

VIA AFRIKA DIGITAL EDUCATION ACADEMY

Using social media to teach

SESSION 8

TikTok in the classroom

CLASS NOTES



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Course content

Using social media to teach

Session 1: The place of social media in education

Session 2: YouTube in the classroom

Session 3: Instagram in the classroom

Session 4: Facebook in the classroom

Session 5: Pinterest in the classroom

Session 6: Blogging and podcasting in the classroom

Session 7: WhatsApp in the classroom

Session 8: TikTok in the classroom

Using social media to teach

Session 8: TikTok in the classroom

Class Notes



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2. Once you have watched all the videos and completed all the quizzes, reflections, tasks and assessments successfully, you can download your certificate and print it.
3. If you wish to earn SACE Professional Development (PD) points for this session, you must complete all the online assessments in the session successfully. Our system will notify us of your success, and we will send the points allocation request to SACE.
4. Please remember that devices and apps are updated all the time, so the device specifications, app features and icons that you see here might differ slightly depending on the device you're using and any subsequent app updates.

Abbreviations and terms

Bloom's Revised Taxonomy: A pedagogical framework for eLearning. [See pedagogy, See eLearning]

eLearning: Learning that is supported by, enhanced by, or facilitated through Information Communication Technologies (ICTs), and that is supported by reconsiderations of content, and a relevant pedagogy. [see ICT]

ICT: Information and communication technologies.

PD Points: Professional Development Points [See SACE]

Pedagogy: The how and why of what we do in the classroom. The method and practice of teaching, especially as an academic subject or theoretical concept.

PedTech: Pedagogical Technology for what happens when we want to use technology in the classroom

RAT: Replace, Amplify, Transform. A pedagogical framework for eLearning. [See pedagogy, See eLearning]

SACE: South African Council for Educators. Awards Continuous Professional Development Points (CPDP) to teachers.

SAMR: Substitution, Augmentation, Modification, Redefinition. A pedagogical framework for eLearning. [See pedagogy, See eLearning]

TPACK: Technological, Pedagogical and Content Knowledge. A pedagogical framework for eLearning. [See pedagogy, See eLearning]

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Outcomes and content

Outcomes of the session

By the end of the session, you will:

- be able to explain the strengths and weaknesses of short-form video apps
- be familiar with a brief history of TikTok
- know about the various options that TikTok has that teachers can use
- know how to create a TikTok Account in a browser and in the mobile app
- know how to navigate the various TikTok Pages and Buttons
- be able to explain the uses of TikTok Groups, Communities and Broadcast Lists
- appreciate the importance of copyright
- understand what Digital Citizenship is
- appreciate the importance of the pedagogically sound use of TikTok in the classroom
- understand four ways of evaluating a TikTok-based lesson
- analyse lesson plans where TikTok is used

Content of the session

This session will focus on:

- available short-form video apps
- a history of TikTok
- creating a TikTok Account
- TikTok Pages and Buttons
- creating TikTok Groups, Communities, and Broadcast Lists
- copyright, Creative Commons, Public Domain
- Digital Citizenship
- TPACK and TikTok-based lessons
- SAMR and TikTok-based lessons
- Bloom's Revised Taxonomy and TikTok-based lessons
- criteria for including social media in a lesson
- analysing lesson plans

Overview

Welcome to **TikTok in the classroom**, Session 8 of **Using social media to teach**. The aim of this session is to enable you to create a TikTok Account and use it for your teaching in a pedagogically sound way.

We will cover four key areas in this session.

1. An introduction to TikTok.
2. Getting started with TikTok, where you will learn about the social medium and how to use it.
3. Ideas for using TikTok in your class.
4. Lesson plans using TikTok.

There are regular tasks and quizzes just to check that you are developing the knowledge needed to move on.

Remember that devices and apps are updated all the time, so the app features and icons that you see here might differ slightly from the app in which you are working.

An introduction to TikTok

Short-form video apps like TikTok, Instagram Reels, and YouTube Shorts allow users to create and share short videos that are usually under one minute long. They often feature fun music, effects, filters, and editing tools. These apps are extremely popular, especially among younger internet users.

While we talk about short-form videos being under a minute long, the reality is that in response to user demands, most of the short-form video apps have extended the length of videos, even up to 10 minutes in length. At that point, it is difficult to differentiate between a longer YouTube Video and a short-form video. If you are using a short-form video app like TikTok, keep the length as close to a minute as possible. Short videos are more engaging, and it makes it easier to create and consume video content quickly.

Short-form video apps

For education, short videos can be a useful tool to explain concepts quickly, showcase projects, share knowledge, or engage learners in active learning. Teachers or learners can make short explanation videos, how-to-videos, mini-lessons, or project videos.

The benefits of short-form videos include the following.

- Being able to convey a lot of information in a short time.
- The opportunities they give for developing creativity in video creation.
- The opportunities for active learning in video creation.
- The ability to pause and review a video when needed.
- The potential to go viral and reach a wide audience.

There are potential challenges to the short-form videos. These include the following.

- Keeping learners focused.
- Ensuring high quality video content.
- Balancing screen time.

Guidance from teachers and parents is important to keep learners safe. Overall, short-form videos are a promising new educational tool if used thoughtfully. There are a number of short-form video apps available.

YouTube Shorts

YouTube Shorts was launched by YouTube in 2020 as a competitor to TikTok. It allows short videos of up to 60 seconds with multi-segment videos being possible, too.

The advantages of using YouTube Shorts are that this leverages YouTube's massive reach and resources and integrates with YouTube creators and full videos. However, the disadvantages are that the interface and editing tools are less intuitive than those on TikTok and there is a smaller community of short-form creators.

Instagram Reels

Instagram Reels launched in 2020 and allows 15 to 90 second multi-clip videos with audio, effects, and filters.

The advantage of using Instagram Reels is that this taps into Instagram's huge user base and influencer culture. The disadvantages are that the vertical video limits creativity and there is less discoverability than on TikTok.

Snapchat Spotlight

Snapchat Spotlight launched in 2020 and allows 60 second vertical videos with overlays, stickers, etc.

A clear advantage of using this app is that it uses Snapchat's popularity with younger demographics. But Spotlight is buried within Snapchat and the user base that produces videos is smaller than TikTok's.

TikTok

While competitors are growing, TikTok still reigns supreme in terms of its massive worldwide user base, its algorithmic 'For You' feed that surfaces trending content, and its culture of making viral memes along with its dances, challenges, and celebrities. However, it must be said that other apps excel in certain areas like music or reach with younger demographics.

Useful terms

The terms viral, meme and algorithm are used a great deal, and it is important to know what each means.

Viral

If a post is viral, it means that it has spread very quickly and widely across social media through shares and engagement from many different users. It gains significant momentum and reach online.

Meme

A meme is a virally spread joke or idea on which people put their own spin and share creatively online. Memes usually take the form of a picture, video, or short phrase that is altered by different users for humorous effect. While some memes are silly and nonsensical, others can be used to make commentary on cultural or political issues.

