

Research and Application of TikTok Self-Media Learning Resources in Open Education Course Instruction

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Abstract: *Self-media has become one of the pivotal directions in the current development of the internet, especially platforms like TikTok, a short video platform, which is gaining increasing popularity among young people. How to effectively utilize TikTok and other self-media platforms for promotion and advertising has become a pressing concern for various industries. This paper, by examining the characteristics and patterns of TikTok self-media and integrating them with the features of open education, explores the utilization of TikTok self-media to enhance open education course instruction. Through practical examples of self-media resource development in the courses of "Food Safety and Nutrition" and "Food Nutrition and Health," it investigates how TikTok self-media can be employed to expand teaching formats, enrich teaching resources, strengthen teaching interactions, thereby enhancing teaching quality and students' learning outcomes. Simultaneously, it caters to the fragmented learning needs of open education students, aiming to provide valuable suggestions and insights for the application of TikTok self-media in open education instruction and contribute practical experience to the development of open education teaching in the new era.*

Keywords: *TikTok self-media, learning resources, open education, course instruction, application*

1. Introduction

With the rapid growth and widespread use of social media, TikTok, as a short video platform, has firmly established itself as an essential channel for creating and sharing content, particularly among the younger generation. TikTok self-media has not only transformed the way people access information and entertainment but also provided an expansive platform for personal creativity. In this context, more and more educators are turning their attention to how to fully harness TikTok self-media learning resources in open education. By delving into the study of TikTok self-media learning resources, this paper aims to explore the role of social media in driving open education and how to effectively integrate the relationship between media and education. It provides guidance and recommendations for educators on how to effectively utilize TikTok self-media learning resources, thus better meeting the learning needs and development of open education students.

2. Overview of TikTok Self-Media

TikTok is a social media platform primarily centered around short videos. It boasts an enormous user base, with the latest data indicating that as of January 2023, TikTok had over 809 million users, surpassing 150 million daily active users and exceeding 300 million monthly active users. With the widespread adoption of smartphones and the expansion of internet connectivity, TikTok has become a vital channel for people to share their creative works and express themselves. TikTok self-media refers to individuals or organizations operating on the TikTok platform. They create and publish original content to attract followers and generate income through fan interactions, promotions, and other methods, representing an emerging form of media. The content produced by TikTok self-media covers a wide range of topics, including lifestyle, entertainment, food, travel, fashion, education, and more. Users are drawn to these creators through unique creativity, compelling performances, and professional knowledge sharing.

Interactions between TikTok self-media and their followers occur through likes, comments, private messages, and other means. Fans can engage with self-media content by asking questions, sharing viewpoints, and expressing their appreciation. This interaction helps establish a connection between

self-media and their followers, enhancing user engagement.

The TikTok self-media industry is evolving rapidly, characterized by intense competition. When applied to the field of education, educators must proactively familiarize themselves with TikTok's platform rules and content. They should also learn how to create self-media learning resources effectively. This knowledge allows educators to present course content, practical skills, case studies, ideological education, and cutting-edge subject matter to students in a manner that aligns with their preferences. It also helps guide students in utilizing fragmented time for learning, fully harnessing TikTok's educational advantages, improving learning outcomes and efficiency, and contributing to the development of education.

3. Positive Significance of Applying TikTok Media Resources in Open Education Course Instruction

3.1 Enriching Educational Resources for Specialized Courses

TikTok, as a popular social media platform, boasts a vast user base and diverse content. Utilizing TikTok media resources in open education course instruction carries several advantages, particularly the enrichment of educational resources for specialized courses. In traditional classroom settings, theoretical knowledge often appears abstract and challenging for students to grasp and apply effectively. TikTok's short video content, however, presents concepts in a vivid and engaging manner, utilizing visual, auditory, and textual elements to transform abstract notions into concrete examples and instances.^[1] This approach facilitates students' understanding and acceptance of course material. TikTok media resources broaden students' knowledge horizons. In conventional classroom instruction, students are typically limited to textbooks and knowledge disseminated by teachers. TikTok's self-media creators from various fields share their experiences, insights, and practical innovations. By watching these videos, students gain exposure to real-world applications and cutting-edge developments, enhancing their professional competence.^[2]

