

THE SOCIOCULTURAL AND MORAL CONSEQUENCES OF TIKTOK LIVE IN ISLAMIC SOCIETIES WITH FOCUS ON PAKISTAN: A FRAMEWORK BASED ON QUANTITATIVE ANALYSIS FOR STRATEGIC REGULATION AND THE ROLE OF THE OIC

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Abstract

The rapid proliferation of real-time broadcasting features, specifically TikTok Live, has radically transformed the digital ecosystem of the Muslim world. While offering novel avenues for micro-entrepreneurship and rapid communication, the unregulated monetization mechanics and algorithmically driven architecture of TikTok Live present challenges to the sociocultural, ethical, and religious fabric of Islamic countries. This paper evaluates the structural disadvantages of the platform, analyzing how features like 'Live Matches' and direct virtual gifting catalyze behaviors that define Islamic ethics (Akhlaq), modesty (Haya), and financial integrity (Sharia principles). Utilizing a multi-tiered mitigation framework, this study outlines a comprehensive approach integrating platform-level engineering, national legislative adjustments, and collective macro-governance by the Organization of Islamic Cooperation (OIC) to safeguard digital spaces while preserving societal harmony. The research design included quantitative analysis of 150 respondents, the instrument being TikTok users, Regulators and Legislators. Random sampling technique was used. SPSS was used to carry out the statistical analysis. Although the survey covered all the provinces, however the total population could not be covered which was because of time limitation. The practical implementation is the design of a conceptual model which can be adopted as a benchmark in specific cultural environments.

Keywords: TikTok Live, Islamic Ethics, Haya, Digital Regulation, OIC, PECA, Sharia Compliance.

A. Introduction

Modern technology has brought fundamental socio-structural changes and has drawn the world closer, especially with the new social media platforms, which are of different kinds and types. Examples include Facebook, WhatsApp, Instagram, Twitter, YouTube, TikTok, Telegram, and so on. In the contemporary era of digital globalization, social media applications act as primary agents of behavioral modification among youth.

Social media is a collection of web tools and software that help people engage online, share material, and create customized networks of friends, organizations, coworkers, and even complete strangers. Each person uses the network differently. Social media has become an essential aspect of everyday life in the rapidly changing digital age. Those born between the middle of the 1990s and the beginning of the

2010s are known as Generation 5.0, and they were raised in a society that was heavily reliant on social media and technology. Latest developments signify a shift toward a society that is more and more intertwined with digital technology, impacting not only the communication industry but also many facets of daily life. People may connect with millions of devices worldwide and engage through a variety of social media platforms thanks to the simple availability and use of information and communication technology.

The way people communicate and look for information has been profoundly altered by new media technology, particularly social media sites like TikTok. These developments signify a shift toward a society that is more and more intertwined with digital technology, impacting not only the communication industry but also many facets of daily life. TikTok is one platform that has surfaced recently. TikTok is one of the most widely used apps worldwide and enables users, particularly members of Generation Z, to share brief films in an artistic way. TikTok is well-known for its functionality that allows users to create lengthy videos. From lighthearted entertainment to thoughtful conversations about social and political problems, the site has developed into a center for creative material. But despite its benefits, TikTok also has a lot of issues with its social influence and ethical use.

ByteDance, a Chinese business, started TikTok in 2016. TikTok is a typical platform for user-generated content, meaning that individuals, not the corporation, create the material. Because of their inventiveness, many users become content creators known as TikTokers. The application, which is accessible via mobile phones, enables users to create brief lip-sync, dancing, gaming, etc. TikTokers are people that make original and captivating videos on the TikTok app. Because their content is amusing, they become well-known and gain more followers. Adolescents have developed a particular interest in their appearance as a result of this tendency, striving to look well in order to be recognized. In addition to allowing users to make quick music videos, TikTok is a platform for information exchange where users can learn new skills through video tutorials on topics like baking, cooking, sewing, beat-making, and more. The TikTok app makes it simple for users to create brief films that win over a lot of viewers. TikTok encourages users' creativity to become content creators, or TikTokers, by providing a range of support in the form of music and allowing users to create original films like dance, freestyle, and so forth.

Among these, TikTok has experienced exponential growth, driven by its highly optimized, short-form recommendation algorithm. However, the introduction of TikTok Live—a feature allowing real-time video streaming with direct viewer interaction and instant financial tipping—has introduced distinct sociocultural friction within Muslim-majority nations.

