

The Impact of Using TikTok on Children's Educational Values in the Digital Age: A Field Study from Parents' Perspectives

Dr. Marwa MELiki ¹, Dr. Fatiha Benkherara ²

¹ University Mohamed Khider Biskra (Algeria). Email: marwameliki37@gmail.com

² University of Martyr Hamma Lakhdar – El Oued (Algeria). Email: fatiha-benkherara@univ-eloued.dz

Received: 12/01/2026 ; Accepted: 01/04/2026 ; Published: 17/07/2026

Abstract

This study investigates the impact of using the TikTok application on children's educational values in the digital age, as perceived by parents. The research is situated within the broader context of social and technological transformations that have reshaped patterns of upbringing and the conceptualization of values among younger generations. A descriptive–analytical approach was adopted, employing a questionnaire as the primary instrument for data collection. The study sample consisted of twenty (20) fathers residing in the “50 Housing” neighborhood of Chetma, Biskra Province.

The findings indicate that TikTok exerts a considerable influence on children's educational values—most prominently on the cognitive dimension, followed by the emotional and behavioral dimensions. The platform appears to reshape children's perceptions of success, fame, and social relationships. The study concludes that excessive use of TikTok contributes to the erosion of traditional value systems, emphasizing the necessity of conscious family and educational interventions to guide its use toward constructive and pedagogical purposes.

Keywords: Social media; educational values; TikTok; cognitive values; emotional values; behavioral values.

Introduction

In recent decades, the world has undergone profound and unprecedented transformations driven by digital technology and modern communication. The virtual realm has become an integral part of everyday life, exerting a substantial influence on the patterns of social and cultural interaction. The widespread use of social media platforms, in particular, has redefined modes of thought and behavior, as these platforms increasingly shape collective consciousness and guide both individual and societal values.

However, this rapid evolution has also introduced a range of challenges and concerns regarding the influence of digital media on societal value systems—particularly among children, who constitute the most vulnerable and impressionable segment exposed to the dynamics of this digital environment. Childhood represents a critical developmental stage in which personality and moral foundations are formed; consequently, excessive or uncontrolled exposure to digital content may disrupt children's value orientation and hinder their social development.

Social values form the cornerstone of cohesive and stable societies. They encompass a system of principles and standards that regulate individual behavior, structure social relationships, and guide interactions within

cultural contexts. From this standpoint, a central question arises: to what extent do modern digital media—particularly social networking platforms—affect these values, and how might they contribute to their reshaping or even erosion among younger generations raised in the digital era?

Among contemporary digital platforms, TikTok stands out as one of the most influential and far-reaching. It has captured the attention of users across age groups—especially children and adolescents—through its fast-paced visual format that blends entertainment, creativity, and interactive engagement. Given its widespread popularity, examining its social and educational implications has become increasingly necessary, particularly regarding its impact on children's systems of social values and the extent to which its content aligns with or diverges from the moral and educational principles upheld within our societies.

Building on this premise, the present study examines children's engagement with TikTok through the perspectives of parents, who serve as central partners in the socialization process and bear primary responsibility for supervising their children's digital behaviors. The study aims to explore how parents perceive the nature of the content their children encounter on TikTok and to assess its potential influence on the development of their social and educational values. Through this lens, the research seeks to offer a deeper understanding of the interplay between digital media and value formation during childhood.

The significance of this study stems from its engagement with a contemporary issue that directly affects the moral and social fabric of younger generations amid rapid digital transformation. Its importance further lies in its contribution to understanding the dynamics of value change among children resulting from constant exposure to digital content, while underscoring the vital role of the family in guiding this change and safeguarding children's moral and psychological stability through the responsible use of technology in a

manner consistent with established social values.

Furthermore, the relevance of this topic is heightened by the widening value gap observed in the Arab world, a gap often fueled by the contrast between imported digital content—shaped by external cultural influences—and the inherited local value systems that constitute the core of collective identity and cultural authenticity. Within this context, the present study, developed under the theme **“Social Values in the Digital Age,”* offers an analytical and grounded examination of the phenomenon. It draws on parents' perspectives as key actors in interpreting the implications of children's digital behaviors and in guiding them within the value framework upheld by the family.

