



Does Vulgar Slowmo of TikTok is Predictor of Risky Sexual Behavior of Males: Videos Base Evidences through Meditation and Moderation Analysis

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Keywords	Abstract
Vulgar Slowmo, TikTok, Risky Sexual, Young Males, Pakistan	<i>The current study has focused on the impact of vulgar slowmo of female TikTokers on the risky sexual behaviors of young males. For this purpose, data was collected from 200 male youth of urban and rural areas of Pakistan who are addicted to dance based videos of TikTok. By using of adopted and adapted measures of past studies data was collected through online survey from target population. Since the target population is easy to assess, data from respondents was collected using a simple random sampling technique. Moreover, SPSS-25 IBM was used for data analysis and hypothesis testing. The statistical findings of regression analysis indicates that Vulgar Slowmo of Female TickTokers prediecte (72%) change at the level of risky sexual behaviors of the young males and the presence of attitudes in the relationship of vulgar slowmo of female TickTokers and risky sexual behaviors is fully mediated. But it was found with very interesting fact that social media addiction as moderator has no effect on the relationship of exposure to vulgar slowmo of female TickTokers and risky sexual behaviors of young males. So, it is concluded that vulgar dance of females on TikTok should be banned as this addiction crests intentions of physical sex among males. The major outcomes of the study will provide new directions to the future researchers.</i>

1. INTRODUCTION

The consumption patterns and usage of social media is among youth is increasing day by day all over the world (Maryland University, 2023). Recently, the social media introduce new applications which have many functions and have more attractions for youth and TikTok is one of the most trending application among male and female youth (Weimann & Masri, 2020). After the emerging of short time screening base enjoyment in 21th century creates a lot of problem and issues for mental health and social behaviors of the youth (Raha et al., 2022). The innovation of TikTok, almost 1.5 billion users are registered on this social media application and this application give permission to users for sharing of different contents like dance, humor, fashions and many more with privacy features (TikTok, 2021).

There is different type of short-term contents are available on TikTok including dance, education, infotainment and most of the youth likes these dances but with vulgarity (Massie, 2020). The sexual contents of TikTok have clear attractions and cues for sexual behaviors of the youth (Fowler et al., 2021). The term sexual behavior is defined as any type of conduct intimacy that a person engages in with another individual while feeling free to do so (Asyraaf & Badayai, 2022). In context of attitudes,

Nurjannah et al., (2023) explained that TikTok videos based contents has significant effects on attitudes of the users, as the infotainment-based contents have attractions.

The dance base videos on the TikTok has much attraction and enjoyment for the youth as they can like, share and comments on these videos (Döring et al., 2023). Moreover, Bernstein et al. (2023) explained that the objective of sharing videos on TikTok is to get viewers' attention. The videos are centered around dance, travel, education, and fashion. Similarly, Warburton (2022) explained that dance on TikTok has beautiful attraction for young males. On the other hand, Joiner et al., (2023) explored that the female users of TikTok have intention to use this application for promotion of their dance video through vulgar slowmo. The study of Ofcom (2022) found that female's youth have more prevalence of TikTok as compared to male youth and this ratio is increasing day by day (Vogels & Gelles-Watnick, 2023). The study of Mink & Szymanski (2022) found that exposure to TikTok videos and body satisfaction are strongly interlinked and Pan et al., (2023) are agreed that dance videos of TikTok are best source for body displace on social media and satisfaction among females. Moreover, the study of Wang et al., (2023) found that TikTok videos and cognitive functioning of sexual gratification are strongly connected.

