

Development and Assessment of Review Clips by Disabled Students for a Teenage Soul Healing Program on the TikTok Platform

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Abstract

The purposes of this research were 1) to develop review clips by disabled students for a teenage soul healing program on the TikTok platform 2) to evaluate the quality of the review clips by disabled students 3) to evaluate the perception of the samples 4) to evaluate the satisfaction of the samples. The research tools included 1) the review clips by disabled students for the teenage soul healing program on the TikTok platform 2) the quality assessment form 3) the perception assessment form 4) the satisfaction assessment form. Data were collected from a sample group comprising 60 students chosen by a simple random sampling method from the Department of Educational Communications and Technology in the second semester of the 2023 academic who were exposed the review clips and who were willing to complete the questionnaire. The results were 4 review clips by disabled students using ADDIE Model. The evaluation by experts identified that content and media presentation quality assessment was at a very good level , while the samples' perception and satisfaction were at the highest level.

Keywords: review clips, disabled students, teenage soul healing, TikTok platform

1. Introduction

TikTok is an application where people often consume entertainment videos or entertainment-related content. Based on updated data from an April 2023 survey, it ranks as the second-most used app, with the highest time spent by users, following YouTube, and surpassing competitors in short video content like Instagram and streaming apps such as Netflix and Disney Hotstar. When TikTok global usage statistics were gathered, it was found that users aged 16-64 years old have opened up to 1.092 billion accounts, surpassing Facebook Messenger and Snapchat. Interestingly, TikTok's usage has increased significantly since October 2022, with an additional 92 million accounts. Therefore, it can be concluded that moving forward, the competition on the TikTok Marketing stage is likely to be increasingly intense.

Focusing specifically on app usage statistics on the Android operating system, TikTok is highly popular, with 60.5% using it as a daily app, higher than Instagram and Twitter at 58.5% and 43.4%, respectively. Additionally, when examining TikTok usage statistics based on user objectives, it was found that users aged 16-64 years old prefer using TikTok for fun content consumption, reaching 79.8%. Following that is using TikTok to search for brand and product related information, at 38.2%. The largest TikTok user group is the 18-24 age group, with males at 17.5% and females at 20.9%, followed by the 25-34 age group, with males at 15.5% and females at 17%. These data reflect the significant importance of the TikTok platform in the current era (Digital Tips, 2023). We must acknowledge the significant fact that, in today's interconnected world, accessing information has become much easier. People from all generations naturally gravitate towards searching for more information. It has become common for consumers to seek and weigh the opinions of others in online communities as accessing information from various sources is convenient and easy. With just a click on their mobile screens, or by entering keywords or hashtags on social media applications or platforms, users can access a plethora of easy to consume opinions within seconds. Data from Yelp, a popular review platform, revealed interesting behavioral patterns of service users discussing various places, restaurants, and services. 88% of service users who read reviews trusted and relied more on those online reviews than on personal recommendations. These users believe that online information is diverse and reliable, and they prefer to read reviews to gather information about products and services before making purchasing decisions. After reading reviews, 72% of readers tend to make purchases if the reviews are positive. Additionally, 72% also stated that they trust brands more after reading positive reviews, and 31%

of shoppers tend to spend more money after encountering positive product or service reviews.

