



## The Influence of Artificial Intelligence Technology Applications in Audio-Visual Journalism Communication in Jordanian Media Institutions

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### Abstract

**Objectives:** This study aimed to explore the impact of artificial intelligence (AI) applications in the fields of journalism, visual communication, and audio communication within Jordanian media institutions.

**Methods:** A survey method was employed to achieve the study's objectives. The researcher designed a questionnaire consisting of 20 statements, distributed across four domains, and administered it to a sample of 180 media professionals working in Jordanian visual and audio media institutions.

**Results:** The study revealed significant findings indicating that AI applications play a vital role in enhancing the quality of visual and audio media in the field of journalism. It also highlighted the readiness of Jordanian media professionals to adopt AI technologies, though concerns were expressed about potential job losses due to the use of these applications in journalism and media. Moreover, the results emphasized the urgent need for specialized training to help journalists understand AI tools and applications and how to use them effectively.

**Conclusion:** Based on the study's findings, AI technology can contribute to increasing the productivity of media institutions and improving audience engagement. In light of these results, the researcher recommends fostering collaboration between Jordanian journalists and AI developers, with a focus on mutual understanding of each team's needs and efforts to improve the journalism industry in Jordan.

**Keywords:** Artificial intelligence; media; visual communication; audio communication

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### تأثير المحتوى العشوائي على منصة تيك توك على سلوك الشباب

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### ملخص

الأهداف: هدفت هذه الدراسة إلى معرفة تأثير المحتوى العشوائي على منصة تيك توك على سلوك الشباب.

المنهجية: تم استخدام المنهج المسحى؛ لتحقيق هدف الدراسة. وإلجراء الدراسة قام الباحث بإعداد استبيانه تم توزيعها على عينة قوامها 28 عضو هيئة تدريس من جامعة اليرموك وجامعة الزرقاء وجامعة الشرق الأوسط.

النتائج: توصلت الدراسة إلى نتائج مهمة. وكشفت النتائج أن تأثير المحتوى العشوائي على تيك توك يختلف بين الأفراد، حيث يجد البعض مسللًا وممتعًا، بينما يعتبر البعض الآخر إدمانًا ومضرًا بمزاجهم. بالإضافة إلى ذلك، أشارت النتائج إلى أن المحتوى العشوائي يمكن أن يؤثر سلبًا على الصحة النفسية للأفراد من خلال زيادة مشاعر القلق والاكتئاب. وعلاوة على ذلك، أبرزت الدراسة أن استخدام منصة تيك توك يمكن أن يؤثر على أنماط حياة الأفراد، بما في ذلك نومهم وعلاقتهم الاجتماعية مع العائلة والأصدقاء.

الاستنتاج: اختتمت الدراسة بالتأكيد على الحاجة الملحّة إلى التوعية بأهمية تحسين نظام تصنيف المحتوى وتعزيز الرقابة على المحتوى على تيك توك للحد من انتشار المحتوى العشوائي بالإضافة إلى تعزيز إنشاء المحتوى الإيجابي والمفيد على تيك توك من أجل التأثير على السلوك الشباب.

الكلمات المفتاحية: المحتوى العشوائي، وسائل التواصل الاجتماعي، سلوك الشباب، منصة تيك توك.



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## Introduction

The current era has witnessed tremendous technological development, manifested in the emergence and widespread spread of social media sites. This development has contributed to changing the patterns of our interaction and communication with others. One of the most prominent of these platforms that has gained great popularity is the TikTok application, which was able to attract millions of users around the world in record time. TikTok is characterized by its ease of use and its ability to produce short and innovative visual content, which contributed to its rapid spread among different age groups and became a global cultural phenomenon.

In our current era, social media has become a central focus in the lives of young people. It is not merely a means of communication but has evolved into a significant tool for expressing personal identities and engaging with digital content (Shutsko, 2020). Zhou (2019) pointed out that social media claimed to be a platform for self-expression, information sharing, and entertainment. Among the plethora of social media platforms that have gained tremendous popularity in recent years, TikTok stands out as one of the most influential short-form video platforms (Zeng & Kaye, 2022).