In recent years rapidly increase in use of TikTok among young adults make this area more interesting among social scientist. The study of Nicolla et al., (2023) found that youth have exposure toward sexual contents of TikTok which leads toward sexual behaviors as well. Using a cross-sectional survey approach, a similar study by Hastuti et al., (2023), found that social media addiction is a strong predictor of sexual risk behavior, with 88 (65.7%) showing this relationship. Similar study of Chua et al., (2023) found that sexual behaviors are directly affected due to sexual contents of social media, which leads toward physical sex among youth. Moreover, Regime et al., (2023) study findings shows that young's adults use TikTok for developing romantic and sexual relationship with others which leads toward sexual behaviors. Also, Joiner et al. (2023) found that watching TikTok videos of thin dancers significantly decreased female body satisfaction, while watching movies of large dancers significantly increased it. In addition, social Network analysis shows that TikTok videos are excellent source of sexualization and hyper-sexualization among youth (Soriano-Ayala et al., 2023). The major objective of the study is to assess the impact of vulgar slowmo of TikTok on risky sexual behavior of Youth and to examine the mediating role of attitudes between vulgar slowmo of TikTok and risky sexual behavior of youth. Additionally, to examine the moderating role of social media addiction on the relationship between youth risky sexual behaviors and vulgar slowmo on TikTok. However, no research has been done in Pakistan to date on this neglected and unexplored topic of how TikTok's vulgar slowmo affects young people's risky sexual behavior. It also doesn't explain how attitudes between TikTok's vulgar slowmo and risky sexual behavior of youth mediate this relationship, nor does it explain how social media addiction modifies this relationship. The findings of the study will add new information and knowledge to the disciplines of media studies and ICT. The findings of the study can be used as guidelines by the clinical psychologist to deal with youth high forms of sexual behavior.

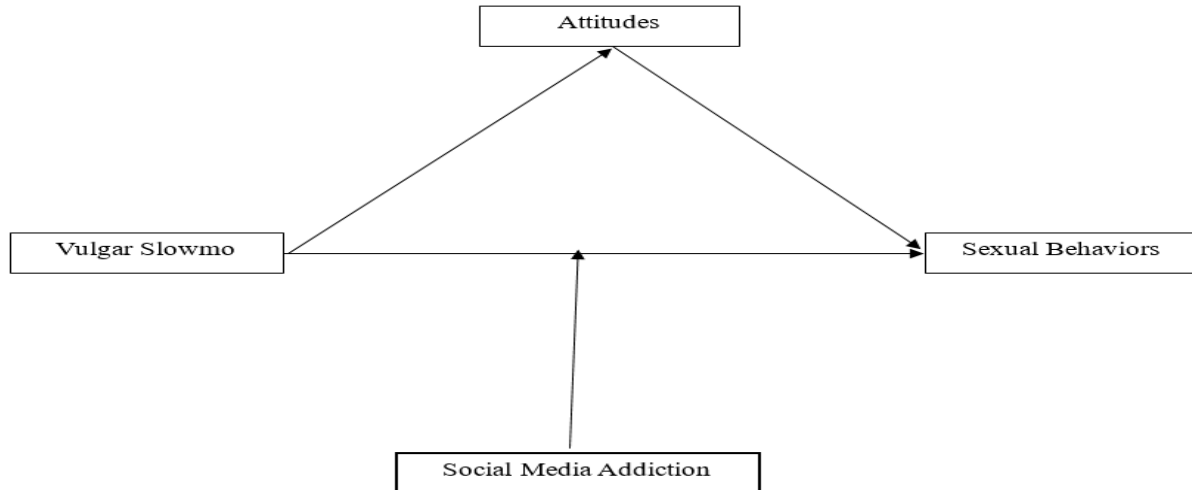
1.1. Hypothesis of Study

H₁: Vulgar slowmo of TikTok is strong predictor for risky sexual behavior of Youth.

H₂: Attitudes fully mediated the relationship between vulgar slowmo of TikTok and risky sexual behavior of youth.

H₃: Social media addiction is not strong moderator between the vulgar slowmo of TikTok and risky sexual behavior youth.

1.2. Proposed Model



2. MATERIAL AND METHODS

The cross-section research design has been used in this study. The study's population consists of young people from Punjab, Pakistan, both in urban and rural areas. The unit of analysis is the youth who are addicted to "TikTok." 200 young people from various urban and rural areas of Punjab were selected as a sample size from among the social media application users. The technique of random sampling was employed to collect the data.

The data gathering tool, a questionnaire with multiple parts, is used. The first part covers the demographic profile, which includes the following: Gender (1 = Male; 2 = Female); Education (1 = BS; 2 = Masters; 3 = MS; 4 = PhD). The second part of TikTok, is "Exposure to Vulgar Slowmo" which has 15 items, measured by the 5-point Likert scale. An alpha value of 0.80, within a good range. The dependent variable "Sexual Risky Behavior" was adapted from the study of Fino et al., (2021) which consists of 6 items with, measurement with 5-point Likert scal. Alpha value was .75, which is within a respectable range. The fourth part shows the mediating variable, "Attitude toward Vulgar Slomwo," which was also adapted from the Butt & Run (2012) study and modified per the requirements of the study. 7 items on this scale having alpha values .84. The fifth part focuses on the moderating variable "Social Media Addiction," which was adapted from the Andreassen et al. (2012) study and is a 6-item scale with alpha values .75 which is also within acceptable range.

