overlook an individual's social, personal, and ethical values when interacting online. Despite its impact on daily life, the use of social media is unlikely to decrease anytime soon. It is crucial to remember that anything in this world can be used for both positive and negative purposes. Stronger digital regulations are needed to prevent individuals from undermining cultural values.

A study revealed that TikTok is causing various issues, including addiction, in children and teenagers. Some of the negative effects of TikTok addiction include feelings of inadequacy, superiority complexes, and attractiveness complexes. Increased use of virtual entertainment platforms by students is associated with a significant change in their study habits, leading them to pay less attention to academic tasks. This is particularly evident when there is a discrepancy between excessive TikTok use and limited focus during study time. Consequently, such changes in students' academic prospects may be detrimental to their academic performance (Wojdan, Wdowiak, Witas, Drogon & Brakowiecki, 2020).

TikTok has both advantages and disadvantages. It provides people and companies with the opportunity to advertise themselves and attract attention from others. Users can explore accounts from around the world on the "for you" page. However, TikTok users may also become addicted and feel unhappy. With the app, users can watch videos endlessly and use one-minute clips to compare themselves to others. This can lead to a distorted view of what it means to be successful and the best. Additionally, since TikTok is a video platform, users are not allowed to edit their bodies. People often share outfit or day-in-the-life videos, leading to extensive comparisons.

Web-based services that allow people to connect with each other are known as "social media." The purpose of social media is to enable people to share their thoughts, ideas, and perspectives with others. Everyone these days, especially young people, is familiar with and connected to online entertainment. Therefore, this study aimed to determine the impact of virtual entertainment on adolescents. A study by Nabi and Keblusek (2014) found that young adult children who communicated with their parents on social networking sites reported feeling closer to them and having a stronger overall relationship. However, excessive use of social media can also lead to negative outcomes, such as decreased emotional well-being. Kross et al. (2013) discovered that college students who frequently used Facebook reported lower levels of life satisfaction and happiness.

According to the research, youth, in general, are negatively affected by social media. However, while online entertainment has a positive side, it is also playing a harmful role in the lives of young people. Young people have become completely reliant on social media on one hand, and on the other, it has caused physical and mental health issues in teens, which is a negative aspect of social media. One of the perceived experience of the participants is like this:

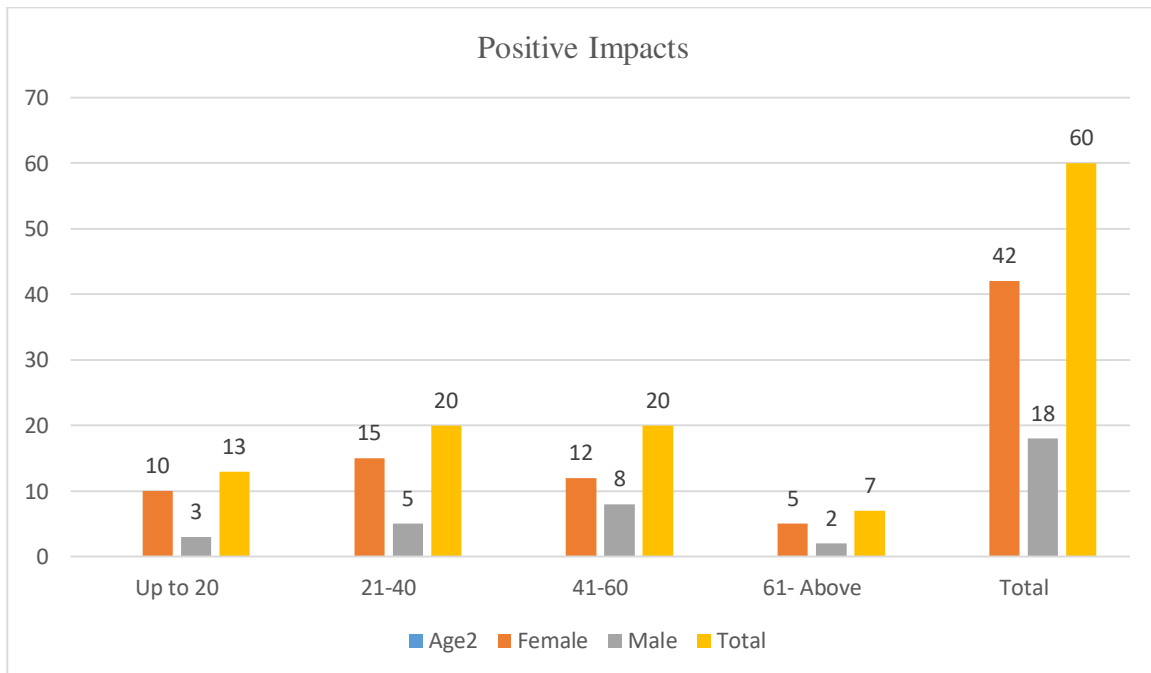
Social media like TikTok helps to maintain relationships between students, and their academic performance and their use of social media was the focus of a study. Despite its drawbacks, TikTok provides a platform for individuals to showcase their talents, share their experiences, and connect with others. It has become popular due to its accessibility, allowing users to express their emotions, opinions, and concerns freely. However, TikTok also has numerous issues, such as making erratic allegations, communicating disdain, posting vulgar material, and spreading negativity within the community". (*Jyoti KC, personal communication, January 23, 2024*)