Traditional classroom instruction often feels dry and may lead to student disengagement and boredom. Existing multimedia course materials in open education are often limited in variety, with low utilization and completion rates. In contrast, TikTok offers diverse, novel, and interesting content, with the right video duration. Students experience diverse visual and auditory content, sparking their curiosity and eagerness to learn.^[3] Utilizing self-media learning resources significantly enhances utilization and completion rates when compared to traditional multimedia course materials. Educators who create TikTok self-media learning resources or incorporate TikTok media resources into their course instruction encourage students to actively participate in learning, thus improving their learning outcomes. Furthermore, TikTok offers numerous opportunities for creativity and interaction. Students can create short videos based on their own ideas and share them with others. This participatory approach nurtures creativity, expressive capabilities, encourages experimentation and innovation, and cultivates innovative talents.^[4]

3.2 Updating Supplementary Resources for Specialized Course Materials

With rapid technological advancement and ongoing societal changes, knowledge in various professional fields continually evolves. Traditional textbooks often undergo laborious approval and publishing processes, leading to delays in reflecting the latest developments. This dilemma poses challenges for educators and students in accessing up-to-date, comprehensive resources. TikTok, as a trendy social media platform, boasts a massive user base and a wealth of content. Many industry professionals and enthusiasts share their experiences, viewpoints, and recent developments on TikTok. Educators can follow relevant accounts, select high-quality content, and integrate it with traditional textbooks as supplementary resources for course instruction. This approach enables timely access to industry trends and practical cases, ensuring that educational content remains up to date.^[5]

TikTok media resources are characterized by their vivid and intuitive nature. Specialized course instruction often leans toward theoretical and abstract content, making it challenging for students to truly comprehend and apply. TikTok's short video content is typically presented in a lively and engaging manner, employing various elements such as visuals and sound to convert abstract concepts into tangible examples. Students can gain a more intuitive understanding of professional knowledge by watching TikTok videos and relate it to the theoretical content in their textbooks. This interactive and intuitive approach stimulates students' interest in learning and enhances their learning outcomes.

TikTok media resources offer diversity and flexibility for educators. While traditional textbooks undergo strict selection and approval processes, they are subject to certain limitations. On TikTok, educators can choose from a variety of video resources that suit their teaching needs. These resources can include expert explanations, insights from industry elites, or student-generated content, providing different perspectives and viewpoints and delivering a more diversified educational experience. Through the development of TikTok self-media learning resources for courses such as "Food Safety and Nutrition" and "Food Nutrition and Health," educators can effectively meet the fragmented learning needs of open education students. These resources cover cutting-edge knowledge in the food industry, current events in daily life, government policies, practical skills, and common misconceptions. This approach equips students with valuable learning resources, enhances practical skills, and elevates their overall competence.

3.3 Enhancing Interaction Between Educators and Students in Specialized Course Instruction

TikTok provides various interactive features, including comments, sharing, and private messaging, which facilitate interaction between educators and students. Traditional specialized course instruction often involves one-way knowledge transfer, where students passively receive information. It is challenging for students to engage in discussions and interactions. On TikTok, educators can post educational content, and students can directly interact with them through comments and private messages, allowing them to ask questions, share their opinions, or engage in discussions with other students. This makes the teaching process more dynamic and engaging.

TikTok's platform offers a wide range of media formats, such as short videos and multimedia, providing educators with more options for presenting and sharing educational resources. Educators can create captivating short videos that make the knowledge presentation more dynamic and engaging. They can demonstrate experimental processes, explain case studies, or share interesting facts and news related to their field of expertise, making the educational content more attractive and improving student engagement. In courses like "Food Safety and Nutrition," the use of multimedia learning resources on TikTok has significantly increased interactions between educators and students. Students' questions are more specific, and educators can provide timely responses, resulting in higher efficiency and better results compared to traditional open education course Q&A sessions. Through this interaction with students, educators can gain real-time insights into students' learning needs and progress, enabling them to adjust and enhance their teaching resources accordingly. Educators can also gain a better understanding of each student's progress, allowing for personalized guidance.