Accordingly, the central research problem of this study is framed through the following overarching question:

-What are the manifestations and dimensions of TikTok's influence on children's educational values—emotional, behavioral, and cognitive—from the perspective of parents?

From this primary question, several sub-questions arise, each addressing a specific dimension of the issue:

- What are the manifestations and dimensions of TikTok's influence on children's emotional values from the perspective of parents?

- What are the manifestations and dimensions of TikTok's influence on children's behavioral values from the perspective of parents?

- What are the manifestations and dimensions of TikTok's influence on children's cognitive values from the perspective of parents?

Rationale for Choosing the Topic

The selection of this topic is guided by a combination of scientific and social considerations, reflecting both the timeliness and significance of the issue. The main reasons can be summarized as follows:

1. The importance of social values in shaping the child's personality:

Social values form the foundational framework of the socialization process. They direct children's behavior and regulate their interactions within the family and the wider community. Consequently, safeguarding these values amid rapid digital transformations constitutes an educational and ethical imperative to ensure the balanced development of children's personalities.

2. The widespread use and potential influence of TikTok:

TikTok has achieved remarkable popularity among children and adolescents due to its user-friendly interface and the rapid circulation of its content. This extensive use, however, raises critical questions regarding the nature of the values and behaviors promoted by the platform and the degree to which they correspond with prevailing educational and social norms.

3. The scarcity of Arab studies addressing this issue:

Despite the prevalence of this phenomenon in Arab societies, research examining it from the perspective of parents remains limited. This gap enhances the scientific value of the current study, as it seeks to fill a notable research void and contribute to the academic discourse on the interplay between digital media and value-based socialization.

Significance of the Study

The significance of this study stems from its focus on a contemporary issue that directly influences children's moral and social development in the digital era, where technology has become a central element in the socialization process. The primary dimensions of its significance can be outlined as follows:

1. Scientific Significance:

This study contributes to advancing both educational and sociological scholarship by offering a current, field-based investigation into the impact of social media—particularly

TikTok—on children's social values from the perspective of parents. It further seeks to enhance scientific understanding of the transformations in values that may result from children's engagement with the digital environment.

2. Practical Significance:

The study provides empirical evidence and actionable insights that can guide families, as well as educational and social institutions, in fostering children's conscious and balanced use of digital applications. Additionally, it aims to help mitigate potential negative effects of these media on children's value systems and behavior, thereby supporting the preservation of societal norms and ethical standards.

Research Objectives

This study aims to achieve a set of objectives focused on understanding the relationship between children's engagement with the TikTok application and the formation of their values, by examining parents' perspectives as central agents in the socialization process. The primary objectives of the study are as follows:

1. To assess the extent of TikTok's influence on children's educational values from the perspective of a sample of parents.

2. To identify the manifestations of TikTok's impact on children's emotional values, including affective orientations such as empathy, respect, and a sense of belonging.

3. To examine the implications of TikTok use on children's behavioral values, focusing on its effects on patterns of behavior and social interactions within the family and broader community.

4. To explore the influence of TikTok on children's cognitive values, encompassing their attitudes toward learning, curiosity, and knowledge acquisition through digital media.

Theoretical Framework of the Study

Operational Definition of Key Concepts

TikTok Application:

TikTok is a social media platform centered on the creation and sharing of short video clips ranging from a few seconds to several minutes. It is distinguished by its user-friendly interface and widespread popularity, particularly among children and adolescents. The application incorporates visually and audibly engaging features and allows users to interact through likes, comments, and shares. Consequently, TikTok represents a powerful digital space that can shape the social behaviors and value orientations of its young users.

Educational Values:

Educational values encompass a set of moral and social principles that guide children's behavior and influence their interactions with others. These values support the development of a well-balanced personality—both psychologically and socially—and enhance the child's capacity to discern right from wrong in everyday situations.

In this study, the researchers adopt three primary categories of educational values to assess TikTok's impact on children:

Emotional Values: These include feelings and emotions that facilitate positive social interactions, such as empathy, respect, tolerance, and care for others.

Behavioral Values: These refer to the patterns of behavior demonstrated by children in daily life, including self-control, discipline, cooperation, and adherence to social norms.