Algorithm

Algorithms are the secret formulas social media uses to choose what you see and what gets promoted based on what you look at most. They aim to personalise and optimise your feed to keep you engaged.

Reflection

- Make notes in your PD Journal.
- Have you used short-form videos in your teaching before?
- If so, what did you find most useful about it?
- If not, what stopped you?

A quick overview of TikTok

The history of TikTok

TikTok is a popular short-form video app that allows users to create and share fun videos set to music. Originally launched in China in September 2016 as Douyin, the app quickly gained popularity and was brought to a global audience when its international version, TikTok, was released in 2017.

Within a few short years, TikTok has become one of the most downloaded apps in the world. As of August 2023, it has been downloaded over three billion times globally. Much of TikTok's appeal comes from its ease of use. Anyone can film themselves lip-syncing or dancing to popular music, add fun effects and filters, and share their short videos for the world to enjoy.

For many young learners, creating and watching TikTok Videos has become part of their daily entertainment and social media habits. The app makes it easy for anyone to produce creative content, regardless of their technical skills or production budgets. This sets it apart from platforms like YouTube or Instagram that tend to prioritise polished, high-quality videos from established creators. On TikTok, anyone can go viral and find an audience.

Concerns about TikTok

There are potential drawbacks or concerns about using TikTok in the classroom.

Privacy and safety concerns: TikTok collects user data and has faced scrutiny over censorship and content moderation. Teachers must take care to protect learner privacy.

Distractions: Fun TikTok content could distract from learning. Learners may get absorbed in browsing entertaining videos.

Inappropriate content: While avoidable with caution, offensive user-generated content could slip into educational TikTok use.

Screen Time: Increased device and TikTok screen time in class could negate benefits. TikTok, and, in fact, any digital content, should be used purposefully in moderation.

In response to some of the concerns mentioned above, TikTok has implemented measures to protect its younger users. Accounts for children under 16 are set to private by default. This means only users of whom the learners approve can follow them and watch their videos. TikTok also uses age and content moderation technology to prevent age-inappropriate content from being recommended to younger viewers. A 'Family Pairing' feature allows parents to oversee their children's TikTok usage and limit screen time.

TikTok is also rolling out an education initiative called #LearnOnTikTok, aimed at creating and promoting educational content.

As educators, we must consider thoughtfully both the benefits and potential downsides of TikTok for our learners. On the one hand, it clearly motivates them to express their creativity, develop technical skills, and engage with popular culture and music. The bite-sized video format aligns well with short attention spans. There are certainly opportunities to use TikTok productively in and outside of the classroom.

However, on the other hand, we should also instil responsible social media habits and critical thinking skills in our learners. Guiding them to balance entertainment TikTok usage with more educational pursuits remains important. By maintaining open, ongoing dialogues with learners about TikTok, we can help them make the most of this immersive platform while using it safely and positively.

Task

- Make a list of the potential benefits and potential downsides of TikTok for your learners.
- Draw up an action plan on how you will guide your learners to balance entertainment TikTok usage with more educational pursuits.

TikTok in the classroom

With over one billion monthly active users, TikTok has become one of the fastest growing social media platforms, especially among younger people. This has led many teachers to consider how they might capitalise on TikTok's popularity to boost learner engagement in the classroom.

While the challenges we have mentioned require consideration, harnessing TikTok in moderation can make learning more engaging, collaborative, and creative for today's digitally active learners. With some innovative thinking, teachers can use TikTok trends to inspire rather than compete against them.

Create educational TikToks

You can create fun, bite-sized educational videos on TikTok to reinforce key concepts, provide study tips, or recap lectures. Adding eye-catching effects, music, images/video, and on-screen text can help make typically dry academic topics more engaging on TikTok.

You could record quick videos on math formulas, literary devices, scientific principles, historical events, and more. You can ask a question, share an interesting fact, or summarise a topic in 60 seconds or less.

Seeing their teachers active on a platform they enjoy using in their personal lives can also strengthen the learner-teacher connection. Learners often appreciate seeing their teachers in a more casual, creative light on social media.

Curate a Class TikTok Feed

Rather than you – the teacher – managing your own Class TikTok Channel, you can have learners work collaboratively to run an official Class TikTok Account. Learners can be involved in planning content, filming videos, editing, posting, and promoting the account.

This becomes an engaging class project that allows learners to showcase their work collectively, share educational content, and strengthen their Digital Citizenship skills. Having learners manage the account gives them more ownership over the channel while teachers provide guidance and supervision.

Develop media literacy and critical thinking skills

You can curate relevant TikTok Videos to show in class across various subject areas. After viewing, learners can discuss them, provide commentary, and relate the content back to curriculum topics. For example, Science Teachers could find TikToks that demonstrate chemical reactions and physics-based concepts. History Teachers might show eyewitness accounts or archival footage of key historical events.

Having learners analyse the content, reliability, and reception of TikTok Videos and find out what they can about the creators develops their media literacy and critical thinking abilities. Learners can also respond by creating reaction TikToks that apply concepts about which they are learning.

Task

- Have you used TikTok in your classroom?
- If so, what did you find most useful about it? What were the problems, if any?
- If you have not used TikTok, what stopped you?

Getting started with TikTok

As you now know, TikTok has its greatest functionality in the app. It is possible to use the web version if you link your devices.

Creating a TikTok Account in a browser

You can open a TikTok Account on the web.

1. Open your favourite web browser on your computer and go to TikTok.com.
2. On the TikTok Home Page, click the Log In Button in the top right-hand corner.
3. On the pop-up page, at the bottom, click Sign Up.
4. Choose whether you want to sign up with your phone or email, or one of the other options.
5. On the next page, enter your birthday, email, create a password, and click Send Code.
6. TikTok will send a six-digit verification code to your email or phone number. Type in the code and click Enter.
7. On the next page, create your username and click Sign Up.
8. You will be taken to your TikTok Feed. You can now start browsing videos and interacting with content.

In the training videos, you will learn more about each of the buttons and pages you will see once you have opened your TikTok Account in a browser. Watch the videos to learn more about these features.

- Home/For You Button: You will find videos that TikTok suggests here.
- Following Button: Shows who you are following.
- Explore Button: Gives you a way to explore content based on themes.
- Live Button: TikToks that people are filming in real time.
- Search Bar: Search for content. Use hashtags to find content.
- TikTok Post Button.
- Poster Button.
- Caption Function: This can be a text message and include people you tag and hashtags.

- Follow Button.
- Like Button.
- Comments Function: You can read comments and add your own comments.
- Add To Favourites Button.
- Send To/Share Via Social Media Button.
- Upload TikTok Button: Note that you cannot film a TikTok video from here when you are working in a web browser.
- Edit Button: To add sounds or templates.
- Permissions: Who can watch, and what they can do.
- Schedule Button: When you want the post to go live.
- Information: This shows you if something is an advertisement.
- Copyright Check For Sounds Function: It is always best to keep this on.
- Discard Button: If you want to delete a post.
- Post Button: When you want to post a video on TikTok.