TikTok's social nature offers opportunities for student-to-student interaction and collaboration. Students can use TikTok's private messaging feature to exchange learning experiences, initiate group discussions, or help each other solve problems. This interaction and collaboration among students promote knowledge sharing and communication, fostering teamwork and communication skills. Students can also stimulate their creativity and critical thinking by watching and commenting on each other's creations. TikTok's personalized recommendation feature tailors educational content based on users' interests and needs, offering students a more individualized and customized learning experience. Students can follow educational accounts that align with their interests, ensuring they access resources that suit their learning needs. This autonomy allows students to manage their learning time and content effectively, leading to improved learning outcomes.

4. Issues to Address in the Application of TikTok Self-Media Learning Resources

4.1 Strengthening Student Self-Directed Learning

Students in open education often exhibit relatively weak self-directed learning capabilities, especially in terms of fundamental knowledge. Many open education students come from traditional educational backgrounds, where they are accustomed to teacher supervision and guidance throughout the learning process. However, in the context of open education, teachers may not always be available to fulfill students' needs for supervision and guidance. Additionally, students often face pressures from work, personal life, and family responsibilities, making it challenging to allocate sufficient time for systematic learning of specialized courses.

The application of TikTok self-media learning resources to course instruction necessitates the initial resolution of the issue of student self-directed learning. Given the nature of TikTok as a platform, students have the advantage of accessing a wide range of learning resources anytime, anywhere.

However, they also face challenges such as shallow exploration, disorganized learning, and the absence of a structured approach. To tackle these issues, various strategies must be employed to enhance students' self-directed learning. Before applying TikTok self-media learning resources, teachers should clearly define learning objectives and communicate them effectively to students. Students need to understand what they are expected to learn and why it is important. Teachers should also assign specific learning tasks and clearly state what activities students are required to complete. For example, in assessments of learning behaviors for courses like "Food Safety and Nutrition" and "Food Nutrition and Health," it is stipulated that students must follow the course's TikTok account and, from the TikTok self-media learning resources created by the instructor, choose one lecture to summarize in an 800-1000 word reflection. This approach encourages students to actively engage with TikTok self-media resources, guiding them toward a more thoughtful and applicable learning process. Students using TikTok self-media learning resources may encounter challenges related to the volume of information and content complexity. To enhance students' learning effectiveness, teachers can offer guidance, such as recommending high-quality self-media accounts or video resources, advising on content selection, and providing reading guides or learning roadmaps. This guidance helps students focus their learning more effectively. TikTok self-media learning resources are meant to stimulate students' self-initiated learning and thinking. Teachers can assign open-ended questions to encourage students to think and discuss during their learning process, fostering their interest and critical and creative thinking abilities. To boost interactivity and participation, teachers can organize activities such as group discussions and classroom sharing, encouraging students to learn from each other and improve learning effectiveness while enhancing self-directed learning. To motivate students to continue learning and increase self-awareness in learning, teachers can conduct regular assessments of learning outcomes and provide timely feedback. Through assessments and feedback, students can gain a clear understanding of their learning status and adjust and improve based on feedback.