The statistics further validate the growth trend of the TikTok platform, revealed by ByteDance in early 2023, which indicated that TikTok had 40.28 million users in Thailand, and that, by the end of 2023, TikTok users were likely to surpass those of Facebook, which had 48.1 million users. This quantitative data aligns with the growth figures in customer expression, with consumers currently acting as both news producers, disseminators, and recipients, returning value to real experiences. Content created by brands based on real user experiences helps build better relationships with those brands, increasing viewer engagement and allowing the number of customers to grow. Interesting data show that 20% of the increase in reviews comes from actual social media users, not from celebrities, actors, KOLs (Key Opinion Leaders), or influencers. This 20% increase represents activity by regular people who have turned to help review products and services with first hand experiences, creating and comprising a significant trend referred to as KOC (Key Opinion Customers). Comments and reviews are expressed through various social media platforms, each with its unique style, emphasizing the individual lifestyles of each demographic group, showcasing social status, and transmitting attitudes through diverse online personalities. (Thairath online, 2023). Consistent with research in Thailand, such as the study by Saiseesod et al. (2021), it was found that the satisfaction of using the TikTok application among students in Udon Thani municipality indicated that students' technical satisfaction was rated as satisfied with the video distribution system at a high level, with an average score of 4.30. Regarding video distribution, it was found that students were highly satisfied with the variety of content on TikTok, with an average score of 4.37. On the service satisfaction of TikTok, students were satisfied with the ease of browsing, which can be done on either a mobile phone or tablet, reaching a very high threshold, with an average score of 4.32. And consistent with research in Indonesia by Subagiyo, N. A., & Aesthetika, N. M. (2023). the results of the study indicated that Communication Studies students at Muhammadiyah University of Sidoarjo, specifically those from the 2018 to 2021 classes, used TikTok primarily for entertainment and information purposes. An impressive 94% of the students used TikTok for entertainment motives, while 93% used it for information motives. These high percentages suggest that TikTok is highly valued by these students for its educative, informative, and entertaining content, meeting their needs for both information and entertainment effectively. Therefore, the researchers were interested in studying and developing digital content on TikTok in the form of review clips using ADDIE Model. This interest arises from examining information, concepts, and related research in Thailand and neighboring countries in Asia, which reveal that the new generation of students frequently engages with review clips on TikTok. Additionally, they have a high level of satisfaction with watching short video clips on this application.

The ADDIE Model is a framework utilized by instructional designers and e-learning developers to plan and create effective learning experiences. Its main objective is to design learning experiences that are both time and cost-efficient by identifying the root causes of problems and developing appropriate solutions. Originating from the Florida State University's Center for Educational Technology, the ADDIE Model is regarded as the most widely adopted framework in instructional design. Its systematic and iterative approach enables continuous improvement and refinement of instructional materials, making it an invaluable tool for creating effective learning experiences across various educational settings. The ADDIE Model consisting of 5 steps: (Nichols Hess, A., & Greer, K., 2016)

1. **Analysis:** Collecting various information about the media to be developed.
2. **Design:** Designing the storyboard for media development, including camera angles, script content, and layout of illustrations.
3. **Develop:** Developing the media according to the designed format, in consultation with subject matter experts and presentation media specialists.
4. **Implement:** Testing and distributing the designed and developed media to the audience.
5. **Evaluate:** Measuring and evaluating the audience's perception and satisfaction with the produced media.

These are the steps of the ADDIE Model that the researcher used to design, develop, and assess the production of review clips in this study.

Due to the economic crisis caused by the COVID-19 pandemic and the uncertainty surrounding various aspects of life, Thais have been experiencing increasingly high levels of mental health problems. In response to this, the Department of Educational Technology and Communications, Faculty of Industrial Education, King Mongkut's University of Technology Thonburi (KMUTT) proposed an initiative to utilize the knowledge and experience of staff to provide community services in the form of volunteer mental health counseling. To this end, they developed an "Edutainment" talk show program called "Teenage Soul Healing" hosted by professionals alongside experienced psychology, communication, and activity experts, as well as students and parents, totaling eight participants. The program, which runs for 30 minutes and is broadcast via Zoom and live-streamed through Facebook, airs every Saturday from 9:00 to 9:30 PM. The show is divided into two segments of 15 minutes each under the slogan, "Teenage Soul Healing: Because

"You Are Not Alone" (Teenage Soul Healing program, 2024). The program is presented by a team of eight individuals, including the hosts of "Teenage Soul Healing," a team of soul healers, and behind-the-scenes staff. The show premiered on August 6, 2022, and has been running for a year and a half. However, no reviews of that program have been found for promotion on online platform. The student team working behind the scenes proposed the idea of creating review clips for the program on the TikTok platform. The reviewers are disabled students from the educational support program for disabled students at both undergraduate and graduate levels, sponsored by the Ministry of Higher Education, Science, Research, and Innovation (MHESI). By leveraging the benefits of the TikTok platform and utilizing ordinary people to review the program based on their direct experiences, the initiative aims to spread the experiences of real viewers and listeners to promote awareness and satisfaction among the show's audience, thereby increasing engagement and interest in "Teenage Soul Healing".

2. Objectives

1. To develop review clips by disabled students for the teenage soul healing program on the TikTok platform.
2. To assess the quality of the developed review clips.
3. To evaluate the perception of the sample group towards the developed review clips.
4. To assess the satisfaction of the sample group towards the developed reviews.