It is worth noting that the impact of random content on social media platforms, particularly on TikTok, occurs within the context of increasing interaction between humans and technology (Shutsko, 2020). A profound understanding of how this content affects the behavior of young people can contribute to shaping public policies and personal guidance. If we gain a better understanding of how this content can influence the behaviors and attitudes of young individuals, we may be able to develop more effective awareness and guidance strategies (Saleem, Zain, & Rehman, 2021).

It is worth mentioning that TikTok hosts a wide range of content, ranging from humor and entertainment to educational and political content. However, it also features content that carries harmful messages that may negatively affect young people (Qiyang & Jung, 2019). From this point, it is imperative to study this phenomenon to understand its prevalence and impacts. Additionally, it is crucial to determine how guidance and counseling can be provided to young individuals to mitigate harmful effects (Yeung & Abi-Jaoude, 2022).

TikTok is considered a social and entertainment platform with a fun and useful atmosphere, but it also hurts young people. These detrimental effects include digital addiction due to continuous exposure to short video clips and diverse content (Ng & Indran, 2023). This addiction can impact the time and focus of young individuals on daily tasks, leading to excessive involvement with the platform (Liao et al., 2024). A study by Siwei et al. (2023) has also highlighted the influence of TikTok on mental and psychological health. Young people may experience stress or low self-confidence when comparing themselves to the idealized content they see on the platform. Moreover, excessive consumption of random content can exacerbate feelings of anxiety and depression.

Based on the above, the current research not only seeks to understand the impact of random content on the behavior of young people but also aims to provide answers to important questions related to how to address and control this negative impact. The research also includes an analysis of the measures that can be taken at the individual, community, and governmental levels to deal with this challenge. In the end, this study requires a deeper understanding of the relationship between random content on the TikTok platform and the behavior of young people. It represents a significant contribution to research in the field of social media communication and the social impact of digital technology on the younger generation, which represents the future of society.

## Statement of the Problem

TikTok is considered a social and entertainment platform with a fun and useful atmosphere, but it also has negative effects on young people. These detrimental effects include digital addiction due to continuous exposure to short video clips and diverse content (Ng & Indran, 2023). This addiction can impact the time and focus of young individuals on daily tasks, leading to excessive involvement with the platform (Eneizat et al., 2024; Liao et al., 2024). A study by Siwei et al. (2023) has also highlighted the influence of TikTok on mental and psychological health. Young people may experience stress or low self-confidence when comparing themselves to the idealized content they see on the platform. Moreover, excessive consumption of random content can exacerbate feelings of anxiety and depression.

As highlighted by Svensson's study (2022), TikTok has shown detrimental effects in the form of cyberbullying. Users

can easily engage in bullying behavior through comments or by creating negative content, which can lead to severe psychological harm to victims. Additionally, it affects individuals' time, as young people may spend an excessive amount of time browsing TikTok at the expense of their time, including important activities such as studying, work, or real-life social interaction. In a similar context, Teng's study (2023) emphasized the impact on social behavior, as users might isolate themselves from the real world and limit their interactions with friends and family.

Among the justifications for conducting this research is its contribution to raising awareness. Research on the impact of random content can show awareness among young people about the potential dangers of this type of content and how to interact with it safely (Eneizat et al., 2023a; McCashin & Murphy, 2023). Furthermore, it can inform public policies. The results derived from this research can serve as a foundation for the development of regulatory policies and laws aimed at protecting young people and ensuring their safe use of social media. Lastly, it aims to understand how young people interact with content. Research can help clarify how young people consume random content, how they interact with it, and whether this interaction affects their behavior. In addition, random content is defined as any content that does not belong to a specific category or it does not follow a specific pattern. In other words, it is unexpected, unrelated, and purposeless content, and may be a mixture of short videos, images, and sound effects.

