

# From Scrolls to Swipes: Investigating TikTok's Effect on Quality of Life

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## Background

- WHO's definition of quality of life is defined as "an individual's perception of their position in life in the context of the culture and value systems in which they live".<sup>1</sup>
- There has been an increase in Tik-Tok by 150% in the past year and people on average open Tik-Tok 8 times a day.
- Finding have shown excessive use of social media like Facebook and Instagram can harm mental health.
- Mindlessly scrolling through these platforms reduces self-control and negatively affects long-term well-being.

## Objective

To determine TikTok's effect on the quality of life (QoL) among University of California San Diego (UCSD) undergraduate students.

## Methods

- We conducted a cross-sectional study by distributing online questionnaires to current undergraduate students at UCSD, to assess the association between time spent on TikTok and their subsequent quality of life.
- Data was collected from April to May of 2023, and 75 individuals participated. Data was analyzed using descriptive statistics and Fischer's Exact Chi-square test.

## Results

Table 1. Participant demographics

Age	
18-20	28.9%
21-24	68.4%
25+	2.6%
Sex	
Female	71.1%
Male	26.3%
Non-Binary	2.6%
Has TikTok account	
Yes	80.3%
No	19.7%

Figure 2. Participants' daily average time spent on TikTok.

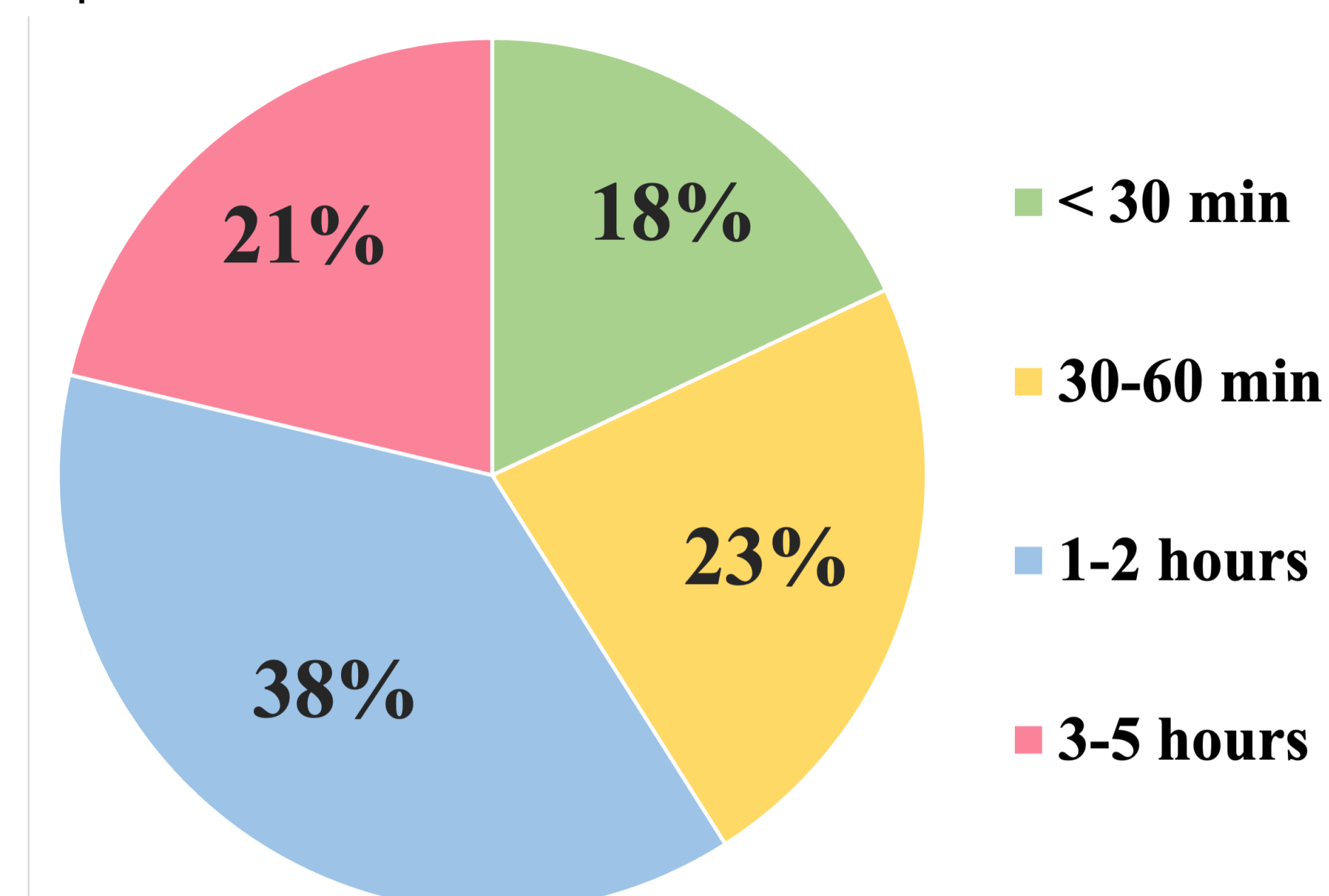


Figure 1. TikTok \_\_\_\_ affect(s) my quality of life.