This platform has faced criticism for promoting behavior that goes against societal norms and cultural values, as well as for providing incorrect information and undermining research efforts (Panta, 2080). The study also explored the implications for peer organizations, associations, and the dissemination of information. Students should be encouraged to actively participate in collaborative learning groups, and instructors who wish to incorporate social media into their classes should be prepared to do so. The assumption that students naturally know how to use online platforms for entertainment may hinder those who require more supervision and guidance.

According to Valkenburg and Peter (2007), social networking sites enable family members who are far apart to maintain and strengthen connections. Their research showed that families who interact regularly online tend to have closer ties. Marwick and Boyd (2014) described how families form online identities that create a "digital footprint," which can both bring families together and lead to representation-related conflicts. Livingstone (2008) emphasized the generational gap caused by varying levels of digital literacy, suggesting that differences in skills often make parents and children feel disconnected. Additionally, information shared on online platforms can also play a role in family dynamics.

Figure 1

Positive Impact of Tik Tok



The data above shows that there are not only negative results from the use of social media like TikTok, but it also has positive effects in many areas, such as empowering underprivileged communities. It is necessary to start a meaningful debate in order to increase the positive effects and minimize the negative ones that have started to emerge. The ban of TikTok has brought this debate to the forefront, and it needs to be resolved logically. The authors argue that gender may play a significant role in determining the extent to which students engage in academic activities through social media, thus affecting their overall learning experience, especially considering that females tend to use social media more frequently than males do (Kristen Tarantino, Jessica McDonough & Mama Hua, 2013). One of the participants' perceived experiences is as follows:

The app can have both positive and negative effects, with positive benefits including social interaction, creativity, and appreciation for achievements. Negative effects include reduced awareness and engagement with

the environment, decreased discipline, and potentially influencing religious attitudes due to negative content. Excessive TikTok use can also increase student self-centeredness,". (Samir Paudel personal communication, January 24, 2024)

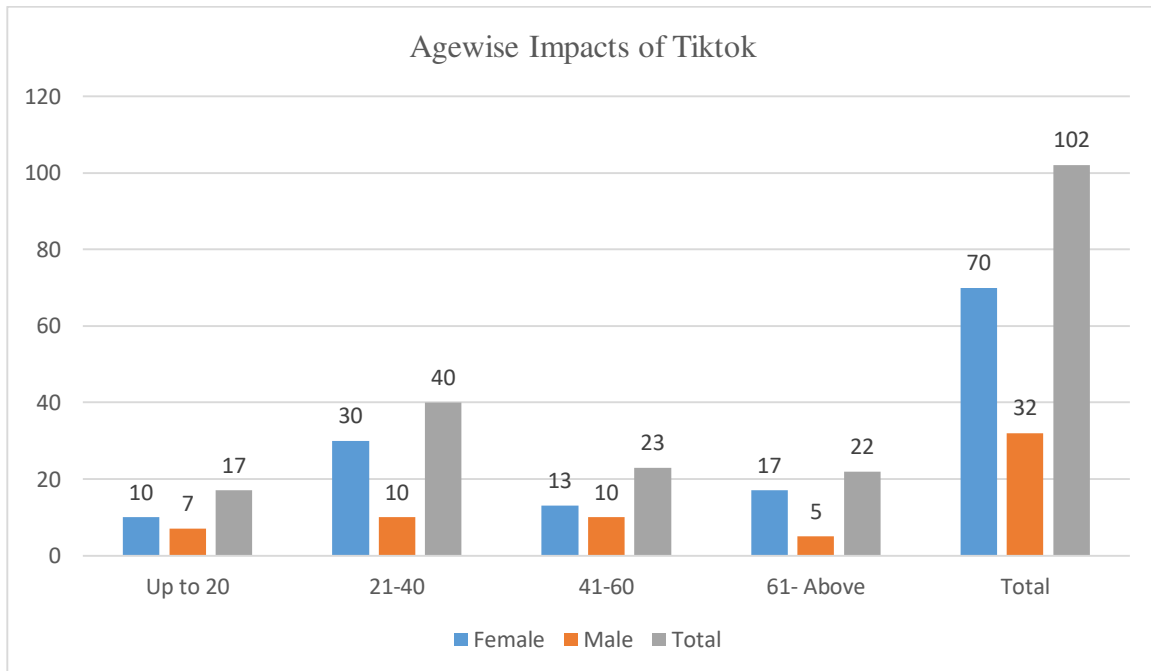
As frequent users of TikTok, participants believe that young people and teenagers are greatly impacted by it. The main issue participants have faced with TikTok is that, over the years, their attention span has deteriorated since they started using the app. The 15-second videos on TikTok have provided them with so much entertainment and dopamine that participants find it hard to concentrate on a single task for a long period of time. This seems to be a common issue among many users due to the widespread popularity of the platform. To clarify, participants can only focus on tasks for a short amount of time before taking an indefinite break to watch numerous videos on TikTok.