Therefore, this research aims to explore the actual impact of random content on TikTok on the behavior of young people. It provides an in-depth understanding of how this content is consumed how young individuals interact with it, and whether this interaction influences their behavior and decisions. Analyzing this impact can guide individuals toward more informed and positive interactions with social media and digital content, particularly on this platform. Thus, the main research question addressed in this study is as follows:

**What is the actual impact of random content on the TikTok platform on the behavior of young people?**

**Study Questions:**

1. What is the impact of random content on TikTok on the behavior of young people?
2. What are the factors influencing the spread of random content on TikTok?
3. What social and psychological challenges might young people face as a result of exposure to random content on TikTok?
4. What measures can be taken to reduce the spread of random content on TikTok?

**Significance**

The significance of this study lies in the fact that it investigates a variety of issues about the influence that random content has on young people. In addition to examining the psychological and social implications, the study aims to get an understanding of the consumption patterns of information on TikTok displayed by young people as well as how they engage with it. Our ability to design more effective ways to safeguard young people from the potentially harmful impacts of random content and to encourage them to make constructive use of social media platforms will be made possible by the extensive knowledge that we possess.

**Literature Review**

**Theoretical Framework**

Defines and understands random content as content shared without prior planning or specific objectives (Haensch et al., 2023). It is acknowledged that random content encompasses various forms, including short video clips, images, memes, text posts, comments, and live streams, and is characterized by its spontaneity and unpredictability. Furthermore, it is emphasized that random content often has high viral potential and is primarily user-generated, affecting user engagement and the engagement mechanisms specific to each platform.

Random content on social media addresses the complex relationship between user behavior and the sudden, varied, and algorithmically driven nature of such content. Randomness, a feature of many social networks, can either hinder or enhance user engagement (Swart, 2021). On the one hand, it can spark interest, encourage research, and introduce people to new perspectives and concepts. Conversely, an endless barrage of unpredictable content can exacerbate information overload

and cognitive fatigue, which can have detrimental effects on mental health (Pang, 2021).

The unpredictable, varied, and algorithmically driven nature of the content that is generated at random on TikTok has the potential to have a major influence on the behaviors of its young people. The unpredictability of the information that young people discover can increase engagement since young people are always startled and captivated by the content they come across (Haensch et al., 2023). However, regular exposure to new knowledge that is frequently unexpected can also contribute to information overload and cognitive weariness, which may have the potential to lead to severe psychological consequences. To investigate the intricate relationship between random content and young people's behavior, the purpose of this study is to investigate both the good and negative consequences associated with this phenomenon (Haensch et al., 2023).

Drawing from prior research, social media, particularly TikTok, has positive and negative effects on young people's behavior depending on the content they are exposed to. There are psychological effects of random content on young people, noting that while some find it entertaining and stress-relieving (Asibong et al., 2020), others may find it distracting or confusing (Pang, 2021). Furthermore, the algorithmic effect was acknowledged, especially on platforms like TikTok, where the inclusion of arbitrary content can disturb the predictability of content streams and influence user engagements. A sophisticated approach was emphasized to address the issues that random content presents to content management, underlining that randomization does not always imply harmful content (Hu, 2023).

One potential advantage of random content is that it has the potential to increase user engagement and pleasure (Asibong et al., 2020). Considering the unexpected and varied character of this information, it has the potential to arouse feelings of satisfaction, surprise, and interest. Moreover, random content has the potential to introduce viewers to novel concepts, points of view, and communities, thereby encouraging a sense of exploration and discovery. This may result in users spending more time on the site and experiencing better satisfaction with their experience (McKelvey & Hunt, 2019).