Cognitive Values: These pertain to a child's curiosity, interest in acquiring knowledge, and the use of digital media as a tool for learning and awareness.

Social Media and the TikTok Application:

Social media comprises a range of digital platforms that allow individuals to create personal accounts and engage with others through the exchange of ideas, opinions, and visual content such as images and videos. These platforms have become integral to daily

life across all age groups, reshaping communication patterns, transforming methods of social interaction, and creating spaces for self-expression and the construction of digital identity (Bakkai, 2019, p. 45).

TikTok as a Social Media Platform

TikTok is recognized as one of the most prominent social media applications, enabling users to create and share short video clips ranging from 15 seconds to 3 minutes. The platform integrates a variety of audio and visual effects that enhance user engagement and facilitate ease of use. It also provides extensive opportunities for interaction through likes, comments, and shares, thereby establishing a dynamic communicative network characterized by rapid content dissemination and significant influence.

The application has gained remarkable popularity among children and adolescents due to its intuitive interface and diverse entertainment offerings. As a result, TikTok has become a highly influential platform in shaping the values and behaviors of this age group. Its impact is evident both in the new behavioral patterns it encourages and in the broad cultural and social content it circulates (Bakkai, 2019, p. 45).

The influence of social media applications—particularly TikTok—extends beyond mere entertainment, playing a significant role in shaping value systems and social norms among younger generations. Consequently, there is a growing need to understand how to guide children's engagement with these platforms in ways that reinforce positive values and safeguard them from adopting behavioral patterns that may conflict with the prevailing cultural and social context.

Social Values in the Digital Age

Social values represent a system of principles, standards, and norms that govern interactions among individuals within society and guide behavior in accordance with prevailing moral and ethical codes. These values are essential for promoting social cohesion, fostering

cooperation, and maintaining stability within human communities (Majid Zaki, 2007, p. 46).

The advent of the digital age has, however, introduced new dimensions to the understanding of social values. These values are increasingly expressed and reshaped within virtual spaces, such as social media platforms and mobile applications, which serve as alternative arenas for interaction, self-expression, and participation. In this context, values are produced and transformed within a digital environment that transcends traditional geographical and social boundaries, making them highly susceptible to the influence of diverse—and often conflicting—cultural content (Makhloufi Boumediene, 2015, p. 352).

According to Bakkai (2019), the digital age has fostered the emergence of a new system of values among children and adolescents—one that fluctuates between conformity to traditional values and divergence from them. This phenomenon has given rise to what is referred to as the “digital value gap,” reflecting a tension between the cross-cultural values propagated by digital media and the locally rooted moral and social values embedded within the community.

In this context, social values in the digital age can be defined as a system of principles and standards that govern individuals’ behavior and interactions through modern communication technologies, shaping their social awareness and value identity within dynamic virtual environments influenced by multiple cultural forces. These transformations illustrate that the digital sphere is no longer merely a technological medium for communication; rather, it has become a cultural space capable of reshaping the very foundations of value systems. Consequently, understanding social values in their digital context is crucial for maintaining a balance between engagement with the global digital world and the preservation of a society’s cultural specificity and authentic moral principles.

In contemporary society, there has been a marked increase in unfamiliar behaviors among children and adolescents, largely driven by the influence of the TikTok platform. Digital fame has increasingly become a goal pursued at almost any cost, often at the expense of moral and religious principles. Many young users create dance videos or replicate Western content in pursuit of “likes,” “followers,” and material or symbolic rewards—a phenomenon that reflects a significant transformation in the system of social values.

TikTok has contributed to the erosion of cultural and religious identity by promoting behaviors that contradict principles of modesty and respect, while diminishing children’s critical awareness as they imitate inappropriate content without discernment. The lack of parental supervision has further intensified these risks, resulting in instances of bullying, harassment, and, in some cases, fatal accidents stemming from the replication of hazardous “challenges.”

This reality underscores the urgent need for families and educational institutions to enhance digital literacy and instill sound moral values in children, thereby protecting them from being swept along by the wave of superficiality and triviality that the virtual space frequently promotes under the guise of freedom and entertainment.