Impacts of Social Media TikTok

The popularity of TikTok has had both positive and negative effects. It has influenced the development of children, making them reliant on trends and viral videos. There is a clear connection between teenage mental health issues and the influence of prominent figures. Videos often highlight one's own shortcomings, leading to feelings of sadness and other negative consequences. Many parents limit their children's social media usage until they are older. There is a call for stricter regulations on TikTok to prevent individuals from feeling inadequate. Without proper oversight, the detrimental effects of the app's toxicity could worsen.

Figure 2

Impact of Tik Tok Agewise Scenario



The figure above shows that out of the 162 participants, 102 argue that while TikTok has benefits for users, it's crucial to be aware of the negative aspects as well. Recent studies indicate a positive correlation between TikTok and mental illnesses, especially in young women. Many videos on TikTok feature girls with slim, fit bodies showcasing their healthy diets and strict workout routines. This can lead viewers to feel pressured to mimic these habits for a desired

body image. Additionally, many females share their struggles with mental illnesses and eating disorders on the platform, which can be informative but also triggering. One of the participants' perceived experiences is as follows:

TikTok users are easily influenced by negative content, often portraying a misleading image, being ambitious, and seeking viral fame. Criminals are exploiting the psychological vulnerabilities of TikTok users for criminal activities, leading to an increase in cyberbullying, including sexual harassment". (*Arun BK, personal communication, January 23, 2024*)

In traditional societies, some individuals have forsaken customs in favor of modernization, resulting in a decline in moral values. To combat this, it's crucial to uphold Nepali culture and promote honesty, discipline, originality, perseverance, and hard work. Prioritizing work over leisure can discourage inappropriate behavior on platforms like TikTok. This shift has led to a lack of communication and bonding within families, weakening family unity. The negative influences on culture, customs, values, beliefs, and social harmony are challenging our eastern civilization. One of the participants' perceived experiences is as follows:

One respondent raised a question about the discontinuation of a feature on TikTok that allowed users to earn money daily. This change may impact those addicted to luxury and wealth (*Mandira Thapa Magar, personal communication, January 26, 2024*).

TikTok's unique features, like short-format videos, community-building tools, and the "duet function," promote a distinctive form of science-oriented communication. The platform's design encourages users to engage with content through searching, meta-voicing, livestreaming, and recommendations. However, the downside of TikTok is its impact on attention spans due to short video formats, leading to decreased user engagement. While TikTok offers educational content and entertainment, users may struggle with addiction and difficulty focusing.