Task

- Open a TikTok Account in a browser.
- Play around in the app to see how you might use it in your teaching.
- Refer to the list of functions and buttons above. See if you can locate each of them.

Creating an account in the TikTok App

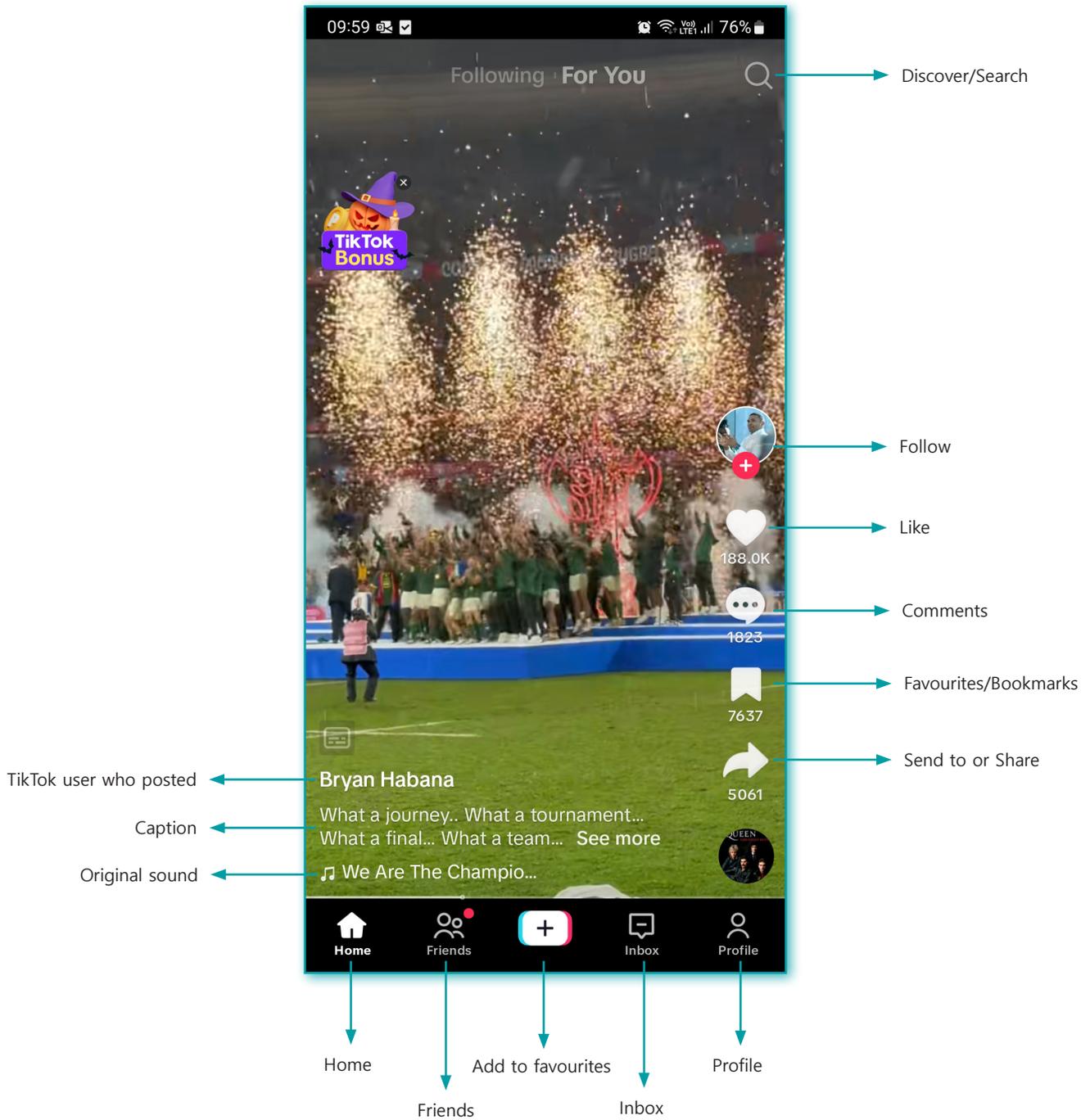
You can open a TikTok Account on your mobile device.

1. Open the Google Play Store on your Android device.
2. Search for TikTok in the Search Bar.
3. Tap Install to download and install TikTok.
4. Once installed, tap to open the TikTok App.
5. Tap Agree And Continue to accept TikTok's Terms of Service and Privacy Policy.
6. You can tap on various interests for which you want to get video recommendations or tap Skip.
7. Tap Start Watching.
8. Decide if you wish to receive notifications. You can tap Later.
9. Tap Profile in the bottom left-hand corner.
10. The Sign Up For TikTok screen will open.
11. TikTok may suggest your telephone number to continue signing up. Or you can use your email. Select your preferred option.
12. Check your telephone number and tap Send Code.
13. Enter your birthdate. Tap Next.
14. Create a password that meets the requirements.
15. Tap Next.
16. Create a nickname.
17. Tap Confirm.
18. Decide if you want TikTok to access your contacts. Tap Allow or Don't Allow.
19. You'll see the TikTok Home Page and can start using the app.

In the training videos, you will learn more about each of the TikTok App screens, as well as the icons, buttons and functions you will see once you have opened your TikTok Account on your mobile device. Below is a brief outline, but do watch the training videos again if you are unsure about anything.

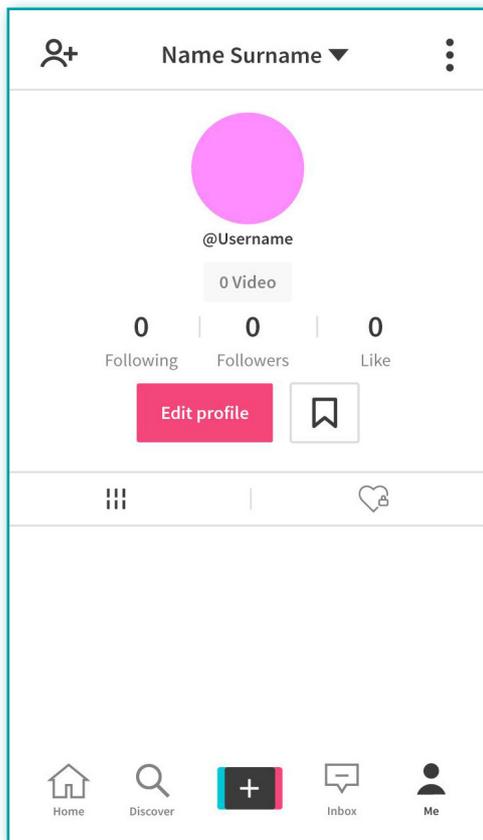
The TikTok App Screens

General TikTok Screen



TikTok Profile Page

On your TikTok Profile Page, you will see many of the same icons that were mentioned for the general TikTok Screen above. Look at the illustration of a TikTok Profile Page below.



In addition to the buttons you learned about previously, you can access the following features on your Profile Page.