However, constant exposure to completely random content can have potentially negative effects. The unpredictable nature of this content can lead to feelings of anxiety, stress, and decreased attention span, which can lead to information overload and cognitive fatigue (Abbas et al., 2022). Furthermore, Random content affects young people's behavior, specifically its effects on mental health and social interactions. Social behavior through interactions with friends and family, which can encourage undesirable social behaviors or habits, is often influenced by content on social media such as TikTok (Rodriguez, 2022).

The importance of the study is highlighted as it aims to understand the impact of random content on social media, particularly TikTok, among young people, with a focus on safeguarding their mental and social well-being. Additionally, it is emphasized that the research contributes to guiding regulatory policies and measures to ensure a safe and healthy digital environment for youth, aligning with the references provided throughout the discussion.

## **Methodology**

### **Overview**

This study used a quantitative descriptive method, and the survey questionnaire was utilized to gather data. The SPSS software will be used to analyze data. Further, the data collection, sample size, and the instrument used for data collection will be explained.

### **Methodology**

To achieve the objectives of this quantitative study, the study used a survey questionnaire to gather data. Al-Hajj (2019) purports that the descriptive approach depends on the phenomenon of the study as it is in reality and is concerned with its accurate description. Moreover, Michael (2014) elaborates and explains that the survey method is carried out within a geographical scope, where a sample is surveyed to be selected based on the law of minimum selection of samples to obtain accurate results and thus generalize the results.

### **Population**

The study community consists of faculty members from the media faculties at Yarmouk University, Zarqa University, and Middle East University. These universities were selected based on the presence of departments specialized in digital

media and their extensive experience in the field of social media platforms, with a total of 35 individuals. To ensure the accuracy and validity of the data, the researcher proceeded to select a purposive sample of 35 faculty members who are professors, associate professors, or assistant professors and have a research interest in the field of digital media. This sample was specifically selected to exclude full-time faculty members, lecturers, and those on scholarship. The researcher distributed 35 questionnaires to the entire study community and obtained 28 valid questionnaires for analytical purposes. The table below shows the distribution of the study sample.

**Table (1) the participants**

University	Academie rank	prof	Assistant Prof	Associate Prof	total
<b>Yarmouk</b>	5	3	3	11	
<b>The Middle East</b>	3	6	1	10	
<b>Zarqa</b>	1	6	-	7	
<b>total</b>	<b>9</b>	<b>15</b>	<b>4</b>	<b>28</b>	

Table 1 reveals that the represented faculty members in the sample were distributed according to their academic rank, with (9) holding the rank of Professor, (6) at the Associate Professor level, and (4) at the Assistant Professor rank.

#### Instrument

To achieve the study's objectives, the researcher developed a questionnaire that included a set of statements measuring the impact of random content on social media, specifically focusing on TikTok, on the behavior of young people. The questionnaire consisted of (20) statements.

#### Validity

To ensure the internal consistency and reliability of the questionnaire, it was distributed to a sample of (11) faculty members specializing in media. The correlation coefficients between the questionnaire items were calculated. The following table illustrates the procedures for calculating internal consistency reliability.

**Table (2) Pearson correlation coefficients**

Dimension	Correlation coefficient	Significance
The Impact of Random Content on the TikTok Platform	0.839	0.000
The Impact of Factors Affecting the Spread of Random Content on TikTok	0.887	0.000
Social and Psychological Challenges	0.852	0.000
Taking measures to reduce the spread of random content on TikTok	0.859	0.000

Table (2) reveals that the correlation coefficients between the statements assessing the impact of random content on TikTok on youth behavior are high. Furthermore, they are statistically significant at a significance level of (0.000), indicating that the study's scale exhibits internal consistency and reliability.

#### Reliability

To assess the questionnaire's reliability, the researcher employed the Cronbach's Alpha method. The following table illustrates the results:

**Table (3) Cronbach's Alpha**

Main dimension	Cronbach's Alpha
Overall Reliability (Questionnaire)	0.963

Table (3) shows that the Cronbach's Alpha coefficients for the overall questionnaire reliability reached (0.936), indicating high reliability.