Health issues have been observed among participants, particularly students, due to excessive social media use. Prolonged exposure to social media has led to eye problems, headaches, insomnia, back pain, low energy, and weight fluctuations. This indicates a decline in the well-being of young people due to their reliance on virtual entertainment. One of the participants' perceived experiences is as follows:

Social media, including TikTok, has contributed to negative outcomes like self-harm, depression, fraud, bullying, exposure to inappropriate content, and misinformation among teens. These issues can have severe consequences on physical and mental health. Social media dependency among adolescents is a growing concern, highlighting the negative impact of web-based entertainment on youth. (*Anu Sharma, personal communication, January 25, 2024*)

TikTok provides advantages for users, but it's also crucial to be mindful of its drawbacks. Recent studies show that TikTok has a strong association with mental illnesses, particularly in young women. The majority of the girls in TikTok videos have lean, fit bodies and often showcase their restricted, nutritious diets and rigorous exercise routines. This can lead viewers to feel pressured to adopt these behaviors in order to achieve a "good body." Additionally, many female users share their struggles with eating disorders, depression, and anxiety. While these discussions can be educational and show that others have faced similar challenges, they can also be distressing.

This has led to concerns that TikTok is contributing to an increase in mental health issues among young people, such as anxiety and depression. TikTok has also been criticized for its content moderation practices. Finally, there are concerns about the impact TikTok will have on society as a whole. Additionally, some experts have expressed concern about the impact of social media on democracy and civic participation, saying platforms like TikTok could contribute to polarizing public debate and a loss of trust in institutions. Despite these concerns, TikTok remains extremely popular, especially among young people. However, it is clear that there are serious concerns about the impact of TikTok on both individuals and society as a whole.

Various authors have categorized livelihood resources differently, with tangible and intangible assets being key components. TikTok's influence is significant, especially among the younger generation, due to its trendsetting nature and popularity among students. Factors like authentic content creation, user-friendly interface, advanced features, effective marketing, and celebrity endorsements have contributed to TikTok's mainstream success.

The Effects of TikTok on Behavior and Life

Education is the process of acquiring and imparting knowledge, as well as developing essential skills and social norms. Its main goal is to enable individuals to live fulfilling lives and contribute to society. Traditional schooling is pivotal in measuring success, while education also addresses poverty and improves quality of life. It equips people with communication skills, enhances job prospects, and aids economic growth. High literacy rates in a country correlate with positive human and economic development. In summary, education is crucial for a healthy and peaceful life, providing numerous benefits and opportunities.

One popular internet activity among women and men is engagement in social networking sites. Various social networking sites, including Tiktok, Facebook, Instagram, Twitter, and Snapchat, are widely used by young web users today, exposing young women to photos of friends and different media images on a daily basis. This increased exposure to beauty standards and social comparisons through media images, not just from celebrities and models, but also from peer groups, may exacerbate the emphasis on the current appearance culture. The term mass media refers to various channels of communication or technologies through which messages are sent to large numbers of people (Wimmer & Dominick, 2006). Mass media encompasses many forms of social communication, including magazines, newspapers, radio, television, film, and the internet, which is one of the most widely used mediums among younger generations. One of the participants' perceived experiences is as follows:

People are suffering greatly because of social media. Every day, there are arguments stale food, and a lack of food when it should be available. Family disintegration is also prevalent, even when four families are living together. Instead of interacting with each other, they sit in four corners and use technology, leading to unnecessary arguments and conflict. (*Anita KC, personal communication, January 24, 2024*)

Youths are significantly more susceptible to the effects of media on body image (Groesz et al., 2002), it is worth considering the potential negative consequences of exposure to social networking sites, given what is already known about other forms of interactive media. Addiction to TikTok can lead to students becoming less disciplined and more individualistic. Regular users of TikTok often neglect their responsibilities, leading to a decrease in their ability to complete tasks. Students may also become more individualistic and indifferent due to the app's ability to decrease social interaction and environmental awareness. Factors contributing to this include internal factors such as personality, perspectives, and motivation, and external factors such as family background, education level, and user needs. One of the participants' perceived experiences is as follows:

Dring festivals, families used to gather in one location for great excitement, but in today's age of social media, the term "family reunion" has lost its significance. A costly culture has emerged in an attempt to appear more unique and appealing. Sadly, individuals who are easily swayed by negative influences, seek fame, and prioritize going viral make up a significant portion of TikTok users. (*Nirmala Thapa Magar, personal communication, January 23, 2024*)

Schellewald (2021) also notes that the developers of TikTok utilize various informative techniques and formats like satire, storytelling, co-created videos with partners, family, friends, duet challenges, tutorials, and "life hacks." The platform's features, like association, edit ability, and visibility, make it a particularly interesting case for studying science communication research in 2021 (Hautea et al.). However, Alwagait et al. (2015) confirmed that online entertainment platforms have diverted students' attention from their studies, resulting in poor performance. Curtis