An expert in the relevant field examined and verified the questionnaire before providing a link to the online survey, which was created using a Google Doc. Several social media applications were used to distribute the online survey's final URL across the intended audience. The responses that were obtained from the respondents were entered into SPSS-25 to identify outliers that were present. Depending on the requirements of the study's hypothesis, the descriptive, correlation, mediation, and moderating analyses are conducted.

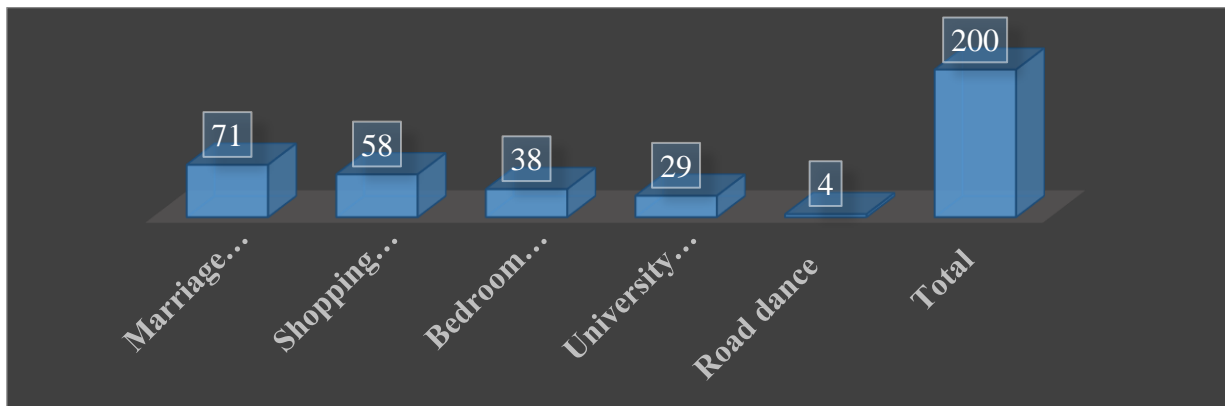
3. RESULTS

Table 1: Demographic Characteristics of Respondents

Variable	Category	f (%)	Percent	Mean	SD
Gender	Male	107	53.5	1.47	.500
	Female	93	46.5		
Education	BS	88	44.0	3.51	.576
	Masters	104	52.0		
	MS	2	1.0		
	PhD	6	3.0		
Area	Urban	128	64.0	1.36	.481
	Rural	72	36.0		

The demographic profile of the respondents was revealed by the descriptive analysis. Table 1 shows that 107 of the respondents are male and 93 are female, with 88 having a bachelor's degree, 104 having a master's, 2 having an MS, and 6 pursuing a PhD. Furthermore, 128 of the respondents are from urban areas, while 72 are from rural ones.

Fig No 1: Types of Vulgar Slowmo of Female TikTokers



The graphical presentation indicated the level of liking of male youth about different types of vulgar slowmo of female TikTokers which have been recorded at different places and shared on TikTok account. This data is retrieved after the video base analysis of 5000 vulgar slowmo of female TikTokers. It was found that 71 (35.5%) young males like these vulgar slowmo which are recorded in dance functions and 58 (29.0%) young males like these vulgar slowmo which are recorded in shopping malls. Moreover, it was found that 38 (19.0%) young males like these vulgar slowmo which are recorded in bedroom and 29 (14.5%) young males like these vulgar slowmo which are recorded in universities. Only 4 (2.0%) young males like these vulgar slowmo which are recorded on roads. Young people find vulgar slowmo of female TikTokers more attractive, and this addiction results in high sexual behaviors, according to the data graphical presentation above. Furthermore, numerous recent research studies have shown that sexual content on social media and related applications has a negative effect on male sexual behaviors, leading to hyper sexualization and physical sexual intestines (See Appendix-B for Vulgar Slowmo of Female TikTokers).