3. Research Assumptions

1. The content on the review clips by disabled students for the Teenage Soul Healing program on the TikTok platform was found to be of good quality.
2. The sample group's perceptions towards the review clips by disabled students for the teenage soul healing program show on the TikTok platform were found to be at the high level .
3. The sample group's satisfaction with the content on the review clips by disabled students for the teenage soul healing program on the TikTok platform was at a high level.

4. Research Methodology

Population and Sample Group

This research was an experimental study. The population used for the study to develop the review clips by disabled students for the Teenage Soul Healing program on the TikTok platform consisted of 99 second-year students in the Department of Educational Communications and Technology , King Mongkut's University of Technology Thonburi (KMUTT) in the second semester of the 2023 academic year (Information management systems for educational management, 2024).

The sample group used for this study comprised 60 second-year students from the Department of Educational Communications and Technology, KMUTT in the second semester of the 2023 academic year. The sampling method used was simple random sampling from students who watched review clips developed by disabled students for a teenage soul healing program show on the TikTok platform, and who willingly responded to the questionnaire.

Experts

Experts are individuals with expertise and qualifications to evaluate the quality of the development of review clips for the teenage soul healing program on the TikTok platform. They were selected through specified sampling and were highly qualified and willing to serve as experts. They were divided into three categories:

1. Content experts: Three individuals with (1) at least a master's degree, or (2) extensive knowledge, understanding, and experience of at least 5 years related to the areas addressed in the review clips by disabled students for the teenage soul healing program show on the TikTok platform. Each had the necessary knowledge and experience to assess the content quality of the review clips.
2. Presentation media experts: Three individuals with (1) at least a master's degree, or (2) knowledge, understanding, and experience of at least 5 years in media production on the TikTok platform. Each had the necessary knowledge and experience to evaluate the media presentation quality of the review clips.
3. Measurement and evaluation experts: Three individuals with (1) at least a master's degree, or (2) knowledge, understanding, and experience of at least 5 years in measurement and evaluation. Each had the necessary knowledge and experience to assess the quality of measurement and evaluation of the review clips.

Variables Used in the Study:

Independent Variable: the review clips by disabled students for the teenage soul healing program show on the TikTok platform

Dependent Variables:

1. Quality of the review clips by disabled students for the teenage soul healing program on the TikTok platform
2. Perception of the sample group towards the review clips by disabled students for the teenage soul healing program on the TikTok platform
3. Satisfaction of the sample group towards the review clips by disabled students for the teenage soul healing program on the TikTok platform

Definitions of Variables:

- 1) Quality in this study was the evaluation results of content and presentation media by experts towards the review clips created by disabled students for the teenage soul healing program on the TikTok platform, using a 5-level rating scale, are at a good level, specifically at or above mean values 3.51.
- 2) Perception in this study was the evaluation results regarding the 10 items perception (program provides, slogan, airtime, page fb., content in ep.1, content in ep.2, content in ep.3, content in ep.1, content in EP.4, program hosts, motivational speakers) of the sample group towards the review clips created by disabled students for the teenage soul healing program on the TikTok platform, using a 5-level rating scale, are at a highly acceptable level, specifically at or above mean values 3.51.
- 3) Satisfaction in this study was the evaluation results regarding the 3 aspects satisfaction (content, audio and visual, and presentation aspect) of the sample group towards the review clips created by disabled students for the teenage soul healing program on the TikTok platform, using a 5-level rating scale, are at a highly acceptable level, specifically at or above mean values 3.51.

Research Tools:

The development of the review clips by disabled students for teenage soul healing program show on the TikTok platform consisted of the following tools:

1. Four review clips by disabled students for the teenage soul healing program on the TikTok platform
2. Evaluation form for content and presentation media quality, using a 5-level checklist
3. Evaluation form for the perception of the sample group, using a 5-level checklist
4. Evaluation form for the satisfaction of the sample group, using a 5-level checklist

Data Analysis:

The data was analyzed using the following methods: calculation of mean values; calculation of standard deviations. The interpretations of the mean values (Krupee, 2009) were as follows:

- 4.51 - 5.00: Excellent / Very high
- 3.51 - 4.50: Good / High
- 2.51 - 3.50: Average
- 1.51 - 2.50: Low
- 1.00 - 1.50: Very low