Applied Aspect of the Study

Research Methodology

Selecting an appropriate research methodology constitutes a fundamental step in any scientific inquiry, as it shapes the study’s direction and determines the approach for analyzing the phenomenon under investigation. The scientific method is defined as a systematic and structured approach based on a set of procedural rules and steps aimed at achieving the research objectives through the collection and analysis of data, guided by careful and objective observation (Abd al-Mu’min, 2008, p. 14).

Given the nature and objectives of the research problem, the researchers adopted the descriptive method, which is widely regarded as the most suitable approach for examining social phenomena within their real-life context. This method entails describing the phenomenon as it occurs in reality and analyzing it in detail through two complementary approaches:

Qualitative Approach: Focuses on describing the phenomenon in terms of its characteristics and social dimensions.

Quantitative Approach: Utilizes numerical data and indicators to illustrate the extent and magnitude of the phenomenon (Khalil Abbas et al., 2007, p. 74).

This methodological combination allowed the researchers to examine children's use of the TikTok application comprehensively and to investigate its educational and social dimensions from the perspective of parents. In doing so, it provides a deeper understanding of the extent to which digital media shape the formation of values among younger generations.

Research Instruments

Research instruments represent a fundamental component in the process of data collection and analysis, as the scientific rigor of any study largely depends on the accuracy of its findings—an accuracy that is closely linked to both the chosen methodology and the effectiveness of the field tools employed. Data collection constitutes a critical stage in any scientific research, requiring precision and objectivity in selecting the most appropriate means for investigating the phenomenon under study.

Consistent with the nature and objectives of this research, the researchers employed a questionnaire as the primary instrument for data collection. This tool was designed to obtain accurate and reliable information regarding parents' perceptions of the impact of the TikTok application on children's educational values.

The Questionnaire

The questionnaire is one of the most widely employed research instruments, designed to collect data on individuals' attitudes, tendencies, motivations, beliefs, and behaviors (Atwi, 2011, p. 99). It is also defined as "a means of collecting information through a form containing a set of predetermined and structured questions prepared by the researcher on a specific topic, distributed to a sample of individuals to answer in a logical and systematic order" (Deshli, 2016, p. 9).

Accordingly, the researchers developed a questionnaire targeting a sample of parents residing in the "50 Housing" neighborhood in Chetma, Biskra Province. The purpose of this instrument was to examine parents' perspectives on the extent to which TikTok affects their children's educational and social values, and to identify the manifestations of this influence across emotional, behavioral, and cognitive dimensions.

The study sample comprised a group of twenty (20) fathers residing in the "50 Housing" neighborhood of Chetma, Biskra Province. Participants were selected using a purposive sampling method, aligned with the objectives and nature of the research. This specific group was chosen because parents are the closest observers of their children's digital behavior and are therefore best positioned to evaluate the impact of the TikTok application on their children's educational and social values.

Study Delimitations

To define the scope of the research and ensure the accuracy of its findings, several delimitations were established to clarify the study's framework:

Subject Delimitation: The study focused on examining the impact of the TikTok application on children's educational values from the perspective of parents.

Spatial Delimitation: The research was confined to the “50 Housing” neighborhood in Chetma, Biskra Province, which served as the geographical field for the empirical investigation.

Human Delimitation: The study involved a sample of fathers residing in the “50 Housing” neighborhood of Chetma, Biskra Province, who constituted the analytical unit of the research.

Temporal Delimitation: The study was conducted between September 27, 2025, and October 5, 2025.

Presentation and Discussion of Results

Presentation and Discussion of the Main Research Question

The main research question of this study is formulated as follows:

What are the manifestations and dimensions of TikTok’s impact on children’s educational values (emotional, behavioral, and cognitive) from the perspective of parents?

To address this question, the analysis was based on data collected through the questionnaire administered to the parent sample. The raw scores obtained for each of the three value dimensions—emotional, behavioral, and cognitive—were compiled, after which the arithmetic means for each dimension were calculated by dividing the total score by the number of responses.

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The arithmetic mean serves as an indicator of the level of impact, with higher mean values reflecting a greater perceived influence of TikTok on children’s educational values, as reported by the participating parents.

