The Impact of the Use of Social Media on Religious Values in Young People "Tik Tok as a Model"

Benferhat ouafia[1,*],**Kettaf Rezki**[2].
[1] University of Setif2(Algeria),Vetebenferhat@gmail.com
[2] University of Setif2(Algeria),rezkikettaf19t@gmail.com

Abstract:

This Study investigates the impact of the use of social Media on religious values in Young people- "Tik Tok as model", and the extent to which these values have changed especially in the negative aspect that affects the lives of individuals and society as a whole. It also attrempât to analyze this impact that affected an important segment of society, the youth, by: relying on the descriptive analytical approach, adopting a set of previous studies and commenting on them, and after that, extracting the changes in religious values starting from the definition of Tik Tok, defining the relationship of young people to "Tik Tok" and its Impact on the religious values of young people and their fate in light of the increasing use of "Tik Tok".

Keyword: values; religious values; social media ; Tik Tok; Usage; Youth.

1. INTRODUCTION:

Social media has occupied a great place in contemporary social life due to its widespread use by members of society, especially young people, who created a personal space in its various sites (Facebook, Instegram, twitter, Tik Tok, etc). This provides a free platform to express views and ideas, the thing which led to the necessity of studying them as they replaced the societal social relations, and transferred them from the realm of realism to the world of virtual life. Social media also imposed changes that affected several Social, cultural, political, religious and other aspects. "Tik Tok" is one of these modern means. Its use has recently spread widely and dramatically, and according it some studies, the number of its daily users has reached more than 250 million users around the world.

Values are one of the most important aspects that have been affected by modern social media. Those who follow the behavior of individuals in society notice a tangible change in several aspects, such as dressing, communication, and interaction.

Religious values represent an important link in society that maintains its cohesion and stability, and preserves the sanctities and secrets of homes, as well as good morals such as chastity, decency and modesty, but what is being displayed on Tik Tok

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* Corresponding author.

has negatively affected them. Thus, the manifestations of dancing singing, and displaying makeup, they are contrary to our Islamic law, have become a matter that may seem normal to many, and this in turn negatively affects the society with the deterioration of religions values in it, which is also what prompted us to ask the following questions:

– what do we mean by Tik Tok?

– What is the relationship between Tik Tok and youth?

– How did the Tik Tok affect the religious values of young people?

– What is the fate of youth and religious values in light of the increasing use of Tik Tok?

2. **Objectives of the Study**:

– Introducing Tik Tok.

– Find out the extent of the relationship of young people to Tik Tok.

– Knowing the impact of Tik Tok on the religious values of young people.

– The fate of youth and religious values in light of the increasing use of Tik Tok.

3. **Importance of the Study**:

The importance of this study lies in the novelty of its topic, as we find that "Tik Tok" is one of the modern applications in social media, but it has achieved a wide and great spread, which calls for researchers in sociology and imposes on them the need to research it and investigate its effects on societies and individuals, since the stability of societal religious values contribute to the stability of society.

4. **Previous Studies**:

4.1. **The first study entitled**: "**The Impact of young people's Exposure to Tik Tok Videos on Their Smartphones on Their Perception of Social Values by Researcher Maha Fathi 2021**":

This Study aimed to identify the impact of young people's exposure to Tik Tok videos through their smartphones on their awareness of the social values of society. The study adopted the survey method for a sample of 400 students from Egyptian universities, who varied between genders. The survey form was used as tool for data collection, and the following results were obtained:

– The most important reasons why young people are exposed to Tik Tok videos are seeking entertainment, identifying the negative aspects of the reality, daring to raise topics, dissemination of new societal patterns, providing the opportunity for a diversity of opinions and ideas through publishing and displaying them, conveying a real and unrealized reality, allowing public participation and opinion, presenting contemporary youth life forms, leading to uncovering deviations in society, obtaining familiarity with the background of current events.

– The most important values highlighted in the Tik Tok videos are moral values/ religious values/cultural values/social Values/Citizenship Values.

4.2. The second study entitled "Adolescents' use of Social Networks and its Impact on their Personal communication" A Survey Study on the Facebook Website of the Researcher "Shorouk Hasen kaboha " and "**Dr**. **Amira Al– Nimr** ".

The study included four axes which are:

–The concept of social networks (its inception, development, characteristics, services, features and types of websites, the most important of which is "Facebook, Origin, Definition, Characteristics and features)".

– Adolescence: its meaning and characteristics.

– Personal communication: (Its concept, history, benefits, qualities and importance).

– Personality traits: (Its definition, a historical overview, its components, the theory of "Raymond Cattell")

– The relationship between Social Networks and personal communication.

