

IMPACT OF DIGITALIZATION IN HIGHER EDUCATION IN QUINTANA ROO, AS A PATH TOWARDS INCLUSION AND INNOVATION

DIGITALIZATION IN HIGHER EDUCATION IN QUINTANA ROO, AS A PATH TOWARDS INCLUSION AND INNOVATION

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Summary: Social media, along with the emergence of new audiovisual formats and platforms, has transformed the way information is consumed. During the pandemic, TikTok became one of the most popular apps among young people, rapidly expanding its user base thanks to its diverse content and variety of visual and audio effects, among other features.

The objective of this research is to analyze the use of TikTok among university students as an educational tool and determine its usefulness for higher education students to learn or reinforce the knowledge acquired in the classroom. To this end, a questionnaire was designed based on five dimensions related to its use in the educational field. This questionnaire was answered by 60 students from the Technological University of Chetumal, which allowed us to collect data and draw conclusions in line with the objective of the research.

The results obtained show that TikTok is an application that contributes to reinforcing knowledge acquired in the classroom, and therefore can become an effective and dynamic teaching tool.

Keywords: TikTok, education, university education, teaching tools, teaching, learning.

Abstract: Social networks, along with the emergence of new audiovisual formats and platforms, have transformed the way in which information is consumed. During the pandemic, TikTok became one of the most popular applications among young people, so its use expanded rapidly, thanks to the diversity of content, the variety of visual and sound effects, among other elements.

The objective of this research is to analyze the use of TikTok among university students as an educational tool and determine its usefulness for higher-level students to learn or reinforce the knowledge acquired in the classroom. To this end, a questionnaire was designed based on five dimensions related to its use in the educational field. This questionnaire was answered by 60 students from the Technological University of Chetumal, which made it possible to collect data and obtain conclusions aligned with the objective of the research.

The results obtained demonstrate that TikTok is an application that contributes to the reinforcement of the knowledge acquired in the classroom, so it can become an effective and dynamic teaching tool.

Keywords: TikTok, education, university education, teaching tools, teaching and learning.

INTRODUCTION

In Quintana Roo, digitization has established itself as an important factor in higher education, highlighting the importance of technology as a key tool for achieving universal educational goals.

The recent COVID-19 pandemic accelerated this digitization process. According to the *Contributions from the Second Meeting of the Virtual Dialogue with Rectors of Leading Universities in Latin America* (May 2020), the measures imposed during the pandemic, such as social distancing to try to slow the spread of the disease, galvanized a context of forced digitization which, in the case of universities, coerced teaching mechanisms, highlighting the positive impact of digital platforms on education.

In this context, tools initially designed for entertainment, such as TikTok with its short video format and personalized algorithm, have allowed educational content to gain presence on the platform, demonstrating its potential to contribute to the learning of students who, during this period of confinement, turned to social media. Therefore, professionally developed educational content on this platform became a valuable resource not only for students but also for teachers, opening up new possibilities for teaching and learning in higher education.

This study seeks to analyze the perception and use of TikTok as a learning tool among students at the Technological University of Chetumal, particularly those studying marketing and gastronomy.

General objective

To evaluate the perception and use of TikTok as an educational resource among students at the Technological University of Chetumal.

Specific objectives

- Identify the frequency of TikTok use among students.
- Analyze the reasons why students use TikTok as a learning tool.
- Evaluate students' selectivity regarding the reliability of educational content creators.
- Determine the impact of TikTok on the understanding and application of academic knowledge.

- Examine students' opinions on the integration of TikTok as a learning tool recommended by teachers.

Justification

The rise of digital technologies has transformed teaching and learning methodologies, creating new opportunities for education. TikTok, as a short video platform, has been adopted by students as a complementary tool for acquiring knowledge in a dynamic and accessible way.

However, the lack of regulation of the educational content available raises the need to assess its real impact on academic learning, despite the fact that the platform itself assures, in the words of Yasmina Laraudogoitia, head of public relations, *that "In Spain, 94% of users say they have learned new things thanks to TikTok, and 85.5% of these users say they pay more attention to videos where they can learn new things. This demonstrates the value of this educational content that our community loves so much."*

TikTok has the potential to be a fundamental tool for implementing educational innovations that foster student motivation and facilitate learning in an entertaining and different way. For this reason, the study *"Incorporating TikTok in higher education: Pedagogical perspectives from a corporal expression sport sciences course,"* published in the scientific journal *Journal of Hospitality, Leisure, Sport & Tourism Education*, highlights the effectiveness of TikTok as a teaching resource in higher education.

Educators, experts, and communicators are continually looking for new ways to share their knowledge and reach a wider audience in a different and innovative way. TikTok even launched the hashtag #AprendeConTikTok (Learn with TikTok), which has already accumulated more than 15.8 billion views. This study is relevant for understanding how marketing and gastronomy students at the Technological University of Chetumal perceive TikTok in their education and whether its use can be recommended or structured within the formal educational environment.