- Username: The name you use for your TikTok Profile.
- Followers: Who follows you.
- Following: Who you are following.
- Like: Things you have liked.
- Edit Button: You can edit your profile when you click on this button.
- Draft Posts Tab: This is the Six Line Icon. Your draft posts are saved here until they are sent.
- Content Tab: Your favourite Posts, Collections, Sounds, Effects, Products, Places, Playlists, Hashtags, and Comments are found here.
- Locked Heart Icon: The videos you have liked are kept here. This is private.

Task

- Download the TikTok App to your mobile device.
- Use the log-in details for the account you created in a browser to access TikTok on your device.
- How does the mobile app differ from the app in a browser?

Adding content to your account

Your TikTok Account will be filled with two types of content: Content that you have created, and content that you have saved.

In the training videos, you will learn how to upload content from a browser, and in the mobile app. You are ready to start creating your own videos now!

Creating your first TikTok Video

You can create a new video from an existing video.

1. Tap the Plus Sign Icon at the bottom of the screen.
2. Upload content from your device Library. This can be photos or videos.
3. Use the Camera Tools, to add sounds, effects, filters, etc.
4. Tap Next.
5. Make additional edits on the Post Page.
6. Post your video!

You can create a new video using the camera on your mobile device.

1. Tap the Plus Sign Icon at the bottom of the screen.
2. Select a time for the video: 15 seconds or 60 seconds.
3. Start your video by pressing the Record Button.
4. Record your content.
5. Tap the Tick Mark Icon.
6. Use the camera tools to add effects.
7. Make additional edits on the Post Page.
8. Post your video!

Searching for content

Using targeted keywords and search filters allows you to easily find specific types of content, creators, and trends on TikTok.

You can search for content on TikTok.

1. Open the TikTok App and tap on the Discover Magnifying Glass Icon.
2. Tap on the Search Bar at the top to open the Search Page.
3. Type a keyword or phrase into the Search Bar related to the type of content you want to find.
4. As you type, you'll see a Dropdown Menu of suggested searches and accounts to follow. You can tap one of those or hit Enter to search your term.
5. Scroll through the results page to browse videos, sounds, hashtags, and accounts related to your search query.
6. To refine your search, tap on the Filters Icon on the results page. You can filter by category (Top, Videos, Users, Sounds, LIVE, Places, Hashtags).
7. Tap any video to watch it in full.
8. Save any videos you want to access easily later, by tapping the Bookmark Icon on them.
9. You will be given an option to manage how you save it. Tap Manage. A new screen opens up and you can create a new collection or add to existing collections. Decide where you want to save it. If you do not save it to a collection, it will be saved to Posts on your Profile Page. You can access your collections on your Profile Page.
10. Tap the back arrow anytime to return to the main search page and refine your query.

Sharing content

Once you have curated a collection of videos from which your learners will benefit, you can share them. This is best done from inside the mobile app.

You can share your saved videos.

1. Go to your Profile Page and tap on the Content Tab. Select Collections.
2. Tap on the collection you want to share. At the top right, tap the Share Icon.
3. A Pop-up Menu will appear allowing you to choose how you want to share the collection.

- As a TikTok Video: This creates a video showcasing clips from the collection. The video is set to music and you can post it to your profile.
- To social platforms: Generates a link to the collection that you can copy and share externally on platforms like Instagram, X, etc.
- Invite friends: Share the collection link directly with specific TikTok Friends.
- If you are sharing as a TikTok Video, you can add a caption and post it to your profile, where your followers will be able to view the collection highlights.
- If you are sharing the link on social media, paste it with a caption encouraging your external followers to check out your TikTok Collection.
- When friends access the shared link, they will be brought to a dedicated page to view the collection videos.

Some useful accounts

- **@minuteearth**
Minute Earth created their TikTok Account as an extension of their YouTube Account. In quick, under one minute videos, they're able to share the wonders and facts of our planet and the science underlying them
- **@history**
The History Channel that you may have seen on TV has its own TikTok Channel. The TikToks cover a variety of historical events, people, and myths. The videos also provide fun historical context on current events.
- **@discovery**
The Discovery Channel brings the natural world to TikTok. This account also shows unusual non-natural world videos.

Task

- Create two videos for your TikTok Account that you can use for your teaching.
- Aim to keep each at 60 seconds in length. You could create one in which you record yourself, and one based on a video you upload.

A note about content

Just as with other social media, it is important to keep on the right side of the law when it comes to copyright.

Unfortunately, TikTok's ease of use makes it a very easy way to distribute copyright material. It is vital that we teach our learners to be responsible digital citizens, and paying attention to copyright is an important element of that. Let's explore some important concepts.

Public Domain

In South Africa, the Copyright Act determines the duration of copyright protection, which generally lasts for the life of the author plus 50 years. Please be aware that copyright laws in South Africa are in the process of being changed, so check this information for the most up-to-date rules.

The Public Domain consists of works that are not protected by copyright or whose copyright has expired. These works are freely available for anyone to use, share, and modify without permission.

Public Domain resources offer a vast array of materials, including literature, art, music, and scientific works that can enrich classroom activities.

You can access these resources through platforms such as Project Gutenberg, Europeana, and the Internet Archive. It's important to note that even within the Public Domain, certain works may have specific usage requirements or conditions, such as acknowledging the original creator.

Creative Commons

Creative Commons is a global non-profit organisation that provides a set of licences enabling creators to retain copyright over their works while granting certain permissions to others.

Creative Commons licences are designed to make the legal sharing and reuse of creative works easier, fostering a more flexible and accessible approach to copyright.

Creative Commons licences offer a range of permissions, allowing creators to choose the level of freedom they wish to grant to others.

Licence	Description
Attribution (BY)	This condition requires users to credit the original creator when sharing or adapting a work.
ShareAlike (SA)	Works licenced with this condition must be shared under the same or a similar CC licence when redistributed or adapted.
NonCommercial (NC)	This condition restricts the use of a work for commercial purposes without the explicit permission of the creator.
NoDerivatives (ND)	Works with this condition cannot be modified or adapted without the explicit permission of the creator.

These four conditions can be combined in various ways. When you are searching for an image or video, and it says that it is distributed under Creative Commons you will know what you can do with it by visiting the Creative Commons website.

You can search for CC-licenced materials through platforms like the Creative Commons website, Flickr, Wikimedia Commons, and more. By understanding the different CC licences and respecting the conditions attached to each work, you can access a wealth of resources for your classroom, ensuring compliance with copyright law while benefiting from a wider pool of content.

Digital Citizenship

Digital Citizenship is the responsible and ethical use of technology. Teachers must educate learners about proper online behaviour, including how to engage with TikTok Videos and comments respectfully.

Task

- Create a checklist for yourself of the different ways that an image, piece of music or text can be protected, for example Public Domain or the various Creative Commons licences.
- Keep the checklist in an easy place to find so you can check any image or piece of music or text you want to use in a TikTok Video.