4.3. The third study entitled: "**attributes of the Media Content of the Tik Tok application**. **– A Comparative Study between Arab and foreign platforms**" **By**. **Dr**. **Mohamed fathi Younis and Mohamed Abdel Gaffer Abdel Gaffer**.

The study aims to identify the characteristics of the media content presented on the Tik Tok application through sample represented on the Sada Al–Balad and Washington post platforms as the largest active news platforms on Tik Tok. All the videos published on the two platforms were analyzed during the month of January 2020. The study reached several conclusions:

– The Washington post platform succeeded in using media content for promotion without making the receiver realizes that he is in front of media content unlike Sada Al– ballad platform.

– the content of the Washington post platforms varied between the use of text music and video, while the content of the Sada Al– ballad platform takes one and fixed form in all videos.

1– – The study recommended that Media Institutions   should create their own platforms through the Tik Tok application, regarding the increased number of users. (Mohamed Fathi Younes, 2020)

4.4. The fourth study entitled: "**Social Networking Sites and their Role in Producing Deviant Behavior among Young People**. **– Tik Tok as a Model*** **by Dr**. **R'timi Asmaa and Bakhosh Shaima**.

This study aimed to reveal the role of social networking sites, especially Tik Tok, in producing deviant behavior among young people by distributing an electronic questionnaire to a sample of Tik Tok users. The study is based on the descriptive method.

The study results are as follows:

There is a statistical relationship between Tik Tok and the production of deviant behavior among young people.

– There is a statistical relationship between Tik Tok and the production of deviant behavior among young people.

There is a statistical relationship between the absence desire to achieve fame through Tik Tok and the production of deviant behavior among young people.

– There are statistically significant differences in the production of deviant behavior among young people through Tik Tok due to the variables of gender, age, and educational level.

5. **Commenting on previous studier**:

– Previous studies have proven that young people often use social media.

–previous studies have shown that the users of social networking sites are constantly increasing.

– Pervious studies have shown that Tik Tok is one of the most used sites outperforming other sites such as Facebook, for example.

– Previous studies have also proven Tik Tok leads to moral delinquency in young people due to the absence of family control in particular, or the parents' lack of awareness of its risks.

6. **Benefits from previous studies**:

The previous studies have helped us in:

– Defining the concept of social networks.

– Setting the study questions.

– Defining the concept of the study.

– Extracting the relationship between young people and Tik Tok.

7. **Theoretical entrance to the Study**:

7.1. **Technological Determinism Theory of "Marshall McLuhan"**:

He believes that the content cannot be viewed far from the means themselves, as he focused on the importance of technological inventions and the extent of the impact they have on societies. McLuhan said: "we now live in a global village, and modern electronic means have linked us to each other, and therefore human society will not live in isolation anymore forcing us to interact and participate. Electronic means have

overcome restrictions, distance and time and led to our continued interest as citizen of other countries".

7.2. Uses and gratifications Theory:

This theory focuses on how on people use the media to satisfy their desires and meet their needs instead of talking about its effects on the public, which shows that the audience is positive and chooses what, suits its needs.

Its hypotheses are as follows:

– The members of the public are active participants in the process of mass communication, and they use the means of communication to achieve intended goals the meet their expectations.

–The use of means of communication expresses the needs that members of the public are aware of, and this is controlled by the factors of individual differences.

– The member of the public is the ones who choose the messages and content that satisfies their needs, and that the media compete with other sources of gratification in meeting these needs.

– The members of the public have the ability to determine the motives for their exposure and the needs that they seek to meet, so they choose the appropriate means to satisfy these needs .

–The cultural norms prevailing in society can be inferred from the public's use of the means of communication, and not only from their content.

–There are motives that make family members accept modern means of communication in order to satisfy needs, whether cognitive or emotional that achieve psychological integration.

8. Concepts of the Study:

8.1. Values:

8.1.1. Linguistically:

"They are the principles and moral beliefs that the individual acquires from the family, school and the media and they work to guide the individual's behavior and achieve its balance, as they are the mainstay of the individual's thinking".

Another definition is mentioned in "Al-wassit dictionary" (the mediator) that: "The value of a thing is its importance and usefulness, and the value of the goods is its price". (Others, 1979)

"Collins English Dictionary" states that: "The values are the moral principles and beliefs that are accepted and agreed upon by the individual and the group".