To interpret the results, categories were established to classify the arithmetic means according to the estimated range between the highest and lowest possible scores, as shown below:

* Number of categories = 3

* Highest score = 3

* Lowest score = 1

* Range = $3 - 1 = 2$

The class interval was then calculated using the following formula:

Class interval = $\text{Range} \div \text{Number of categories}$
 $= 2 \div 3 = 0.66$

Based on this, the classification of the impact levels was determined as follows:

-Low level of impact.

-Moderate level of impact.

-High level of impact.

Table (01): Categories of Arithmetic Means for Determining the Degree of TikTok’s Impact on Educational Values (Emotional, Behavioral, and Cognitive)

Calculation of Class Interval	$1 + 0.66 = 1.66$	$1.66 + 0.66 = 2.32$	$2.32 + 0.66 = 3$
Category	1.00 – 1.66	1.67 – 2.32	2.33 – 3.00
Level of TikTok’s Impact on Educational Values	Low Level	Moderate Level	High Level

Source: Prepared by the researchers.

Table 01 presents the classification of arithmetic mean categories used to estimate the degree of TikTok's impact on children's educational values from the perspective of parents, based on three levels of influence: low, moderate, and high. These levels were determined according to the range between the highest and lowest possible values, allowing for a balanced distribution that reflects gradual variations in the degree of impact.

As indicated in the table, values ranging from 1.00 to 1.66 represent a low level of impact, suggesting that children's use of TikTok within this range exerts little or no clear influence on their system of values. Values between 1.67 and 2.32 correspond to a moderate level of impact, indicating noticeable yet not pervasive or enduring effects, which may depend on the type of content children encounter and the extent of parental supervision. Values from 2.33 to 3.00 reflect a high level of impact, highlighting a strong and evident role of TikTok in shaping children's emotional, behavioral, and cognitive values.

This statistical categorization provides a foundational framework for the subsequent analysis, allowing for a nuanced understanding of TikTok's influence across the different dimensions of educational values. It facilitates a clearer interpretation of general parental perceptions regarding the extent—whether positive or negative—of the platform's impact. Moreover, it highlights potential variations among the three value dimensions—emotional, behavioral, and cognitive—depending on the degree of children's engagement with TikTok content.

Consequently, this table serves as an essential preliminary step in the analysis of field data, offering a reference framework for interpreting the arithmetic means obtained and supporting the derivation of accurate indicators regarding the relationship between TikTok usage and value transformations among children.

Table (02): Arithmetic Means and Estimated Impact of TikTok on Educational Values (Emotional, Behavioral, and Cognitive) from Parents' Perspective

Dimension	No	Item	Mean	Evaluation
Emotional Values	1	Makes children feel special	2.65	High Impact
	2	Gives children self-confidence when dealing with peers	2.60	High Impact
	3	Provides a sense of popularity and fame among peers	2.70	High Impact
	4	Portrays them as cultured and modern	2.85	High Impact
	5	Facilitates admiration and relationships with the opposite gender	2.40	High Impact
	Total	-----	2.64	High Impact
Behavioral Values	6	Makes children focus on branded clothing and fashion	2.60	High Impact
	7	Encourages interest in modern hair trends	2.70	High Impact
	8	Increases children's interest in recording, filming, and dialogue apps	2.35	High Impact
	9	Makes children more defiant toward adult guidance	2.40	High Impact
	10	Presents sexual behaviors as normal and acceptable	2.65	High Impact
	11	Elevates dancing and singing above seriousness and discipline	2.90	High Impact

	Total	-----	2.60	High Impact
Cognitive	12	Promotes fame models other than scholars and thinkers	2.85	High Impact
	13	Associates success primarily with arts and sports rather than education	2.75	High Impact
	14	Encourages behaviors that violate public order and household discipline	2.80	High Impact
Values	15	Diminishes respect for parents and household participation	2.50	High Impact
	16	Depicts household chores and responsibilities negatively	2.75	High Impact
	17	Portrays well-behaved children unfavorably, labeling them negatively	2.80	High Impact
	Total	-----	2.74	High Impact
Educational Values	Total Sum	-----	2.66	High Impact

Source: Prepared by the researchers.