## Results and Discussion

### Question 1: What is the impact of random content on the TikTok platform on the behavior of young people?

To answer this question, the means and standard deviations of the responses of the sample individuals were calculated for each of the statements regarding the impact of random content on social media on the behavior of young people on the TikTok platform, in descending order, as shown in the following table.

**Table (4): The Impact of Random Content on the TikTok Platform**

Phrase	Mean	Standard Deviation	Rank	Impact Degree
Random content on TikTok can be entertaining.	3.92	1.018	1	high
Random content can be addictive for me.	3.91	0.785	2	high
Random content on TikTok negatively affects my mood.	3.88	0.869	3	high
My personal experience with random content makes me feel more anxious.	3.86	0.760	4	high
Random content can lead to changes in my real-world behavior.	3.85	0.650	5	high
<b>Weighted average</b>	<b>3.88</b>	<b>1.023</b>		<b>high</b>

Based on the responses that showed a high level of impact for these statements, it can be said that random content on TikTok carries a diverse range of effects on individuals. Some consider this content enjoyable and entertaining, indicating its ability to provide entertainment and smiles to users. The results of the study are consistent with previous studies (Asibong et al., 2020; Dolan et al., 2019) that have shown that content on social media sites is entertaining.

However, other responses suggest that random content can be addictive, implying that individuals may have difficulty controlling their time and prolonged engagement with this content. Furthermore, it seems that random content hurts some people's moods, indicating that it may evoke feelings of anxiety or depression. Other psychological effects also appear, with a focus on increasing feelings of anxiety and worry. Ultimately, random content can lead to changes in individuals' daily behavior in the real world, suggesting that it can have a profound impact on daily life and personal relationships. The findings of this study on the effects of random content on TikTok align with previous research, providing a comprehensive understanding of the platform's influence on users. Abbas et al. (2022) also noted the diverse effects of social media content on individuals, reinforcing the idea that one size does not fit all when it comes to online experiences. They highlighted that individual differences play a significant role in shaping user responses.

### Question 2: What factors influence the spread of random content on TikTok?

To answer this question, the mean scores and standard deviations of the responses (sample individuals) for each statement regarding the factors influencing the spread of random content on TikTok were calculated, in descending order. The following table illustrates this.

**Table (5) The Impact of Factors Affecting the Spread of Random Content on TikTok**

Phrase	Mean	Standard Deviation	Rank	Impact Degree
The level of interactivity of content spreads more on TikTok.	3.81	0.728	1	high
Common hashtags significantly increase content dissemination.	3.79	0.937	2	high
High-quality content can be more attractive and have broader reach.	3.76	1.903	3	high
Viewer interaction and engagement enhance content dissemination on TikTok.	3.75	0.934	4	high
Content that captures interest and emotions can spread rapidly on TikTok.	3.71	0.982	5	high
<b>Weighted average</b>	<b>3.76</b>	<b>0.643</b>		<b>high</b>

The table demonstrates that the sample responses indicate a high level of impact, reflecting a clear perspective on the factors influencing content dissemination on TikTok. The interactive nature of content and common hashtags showed a significant impact on the content spread. For instance, the response "The level of interactivity of content spreads more on TikTok" suggests that content that encourages interaction and engagement can garner a larger response from viewers and, consequently, spreads more effectively. Additionally, the positive effect of high-quality content is evident, as high-quality content provides a more engaging and attractive viewing experience, thereby increasing its dissemination. Responses also indicate that viewer interaction and sharing play a crucial role in the success of content on TikTok, as positive interaction and sharing can expand the audience and fan base.

Similarly, Pang (2021) explored the impact of social media on mental health, which resonates with the findings of this study. Lee et al. (2018) emphasize the close relationship between engagement and the spread of content on social media platforms. Increased likes, comments, and shares of a particular piece of content serve as a powerful signal to the algorithms that run these platforms, prompting them to display this content to a wider audience.