DEVELOPMENT

For this study, a survey was conducted on a sample of 60 students in their second semester of the marketing and gastronomy degree program at the Technological University of Chetumal. Of those surveyed, 40 were men and 20 were women, all under the age of 20.

100% of the students participating in the study indicated that they use TikTok more than once a day for entertainment. However, they also stated that they have used the platform as a learning tool.

The main educational uses reported were:

- Accessing quick and easy tutorials.
- Getting quick summaries of topics covered in class or assignments given by teachers.

Regarding the reliability of content creators, 50% of the students surveyed said they were selective about the source of educational content, while the other 50% did not consider author verification to be relevant.

TikTok had a significant impact on learning, with 100% of respondents saying that they reinforced, learned, and better understood the academic topics they consulted through the platform. However, they also said that they combined this resource with traditional forms of learning, such as the use of books and conventional academic technology.

In relation to the application of knowledge acquired on TikTok within the academic environment, 50% of respondents said they had implemented what they had learned in classes and projects, while the other 50% did not apply it.

Among the advantages mentioned regarding the use of TikTok as an educational tool, the following stood out:

- Immediate access to content at any time.
- Simple and easy-to-understand explanations.
- Community building.
- Adaptation to the digital world.
- Development of creativity.

The use of this platform can be a very good idea for some subjects, as discussed in a study by the University of Valencia: TikTok is an active learning and collaboration tool that encourages creativity, stimulates students' curiosity, and promotes learning in a fun and exciting way. (Classlife 2021).

Therefore, it is not only this institution but others in our country that are helping to educate students.

On the other hand, the main disadvantages focused on:

- The lack of relevance of some content for academic learning.
- The difficulty in verifying the reliability of the information.

100% of respondents considered that the creation of a platform similar to TikTok focused on academic topics would be an ideal option for improving the quality of learning in digital environments.

Finally, students expressed uncertainty about whether TikTok should be a learning tool recommended by teachers or formally integrated into education.

DISCUSSION AND ANALYSIS OF RESULTS

According to the results obtained in the study conducted;