Here is the precise academic English translation of your paragraph, rendered in a natural, fluent scholarly style consistent with the earlier translated sections:

Table (02) presents the arithmetic mean results estimating the impact of TikTok on children's educational values from the parents' perspectives, distributed across three main dimensions: emotional values, behavioral values, and cognitive values. Nearly all the mean scores indicate a high level of influence, with an overall mean of (2.66)—reflecting parents' perception of the strong role TikTok plays in shaping children's attitudes and behaviors.

Emotional Values:

This dimension recorded a mean of (2.64), suggesting that TikTok clearly affects children's emotions and self-image. According to parents, the application makes children feel special (2.65), instills self-confidence (2.60), and provides a sense of popularity and fame

(2.70), while also portraying them as cultured and modern (2.85). However, this influence extends to facilitating emotional relationships between boys and girls (2.40), indicating that the emotional dimension is not free from negative aspects that may compromise traditional family and social values.

It is evident that children's emotional values are significantly shaped by the app's glamorous and status-driven aspects, as the child's sense of self-worth becomes tied to the number of followers or reactions they receive. This, in turn, may reinforce a tendency toward superficiality and the pursuit of virtual social approval rather than genuine self-appreciation grounded in real-life interactions.

Here is the academic English translation of your paragraph, written in a natural and scholarly tone consistent with the previous section:

Behavioral Values:

This dimension recorded a mean score of (2.60), also indicating a high level of influence, which reflects a clear change in children's daily behavioral patterns. Parents emphasized that the application encourages children to become excessively concerned with appearance, such as clothing styles and brand names (2.60), as well as with modern hair trends (2.70). They also reported an increased interest in filming and recording activities (2.35) and a higher degree of aggressiveness toward adults (2.40).

Most notably, the app presents unregulated or inappropriate behaviors as normal (2.65) and elevates dancing and singing over seriousness and discipline (2.90). These findings point to a shift in the hierarchy of children's behavioral values—from discipline and responsibility toward entertainment and external appearance—representing a pedagogical challenge for both families and educational institutions.

Here is the academic English translation of your paragraph, crafted in a fluent and professional scholarly style consistent with the previous sections:

Cognitive Values:

This dimension recorded the highest mean score among the three, reaching (2.74), which indicates a profound influence of TikTok on shaping children's perceptions of knowledge, success, and role models. Parents reported that the application promotes artists and athletes as symbols of success (2.75) and presents

celebrities as alternative role models to scholars and intellectuals (2.85). It also normalizes behaviors that contradict order and discipline (2.80) and diminishes the importance of obedience and respect for parents (2.50).

This type of influence points to a gradual erosion of traditional cognitive and educational values, as children's attention shifts toward entertaining or sensational content at the expense of educational and intellectual values that foster critical thinking and self-discipline.

Summary of Discussion

The findings reveal that TikTok exerts a strong and comprehensive influence on children's educational values across all dimensions. Although some effects may appear positive—such as fostering self-confidence and enhancing self-expression—the vast majority of manifestations observed by parents are predominantly negative, characterized by a distortion of the value hierarchy, a preference for superficial appearances over substance, and a weakening of family bonds and behavioral discipline.

Accordingly, these results underscore the crucial guiding role of the family in monitoring children's use of digital applications and in fostering critical thinking and discernment skills. Such efforts are essential to achieving a balanced integration between digital openness and the preservation of authentic educational and moral values.

Table (03): Arithmetic Means and Ranking of the Dimensions of Educational Values Affected by TikTok.

Dimension	Arithmetic Mean	Rank
Cognitive Values	2.74	01
Affective (Emotional) Values	2.64	02
Behavioral Values	2.60	03

Source: Prepared by the researchers based on the outputs of the statistical analysis program.

The table above illustrates the relative ranking of the mean scores for the dimensions of TikTok’s impact on children’s educational values from the parents’ perspective. The cognitive dimension ranked first with a mean score of 2.74, followed by the **emotional dimension** with a mean of 2.64, and finally the behavioral dimension with a mean of 2.60. These findings indicate that TikTok exerts its strongest influence on cognitive values, particularly in shaping how children perceive knowledge, success, and the social figures they look up to.