(2013) showed that extensive use of Facebook by students with extraverted personalities leads to poor academic performance. Rithika (2015) demonstrated that social media has an inverse relationship with academic performance due to decreasing communication barriers and easier access to information. According to Baker (2019), the majority of students use smartphones or computers for social networking. Boyd (2017) stated that the younger generation spends "more than twice as much time in school each year" on social media, which she refers to as "entertainment media." She further explained that American children spend seven and a half hours a day on media, multitasking between different platforms. Rideout (2012) noted that the availability of virtual entertainment seven days a week has led to an explosion in the amount of time spent online. One of the participants' perceived experiences is as follows:

Criminals are taking advantage of the platform to engage in illegal activities, including cyberbullying and sexual harassment. As a result, genuine connections and guidance within families are diminishing, leading to a weakening sense of unity and solidarity. It is evident that our eastern civilization is facing a growing threat from the negative impact of social media on our culture, traditions, values, beliefs, and social cohesion. (*Sarita Chhantyal, personal communication, January 23, 2024*)

The social media platform growing the fastest is TikTok, with over a billion users worldwide (TikTok 2021 Newsroom). TikTok has made headlines multiple times, whether it be for its dance trends (Page, 2020) or concerns about privacy (Ovide, 2020). However, it is only recently that the platform has garnered scholarly interest in the field of communication (Zeng and Hautea, 2021; Vázquez-Herrero et al., 2020; et al., 2021). Therefore, there is a need to explore TikTok as a new method of communicating science. Research shows that virtual entertainment can act as both a platform for perpetuating gender stereotypes and as a space for challenging them. Bailey et al. (2013) discovered that young women perceive social media as a "commoditized environment where stereotypes are reinforced," with girls' self-exposure patterns indicating social status and popularity (p. 91). They also observed efforts to combat gender stereotypes, such as the use of viral hashtags like "distractingly sexy." Morrison (2019, p. 23) discusses the rise of online resistance through social media, where individuals aim for visibility, create grassroots movements using hashtags, share viral content, and use humor to subvert the narratives presented by dominant groups. This idea is supported by Brantner et al. (2019), who found that female scientists engage in "stereotypical self-stereotyping" and establish networked counterpublics on social media that attract significant attention in mainstream media debates. One of the participants' perceived experiences is as follows:

She focused on the fact that children and young people addicted to social media are neglecting important aspects of life such as family, sports, and education. Even during festivals, when families traditionally gather for joyous occasions, social media distractions have diminished the significance of these reunions. A culture of excess and extravagance has taken root in an effort to stand out. (*Samikshya Paudel, personal communication, January 23, 2024*).

Anyone who uses TikTok will be captivated, and the app can be somewhat enslaving, making it hard to quit using it. The more time individuals spend on social media each week, the more dependent they become on it (Ciplak, 2020). Researchers studying the impact of phones on young adults found that even when they are active, phone use changes the way healthy adults engage in developmental activities (Bovonsunthonchai, Ariyaudomkit, Susilo, Sangiamwong, Puchaphan, Chandee, & Richards, 2020).

The love of harmony and resilience are interesting topics to discuss on TikTok. One example is the increased empathy for others, regardless of their race, religion, or background. Additionally, when a religious holiday is celebrated, TikTok users from diverse religious backgrounds often share videos of well-wishes. It is not uncommon to see videos of people coming together in unity and solidarity amidst Indonesia's multiculturalism. The TikTok app promotes reading habits, as users are often curious about the content of a video, indirectly encouraging a culture of reading. Users of the TikTok app are also more informed and stay updated on the latest information and news from various fields that are currently trending. One of the participants' perceived experiences is as follows:

"There is an exceptionally unfortunate contest," a respondent stated. He explained that since all kinds of people have access to the public sphere, it is necessary to pay attention to which thoughts and tendencies to consider and which ones to ignore. "People are reacting by creating fake accounts to insult and engage in moral harassment. (*Kapil Sharma, personal communication, January 23, 2024*)

Compared to other forms of media, relatively fewer studies have explored the potential impact of viewing images that focus on appearance and weight on the internet. However, recent studies (Tiggemann & Miller, 2010) suggest that the internet may also have a significant impact on the lives of women, particularly young people's sociocultural backgrounds. At the same time, online entertainment is also a space where women often face negativity and sexism (e.g., Alvares, 2018; Gardiner, 2018; Ging & Siapera, 2020; Chen et al., 2018; Han, 2018; Henry and Powell, 2016; Veil, 2013; Simes & Silveirinha, 2019; Marwick & Caplan, 2018). One of the participants' perceived experiences is as follows:

Previously, everyone was using TikTok. Some individuals used TikTok as a means to make money. Despite the recent ban on TikTok due to its negative impact, many people are now using DNS, VPNs, leading to concerns that Nepali money is being sent abroad. TikTok is now being linked to mental health issues such as depression and anxiety. (*Parmila Shrestha, personal communication, January 27, 2024*)

The facts confirm that the use of virtual entertainment has harmed family solidarity and social harmony. It is also clear that it is leading to negative consequences for our rituals, culture, customs, practices, values, beliefs, and social cohesion, creating challenges for our Eastern civilization. This is also true for female scientists (Veletsianos et al., 2018; Gray, Vera, 2017) who are harassed online, which has been discussed as a way to silence women's voices in the digital public sphere (Megarry, 2014) or silence their voices on certain topics. One of the participants' perceived experiences is as follows:

She shared her experience of becoming dependent on TikTok. She mentioned that when she first started using the app, she thought it was a waste of time and eventually deleted her account. "This application consumes all of my time," (*Bipana Thapa Magar, personal communication, January 22, 2024*).

As a result, many women strive for ultra-thinness, despite such strict standards being unrealistic and, ironically, unhealthy overall (Grabe et al., 2008). Body dissatisfaction and drive for thinness have become significant issues for women's mental and physical health, with body dissatisfaction being a major risk factor for disordered eating (Stice, 2002) and associated with lower levels of self-esteem and depression (Jones, 2004).

According to Baker (2019), students are developing a severe addiction to social media, which requires intervention to control. The most popular social media platforms are YouTube, Facebook, and Twitter. Richards (2012) demonstrated that Facebook was the most widely recognized online entertainment platform and that web-based entertainment had a negative impact on students' academic performance. Rideout et al. (2010) claimed that male students spend more time on virtual entertainment, particularly on WhatsApp and Facebook. Rithika (2015) argued that there is no connection between virtual entertainment and students' academic performance. One of the participants' perceived experiences is as follows:

People are driven by the desire to go viral. "I've seen individuals expose themselves when likes and views become important. Going viral is temporary. Why don't people pause and think before doing everything?" (*Anita Magar, personal communication, January 27, 2024*).

As in one interview-based study, Carter Olson and LaPoe (2018) found that "the fear of harassment among minority and women academics" leads to online self-censorship, creating a digital spiral of silence (on page 271). Research has shown a significant gender gap in bloggers' visibility (Harp and Tremayne, 2006; Meraz, 2008; Pederson Macafee &

Co., 2007). Additionally, scholars have identified a gender imbalance in terms of content provided by YouTube creators (Döring & Mohseni, 2018; Khan, 2017; Tucker-McLaughlin, 2013; Welbourne and Award, 2016). The family has been fragmented by the numerous information and communication tools that are now being used. Even when they are in the same room, family unity, intimacy, and harmony are disappearing as everyone is engrossed in their own devices. Despite having thousands of friends on Facebook, he still feels very sad. The use of new technology has introduced new challenges to the family dynamic. One of the participants' perceived experiences is as follows:

According to her, individuals have either been survivors of cybercrime or have dealt with issues such as misrepresentation, bullying, harassment, and exposure to sexual content or false information. One of the most important indicators of social change and progress, both economically and socially, is education. Education plays a crucial role in the dynamic process of society and in an individual's life. A person's growth and development are dependent on their level of education, which is a key factor in determining a community's socioeconomic status. (Rabina Gautam, personal communication, January 23, 2024)

Pardo (2013) believed that technology provided a platform for growth and allowed users to express their opinions on published information. He also stated that social media facilitated interaction among students, teachers, and communities with similar educational backgrounds, which he considered essential for learning. Anton Son and Christopher (2014) mentioned a variety of social media platforms, but this research paper will focus on the impact of social media on students' academic performance. The study looked at students aged 12 to 20, who are considered the younger generation. The findings included Facebook, YouTube, Google, and other platforms. The younger generation must be well-educated to become future leaders and contribute significantly to their countries' success. One of the participants' perceived experiences is as follows:

He argued that the phenomenon of Kiriyaputris dancing can be observed through the lens of social media usage. Instead of helping someone in need, such as when a house is on fire or a person is screaming after a car accident, people are more inclined to take videos of the incident and share it online, causing it to quickly go viral. The trend of showcasing body parts for the sake of standing out on social media is a troubling and perilous indication for Nepalese society. (Arjun Paudel, personal communication, January 23, 2024)

According to Hartshorn (2010), social media is a platform that enables two-way communication, allowing anyone with an online account to share their thoughts with other social media users. Digital natives and digital immigrants are the two categories of social media users. Digital natives are individuals who were born after 1980; they entered the world when digital media already existed. On the other hand, individuals born before 1980 who have adapted to digital media are considered digital immigrants (Antonson and Christopher, 2014). Curtis (2013) proposed that social media platforms could be seen as supportive of educational technology, provided that academic staff knew how to integrate them into their teaching plans. Baker (2019) found that social media platforms captured students' attention and improved their academic performance. Hartshorn (2010) suggested that virtual entertainment could be used for educational purposes, but with proper monitoring and guidance, as the risk of students becoming addicted to online entertainment is high.

Discussion

Over the past decade, there has been a significant increase in technological addictions to the internet, cell phones, video games, and social networking sites. These addictions share common features with behavioral addictions, such as intense craving, withdrawal symptoms, and euphoria, and can have negative effects on mental health, relationships, and work performance (Griffiths, 1996; Davis, 2001; Young, 1999). While the decision to use social media is a personal one for many, it is important to consider a few things before sharing personal information in a public forum.

Nowadays, social media use is one of the most common activities among kids, teens, and young adults. It has become one of the most popular ways for young people to access news and information, as well as providing a platform for entertainment and communication. However, students often waste their time on non-constructive, unethical, deceptive, and improper activities such as texting and chatting with friends for the majority of the day. They also waste time by delving into people's private lives and avoiding their real responsibilities and studies (Perrin, 2018). The highest percentage of university students and adults aged 18–29 use social media, with numbers increasing from 12% in 2005 to 90% in 2015. While using the internet for academic purposes, such as online instructional exercises, classes, and downloading study materials, can be beneficial, many young people, especially students, use social media simply to pass the time and seek enjoyment. However, using the internet, particularly social media, for casual communication is often seen as a waste of time (Kupuswamy and Narayan, 2010).

According to Chiang et al. (2017), sociability has no effect on satisfaction, which was confirmed by the consistency of the outcomes in the current study. Nguyen et al. (2016) quote Norbert Elias, stating "The issue of human relationships constitutes the base of society." Typically, TikTok users who simply enjoy watching videos or content are not inherently connected. Research shows that engagement with TikTok affects satisfaction. Kujur et al. (2017) stated that consumers' online engagement is greatly influenced by the presence of informative content. Islam et al. ensured that informativeness has a positive effect on happiness. A study revealed that TikTok satisfaction is strongly influenced by self-expression. Young people believe that online entertainment positively affects users' mood. According to Vecchio et al. (25 February 2022), as a larger and more diverse audience began using TikTok, the content evolved to include aspects of humanity and self-expression. Ultimately, the results indicated that satisfaction significantly and positively influences the continuous intention to use TikTok. Garg et al. (2020) found that customer satisfaction has an impact on the continued intention to use TikTok. Bhattacharjee (2021) discovered that client satisfaction is strongly linked to the decision to continue using the platform, thus significantly influencing the intention to do so.

While research on the impact of online entertainment on family relations is still in its early stages, limited studies suggest that social media use can significantly affect family dynamics. Hampton et al. (2011) found that social media platforms allow families to stay connected and maintain a sense of closeness, especially when family members are geographically dispersed. Similarly, Helsper and Eynon's (2010) study revealed that family members can use social media to share experiences and stay informed about each other's lives.

However, several studies have also highlighted the negative effects of social media on family relationships. Nabi and Keblusek's (2014) study showed that excessive use of virtual entertainment can lead to conflicts and decreased relationship satisfaction among family members. Subrahmanyam and Smahel (2011) pointed out instances where brief comments or shared posts sparked family conflicts due to misunderstandings. Chou and Edge's study (2012) indicated that virtual entertainment use can lead to reduced face-to-face communication and deep intimacy among family members. Chafe et al. (2013) found that when parents and younger family members, including teenagers, felt their privacy was violated on platforms like Facebook, it resulted in family disputes. Richards (2012) confirmed that virtual entertainment influences people's relationships and learning methods. Companies also utilize online entertainment sites to enhance customer service by building relationships through Electronic Customer Relations Management, which relies on the reliability and responsiveness of the information (Wentworth and Middleton 2014). Boyd (2017) stated that internal medicine educators are using social networking sites to connect with their students online. According to Rithika (2015), the majority of educators in Saudi Arabia strongly support the educational benefits of using social media as a tool for English language instruction, but they have concerns about using it in the classroom.