Ideas for using TikTok in your classroom

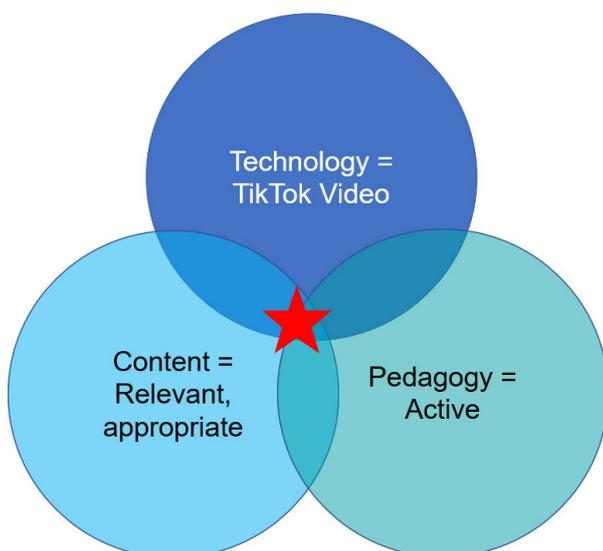
First things first: Pedagogical considerations

There is no doubt that TikTok can enhance teaching and learning in the classroom. It has become an important resource for educators looking to engage learners, supplement lessons, and create a more dynamic and interactive learning environment. But, as you know, you cannot simply throw technology into a classroom and hope for great results. Technology needs to be carefully integrated into the teaching and learning process to ensure that what we are doing is educationally meaningful.

You can use the framework provided by three key pedagogical theories and models: TPACK (Technological Pedagogical Content Knowledge), SAMR (Substitution, Augmentation, Modification, Redefinition), and Bloom's Revised Taxonomy to successfully incorporate TikTok into the classroom.

TPACK

The TPACK Model is a framework that emphasises the importance of integrating Technological, Pedagogical, and Content Knowledge in teaching and learning. As you know, the key feature of TikTok is the video. So how can you use the technology, TikTok Videos, in a pedagogically sound way?



Consider Content

Is it relevant to the topic?

Are the content choices appropriate to the learners' level?

Consider Pedagogy

If you simply use the video as a text that the learners passively view, you are not achieving the full benefit of using TikTok in your class. Learners need to be active. They must question the videos, evaluate them, and/or create videos of their own. If it is an informational video, they must take action based on the video. This action could be taking notes or commenting on content or making a video in response to it.

With all this in place, you will have achieved the sweet spot of TPACK where technology has enhanced the learning experience, improved learner engagement and motivation, and increased the effectiveness of the lesson.

SAMR

The SAMR Model is a framework for understanding the progression of technology integration in teaching and learning. The model is based on four levels of technology integration: Substitution, Augmentation, Modification, and Redefinition.

REDEFINE: Pinterest offers a whole new way of doing things.

MODIFY: Pinterest changes the method of teaching.

AUGMENT: Pinterest adds a little extra to your teaching.

SUBSTITUTE: Pinterest rather than a textbook.

When you decide to use TikTok in your classroom, you need to be aware of what your aim of using that technology in the lesson is.

What are you aiming for?

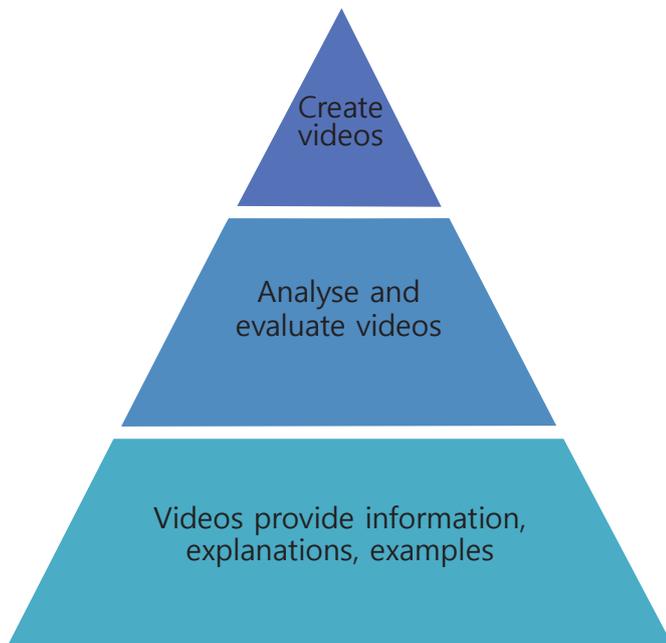
- **Substitution:** The TikTok Video is used as a direct replacement for traditional methods of teaching. In other words, the video substitutes for your standing in front of the class, or for a textbook. The video is just another teaching text.
- **Augmentation:** TikTok Videos are used to enhance traditional methods of teaching. In other words, they add to, or augment the lesson in providing a little extra. If you make videos that you send to the class, these cover the content in a novel way, but they are only augmenting the traditional method.
- **Modification:** TikTok modifies the way in which the lesson is taught because the lesson could not be done without the technology. For example, instead of your having to teach in the front of the whole class, groups of learners can interact with each other and with TikTok while you are working with other learners and in doing so modifying their experience. Perhaps the learners are creating evidence of learning with the TikTok Video that could not be done without the technology.
- **Redefinition:** TikTok could be used to create entirely new learning experiences that were previously impossible. So, for example, learners create TikTok Videos to summarise the content in an engaging and new way. This could never have been achieved without the app.

Of course, in all of these options, you will keep TPACK in mind, and remember how to hit the sweet spot during the lesson.

Bloom's Revised Taxonomy

Bloom's Revised Taxonomy is a framework for understanding and categorising the different levels of cognitive skills that learners can demonstrate. The framework is based on six levels of cognitive complexity, ranging from lower-order thinking skills such as remembering and understanding, to higher-order thinking skills such as analysing and evaluating, and finally to creating new knowledge through synthesis.

Please be aware that the diagram below is not the complete taxonomy. It is a simplification for our needs here.



TikTok can be used to support all six levels of Bloom's Revised Taxonomy.

- At the lower-order thinking level, TikTok can be used to provide information, explanations, and examples to help learners remember and understand key concepts. For example, teachers can send videos to teach vocabulary or to provide historical context.
- At the middle-order thinking level, TikTok can be used to promote analysis and evaluation skills. For example, teachers can use videos to teach critical thinking skills, such as identifying bias or evaluating sources.
- Finally, at the highest order thinking level, TikTok can be used to promote creativity and synthesis skills. For example, teachers can ask learners to create their own videos that synthesise information from different sources, or to create videos that demonstrate their understanding of a concept through a creative project.

Criteria for effective social media implementation

The following criteria can be used to check whether the social medium used has been used effectively in a lesson. These criteria have been drawn from John Hattie's book *Visible Learning* (Routledge, 2009) in which he provides criteria for effective technology implementation.

1. Is learner diversity met through the use of the technology?
2. Are there many opportunities for learner learning?
3. Are the learners rather than the teacher in control of learning?
4. Is peer learning possible for learners?