Analysis and Discussion of Results:

The prominence of cognitive values indicates that TikTok’s influence extends beyond outward behaviors and appearances to affect children’s cognitive and intellectual frameworks . The platform’s fast-paced and entertainment-oriented content reshapes

perceptions of success, achievement, and role models, positioning digital fame as a new measure of social recognition rather than academic or moral accomplishment. This shift signals a decline in traditional educational and intellectual values in the face of the appeal of superficial digital content.

The emotional values ranked second, reflecting the extent to which children’s feelings and self-image are influenced by the content they consume. Frequent exposure to peers in moments of “fame” and “admiration” fosters a sense of competition and an urgent need for social validation. However, this form of virtual acceptance is often fragile and detached from authentic values, which may contribute to emotional instability and imbalance in children’s affective development. Regarding behavioral values, their ranking in third place does not indicate a weaker influence but rather suggests that behavioral changes emerge as a natural consequence of shifts in cognition and emotion. When

cognitive and emotional values are affected, behavior inevitably follows. Among the behavioral patterns observed by parents were excessive concern with appearance, imitation of unusual or foreign behaviors, and diminished responsiveness to parental guidance. These manifestations point to a decline in the values of discipline and responsibility in favor of superficiality and unrestrained freedom, as promoted by the digital sphere.

Overall, the findings demonstrate that TikTok exerts a strong and pervasive influence on children's educational values across all dimensions, with the cognitive domain serving as the primary gateway for subsequent value transformations. This underscores the urgent need to strengthen the roles of both family and school in guiding children's digital engagement and in fostering critical awareness of the content they consume—ensuring a balanced integration between technological openness and the preservation of moral and educational integrity.

In light of the study's findings, it can be concluded that TikTok represents one of the most prominent manifestations of value transformation in the digital age. Its role has transcended mere entertainment to become a cultural medium that deeply influences children's educational and social value systems. The results indicate that increased engagement with the platform contributes to reshaping children's awareness, attitudes, and

perceptions of themselves and their society, through exposure to diverse content that introduces new modes of thinking, behavior, and emotional expression.

The observed high level of influence across cognitive, emotional, and behavioral dimensions suggests that TikTok has evolved into an alternative environment for socialization—one in which familial and educational values increasingly intersect, and at times conflict, with the emergent digital values of the virtual sphere. Consequently, the real challenge does not lie in restricting children's access to these platforms, but rather in guiding their use in ways that support healthy and balanced personal development, through active supervision and value-based guidance from both families and educational institutions.

The study also highlighted that the value gap created by uncontrolled interaction with digital content represents one of the most serious forms of influence. This interaction contributes to the redefinition of key concepts such as success, respect, and role models. Instead of viewing academic or moral excellence as the true measure of distinction, media exposure and sensational content have become the primary sources of social validation and acceptance among children.

These findings lead to a pivotal conclusion: the ongoing digital transformations necessitate a reconstruction of the system of value-based education in a way that aligns with the nature

of the digital age without compromising moral and cultural foundations. Achieving this balance requires active collaboration among families, schools, and community institutions , within the framework of comprehensive digital education strategies that integrate learning, media literacy, and moral reinforcement.

In conclusion, the study affirms that values in the digital age are no longer static but have become dynamic, continuously reshaped through daily interaction with digital media . This reality compels researchers and educators to continue examining these transformations and to deepen their understanding of their psychological, social, and educational dimensions. Only through such efforts can we ensure that technology remains a tool for development rather than a catalyst for moral disintegration that threatens the cohesion of future generations.

Conclusion:

This study sought to shed light on one of the most pressing contemporary educational and social issues—the impact of TikTok on children’s educational values from the perspective of parents—within the context of the profound transformations brought about by the digital age and the accompanying challenges affecting value systems in modern societies. The findings revealed that the influence of this application is not confined to a single aspect of a child’s life; rather, it extends to the cognitive, emotional, and behavioral dimensions , reflecting the

profound effect that digital platforms can exert in shaping the personality and value orientation of younger generations.

