



TikTok University: Rusche College of Business

A look into the minds of Rusche College of Business students and their view on one of the newest, most popular social media platforms.

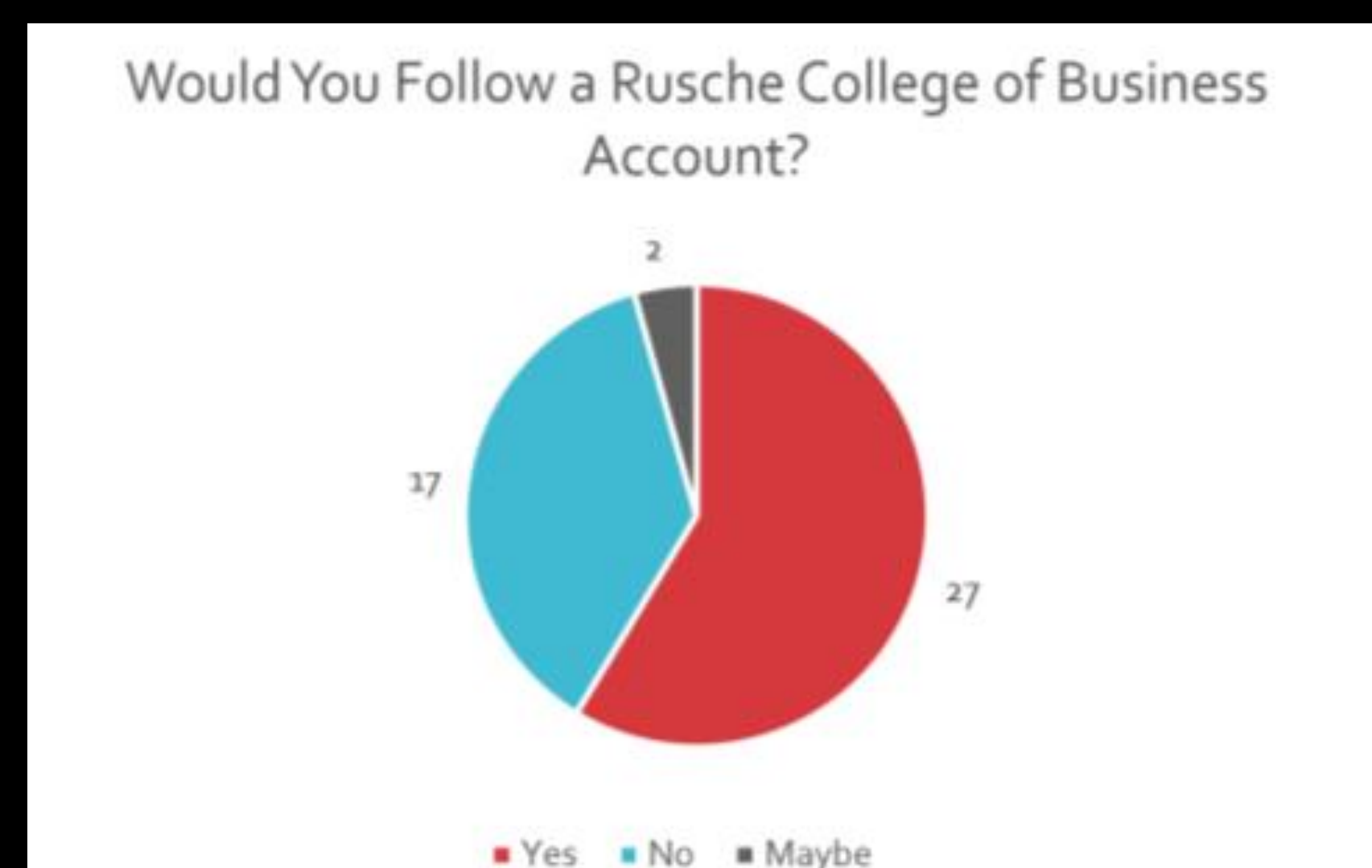
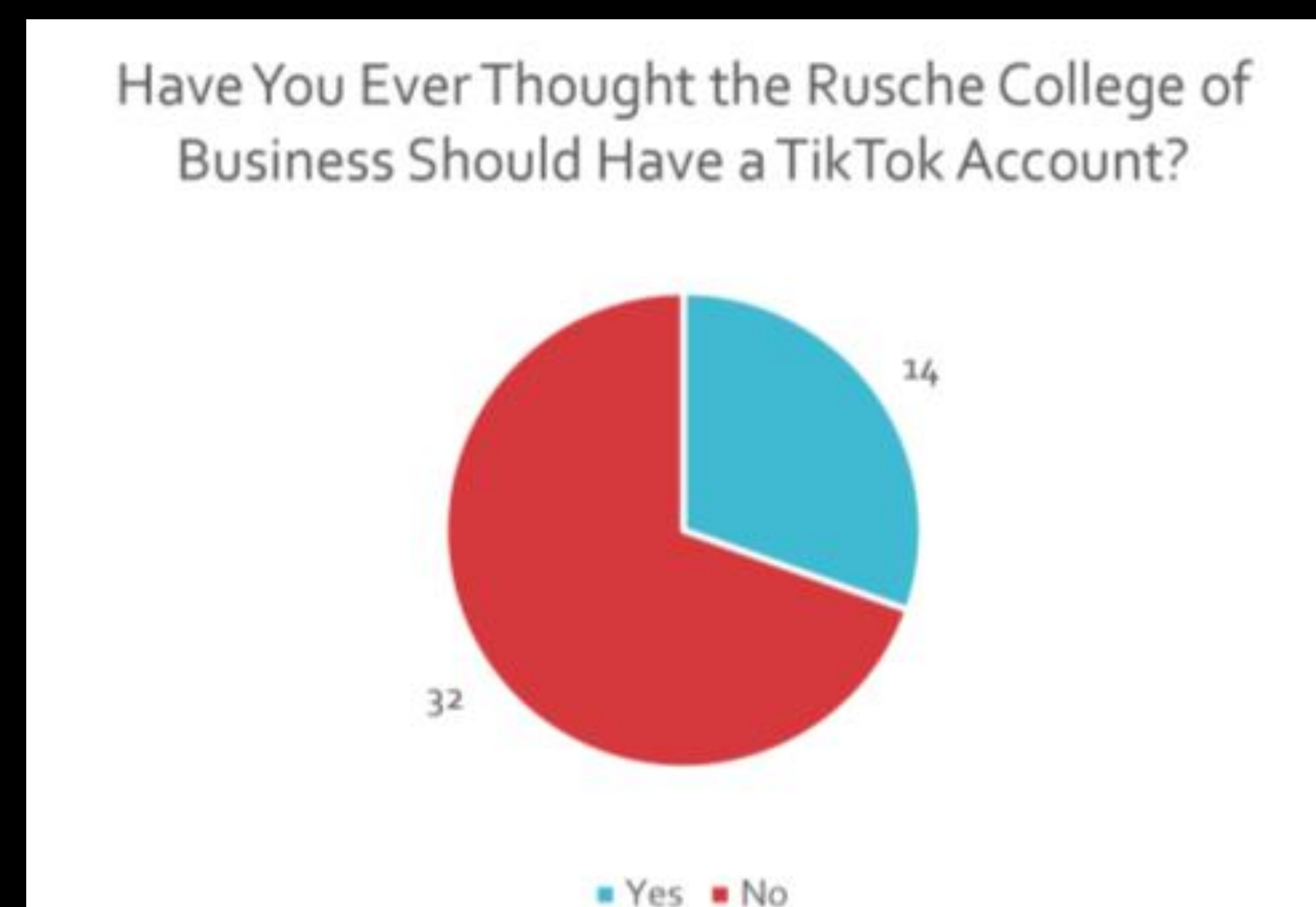
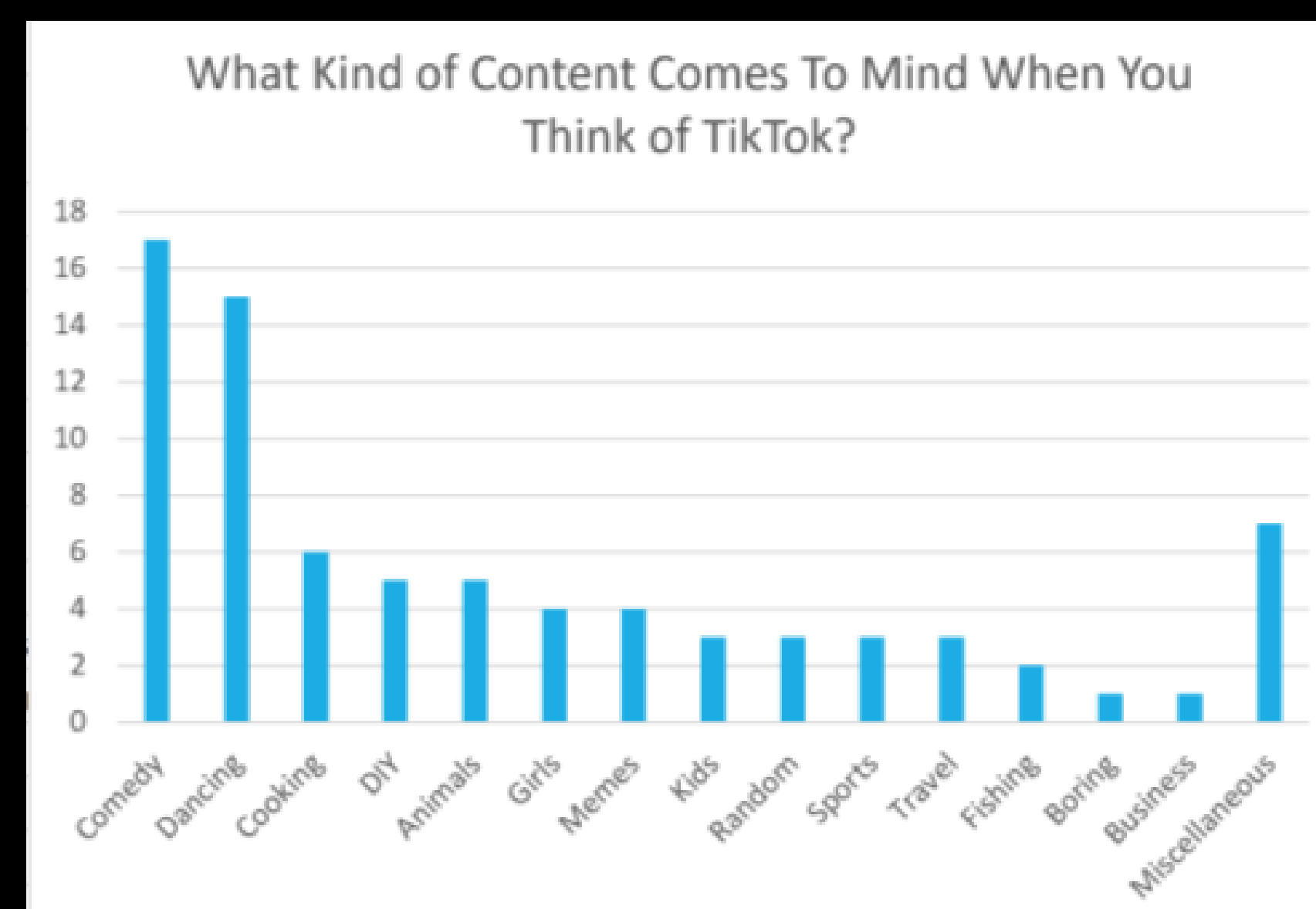
Introduction:

Across the country, universities have incorporated the use of social media platforms to target prospective students, keep current students in the loop, and create a stronger online presence overall. In a world where certain platforms may rise to the top and others may just be a fading trend, it is even more important for these universities to determine what social media platforms to utilize and perform well on. For the last two years, TikTok has become an increasingly popular social media application, particularly in regard to students. Although its popularity seemed to only be temporary, the last year has shown a steady rise in users and content alike. Judging it based solely off of popularity, some universities may consider joining the platform to increase their presence online. However, before making such a public decision, research must be done to determine if this choice would be a good one. Understanding the perspective of current College of Business students at Stephen F. Austin State University and what their position on TikTok is, whether TikTok is popular with SFA College of Business students, and whether they believe SFA's College of Business should add it to their list of platforms will help dictate what path the College of Business at SFA should consider taking. Therefore, to discover the answer to these questions, we intend to research if Stephen F. Austin State University's Rusche College of Business should become a creator on TikTok according to Fall 2020 SFA College of Business students.

Methodology:

Our group decided that the best place to look for Rusche College of Business majors in order to administer our surveys was common areas. Some of our fieldworkers looked for potential respondents in the business building during class hours throughout the week. Others looked for business majors in the Ralph W. Steen Library during the school week. We agreed that completing our fieldwork during the high traffic times on campus before Thanksgiving break would allow us to reach our sample size goal. We attempted to look for students who did not seem preoccupied with work and also tried to ask students as they were coming out of their classes. Fieldworker 1 was able to incentivize some students as a professor saw her working to get questionnaires answered and offered his students bonus points for completing the questionnaire. Surveys were administered in open areas, so the respondents did not feel overwhelmed or crowded when answering the questionnaire. This method allowed us to meet the 46-respondent sample size and kept our refusal rate low.

Results:



Conclusion:

With all of the above data, charts, and graphs, our team has drawn a few conclusions that may prove to be valuable to the Rusche College of Business.

1. A majority of respondents have never interacted with or followed a college TikTok account. The data indicates that this is due to a lack of exposure.
2. The type of content College of Business students associate with TikTok is typically dancing or comedic content. Respondents who seemed interested in the idea of the college having a TikTok account were primarily focused on the potential a new channel for information to flow could have, rather than seeking the usual comedic or dancing content.
3. Respondents view TikTok as an occasionally overrated app that is silly in nature, entertaining to use, generally unprofessional, but at times useful and informative.
4. If the Rusche College of Business were to create a TikTok account, it seems that respondents would interact with their content mostly through "hearting" and sharing it with others. Of the 70% of respondents that have TikTok, nearly half use the app daily, with varying amounts of usage.
5. Categories that are connected to the College of Business such as Business, Advice, and College, did not make many respondents' top three TikTok categories.
6. A majority of respondents also said they had not thought the Rusche College of Business should have a TikTok account. However, 29/46 respondents, or 63%, said "yes" or "maybe" to following the Rusche College of Business on TikTok if they were to have an account. This displays a certain loyalty and support the College of Business majors have towards the Rusche College of Business and suggests that many would follow their account for useful information, even if it did not fit in their typical genres of TikTok.

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