Table 2: Descriptive Statistics and Correlation Analysis among Study Variables

Variables	Mean	SD	Skewness	Kurtosis	EVS	AVS	SRB	SMA
EVS	38.00	6.01	-1.035	.468	1			
AVS	35.92	5.63	-1.985	4.338	.243**	1		
SRB	15.26	2.83	.220	-.377	.144*	-.001	1	
SMA	21.99	3.79	-1.203	2.012	.262**	.557**	.129	1

Note: EVS: Exposure to Vulgar Slowmo; AVS: Attitude toward Vulgar Slowmo; SRB: Sexual Risky Behavior; SMA: Social Media Addiction ** $p < 0.01$

For assessing the assumptions of “multivariate normality” of data, “Skewness” and “kurtosis” coefficients was run with range of ± 1.5 and the outcomes of “scatter diagram” showed that the data encounters the assumptions of “multivariate normality”. Moreover, it was found that there positive and significant relationship between ‘exposure to vulgar slowmo’ and “sexual risky behavior” ($r = .24$; $p < 0.01$) as well as the link between ‘exposure to vulgar slowmo’ and “attitudes” is positive and significant as well ($r = .14$; $p < 0.01$). Table showed that “exposure to vulgar slowmo” and social media addiction also have positive and significant relationship ($r = .26$; $p < 0.01$).

3.1. The Mediating Role of Attitudes

Table 3: Mediation Analysis

Effects	Paths	β	t	p	ULCI	LLCI	Result
Total Effects	EVS→SRB	.067	2.046	.042	.0025	.1330	
Direct Effect	EVS→SRB	.072	2.1078	.036	.0046	.1395	Full
Indirect Effects	EVS→ATA→SRB	.043			-.0210	.0106	Mediation

Note: EVS: Exposure to Vulgar Slowmo; AVS: Attitude toward Vulgar Slowmo; SRB: Sexual Risky Behavior; SMA: Social Media Addiction ** $p < 0.01$

By using of model no 4 Process developed by (Hayees, 2015) the indirect effect of attitudes toward vulgar slowmo was tested in relationship of exposure to vulgar slowmo and sexual risky behaviors of youth. The outcomes of the mediation analysis indicated that attitudes have significant and full mediating effects in this association. As, above table found the total effects of exposure to vulgar slowmo ($\beta = .067$; $t = 2.04$; $p = .04$) are significant on the sexual risky behaviors. Moreover, the path of direct effect of exposure to vulgar slowmo ($\beta = .72$; $t = 2.10$; $p = .03$) are also significant on the sexual risky behaviors. The addition of meditating variable in the direct path was found insignificant effect ($\beta = .43$; LCI = -.0210; LLCI = .0106). So, it is concluded that attitudes toward vulgar slowmo fully mediate the relationship of exposure to vulgar slowmo and sexual risky behaviors of youth in Pakistan.

3.2. The Moderating Role of Social Media Addiction

Table 4: Moderation Analysis

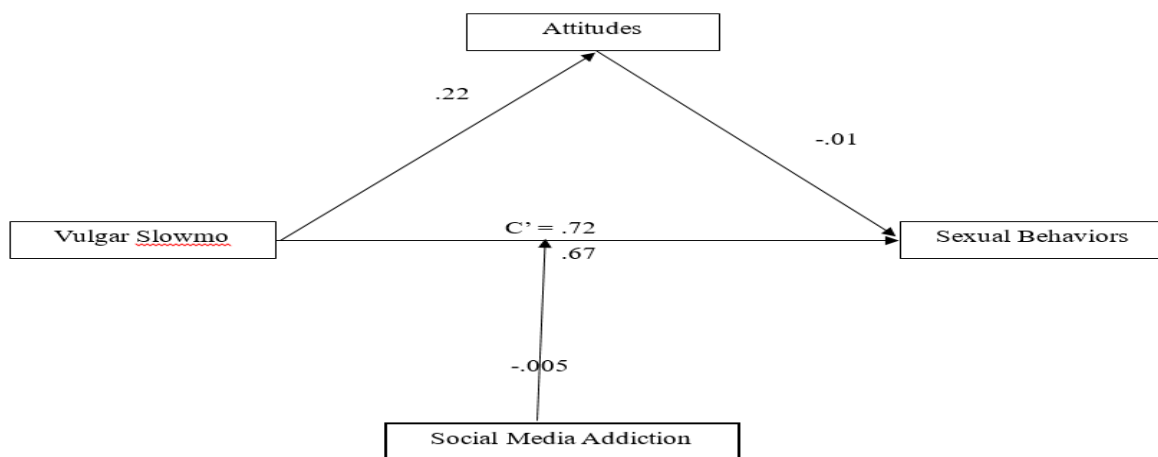
Paths	B	T	p	ULCI	LLCI	Result
EVS→SRB	.172	1.206	.2292	- 4.646	19.281	