Sociocultural theory (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999) states that, in addition to friends and parents, different types of media are sources through which young girls and women learn about beauty standards, including ideals for weight, shape, and overall physical attractiveness. However, learning about beauty standards is not always a positive experience; empirical research suggests that messages from the media regarding women's appearance

and weight are among the most potent social influences, leading to dissatisfaction with one's body and a desire to be thin (Groesz, Levine, & Murnen, 2002). Addiction to TikTok has a detrimental effect on people's diligence and accountability, leading to a decrease in their level of social engagement and discipline. The app's user-friendly interface often causes students to underestimate their responsibilities, such as completing projects. Additionally, TikTok users tend to spend excessive amounts of time on social media, which can lead to a decrease in social interactions and a lack of awareness of their surroundings. Consequently, meaningful connections and face-to-face communication are often overlooked.

The prominence and pervasiveness of body image concerns among women are believed to be driven by what is known as an appearance culture that values and promotes societal norms for attractiveness and beauty (Thompson et al., 1999). Models, movie stars, and celebrities dominate the images portrayed in mass media, depicting unrealistic beauty and weight standards that have become the norm and are perceived as attractive by many women (Grabe, Hyde & Ward, 2008). Continuous exposure to idealized beauty undoubtedly exerts conformity pressure on individuals, with women reporting experiencing this media pressure (Ata, Ludden, & Lally, 2007). The challenges brought about by urbanization and globalization include expanding access in urban areas, employability, modern technology, and the expansion of the market rather than agriculture and local productions. Recently, there has been an increase in the vocation expansion and presentation of unfamiliar businesses in the occupation procedures of individuals in the review region. Indigenous skills have almost completely been replaced by other means of earning a living, so it is necessary to commercialize farming and other non-farming activities to preserve them.

TikTok, formerly known as Musically, has received criticism for its algorithms that promote user engagement and may contribute to addictive behavior. The platform offers a wide range of content, from lip-syncing videos to lifestyle, educational, and entertainment content, attracting users of all ages. There are worries about TikTok's ability to worsen mental health issues like anxiety and depression. Critics claim that TikTok's methods of moderating content fuel divisive public conversations and a loss of confidence in institutions. Despite these concerns, TikTok remains incredibly popular, especially among young people.

Conclusion

The study was conducted to investigate the influence of TikTok on family relationships and daily life. Social media platforms such as Facebook, Instagram, LinkedIn, TikTok, Snapchat, Kik, Messenger, Twitter, and WhatsApp are widely used for social interaction. Both public and private organizations utilize virtual entertainment tools to connect with their residents or clients, while businesses rely on social media to meet customer needs. However, TikTok trends present a significant threat to young people, offering a wide range of content including creativity, culinary skills, education, and recreation. Recently, the government of Nepal imposed a nationwide ban on TikTok due to its negative impact. Excessive social media use has been shown to decrease productivity, with unethical activities such as bartering, explicit content, gambling, and illegal advertising increasing on platforms like TikTok. Additionally, engaging in unethical and anti-social behavior on TikTok to receive gifts is becoming a common trend. Virtual entertainment platforms like TikTok negatively impact social cohesion, family unity, rituals, culture, customs, practices, values, and beliefs in Eastern civilization. The results indicated that participants who spent more time on TikTok were more likely to be distracted by the app in their daily lives. Losing track of time also affected other variables. Increased involvement with TikTok led to decreased focus on work and assignments, suggesting that individuals transitioning into adulthood struggle to concentrate and complete tasks due to excessive TikTok use. These findings apply to all emerging adults, regardless of race, identity, orientation, or adulthood status, but it is important to note that the majority of participants in this study were female. Future research should strive for a more balanced representation of both genders to identify potential differences in results.

Declarations:**Ethics Approval and Consent to Participate:**

I declare that this research has been conducted ethically.

Consent for Publication:

Not applicable.

Availability of Data and Materials:

The data will be available upon request.

Competing Interests:

There are no individuals, groups, or agencies with competing interests.

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