5. Results**5.1 Media Design and Development Outcome**

The outcome of the design and development of the review clips by disabled students for teenage soul healing program show on the TikTok platform includes four review clips using ADDIE Model (Analysis: gathering various information about the media to be developed. Design: creating the storyboard for media development, including camera angles, script content, and illustration layout. Develop: developing the media according to the designed format, in consultation with content and presentation media experts. Implement: testing and distributing the designed and developed media to the audience. And evaluate: measuring and evaluating the audience's perception and satisfaction with the produced media., as illustrated in the following examples and the tables :

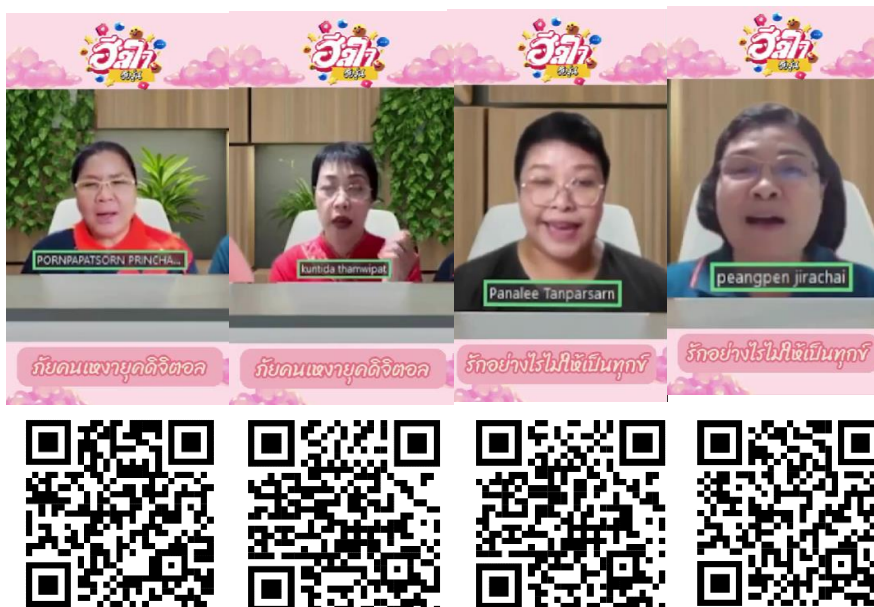


Figure 1-4. Showed the review clips by disabled students; How to love, Romance Scam, Self esteem, and University Adaptation

5.2 Evaluation Results on Content Quality and Presentation Media by Experts

Table 1. Evaluation results on content quality by experts

The evaluated program	The analysis results		
	\bar{x}	S.D.	Quality level
1. Overall content quality	4.70	0.47	Very good
2. Overall media presentation quality	4.33	0.48	Good

From Table 1, The content quality assessment by experts found the content to be at a very good level ($\bar{x} = 4.70$, S.D. = 0.47), while the media presentation was at a good level ($\bar{x} = 4.33$, S.D. = 0.48). This is consistent with the hypotheses 3.1 that the content on the review clips by disabled students for the Teenage Soul Healing program on the TikTok platform was found to be of good quality.

5.3 Evaluation Results of the Sample Group's Perception Towards Developing Review Clips

Table 2. Evaluation results of the sample group's perceptions

The evaluated program	The analysis results		
	\bar{x}	S.D.	The perception level
1. You perceived that the program provides thoughts and guidance on navigating life during adolescence.	4.64	0.56	The highest
2. You perceived that the program uses the slogan “Teenage Soul Healing: Because You Are Not Alone”	4.56	0.64	The highest
3. You perceived that the program airs every Saturday from 9:00 PM to 9:30 PM.	4.56	0.64	The highest
4. You perceived that the live program can be followed on the Teenage Soul Healing Facebook page.	4.60	0.64	The highest
5. You perceived that Episode 1 discusses how to approach love in a way that minimizes pain.	4.56	0.61	The highest
6. You perceived that Episode 2 discusses the topic, “Romance Scam : The Danger of Digital Loneliness”.	4.58	0.57	The highest
7. You perceived that the Episode 3 discusses Self esteem.	4.58	0.57	The highest
8. You perceived that Episode 4 discusses University adaptation.	4.56	0.64	The highest
9. You perceived that the program is hosted by professional presenters from MCOT Company, Ltd., along with university students who serve as co-hosts.	4.52	0.71	The highest
10. You perceived that the program includes a team of motivational speakers consisting of parents and psychology professors specializing in communication	4.64	0.60	The highest
Overall Evaluation Results	4.58	0.62	The highest

As can be seen in Table 2, the results of the samples' perceptions was at the highest level ($\bar{x} = 4.58$, S.D. = 0.62). In fact, all data showed the highest level of perception from the sample group. This is consistent with the hypotheses 3.2 that the sample group's perceptions towards the review clips by disabled students for the teenage soul healing program show on the TikTok platform were found to be at the high level .