**Question 3: What are the social and psychological challenges that young people may face as a result of their exposure to random content?**

To answer this question, the means and standard deviations of the responses from the sample (participants) were calculated for each statement regarding social and psychological challenges in descending order, as shown in the following table.

**Table (6) Social and Psychological Challenges**

Phrase	Mean	Standard Deviation	Rank	Impact Degree
Increased feelings of anxiety or depression due to random content on TikTok.	3.69	1.832	1	high
TikTok affects sleep due to late-night browsing of random content.	3.67	1.763	2	high
TikTok reduces interaction with family and friends.	3.65	1.962	3	high
TikTok affects social relationships with friends and others.	3.61	1.683	4	high
Feeling a greater desire to isolate from the real world and prefer the virtual world due to random content on TikTok.	3.58	0.625	5	high
<b>Weighted average</b>	<b>3.64</b>	<b>1.532</b>		<b>high</b>

Based on the responses that came with a high impact score for these statements, it appears that TikTok has a significant impact on individual's mental health and social relationships. The statement "Increased feelings of anxiety or depression due to random content on TikTok" suggests that this content can negatively affect users' mental well-being, highlighting the need for awareness and attention to this issue. Furthermore, the responses indicate that browsing random content late at night can affect sleep, reflecting the impact of content on individuals' lifestyles and health. Phrases such as "TikTok reduces interaction with family and friends" and "TikTok affects social relationships with friends and others" show that using TikTok can influence personal and social relationships, emphasizing the importance of maintaining a balance between the digital and real worlds.

McCashin and Murphy (2023) investigated the disruptions to daily life caused by social media use. The results of this study are consistent with their research showing that the engaging nature of social media can alter sleep patterns and impact social relationships. This provides further support for the idea that random content on TikTok can significantly impact users' lifestyles. Engaging elements such as interactive sharing can also positively impact the spread of content.

**Question 4: What measures can be taken to reduce the spread of random content on TikTok?**

To answer this question, the averages and standard deviations of the sample's responses to each statement regarding the measures that can be taken to reduce the spread of random content on TikTok were calculated in descending order. The following table illustrates this.

**Table (7) Measures**

Phrase	Mean	Standard Deviation	Rank	Impact Degree
Improving the content rating system and enhancing content moderation can reduce the spread of random content on TikTok.	3.57	0.821	1	high
Providing users with more information and awareness about the impact of random content on the TikTok platform can help reduce its spread.	3.53	0.735	2	high
Encouraging creators and users to create useful and positive content can reduce the spread of random content on TikTok.	3.51	0.905	3	high
Encouraging users to review and report inappropriate content can help combat random content on TikTok.	3.49	0.807	4	high
Developing advanced personal control tools can give users more control over the content they want to see on TikTok.	3.44	0.732	5	high
<b>Weighted average</b>	<b>3.51</b>	<b>0.571</b>		<b>high</b>

The results from the table indicate that the study participants have a conscious understanding of the need to improve the content rating system and tighten content moderation on the TikTok platform to reduce the spread of random content. This reflects the participants' awareness of the importance of applying stricter standards to the platform's content and ensuring that it does not contain inappropriate or harmful content. Furthermore, there is an understanding of the significant importance of providing users with more information and awareness about the impact of random content on the TikTok platform. This enhances user awareness and enables them to make better decisions regarding the type of content they engage with on the platform. In summary, these responses show a deep awareness and understanding of the challenges and opportunities related to random content on TikTok, indicating the participants' readiness to collaborate and contribute to improving the digital environment on this platform.

