

# Continued Use Intention of TikTok as an Online Learning Media Among Malaysian Youths

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## Abstract

This research investigated TikTok as an online learning media among Malaysian youth. Since young people are now more exposed to social media that uses short video, such as TikTok and YouTube applications, the population of young people using short video application is increasing. Therefore, the study aimed to examine the relationship between searching short video for learning and continue to use short video apps among youths. This study use quantitative method, 230 online responses has been collected among Malaysian youths. Students use TikTok for learning by searching, sharing and recommending the educational content to other users. Result of this study contributed perspective on training provider to provide training for youths.

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