5.4 Satisfaction Evaluation Results for the Sample Group Towards Developing Review Clips

Table 3. Satisfaction evaluation results of the sample group

The evaluated program	The analysis results		
	\bar{x}	S.D.	The satisfaction level
1. Content aspect	4.65	0.57	The highest
2. Audio and visual aspect	4.52	0.68	The highest
3. Presentation aspect	4.59	0.60	The highest
Overall Evaluation Results	4.58	0.62	The highest

As can be seen in Table 3, the samples' perceptions were at the highest level ($\bar{x} = 4.58$, S.D. = 0.62). In fact, all data showed the highest level of satisfaction evaluation from the sample group. This is consistent with the hypotheses 3.3 that the sample group's satisfaction with the content on the review clips by disabled students for the teenage soul healing program on the TikTok platform was at a high level.

6. Discussion of Research Results and Recommendations

Discussion of research Results

The development of four review clips of no more than 3 minutes each for the teenage soul healing program on the TikTok platform was conducted following the ADDIE Model (Thongsong, S, 2012), comprising 5 steps: Analysis, Design, Development, Implementation, and Evaluation. This approach aligns with the research work of Waiwingrob, P., et al. (2023), Kaewsomnues, A., et al. (2023), as well as Thamwipat, K., et al. (2024), who have applied similar models in developing infographic posters and online video clips on platforms such as Facebook and Metaverse. The quality assessments by experts found that the content was at a very high level ($\bar{x} = 4.70$, S.D. = 0.47), and the presentation media was also at a good level ($\bar{x} = 4.33$, S.D. = 0.48). These findings are consistent with the research by Thamwipat, K., & Princhanol, P. (2022), which studied the design and development of multimedia communication media for the Department of Educational Communications and Technology. That research found that the content quality assessment was at a very high level ($\bar{x} = 4.69$, S.D. = 0.55), and the presentation media quality assessment was also at a good level ($\bar{x} = 4.43$, S.D. = 0.46). Similarly, in research conducted by Thamwipat, K., et al. (2024), which involved 3 professors and 12 students producing the Teenage Soul Healing program, aiming to analyze the work process, audience feedback, and learning from volunteer work, it was found that the production process followed the Plan-Do-Check-Act (PDCA) cycle and the 3P program production principle, leading to feedback from 244 viewers who accessed and participated in the content significantly, thus affecting the content and presentation media quality of the program. These research findings demonstrate the effective use of the ADDIE Model in the media production process, resulting in favorable outcomes. When media produced through this process was evaluated by experts, it receives assessments ranging from good to very good level. This is because the ADDIE Model is a well-researched process with comprehensive supporting literature. Therefore, it is advisable to utilize this model in the production process of digital content in future opportunities.

The perceptions of the sample group towards the development of review clips for the teenage soul healing program on the TikTok platform were at the highest level ($\bar{x} = 4.58$, S.D. = 0.62), consistent with research by Princhanol, P., & Thamwipat, K. (2022), who studied the design and development of digital content on online platforms using mega influencers to crowdfund scholarships for education students. That research found that the sample group had the highest perception level towards the developed digital content ($\bar{x} = 4.60$, S.D. = 0.59). Similarly, in research conducted by Thamwipat, K., et al. (2024), which synthesized research and developed media for the Department of Educational Communications and Technology, KMUTT, with 10 publications in the academic year 2021-2022, both nationally and internationally, it was found that the sample group had the highest perception towards various multimedia formats on online platforms, including video clips, infographic posters, motion graphics, and e-books. These media, disseminated on online platforms, can effectively be used for communication with Generation Z students in current educational institutions. The satisfaction of the sample group towards the development of review clips for the Teenage Soul Healing program on the TikTok platform was at the highest level ($\bar{x} = 4.56$, S.D. = 0.62), consistent with research by Namaso, K., et al. (2022), who studied the design and development of multimedia for continuous education centers in the "new normal" era. That research found that the sample group had the highest satisfaction level towards the developed multimedia content ($\bar{x} = 4.76$, S.D. = 0.44). It is noteworthy that students belonging to Generation Z, born after 1998, tend to be highly satisfied with online platform promotions, such as Instagram, TikTok, and Facebook, as they spend a