The findings of this study are consistent with and reinforced by prior research, emphasizing the complexity of TikTok's random content. It can both provide enjoyment and pose potential threats to mental well-being, underscoring the need for a nuanced approach that considers individual variability in responses to content. Additionally, the growing awareness among users regarding the importance of content moderation underscores an evolving understanding of the responsibilities platforms have in maintaining a safe and positive digital space (Eneizat et al., 2023c; Saleem et al., 2022). Moreover, Eneizat et al., 2023b and Ng and Indran (2023) highlighted the growing awareness among users regarding content moderation. Their work echoes our fourth finding, suggesting that users are becoming increasingly cognizant of the importance of improving content rating systems and tightening content moderation. This collective awareness, as Saleem and Rehman (Year) and Vasquez (2022) have also observed, represents a proactive response to the challenges posed by unpredictable content on social media.

In the discussion of our study's results, several key findings emerge. First and foremost, it becomes evident that random content on TikTok yields a wide spectrum of effects on individuals. While some individuals find such content to be enjoyable and entertaining, others, unfortunately, fall prey to its addictive allure, with potential negative consequences for their mood. Additionally, it is disheartening to note that random content's impact extends beyond mere enjoyment, as it can significantly influence individuals' mental health, potentially exacerbating feelings of anxiety and depression. Furthermore, our research highlights the profound impact TikTok can have on one's lifestyle, disrupting established sleep patterns and, perhaps more significantly, affecting social relationships with family and friends. As the study unfolds, it becomes increasingly clear that there is a growing consciousness regarding the necessity of improving TikTok's content rating system and intensifying content moderation efforts. Such measures may play a pivotal role in curtailing the dissemination of random content, thereby safeguarding the well-being of TikTok's users.

### **Recommendations**

Based on the results and observations mentioned in the research regarding the impact of random content on the behavior of youth on the TikTok platform, several recommendations can be provided as follows:

1. TikTok is a popular social platform among young people, making them vulnerable to negative content that may affect their behavior and values. Therefore, families have a great responsibility to protect their children from this harmful content by encouraging children to talk about what they watch on TikTok, listening to their concerns and opinions, in addition to monitoring the activities that children do on the platform, and ensuring that they follow positive content.

2. The Ministry of Education and school administration are essential partners in protecting students from the negative effects of social media content such as TikTok. This can be achieved by organizing wide-ranging awareness programs for teachers, students, and parents about the dangers of social media and how to protect children from exploitation and cyberbullying. In addition to, cooperating with government agencies and non-governmental organizations to develop policies and laws to protect children online. Moreover, providing appropriate monitoring tools for schools to block harmful sites.

3. TikTok should provide more educational content about the impact of random content on the mental health and social relationships of young users. This can be achieved through awareness campaigns and educational videos on the platform itself.

4. Promoting the creation and amplification of positive and beneficial content on TikTok can be achieved through incentives and encouraging content creators to produce enriching and helpful content for users.

5. Users should be encouraged to participate in reviewing and evaluating content and reporting any content that violates the standards. This user engagement can contribute to improving content filtering on the platform.

### **Conclusion**

The findings from this study shed light on the multifaceted impact of random content on the TikTok platform. This type of content has both positive and negative effects on individuals, with opinions varying widely. While some users find it enjoyable and entertaining, others are susceptible to its addictive nature and the potential negative influence on their mood, particularly when it comes to feelings of anxiety and depression. Moreover, the study highlights the broader repercussions of TikTok use on individuals' lifestyles, including disruptions to sleep patterns and social relationships with family and friends. The platform's immersive nature and the presence of random content can significantly alter how users allocate their time and energy.

Perhaps most significantly, the research indicates a growing awareness among users of improving TikTok's content rating system and tightening content moderation. This awareness reflects a collective desire to reduce the spread of random content and ensure a safer and more positive digital environment. These findings underscore the need for a balanced approach to managing random content on TikTok. Such an approach should acknowledge the platform's potential for entertainment and creativity while also addressing the concerns related to mental health and well-being. TikTok and similar platforms must consider these findings when designing content moderation policies, aiming to create an environment that is not only engaging but also conducive to the overall welfare of its users.

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