"American College Dictionary" states that: "The values are the things that people give special attention to". (Al–Aseeli, 2002)

8.1.2. Technically:

"The concept of values differs from one field of research to another, as sociologists presented terms close in content to the concept of value. We find that "Durkheim" introduced the term "Collective Mind", "Weber" introduced "Protestant Ethics" and "The Spirit of Capitalism", and "Parsons" went on to establish values as a central topic, while many of his students contributed to the development of the theory of Values". (Azzi, 2008)

8.2. Religious Values:

They express the individual's interest in religious matters, and his inclination to know the metaphysical. (Khaira, 2017)

"Nourhan Fahmy" says: "The religious values constitute the frame of reference for controlling behavior and rationalizing the relationship of man to himself and society. They include worship, belief in unseen powers, religious culture, and realizing the importance of religion in life and cooperation". (Boumengar Mourad, 2021)

"Kim" indicates in his book "The Early Ages of Religious Life" that "Religion is a unified system of beliefs and practices relating to sacred things", that is, things to be avoided and prohibited. The function of the beliefs and practices prevailing in a particular society is to unite its members who believe in them, and therefore the function of religion is to determine the ideal pattern of behavior that must control the members of this society in their private lives, or their careers. (Khaira, 2017)

8.3. Social media:

It is a system of electronic networks that allow its users to participate in creating private or public websites that allow communication through a virtual space that enables the sharing of photos, files, video clips, instant conversations, and also sending messages. (Khaira, 2017)

8.4. Tik Tok

Tik Tok is a Chinese social network for music videos launched in 2016 that allows shooting a short 60–second video with adding indicators and, sharing it with friends. Tik Tok is a leading platform for short videos, this application has become on most smartphones. (Faris Fazzaa, 2022)

Tik Tok is one of the electronic social applications, which is a Google application for small, funny and interesting videos. Some scholars defined it as follows:

(Xiao, 2020) defied it as follows: "It is a social application for creative short videos with music that targets young people by recording and publishing short 15-second videos and allows users to choose their own video and accompanying music interface".

(Herrman, 2019) defied it as: "a Smartphone application dedicated to recording and sharing videos between users".

(Christopher, 2019) said: "It is a video sharing service that allows users to watch videos uploaded by other users". (fatehi, 2021)

8.5. Usage:

Idiomatically, they are social practices that become normal within the Framework of a particulaire culture through the reception of its practice to achieve a specific goal. The practice are related to the special character that an individual or group adds to the means, tools, and services, which reflects complex cultural evidence that is established within framework of daily life.

8.6. Concept of Youth:

The specialized researchers differed in defining it. Everyone attribute it to a specific angle. Some of them linked it to time, and some liked it to the biological or psychological aspect or the social dimension. A-Zaoud (2011) indicated that youth is an age stage ranging between 15 and 30 years, in which physical and mental growth is completed, which makes the individual able to performing its various functions as for biologists, they determine that youth is a stage in which the growth of the functional organic structure of the basic components of the human body, internal and external is completed.

As for the psychological aspect, youth for them is a psychological state that has nothing to do with chronological age, but is related to the amount of vitality, enthusiasm, movement, ambition and hope in life that the individual feels.

Socially, the period of youth begins when he tries to build society, to qualify the person to occupy a social position and play roles in society, and it ends when the individual is able to occupy his position and performs his role in the social context according it the standards of social interaction.

9. Youth in Contemporary Society:

Youth problems are a priority in Contemporary societies, and youth also receive attention and their role is decisive and comprehensive. In order to study the collision between the modern and the ancient, the study of society must include the historical era in which that society lived noting that colonialism sought to reduce the aspirations of young people in its colonies by interfering in education curricula and limiting job opportunities for these young people to work in government ministries as clerks. (Kamal, 2005)

Contemporary Societies have tended to support young people and give them importance in terms of paying attention to their problems, and trying to find solutions that seek youth for advancement and progress and seek to get them out of the confusions in which they live. The negatives and changes that these means leave behind, affecting the youth category, especially "Tik Tok", which has become an important place, made most young people have a personal website in the "Tik Tok" application and sing its videos.

10. **Young People's Relationship with Tik Tok**:

The idea of publishing creative videos for young people on Tik Tok has become a fashion these days, as we find that Tik Tok provides them with a diverse communication platform with the community. The user can get access and participate in many fields such as: cooking, humor, health, Quran and invocation as well as document moments of his life in a video on Tik Tok. It also offers promotions for products for sale, and presents contemporary youth life forms. In return, young people also communicate to publish videos showing dancing and singing, love scenes for children, and useless videos that are inappropriate with the religion and culture of our society (displaying shameful scenes and exposing the sanctity of homes). Many studies have proven that the great number of Tik Tok users are now young people as it has attracted their passion and interest since 2016, and for several reason, including entertainment, fame, and financial profit by collecting a large number of views. Due to the freedom this application gives to its user and the speed of its access, they spend most of the time with photographing themselves, or others in homes, streets and other places.