The findings revealed that children are often influenced by digital content to a greater extent than by their families or schools , as applications like TikTok reshape notions of beauty, success, and social interaction through new sets of cultural symbols that may at times conflict with a society’s authentic values. This underscores the urgent need for families and educational institutions to redefine their roles and develop new mechanisms of guidance and supervision that align with the dynamics of the digital age—not through prohibition or exclusion, but through conscious digital education and the cultivation of critical awareness among children.

The study further emphasizes that the value system in the digital age is not static but dynamic , constantly shaped by global cultural and media contexts. This reality renders the protection of children’s moral and ethical development a shared responsibility that requires active collaboration among families, schools, and the media. Instilling positive values can no longer rely solely on traditional moral instruction; rather, it must involve leveraging digital platforms themselves to deliver engaging educational content capable of competing with the virtual material directed at children.

Based on the study’s findings, it can be concluded that engagement with social media

applications—particularly TikTok—must occur within a comprehensive educational framework grounded in a deep understanding of the characteristics of the digital generation. Today's children inhabit an interconnected environment where knowledge and entertainment, emotion and behavior are closely intertwined. This reality calls upon educational and media policymakers to reformulate pedagogical strategies and policies that ensure a balanced integration of technological openness with the preservation of ethical and social values.

In conclusion, this study affirms that digitalization is not inherently a threat, but rather, the real risk lies in the absence of awareness regarding how to engage with it effectively. Safeguarding values does not mean isolation or resistance to change; instead, it requires cultivating a responsible digital culture capable of transforming challenges into opportunities for growth and learning.

Accordingly, the findings of this research open the door to future, more in-depth studies exploring the relationship between digital platforms and value-based socialization. They also underscore the need to develop a new educational model that both keeps pace with digital transformation and preserves the cultural and social identity of future generations.

Recommendations:

In light of the study's findings and analyses, a set of recommendations can be proposed to

help mitigate the negative effects of TikTok and promote its mindful use in ways that support children's value formation. These recommendations are as follows:

1. Enhancing digital education within the family:

Families should incorporate the principles of digital literacy into their daily parenting practices by educating children about the risks of excessive digital consumption and guiding them toward responsible, positive engagement with social media platforms that safeguard their psychological and moral well-being.

2. Integrating media literacy into educational curricula:

Educational institutions should include courses or modules that teach critical thinking and media analysis skills, enabling learners to distinguish between meaningful and misleading content. This approach will help children become active participants in the digital environment rather than passive consumers.

3. Activating the role of educational and social institutions:

Schools, as well as cultural and community centers, should launch awareness programs and workshops targeting both parents and children on the safe use of social media applications. These initiatives should emphasize the importance of fostering values such as respect, responsibility, and cultural identity awareness within the digital sphere.

4. Developing appealing alternative Arabic digital content:

It is essential to encourage the production of Arabic media and educational content designed specifically for children—content that combines entertainment with learning and promotes positive values such as cooperation, respect, and a sense of community. Ideally, this content should be developed through collaboration between digital creators and educators to ensure both its appeal and educational effectiveness.

5. Launching awareness campaigns:

Public and private media institutions should actively participate in raising societal awareness about the risks associated with certain digital practices. This can be achieved through regular awareness campaigns targeting both families and children, emphasizing the importance of maintaining balance between the real and virtual worlds.

6. Promoting scientific research on digital values:

It is vital to support academic research that examines the impact of digital media on values and behavior. Such studies should aim to develop theoretical frameworks rooted in the Arab context, thereby contributing to a deeper understanding of value transformation in contemporary Arab societies.

7. Encouraging partnerships between families and content creators:

Collaborative efforts between families and digital content producers are recommended to

ensure that online materials align with cultural and social values. This includes promoting the creation of “family-oriented digital platforms” dedicated to nurturing children’s positive values through modern and engaging educational approaches.

8. Adopting national policies for digital value-based education:

The study recommends the development of comprehensive national strategies that integrate moral and value-based education within the broader framework of state digital policies. Such strategies should include legislation that safeguards societal values and promotes the ethical use of technology among children and adolescents.

These recommendations are not intended to restrict children’s freedom in engaging with the digital world; rather, they aim to reorient this engagement toward nurturing their moral and intellectual awareness. The ultimate goal is to cultivate a generation capable of thriving in the digital age while remaining deeply rooted in its cultural and humanistic heritage.

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