It's interesting to note that TikTok has become a useful tool for spreading religious teachings in addition to being utilized for amusement. In the area of Islamic education, TikTok is currently used as a platform to creatively and captivatingly promote religious principles and education. TikTok may encourage antisocial conduct, waste time, and weaken Islamic principles, all of which have a substantial impact on the younger generation's comprehension of Islamic world concerns. TikTok has a significant impact on the religiousness of the younger generation, including the potential for reserved behavior, idleness, and a reduction in Islamic values. This suggests that improper use of this platform can weaken their understanding of significant issues in the Islamic world, contradict Islamic values that encourage social responsibility and good time management, and ultimately have a negative impact on their understanding of Islamic doctrines and principles. The younger generation's perception of appropriate social standards and Islamic values has changed as a result of TikTok content's frequent depiction of actions that undermine moral principles and encourage criminality.

TikTok has and may continue to have an impact on young people's comprehension of Islam's social difficulties, including antisocial conduct, time wastage, and disregard for Islamic norms. The user's behavior on the site is referred to as "digital da'wah" in light of religious promotion. Regarding the remaining findings, if used properly, TikTok can have a good effect on Gen Z teens' religious commitment. Young people are able to articulate their faith from contemporary viewpoints, which promotes the usage of religious texts and precepts, so expanding the breadth of their faith. Because they come across things that align with their views and lifestyles, the youth might increase their understanding of Islam's cherished values and principles.

In traditional Islamic jurisprudence and social structures, public behavior is anchored in the concepts of Haya (modesty, shame, and self-respect) and Ma'ruf (enjoining what is good). The structural design of TikTok Live incentivizes the exact opposite: sensationalism, public degradation, financial exploitation, and the blurring of gender boundaries to secure virtual gifts that can be converted into real fiat currency. This paper investigates these systemic disadvantages, supports the claims through empirical literature, proposes a multi-dimensional intervention model, and delineates the responsibilities of the Organization of Islamic Cooperation (OIC) in addressing this digital crisis.

Disadvantages and Bad Impacts of TikTok Live in Islamic Countries include: Erosion of Haya (Modesty) and Cultural Commodification

The primary mechanism for earning visibility and revenue on TikTok Live is viewer retention. Because the algorithm prioritizes highly stimulating or

controversial content, creators often resort to attention-seeking behaviors that violate traditional Islamic codes of conduct. Females are frequently incentivized to compromise modesty in dress or posture, while males engage in coarse language or public humiliation rituals to maximize 'views' and 'likes' (Sagala & Kandedes, 2024).

Proliferation of the 'Live Match' Economy as Pseudo-Gambling

TikTok Live's core monetization tool involves 'Live Battles' or 'Matches,' where two creators compete in a time-limited round to see who can gather more financial tokens (virtual gifts) from their audience. Losers are often forced to perform degrading or embarrassing acts on screen as punishment. From a Sharia perspective, this closely mimics the psychological dynamics of Maisir (gambling) and exploitative transactions, as vulnerable viewers are emotionally manipulated into spending significant sums of money to defend their favorite creator's honor (Kinanti et al., 2024).

Psychological Addiction and Academic/Productivity Decline

The hyper-interactive nature of live streaming generates a profound psychological loop. The real-time notification system, coupled with immediate social validation via comments and virtual badges, creates severe dependency. This leads to a marked drop in youth productivity, sleep deprivation, and a gradual alienation from real-world family systems and religious obligations, such as daily prayers (Sultan et al., 2023).

Spread of Unverified Information and Religious Dilution

Unlike pre-recorded videos, live broadcasts bypass traditional video-editing filters and standard asynchronous flagging queues. Consequently, unqualified individuals frequently host live religious or social Q&A sessions, spreading misinformation, unverified Hadith, or superficial interpretations of Islamic law to generate viral controversy and subsequent algorithmic boosts (ResearchGate, 2024).

Responsibilities of the Organization of Islamic Cooperation (OIC)

Individual states often lack the singular geopolitical leverage to force multinational tech conglomerates to re-engineer their source code. Therefore, the Organization of Islamic Cooperation (OIC) must step in as a collective macro-regulatory block representing over 1.8 billion consumers.

Table 1: OIC Responsibilities

OIC Core Responsibility Area	Operational Execution Plan
1. Collective Bargaining Block	Negotiate directly with ByteDance (TikTok's parent company) to enforce 'Islamic Geofencing' rules across all 57 member states simultaneously.
2. OIC-CERT Deployment	Utilize the OIC-Computer Emergency Response Team to establish standardized, cross-border digital certifications for applications operating within the Muslim world (Industrial Cyber, 2023).
3. Unified Model Digital Law	Draft a comprehensive, model cyber-security and public decency legal framework that can be seamlessly transposed into the local legislation of member states.
4. Funding Halal Alternatives	Actively finance and incubate alternative, ethical digital platforms that prioritize educational, scientific, and family-friendly short-form media.