5. Is feedback from peers as well as from teachers available to learners?

These five criteria are useful for evaluating the soundness of a lesson using social media.

Reflection

- Create a checklist for yourself of the different ways that an image, piece of music or text can be protected, for example Public Domain or the various Creative Commons licences.
- Keep the checklist in an easy place to find so you can check any image or piece of music or text you want to use in a TikTok Video.

Some ideas to try

TikTok is being used in very creative ways in education. The following three ideas leverage TikTok's fun features for engaging content review. The social aspect motivates learners. Adjust the details as needed for your subject area and your particular learners and have some fun.

Content review TikToks

When you want to make a content review in TikTok you must be sure to break the content down into small enough chunks that you can cover each in only 60 seconds. It is best for you to do the breakdown rather than leave it to your learners since you have a better grasp of the subject.

Have learners work in small groups to make 60 second TikTok Videos explaining concepts that you have assigned. The brief TikTok format requires them to convey information clearly and concisely.

They can choose creative costumes, props, effects, sounds, captions to explain the concept.

Compile the Class TikToks into a 'Concept Review' collection to rewatch when the learners need to review content.

Vocabulary review TikToks

You may think that vocabulary review TikToks would be suitable only for language classes, but we often forget about the special language (or jargon) of the other subjects we teach. Each subject has its own set of terms that are important, and, for the learners, are just like learning a new language.

Have learners work in small groups to make 15–60 second TikTok Videos in which they act out vocabulary words or concepts.

They can choose creative costumes, props, effects, sounds, captions etc. to depict the words visually.

Suggest vocabulary from textbooks/readings that need reinforcement through a fun activity.

Compile the Class TikToks into a 'Vocab Review' collection to rewatch when the learners need to review content.

Historical re-enactment TikToks

Assign each learner a key historical event or figure to depict through a dramatised TikTok Video.

Remind them that they need to be accurate. They should do careful research. They should then write a script. In their dramatic TikTok, they act out their event or portray the historical figure while stating key facts. They can use creative ways to present the information while staying true to the historical context. This approach encourages them to understand the nuances of the event, its impact on society, and the personalities involved, all while practising video creation skills. It's an engaging way to learn about history and develop multimedia skills simultaneously.

Remind them to use effects, costumes, acting, sounds, and text creatively.

Have the learners share their TikTok Videos for the class to view and comment on. They can also ask questions that the learner must answer in the comments section of their TikTok.

Gather their videos into a 'TikTok Collection' to reinforce the learning.

Task

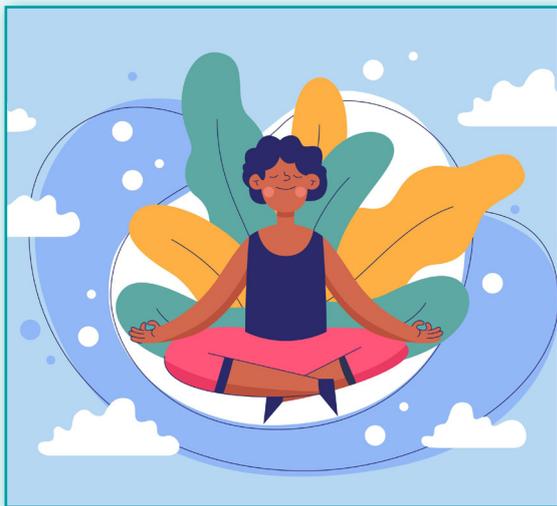
- Select a lesson plan that you have used in the past. Now choose one of these ideas and redevelop the lesson plan with the TikTok idea as the core activity.
- Teach the lesson and then answer these questions.
- What was the learners' attitude to using TikTok?
- What was the best part of the lesson?
- What would you need to change if you taught the lesson again?
- What were the differences for you in teaching the lesson with TikTok?

Lesson plans using TikTok

A Grade 11 lesson plan using TikTok

Read through this lesson plan using TikTok for a Grade 11 Business Studies class with the comments as numbered below it.

Grade 11 Business Studies lesson plan



Topic

Stress and crisis management

Time required

Two hours

① → Learning outcomes

- Learners will demonstrate an understanding of key concepts relating to stress: How to manage stress and the importance of stress management in pressurised work environments.
- ② ➤ Learners will apply their knowledge of stress to create educational TikTok Videos for class review.
- ② ➤ Learners will develop media literacy, critical thinking, and creative skills through evaluating and creating TikTok content.

3 → **Materials required**

- ▶ Class set of laptops or mobile devices with internet access and ability to download TikTok App.
- ▶ Projector/interactive whiteboard to display example videos.
- ▶ Access to costume materials, and props.

4 → **Teacher preparation**

- ▶ Ensure all devices are working and that there is data for internet access.
- ▶ Ask learners the day before to bring along the sort of props and costumes they would want to use if they were acting in a play.

5 → **Part 1: Introduction (10 minutes)**

- ▶ Introduce the topic: How to manage stress and the importance of stress management in pressurised work environments
- ▶ Elicit the learners' own experience of stress, and what they have seen in their homes and at school.

6 → **Part 2: Analyse stress management videos (25 minutes)**

- ▶ Show one or two TikToks dramatising workplace stress and ways to manage it.
- ▶ In pairs, have learners analyse how the people react to stress and identify how they manage it.
- ▶ Bring the class back together to share their analyses. Discuss links to stress management methods.
- ▶ Show one or two more stress response dramatic TikToks. Have learners identify and explain the methods being depicted.
- ▶ Emphasise analysing the educational value, accuracy, and reliability of the content.

7



Part 3: Plan stress management videos (20 minutes)

- ▶ Explain to the learners that they will now make their own TikToks on managing workplace stress.
 - Share two or three examples of educational TikToks showing how the platform can be used for learning.
 - Highlight the creative use of music, visuals, effects, captions, costumes, and acting to depict concepts.
 - Emphasise the vertical video style and the quick explanatory pace.
 - Discuss strengths and weaknesses of examples for classroom content.
 - Check that all the learners can access and navigate TikTok on devices.
- ▶ Organise learners into small groups of three or four.
- ▶ Groups must choose one stress management technique to focus on. They should do research on the technique so that they fully understand it.
- ▶ They must plan a one-minute dramatic TikTok depicting a pressured workplace where they roleplay applying stress techniques.
- ▶ Remind them to incorporate costumes, acting, effects, locations, and captions creatively.
- ▶ Circulate to provide guidance on their storyboards and scripts

8



Part 4: Share video plans for feedback and make videos (35 minutes)

- ▶ Have each group pitch their TikTok Video ideas to the class for constructive feedback.
- ▶ Provide suggestions on improving educational content, creativity, dramatic portrayal of theories.
- ▶ The learners can now make their videos and upload them.
- ▶ Create a collection so that all learners can access everyone else's videos.



Part 4: Analysing and interpreting data (45 minutes)

- ▶ As a class, watch the TikTok Videos and encourage comments on them.
- ▶ Evaluate the videos for a summative assessment.

Analysis of the lesson plan

Summary of analysis

Refer to the numbers in the lesson plan to follow the summary below.

