

INFLUENCE OF TIKTOK SKITS ON SOCIAL BEHAVIOUR

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of TikTok Skits on Social Behaviour" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of tiktok skits on social behaviour, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and tiktok. The study adopted a descriptive survey research design, anchored on the Uses and Gratifications Theory and the Agenda Setting Theory. A sample size of 397 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 374 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.18). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.595$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.47, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.25$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of tiktok skits on social behaviour is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Contemporary scholarship increasingly frames influence as inseparable from the broader question of tiktok. Within Lagos State, the country's most populous commercial hub, the dynamics of influence are observed in their starkest form. Findings reported by Adigun and Kalu (2018) observed that respondents with greater exposure to influence recorded markedly different results. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The work of Ekwueme and Ogbeide (2023) extended earlier analyses by demonstrating that tiktok reinforces the effects of influence. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of influence in everyday life. Research by Obiora and Adeniyi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and tiktok. For practitioners, the practical significance of influence cannot be overstated, given its demonstrable link with tiktok. Empirical evidence from Dauda and Famuyide (2021) suggests that positive developments in tiktok are associated with improvements in influence. These observations collectively invite a reconsideration of standard assumptions regarding tiktok. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

influence, when examined in relation to tiktok, reveals complex and often paradoxical dynamics. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. The aggregate picture emerging from Dauda and Famuyide (2023) points to a modest but consistent association between influence and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Longitudinal research by Olawale and Ogbeide (2016) revealed that sustained attention to influence yields appreciable dividends over time. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

influence, when examined in relation to tiktok, reveals complex and often paradoxical dynamics. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which influence unfolds. An examination by Adebayo and Nwosu (2019) attributed much of the observed variation in outcomes to institutional capacity and policy continuity. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Comparative work by