4.2 Quality Requirements for Content Curation

Due to the nature of TikTok as a self-media platform, it hosts a vast amount of user-generated content, encompassing both high-quality educational resources and low-quality, even misleading, information. This situation places a significant responsibility on educators. They must have a deep understanding of the subject matter they teach, continually enriching their knowledge through methods such as studying authoritative books, participating in professional training, and engaging in peer discussions. When sharing content, educators should reference reliable sources, such as academic journals, authoritative websites, professional books, ensuring that the knowledge they disseminate is verified and reviewed to provide accurate and credible learning resources to students. Educators should strive to cover a wide range of topics while offering in-depth knowledge within each subject. To achieve this, they can expand their reading repertoire, conduct comprehensive research, seek expert opinions, and take other measures to deepen the content's scope and depth. Gathering feedback from students, engaging in discussions with them, and reaching mutual agreements on learning preferences enables educators to provide personalized learning resources. Quality content should stimulate students' critical thinking and discussion. Teachers can design questions, incorporate case studies, or provide thought-provoking prompts to spark students' interest and encourage active participation in discussions and interactions. For instance, during the development of TikTok self-media resources for the course "Food Safety and Nutrition," instructors thoroughly reviewed multiple sources, referenced various teaching materials, consulted several food industry experts, and made multiple adjustments to the course content. They also shared in-depth but unexplored content related to the course in the comments section of the video, allowing students to access and master related course knowledge rapidly.

4.3 Addressing Information Overload

The famous proverb, "Give a man a fish and you feed him for a day; teach a man to fish, and you feed him for a lifetime," applies to teaching methods as well. While educators use TikTok self-media resources to transmit specialized knowledge to students, they should also teach students how to acquire knowledge independently. Educators can introduce students to reference materials, professional websites, journals, and academic resources and demonstrate how to obtain accurate and authoritative information. It is essential to teach students to evaluate and critically analyze the information they encounter, cultivating their critical thinking abilities. Educators can engage students in discussions and ask probing questions to guide them in analyzing content on TikTok self-media and understanding its strengths and limitations. Educators should establish reasonable time limits and usage guidelines to help students manage their learning time and resource allocation effectively. For example, in online

teaching or TikTok self-media use, it is essential to emphasize to students that TikTok self-media learning resources are supplementary to open education. They should be used within specific time and space constraints to avoid students overusing the app and getting distracted, which may negatively affect learning efficiency and outcomes.

5. Strategies for the Application of TikTok Self-Media Learning Resources in Open Education Course Instruction

5.1 Selecting, Developing, and Enhancing Educational Video Resources Based on Course Content

TikTok self-media learning resources offer a diverse array of teaching materials that can introduce novel approaches and methods to professional course instruction in open education. The application of TikTok self-media learning resources not only broadens the scope and format of instruction but also ignites students' enthusiasm for learning and creativity. Before selecting TikTok self-media learning resources, teachers should establish the curriculum's key focus areas and challenging points based on the syllabus and instructional requirements. They should clarify the important concepts and practical skills students need to grasp. With these factors in mind, teachers can then search for TikTok self-media learning resources that meet these criteria. Teachers must pay attention to the selection of trustworthy, authoritative self-media accounts and video resources, avoiding the negative impact of content with low professional accuracy. They should consider factors such as video duration and content quality when choosing suitable resources for classroom instruction. While considering students' characteristics and their own insights, teachers should try to incorporate ideological and political education into the self-media learning resources tailored to open education students.

When selecting TikTok self-media learning resources, teachers should define educational goals and desired outcomes. Based on students' grade levels, professional backgrounds, and academic proficiency, they should determine suitable educational resources. To cater to students' needs at different stages, teachers should select resources of varying complexity and scope while ensuring academic credibility. Teachers should strive to maximize student interest and engagement while adhering to the prerequisite of academic trustworthiness. After selecting suitable TikTok self-media learning resources, teachers need to design their instructional approach appropriately. To help students better understand and master the learning points, these resources should be closely integrated with the course content. This integration can be achieved through lesson plans that incorporate interactive elements such as questions and answers or group discussions. This approach enhances students' thinking and practical skills. After completing the instruction, teachers should assess the impact of TikTok self-media learning resources by evaluating students' comprehension and mastery of the resources, as well as their influence on students' learning enthusiasm and capacity through quizzes, surveys, and other assessment methods.