We note that the attitude of the Algerian state on Tik Tok, through the memorandum issued by the Ministry of Education on January 13th, 2019 under No 36, signed by the General Secretary, "Abdel Hakim Belabed", was distributed to all schools to warn against students' use of the Tik Tok application, considering it a danger on minors. (Kharab, 2019)

11. **The Impact of Tik Tok on the Religious Values of Youth**:

Like other social media, Tik Tok is a double-edged sword, where if it is used positively, it will benefit, and if it is used negatively, it will lead to harm. Therefore, we find many young people, even those who desire fame through Tik Tok, seek to do any behavior to reach their goals: practicing cyber-bullying and perverted behaviors found on Tik Tok especially with the lack of family control and the feeling of freedom during use. They are ready to do anything for the sake of fame, even if it is anti-social behavior, its customs and traditions. Hence, we find that "Tik Tok" affects religious values and motivates young people to engage in deviant behavior that contradicts them. This is what several studies have found,

such as the study of "Dagbog Walid", that there is a statistically significant correlation between students' use of social networking sites and the spread of deviant behaviors within the university community. Also the study of "Nehla Helmi Mohamed Abd Elkarim" shows that modern communication technology enables the child to adopt new values different to the societal values and traditions at a rate of 68%. The study of "Ume Habiba", Neeleman Farid", and "Muhammad Sand" found that 68.9 % of the youth said that social network applications enhance delinquency among youth, and 72.3% said that social networking apps promote offensive language. While it is worth noting that the youth group maintains religious values, customs and societal traditions, and takes Tik Tok as a means of societal reform.   (Shaima Bakhous, 2022)

12. The Fate of Youth and Religious Values in Light of the Increasing Use of Tik Tok:

In light of the increasing use of Tik Tok by young people, it may lead them to fall into several negative matters, such as the alienation of young people, so we find the young man isolating himself from other members of his family to film himself personal videos, or imitates others' videos for long and continuous times, which leads to his isolation from his social and family reality and may cause hostile family relationships caused by conflict between brothers in order to obtain a quality video without disturbance and noise.

The young man also acquires from Tik Tok videos socially undesirable behavior, as girls may seek to implement what was seen in Tik Tok videos in front of the father or brother of dancing and indecent movements. Also, young people acquire from Tik Tok sexual suggestions and movements that are contrary to morals and religion, as well as moral decay, which causes the decline of religious and moral scruple, especially in light of family and parental control or their absence.

We also find that young people are addicted to "Tik Tok", which is demonstrated by the extent of the youth's involvement and passion for it by making videos and watching them a lot on the part of both females and males. With the increase in the number of videos, posts and comments, the extent of addiction that young people are exposed to because of "Tik Tok" appears.

The religious values of young people who use Tik Tok transform to values that are alien to their living reality, especially values that are contrary to the customs and traditions of society, and their acquisition of religious traditions and values that are alien to the Arab Islamic society. (Shorouk Hasen, 2019)

13. CONCLUSION

"Tik Tok", the electronic application as a social networking site, has occupied a large part of the lives of young people in recent times, which has led to a strong relationship between them, and to the extent that it has become a source of danger to them and to our Arad and Islamic Societies as a whole, because of its negative consequences such as addiction, alienation, and solitude, according to many studies. Also, it affected religious values by creating strange morals far from religious and Islamic values, and contrary to the customs and traditions of our society where it contributed to the spread of manifestation of moral deviation, lack of modesty and decency, which became its distinctive feature "dancing and singing". It has become necessary to pay attention to these risks by intensifying studies on "Tik Tok" and its negative effects, and develop a special strategy to get rid of its negatives, or prevent it as other countries such as Pakistan and China prevented its citizens to protect them and their societies.

14. Recommendations

– The use of Tik Tok as a means of communicating and spreading religious values to the community.

– Paying attention to religious, health, social and educational issues through "Tik Tok" videos.

– A voiding negative videos published via "Tik Tok" and putting forward the positive alternative, given that "Tik Tok" has occupied an important place among young people.

– It is necessary to conduct studies on Tik Tok that affect young people themselves to get to know their opinions and impressions about Tik Tok and its uses in order to find appropriate solutions and suggestions for the negatives they are exposed to.

– The necessity of adopting the awareness aspect of youth and the family and exploiting all educational institutions and the media in this in order to clarify the negative effects of "Tik Tok" videos and their excessive use.

– Imposing strict control and enacting legislation to limit the bad use of "Tik Tok" by young people and members of the society in general.

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