

REVIEWER'S REPORT

Manuscript No.: IJAR-51497

Date: 13-05-2025

Title: Mapping the Role of TikTok in Academic Motivation: A Bibliometric Analysis on University Students' Learning Engagement

Recommendation:

Accept as it is..... **YES**

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality	√			
Clarity			√	
Significance			√	

Reviewer's Name: Shafiya Akhter

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

Abstract and Objectives

The abstract effectively encapsulates the scope, methodology, and key findings of the study. It clearly states the aim of mapping the trends in scientific publications concerning TikTok's role in academic motivation. The use of bibliometric analysis and VOSviewer software is appropriately described. The mention of keyword clusters and country-wise publication trends offers insight into the breadth and focus of the research landscape. The conclusion drawn about TikTok's growing relevance in academic discussions is well supported by the data summary.

Introduction

The introduction thoroughly contextualizes TikTok's evolution from an entertainment app to an academic tool. It references multiple scholarly sources to demonstrate TikTok's integration into digital learning, particularly among university students. The narrative is grounded in current academic discourse and presents a comprehensive overview of how short video content is leveraged for educational and motivational purposes.

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The role of TikTok in micro-learning, emotional support, and the enhancement of study habits is well-articulated. The text highlights specific features of the platform—such as “Study with me” videos and time management content—as forms of vicarious motivation and social learning. The inclusion of “Lurker” behavior demonstrates an understanding of passive content consumption patterns in social media-based learning contexts.

Methodology Summary

Although the full methodology is not detailed in this excerpt, the brief provided indicates a bibliometric approach using the Scopus database and keyword combinations that refine the search scope. The use of VOSviewer software for cluster and co-occurrence analysis is standard practice in bibliometric research and well suited to the study's goals.

Content Scope and Relevance

The study covers a wide temporal range (2019–2024), ensuring the inclusion of the most recent scholarly contributions. The identification of five thematic clusters provides a structured analysis of keyword associations, offering insights into how TikTok is situated within broader educational research themes such as digital learning, academic performance, and student engagement.

The global scope of the publications analyzed, including leading countries and institutions, supports the study's conclusion that TikTok has gained international academic relevance. The citations included from recent literature further validate the research's foundation in current scholarly dialogue.

Language and Structure

The manuscript is coherent, well-organized, and maintains academic clarity throughout. The tone is objective and informative, suitable for scholarly communication. The integration of references is seamless, providing necessary support without disrupting the flow of argumentation.

Overall Evaluation

This manuscript provides a timely and relevant contribution to the field of educational technology and digital learning. It successfully bridges the intersection of social media and academic motivation through a methodical bibliometric analysis. The topic is of high interest, especially in light of changing learning habits and the increasing role of digital platforms in higher education. The document demonstrates analytical depth, theoretical grounding, and methodological soundness.