5.2 Using Video Resources in Various Ways for Professional Course Instruction

With the rapid development and widespread use of the internet, an increasing number of educational institutions are adopting open education. TikTok's self-media platform has become a valuable resource in course instruction. In professional course instruction, the judicious use of TikTok self-media platform video resources can improve the quality of teaching and student learning outcomes. In some professional courses requiring practical skills, teachers can post practical videos on the TikTok platform. Students can watch these videos in advance and then carry out the practical exercises, deepening their understanding and mastery of real-world applications. Many professional courses involve extensive case analysis. Teachers can use the TikTok platform to post relevant case analyses, offering detailed explanations of the analysis process and methods. This approach helps students better understand and master the art of case analysis. As the importance of ideological and political education in courses increases, teachers can incorporate ideological and political elements seamlessly into TikTok self-media resources. This ensures the holistic development of students' capabilities.

In theoretical courses, teachers can use the TikTok platform to post instructional videos, which not only enrich students' learning channels but also improve the effectiveness and quality of classroom teaching. Throughout the teaching process, students may encounter challenging concepts that are difficult to comprehend. In such cases, teachers can post video responses to common questions on the TikTok platform, allowing students to receive prompt answers from home. This approach enhances students' learning motivation and effectiveness. During the development and enhancement of TikTok self-media resources for courses such as "Food Safety and Nutrition" and "Food Nutrition and Health,"

we addressed students' questions and concerns in real-time and non-real-time question-and-answer sections. We also provided explanations for difficult topics and key points in stages, which were highly effective and well-received by students. Teachers can employ different methods to apply video resources based on the content and objectives of their courses, thereby enhancing teaching quality and student learning outcomes. Throughout the implementation process, teachers must ensure the content and quality of video resources are closely aligned with the course content, making the application of these resources more effective.

5.3 The "Connecting Dots to Form a Line" Approach to Address the Fragmentation of TikTok Self-Media Resources

In open education, the effective integration of TikTok self-media learning resources into course instruction is a focal point for educators. Given the inherent characteristics of self-media platforms, TikTok self-media learning resources often appear fragmented and dispersed. Addressing these issues has become a significant research topic. To tackle these challenges, a "connecting dots to form a line" strategy has been proposed. Teachers must clarify educational goals and desired outcomes, select resources of varying complexity and scope based on students' needs at different stages, and strive to maximize student interest and interaction. They should then seamlessly link the carefully selected TikTok self-media learning resources to create a cohesive, systematic learning sequence. For example, at the prelude stage of a knowledge point, select video resources that introduce relevant concepts and principles, allowing students to grasp fundamental knowledge. In the middle stage of a knowledge point, choose resources that involve practical examples and case discussions, helping students apply and comprehend the knowledge point. At the concluding stage of a knowledge point, select comprehensive, integrative video resources, enabling students to consolidate their understanding and seamlessly connect fragmented knowledge points. By employing this strategy, the issues of fragmentation and dispersion can be effectively resolved, and resources can be optimally integrated. For example, during the development of TikTok self-media learning resources for "Food Safety and Nutrition," the creation of resources encompassed four aspects: knowledge points, course cases, ideological and political elements, and practical exercises. Resource development included structured introductions to knowledge points, well-ordered explanations of chapter-specific knowledge points, interspersed course cases, practical exercises, and ideological and political elements. By interlinking these resources in a structured manner, a comprehensive, complete, and systematic mental framework was gradually built in students' minds.

6. Conclusion

The research and application of TikTok self-media learning resources in open education hold significant importance. By carefully selecting, utilizing, managing, creating, updating, and enhancing course-related TikTok self-media learning resources, educators can provide a more diverse, flexible, and convenient means of learning for open education learners. This approach addresses the multifaceted and fragmented learning needs of open education students, ultimately improving the effectiveness and efficiency of their learning. It enables open education to be accessible anytime and anywhere, promoting inclusive and personalized education. However, it is also crucial to address the challenges associated with self-media platforms and the use of self-media learning resources. Continuous improvement and refinement are necessary to ensure that learners can benefit from high-quality learning experiences and outcomes.

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