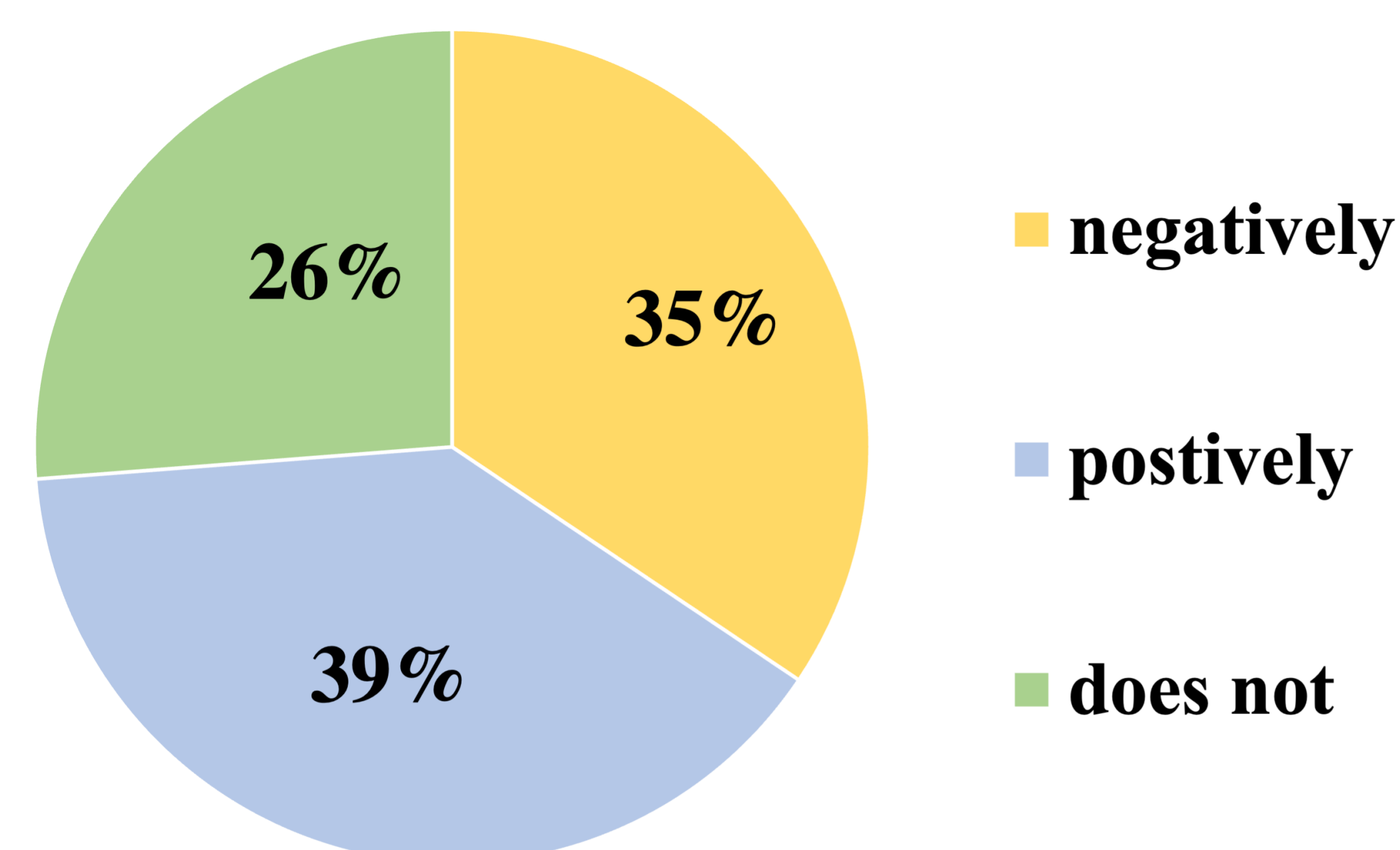
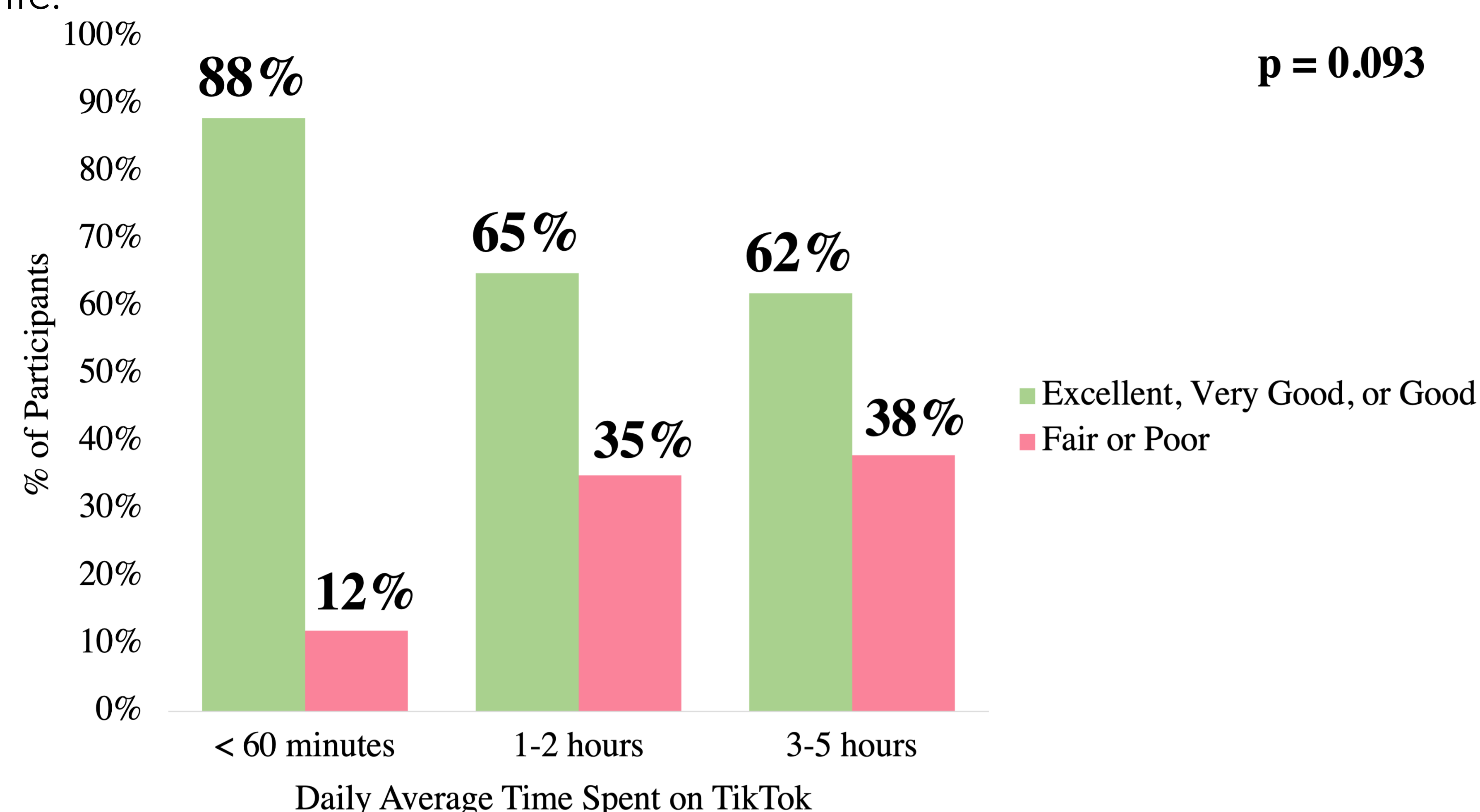


Figure 3. Participants' daily average spent on TikTok and their perception of their overall quality of life.



## Conclusion

- Our research did not find a clear association between TikTok consumption and quality of life (p= 0.093).
- Further research into scrolling habits and specific content consumption is necessary to fully assess the impact of TikTok on QOL among college students.

## Policy Implications

Implementation of education-based programs that would increase awareness of social media's effects on mental, physical and emotional health.

## Acknowledgements

We would like to thank Professor Romero and TAs for guiding and supporting us through this project as well as the students who took the time to take our survey.

## References

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