1. The learning objectives are clearly stated.
2. The last two learning outcomes are focussed on technology, the first on TikTok, and the second on developing critical 21st Century Skills using technology. This is making sure that the T in TPACK is covered in the objectives. The Content in TPACK is explicit, and there is a sense of the Pedagogy too. The learners are going to apply their knowledge and create TikToks. This is going to be a very active learning experience.
3. In our materials list, we have a clear indication that technology is being used. There are digital devices and internet access. The projector and screen will be for the teacher's use and for presentations the learners will be doing.
4. The teacher has some work to do before class starts. The teacher will check that all the devices are working and that there is data available for the learners to use. The learners are asked to bring in props that will be used in the lesson.
5. In the introduction the teacher will introduce the various content concepts and lead the discussion.
6. The teacher uses TikTok Videos here as a substitute and to augment the content that is being worked on. The learners are active in analysing and discussing what they are learning. Notice that the teacher uses this as an opportunity to evaluate TikTok Videos for accuracy and reliability. This is an excellent piece of learning in addition to the topic content.

7. It is only now that the teacher indicates that there is a TikTok Project. Clearly, for this teacher, the content comes before the technology. Notice how the teacher provides input and then lets the learners take control of their learning. The teacher provides guidance rather than only instructing.
8. The learners have the opportunity for peer feedback before they go back to their groups to make their videos.
9. The learners present their work and have the benefit of both the teacher's and their peers' comments.

TPACK and the lesson plan

- **Technological Knowledge:** Learners will use smartphones and computers, TikTok Videos, and the internet for research.
- **Pedagogical Knowledge:** The lesson plan has several pedagogic practices. The teacher spends time leading knowledge sharing and then moderating the learners' work. The learners are active constructors of knowledge. They research and create videos, analyse, and review videos. All of this is done with the whole class, in small groups and in pairs. There is a lot of active learning going on.
- **Content Knowledge:** The lesson plan focuses on workplace stress and ways to manage it.
- This lesson plan does get to the sweet spot of TPACK. There is a lead up to the use of technology that is then used effectively.

SAMR and the lesson plan

- The videos do **Substitute** for a textbook, and they **Augment** the lesson.
- In using SAMR it is a little difficult to decide if this is **Modification or Redefinition**. While parts of the lesson could have been done without the technology (for example, the learners could have done little dramatic sketches in front of the class, and they could have read scenarios explaining how people reacted) the lesson is transformed because of the technology.
- In terms of Dr Joan Hughes' RAT (**R**eplacement, **A**ugmentation and **T**ransformation) Model, this lesson falls solidly in the transform camp.

Bloom's Revised Taxonomy and the lesson plan

When it comes to Bloom's Revised Taxonomy, the lesson plan touches on each of the levels.

- **Remembering:** Learners make notes on what they learn from their teacher, the internet and each other.
- **Understanding:** Learners evaluate videos and construct videos; this could not have been done if they did not understand what they had learned.
- **Applying:** Learners apply their understanding of the topic to create and analyse their videos.
- **Analysing:** Learners analyse their research and each other's storyboards and videos.
- **Evaluating:** Learners evaluate the validity and reliability of their research, of the TikTok Videos that they are shown and their own videos.
- **Creating:** Learners create videos and present them.

Criteria for effective social media implementation and the lesson plan

- **Is learner diversity met through the use of the technology?** Learner diversity was not discussed. TikTok does have a number of accessibility tools that can be applied.
 - There is a photosensitive epilepsy toggle and warning, auto-captions, and text-to-speech settings.
 - It is also possible to add an audio description or alternative text for images and videos.
 - Avoid using colours that are too bright, too dark, or too similar to each other.
 - Avoid using fonts that are too small, too fancy, or too italicised.
 - Choose colours and fonts that contrast well with each other and with the background.
 - If you want to use effects that may cause visual sensitivity, such as strobe lights, flickering lights, or flashing images, make sure to add a warning at the beginning of the video or in the caption.
- **Are there many opportunities for learner learning?** There were many opportunities for learning from the teacher and from each other.
- **Are the learners rather than the teacher in control of learning?** The teacher guided the lessons, but the learners took control of the lesson.

- **Is peer learning possible for learners?** There were opportunities for this in the group work, pair work and class work.
- **Is feedback from peers as well as from teachers possible for learners?** Yes. There are opportunities for feedback from peers and teacher.

Conclusion

- The teacher had the good idea to use TikTok to make the learning event more interesting and the lesson more engaging. The use of technology always adds some variety to a lesson, and as you know from TPACK, Technology plus Content plus Pedagogy makes for a strong lesson.
- This was a good lesson in which technology transformed the lesson according to SAMR criteria.
- The different levels of Bloom's Revised Taxonomy were covered effectively and in different ways.
- The criteria for effective social media implementation were met in most instances.

Task

Read through the Grade 8 Maths lesson plan below. Evaluate the lesson using the following questions to guide you.

- Do you think the use of TikTok is effective? Why do you say this?
- How well do you think the lesson meets the sweet spot of TPACK?
- Consider the lesson plan with respect to the SAMR model. Do you think that TikTok is used as Substitution, Augmentation, Modification, or Redefinition? Why do you say this?
- The lesson plan makes no reference to the criteria for effective social media implementation. What can you do to ensure that all the elements of the lesson plan meet these criteria?

Grade 8 Mathematics lesson plan

Topic

Exponents mental calculations

Time required

Two hours

➔ Learning outcomes

- Learners will demonstrate and apply their knowledge of squaring and cubing numbers through peer teaching with TikTok Videos.
- Learners will reinforce mental Math skills for rapidly calculating squares and cubes.

➔ Materials required

- Class set of laptops or mobile devices with TikTok installed.
- Projector/smartboard to display example TikToks.
- Whiteboard and markers.

➔ Part 1: Introduction (5 minutes)

- Explain to the learners that they will create short peer-teaching TikTok Videos to reinforce mental Math skills for square and cube roots.
- Emphasise the creative and collaborative elements of summarising concepts through social media.

➔ Part 2: Square roots mental Math (10 minutes)

- Do timed practice of calling out square numbers 1–122, having learners write the square root.

- Also call out roots; they provide the square. Vary the pace.
- Circulate, check responses, provide feedback.
- Review any errors. Have learners do rapid self-corrections.

➔ **Part 3: Cube roots mental Math (10 minutes)**

- Repeat process above for cube numbers 1–63.
- Call out cubes, learners write roots and vice versa.
- Circulate and validate. Do peer checking.
- Review and correct any mistakes.

➔ **Part 4: Example TikToks (10 minutes)**

- Show two to three examples of educational TikToks teaching Maths concepts creatively.
- Emphasise clear explanations, visuals, on-screen text, fast-paced instructional style.
- Discuss the use of media to peer teach and reinforce learning.

➔ **Part 5: Plan square roots TikTok (20 minutes)**

- In pairs, learners storyboard 60 second TikToks explaining square roots up to 122.
- They draw/write their creative explanation, areas for on-screen text, captions, visuals, and themselves instructing.
- Remind them to teach the concept clearly and creatively in a fast-paced, visually engaging way.
- Circulate and provide feedback on their plans.