SMA→SRB	.279	.9568	.3398	-.2970	.8567	No
ESS X SMA	-.005	-.7205	.4721	-.0212	.0099	Moderation

Note: EVS: Exposure to Vulgar Slowmo; AVS: Attitude toward Vulgar Slowmo; SRB: Sexual Risky Behavior; SMA: Social Media Addiction ** $p < 0.01$

The table 4 show the test results of moderating effect of social media addiction of relationship of exposure to vulgar slowmo and sexual risky behaviors of youth. It was found that social media addiction has no direct effect as table indicate that the interaction exposure to vulgar slowm and social media addiction is insignificant ($\beta = -.005$; $t = -.7205$; $p = .4721$). So, there is no direct effect of social media addiction on the relationship.

3.3. Proved Model



4. DISCUSSIONS AND CONCLUSION

The current study has focused on videos-based analysis. So, in the present study vulgar slowmo of TikTok was assessed through survey-based method. The first hypothesis of the study was that “vulgar slowmo of TikTok is strong predictor for risky sexual behavior of Youth”. The statistical outcomes of the study indicate that vulgar slowmo of TikTok predicts 72% change at the level of risky sexual behavior of youth in Pakistan, and these findings are in line with the studies of (Vaterlaus & Winter, 2021; Bourne et al., 2023; Nair et al., 2023). So, the current hypothesis of the study has been proved and contribute new findings in the area of digital media studies. The second hypothesis of the study was that “attitudes fully mediated the relationship between vulgar slowmo of TikTok and risky sexual behavior of youth”. Current study has been proved that there is full mediating effects and past studies of (Kirkpatrick, & Lawrie, 2023; Haninuna et al., 2023) also same findings. So, the second hypothesis of the study has been proved and contribute new findings in the area of digital media studies. The third hypothesis was that “social media addiction is not strong moderator between the vulgar slowmo of TikTok and risky sexual behavior youth” which was supported by a major study as well. However, recent studies have not found any evidence to support this hypothesis. Male youth enjoy of female TikTokers' vulgar slowmo were found to be present in marriage dance events. It is concluded that attitudes toward vulgar slowmo fully mediate the relationship between youth exposure to vulgar slowmo

and sexually risky behaviors in Pakistan; however, social media addiction has no direct impact on the relationship. Furthermore, it was predicted by vulgar slowmo's addictions that males would show a significant change in their sexual behavior, which would definitely result in physical sexual relations to satisfy their need for sex.

5. Limitations, Future Recommendations and Implications

- It is advised that future studies employ a large sample size because this field is new and untested and will help to overcome young people's highly sexualized behaviors as well as appropriate usage of TikTok for educational purposes rather than for vulgar dancing.
- This study used simple model, but it is recommended for upcoming researchers to tested complex models which have multi variables interactions and relationship.
- While the current study concentrated on TikTok's vulgar dance, it recommended that future research concentrate on the vulgar's other content and how it benefits society at large as well as other users.
- The study's main focus was on digital media content, policymakers in the social media space will find the study's findings useful.
- The current study will be helpful for the academic researchers for conducting of new researches in future.
- The health professional and clinical psychologist can take help and guidelines from the major findings of the study as well.
- The current study will be helpful for parents as they can monitor their children while using TikTok.

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Appendix-B

- <https://vt.tiktok.com/ZSNnUY5Tr/>
- <https://vt.tiktok.com/ZSNnUda2K/>
- <https://vt.tiktok.com/ZSNnD7QYU/>
- <https://vt.tiktok.com/ZSNnU2YCx/>
- <https://vt.tiktok.com/ZSNnUN9k9/>
- <https://vt.tiktok.com/ZSNnDov74/>
- <https://vt.tiktok.com/ZSNnDGadv/>
- <https://vt.tiktok.com/ZSNnUXhwr/>
- <https://vt.tiktok.com/ZSNnU6nwd/>
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- <https://vt.tiktok.com/ZSNnUDEwb/>
- <https://vt.tiktok.com/ZSNnUrkG2/>