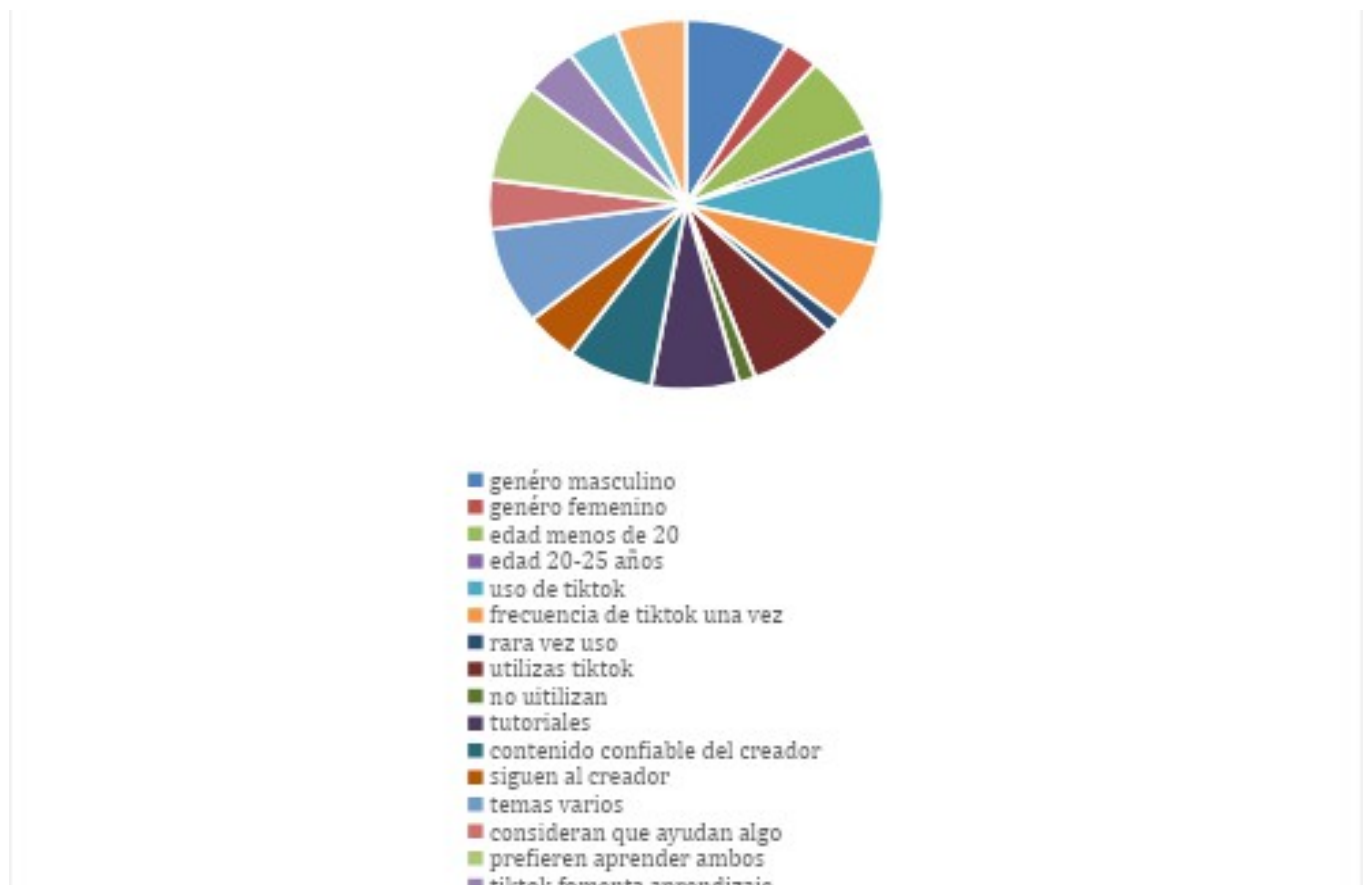


Figure 1. Study results.

According to the case processing summary, the survey was administered to a total sample of 60 students at the Technological University of Chetumal, all of whom answered 100% of the questions, meaning that no one was excluded. This indicates that the survey was administered very consistently among the subjects in the sample.

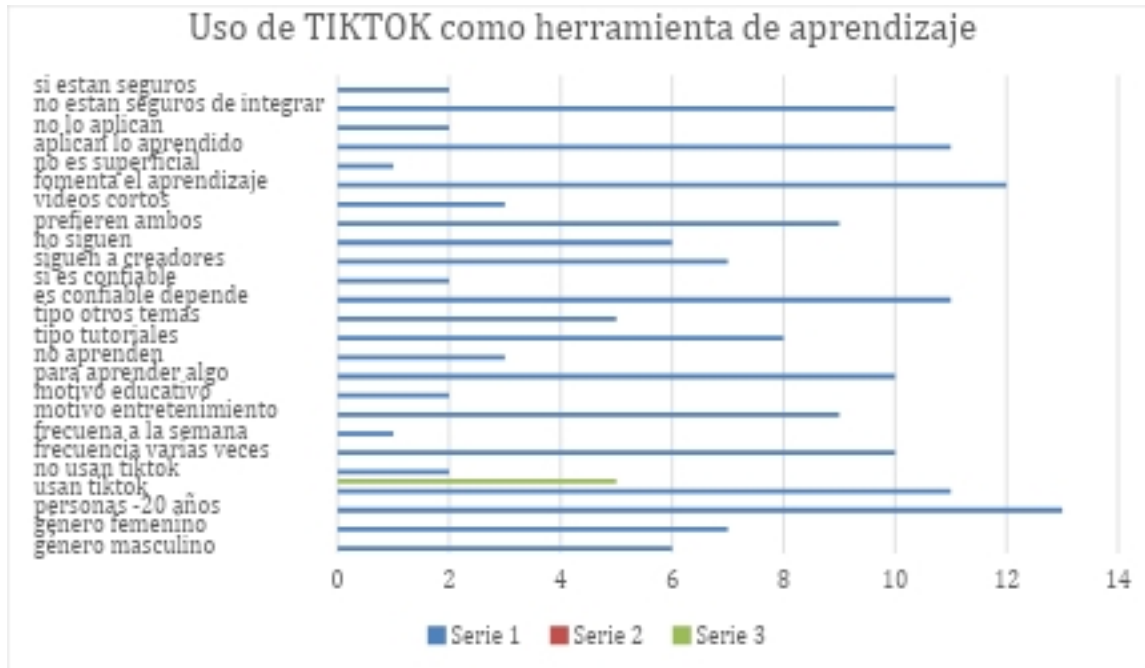


Figure 2. Study comparisons.

ANALYSIS OF RESULTS

For upper-level students at the Technological University of Chetumal, in line with the current digital age, educational technology and new educational technologies play an important role in student learning and the role of content (especially in the growing freedom of information), which has set a significant precedent for a new intellectual direction in which information is sometimes not as good as it seems.

Proof of this, according to the results obtained through the survey, is the value that university students place on the TikTok app for academic purposes. This situational construction systematically recreates a new social context, and is marked in this language where new digital situations have been adopted by society, both as a recreational activity and as a tool for teaching (creators) and learning (students), as noted by the author on new technologies, Francisco Martínez Sánchez.