➔ **Part 6: Plan cube roots TikTok (20 minutes)**

- Learners switch partners and repeat the planning process above for cube roots up to 63.

- Remind them to explain the concept in a different engaging way to their first video.
- Again, provide guidance on their storyboards and scripts.

➔ **Part 7: Record square roots TikTok (15 minutes)**

- Pairs record their 60 second peer teaching square roots TikTok based on their plan.
- Remind them to speak clearly, show written workings, use graphics/captions, teach creatively.
- Circulate to assist with any questions.

➔ **Part 8: Record cube roots TikTok (15 minutes)**

- Pairs now record their 60 second cube roots peer teaching TikTok.
- Provide guidance to pairs as they film their videos.

➔ **Part 9: Peer assess videos (10 minutes)**

Pairs watch videos from another group and assess the following.

- Did they explain the concept clearly?
- Was it creatively/visually engaging?
- What did they do well? What could improve?
- Provide kind, constructive peer feedback.

➔ **Part 10: Wrap-up discussion (5 minutes)**

- Lead the wrap-up discussion on the experience of peer teaching math concepts through TikTok.
- What worked well vs. the challenges? How did this compare to worksheets?
- Explain that the videos will be saved in Cubing and Squaring Collections in your TikTok Account for their future revision.

Analysis of the lesson plan

We will examine the lesson plan and TPACK, SAMR and Bloom's Taxonomy as well as the criteria for effective social media implementation in a lesson.

TPACK and the lesson plan

- This lesson plan does hit the sweet spot of TPACK.
- **Technological Knowledge:** The teacher mentions in the requirements of the lesson that the learners need access to smartphones or computers and TikTok and their use is mentioned in the learning outcomes. During the lesson, the use of TikTok is used to teach effectively and so using the technology is a pedagogically sound decision.
- **Pedagogical Knowledge:** The teacher combines direct instruction with active learning and the creation of videos to demonstrate understanding and creativity.
- **Content Knowledge:** The lesson plan focused, as it planned, on squaring and cubing numbers.

SAMR and the lesson plan

Technology achieves the **Redefinition** Level. The technology **Augments** the teaching, but then because the videos are going to be useful later as a revision tool, the lesson becomes **Transformative**.

Bloom's Revised Taxonomy and the lesson plan

When it comes to Bloom's Revised Taxonomy, the lesson plan gives learners the opportunity to do activities that move across the spectrum of thinking that Bloom's Revised Taxonomy suggests.

The early work will enable remembering and understanding, and then they are tasked with creating a video that demands that they apply what they have learned, analyse, and evaluate information as they create the video.

They discuss these activities throughout, making the learning active and impactful.

Criteria for effective social media implementation and the lesson plan

The social media was effectively implemented.

- **Is learner diversity met through the use of the technology?** No explicit attention to diversity is given, but the various ways that TikTok can be made accessible could be introduced to the learners and implemented.
- **Are there many opportunities for learners' learning?** There are many opportunities for learner's learning in the lesson plan. These include talking about the concept, listening, viewing, creating videos, and critiquing their work. The learners work in groups and as a class.
- **Are the learners rather than the teacher in control of learning?** The learners are in control of the lesson with guidance from the teacher.
- **Is peer learning possible for learners?** There were opportunities for this in the group work and the class work.
- **Is feedback from peers as well as from teachers possible for learners?** There are many opportunities for peer and teacher feedback.

Summary of analysis

- This is a very good lesson.
- The technology serves an excellent pedagogical purpose.
- Technology is used at the Redefinition Level. The technology could not have been left out without damage to the lesson.
- The spectrum of thinking skills that form Bloom's Revised Taxonomy are covered.
- The lesson meets the criteria for effective social media implementation on the whole, but attention needed to be paid to learner diversity.
- This teacher has used technology to transform education for their learners.

Task

- Create a lesson plan for any topic of your choice using TikTok.
- Make sure that you have considered all the pedagogical issues.
- Try the lesson plan out in class and then write a reflection on your experience.

About the Final Assessment



At the end of this training session, you will be asked to complete the Final Assessment.

If you complete the Final Assessment successfully, you will qualify for your virtual badge and certificate. You can see a sample here.



Final Assessment

Indicate the ONE correct response for each question.

1	How old does a user need to be to have a public TikTok Account?
a	13
b	16
c	21
2	What feature allows parents to monitor their child's TikTok usage?
a	Family Pairing.
b	Content Filtering.
c	Screen Time Limit.
3	What type of content is commonly featured on TikTok?
a	Educational lectures.
b	News reports.
c	Lip-syncs and dances.
4	Which platform has the largest short-form video creator community?
a	YouTube Shorts.
b	Instagram Reels.
c	TikTok.
5	At what level of SAMR does technology allow new learning experiences that would not be possible before?
a	Substitution
b	Augmentation
c	Redefinition
6	What is an algorithm on social media?
a	A computer program.
b	A marketing strategy.
c	A video effect.

Final Assessment (continued)

Indicate the ONE correct response for each question.

7	What is a potential positive of TikTok for learners?
a	Developing digital fluency skills.
b	Wasting time mindlessly scrolling.
c	Exposure to inappropriate content.
8	How can educators help learners use TikTok responsibly?
a	Banning it completely.
b	Modelling good habits.
c	Ignoring how learners use it.
9	What helps make TikTok content discoverable?
a	Filters
b	Captions
c	Hashtags
10	How can TikTok promote creativity and synthesis skills?
a	By providing information.
b	By having learners make videos.
c	By showing educational ads.
11	What does the TPACK Model emphasise integrating?
a	Technology, Pedagogy, and Content.
b	Tools, Pedagogy, and Skills.
c	Apps, Activities, and Assignments.
12	In the SAMR Model, what does Substitution refer to?
a	Replacing old methods completely.
b	Enhancing traditional methods.
c	Using technology as a direct replacement.

Final Assessment (continued)

Indicate the ONE correct response for each question.

13	What are higher-order thinking skills in Bloom's Revised Taxonomy?
a	Understanding and remembering.
b	Evaluating and analysing.
c	Applying and listing.
14	What is NOT a criterion for good technology use?
a	Having only the teacher in control.
b	Peer feedback.
c	Learner diversity.
15	What format helps summarise concepts best on TikTok?
a	5-to-10-minute videos.
b	1-to-2-minute videos.
c	60 second videos.

Acknowledgements

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D, Krathwohl http://sites.duke.edu/eelandscape/2015/03/31/blooms-taxonomy/ http://www.unco.edu/cetl/sir/stating_outcome/documents/Krathwohl.pdf	Bloom's Revised Taxonomy.
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Via Afrika	Author generated images based on standard models of TPACK, SAMR and Bloom's Revised Taxonomy.
Via Afrika	Author-generated images based on standard models of TPACK, SAMR, Bloom's Revised Taxonomy.
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