considerable amount of time accessing online media daily, averaging 8 hours and 57 minutes, according to data from the Ministry of Digital Economy (2022). Additionally, the survey found that content creation is most popular among Generation Y, followed by Generation Z. Generation Z has the highest preference for creating content in the form of videos/clips and podcasting. Overall, video clips are the most popular content format, at 49.85%, followed by writing articles/content/websites at 41.79%, live streaming at 36.77%, gaming streams/other streams at 11.86%, online radio shows at 10.32%, and podcasts at 8.98%. These data suggest that live programs on online platforms, such as the Teenage Soul Healing program, are well-received and continue to be popular among Generation Z students. The research aligns with other work by authors and their teams, which has involved designing and developing various forms of online platform media using the ADDIE Model framework. It has consistently yielded high to the highest levels of perception and satisfaction throughout assessment processes (Diyen, N., et al., 2021), (Thamwipat, K., et al., 2019), (Thamwipat, K., 2019), (Thamwipat, K., & Princhankol, P., 2019), (Sohsawaeng, P., et al., 2020), (Peekaew, N., et al., 2020). It can be observed that the ADDIE Model is a beneficial framework that can be effectively utilized in the media production process. Not only does it yield positive results in terms of expert evaluations of media quality, but it also enhances the perception and satisfaction of viewers towards media produced using this model. Furthermore, in communicating with Generation Z students, who exhibit a preference for consuming short digital video content for entertainment on platforms like TikTok, media producers should pay attention to utilizing digital content on the TikTok platform in the form of short videos. Content with a duration of no more than 3 minutes would be suitable for effectively communicating with individuals in Generation Z.

Conclusion

The utilization of the ADDIE Model in the media production process has proven to be effective, as evidenced by previous research by the authors and the current study, which employed this model in producing short digital video content on the TikTok platform. Multiple episodes were created using this model, resulting in highly positive assessments of media quality and presentation by experts. Additionally, the evaluation of perception and satisfaction from a sample group, who viewed all four episodes of the review clips, also yielded the highest level of satisfaction.

Limitations of the study

This research is a developmental study focusing on producing digital content on the TikTok platform in the form of short videos using the comprehensive ADDIE Model framework. Therefore, it is limited to a sample group of only 60 students from the Department of Educational Communications and Technology, King Mongkut's University of Technology Thonburi (KMUTT). In future opportunities, the scope of the research will be expanded to include production and dissemination to a wider audience, such as parents, faculty members, and university staff these audience who have previously viewed the program through online platforms.

Recommendations

Based on the research findings, the sample group, which consisted of students, had the highest level of perception and satisfaction towards review clips on the TikTok platform. It is recommended that educational institutions utilize this platform to showcase various laboratory facilities in different departments. The TikTok platform can be used as a promotional tool for the courses offered. Moreover, using student influencers to present these facilities would enhance accessibility and participation on the platform, particularly among high school seniors or equivalents.

For future research, it is recommended to study the factors involved in developing educational entertainment programs for students that promote knowledge in science and technology on the TikTok platform with ADDIE Model.

The students who produced the review clips for this program show are physically disabled and autistic, yet they were able to collaborate and create the clip successfully. This demonstrates that content creation on online platforms has no limitations for disabled students. They can produce content on TikTok effectively, received good evaluations, and it also serves as career training for their future after graduating with a bachelor's degree from the university with a ministry scholarship. This project is an excellent example for other disabled students to follow as a guideline for their own projects.

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Authors' contributions

Kuntida Thamwipat, Pornpapatsorn Princhankol and Sorakrich Maneewan were responsible for study design and revision. Mookrawee Pintong and Thanachote Eaksombun were responsible for media production and data collection. Kuntida Thamwipat, Pornpapatsorn Princhankol and Mookrawee Pintong drafted the manuscript and revised it. All authors read and approved the final manuscript.

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The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper

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Data sharing statement

No additional data available.

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