Since its inception, education has been a gateway to or exclusion from the knowledge society, and now, in the context of the information age, it is no exception, both in the role of the school (teaching) and the student (learning). Educational thinking and social transformations tend to translate into new functions and demands, and virtual culture is highly assertive in the

In today's society, anyone can be well connected, as digital culture is full of content and references that can contribute to learning. Therefore, new technologies in education can be seen in the availability of digital educational resources as aids for students who see their content as a simpler and more direct way to learn with technological elements that make topics or content more interesting, a trend that is irreversible and goes hand in hand with technological development.

Given the current state of this development and what it implies for digital programs and companies, which can assume a certain degree of responsibility and commitment to the user by integrating artificial intelligence into educational activities, taking new educational technologies as a reference, we can see how all of these are new tools for future generations of students and for educators to recognize and understand how important this is for the development of teaching or the influence of new technologies in the classroom, as pointed out by the University Postgraduate Association in its book "Higher education and new technologies: the Argentine experience" (2021).

Schools have two options: either to collaborate with commercial companies in which they can develop new technologies, or to compete with these industries that already have everything and are of great relevance for academic improvement. Each proposal for action is part of the new transmissions in which we currently live, and in some cases, they clearly make a positive contribution to student learning.

Learning to learn: study skills are part of the strategies taught in the text Learning Strategies, which outlines five important pillars with different interpretations: Learning to learn, acquiring relevant skills for finding information.

Learning to learn means mastering basic general principles.

Learning to learn is achieved by assimilating the basic principles of research. Learning to learn consists of developing autonomy in learning.

Learning to learn is essentially a matter of attitude or method.

This point made by Dearden (1976) means that these movements or strategies favor teaching and study skills.

Towards a new digital future, the masses continue to boom in different social contexts, which has increased subscription numbers. As mentioned at some point, the

The new apocalypse will be the lack of electricity due to the fact that consumption of these new technologies doubles every day, which has made it so imminent and circumstantial that we perish from this energy when updating the new trends of our apps, which allows us to see that despite this, we do not see the bad but rather the commercial basis for continuing to provide new entertainment and academic options to the masses. **CONCLUSIONS**

Today, education faces the challenge of adapting to a generation of students who have grown up in a digital environment (called digital natives), and in order to capture their attention or improve their learning process, it is essential that classes be interactive and visually appealing. Technological evolution requires educators to integrate dynamic and creative tools into their teaching methods, thus enabling a more effective connection with students.

Therefore, educators are key to the implementation of new educational technologies, both inside and outside the classroom, as they guide the learning process by defining the teaching strategies to be used. It is therefore essential that teachers are aware of the range of technological opportunities available to them as auxiliary tools to reinforce the theory or what has been learned in the classroom.

In this digital context, platforms such as TikTok have emerged as potentially useful resources for learning, especially among students at the Technological University of Chetumal. Their accessibility and visual format make the content more digestible and attractive to digitally native students. However, their use as an educational tool presents significant challenges, such as the lack of academic filters and the possible dissemination of misinformation. Therefore, it is essential that teachers guide the use of this platform and promote critical consumption of information, ensuring that students access verified content that is aligned with academic objectives. It should be noted that this melting pot of technologies does not replace the teacher, who remains the fundamental element in the education of students and the exchange of solid knowledge.

Twenty-first-century education must evolve at the pace of technology, incorporating digital tools strategically and responsibly. Only through a balance between innovation and academic rigor will it be possible to optimize learning in an increasingly digitized world.

FUTURE WORK

The results of this research suggest the need for a platform similar to TikTok but with a more structured educational approach. In addition, it is essential that teachers guide students in the use of these platforms.

students in selecting reliable sources within the platform. Although TikTok complements learning, its formal incorporation into the classroom remains a topic of discussion among students.

Therefore, teachers must be clear that in education, digital resources facilitate learning and influence teaching models, facilitating the retention and understanding of educational content for better professional preparation of students. Therefore, they should not be ruled out when teaching and should begin exploring TikTok as an academic resource, given its advantages:

60-second reels to reinforce knowledge. Informative clips to reinforce learning.

Increased student participation in the classroom. Helps students and teachers interact and connect.

It contains language that learners understand perfectly.

It encourages creativity in developing topics in everyday situations. Students create more interesting and interactive activities.

Finally, it should be remembered that although TikTok is more of an entertainment app and one of the most popular and widely used by university students, it can become a learning tool when used for:

Reinforcement of a topic. Creation of educational content. Teamwork.

Analysis and synthesis of what has been learned in the classroom.

For all the above reasons, TikTok is an app that can be used as a learning tool in the classroom, without forgetting that it is the teacher who must teach the student how to use the app for education and learning, teach them to value educational content, and use it effectively.

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