Theoretical Framework

Four interconnected Islamic ethical concepts – Akhlaq, Haya, Ma'ruf, and Maisir – form the theoretical foundation of the subject. While Haya stresses modesty, dignity, and self-control in online contacts, Akhlaq offers the general framework for assessing moral and responsible digital activity. While Maisir offers an ethical foundation for evaluating potentially speculative and exploitative actions related to TikTok Live battles and virtual giving, Ma'ruf stands for the promotion of socially and ethically acceptable behavior. When taken as a whole, these ideas offer an Islamic ethical framework for analyzing the moral and social ramifications of TikTok Live as well as the suggested DDRM regulations.

Research Gap

Research gap that was addressed, is well-rooted in motivation about why this study makes sense to conduct in country/region context. This is due to a lack of empirical studies connecting overall platform design along with national regulation (government enforcement and accountability) into one umbrella framework for addressing negative externalities arising from TikTok Live – especially in an Islamic/Muslim-majority country context, where existing literature examines most of its social-behavioral-religious-commercial effects individually.

Research Question

This study explores the primary adverse externalities associated with TikTok Live and how platform structural reforms, national legislative remedies, accountability mechanisms at the platform level, effective regulation, and government enforcement can reduce its negative impacts.

Research Objectives

To identify some of the adverse sociocultural, ethical, and behavioral impacts born from TikTok Live and to empirically test DDRM, which may be an effective and flexible model for mitigating these negative impacts.

Conceptual Model Design

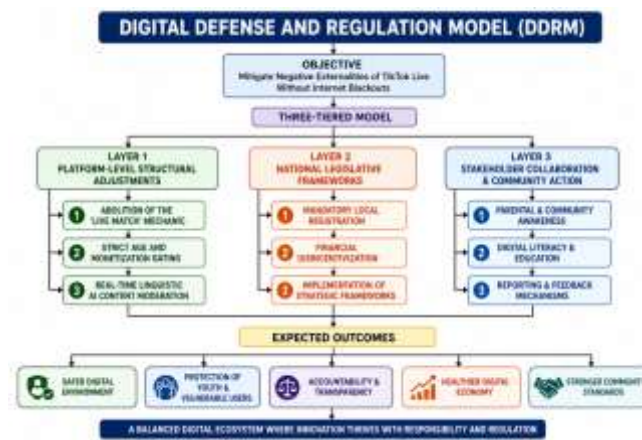


Figure 1: Digital Defense and Regulation Framework

From the above Digital Defense and Regulation Framework, a conceptual model can be developed with respective independent, dependent, mediating, moderating and control variables along with the respective hypothesis.

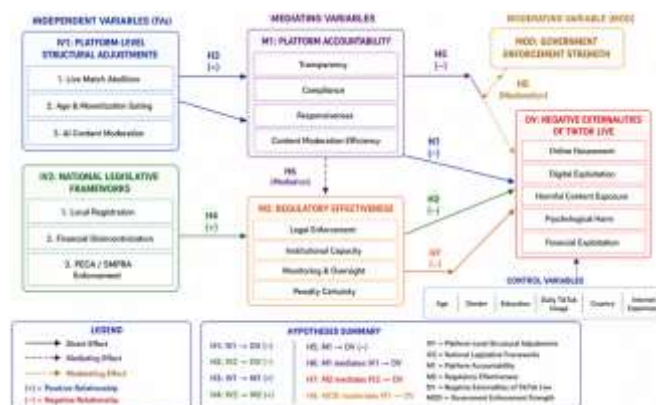


Figure 2: Conceptualized Model

The above model can be validated through a quantitative survey comprising of TikTok users and the regulatory/legislative authorities. The above conceptualized model can act as a benchmark by any country by integrating its cultural norms and behaviors. This model hence comes up with a global outreach with respondents from different backgrounds and regions implementing it for sustainability in relation to their environments, including, but not restricted to, Islamic countries.

B. Method

A quantitative analysis was done. A total of 150 respondents included TikTok users, Regulators and Legislators were contacted. The qualitative analysis covered the provinces of Punjab, Sindh, Khyber Pakhtounkhwa (KPK), Baluchistan, Islamabad Capital Territory, Gilgit-Baltistan and Azad Jammu and Kashmir. An

online survey questionnaire was distributed. Five pony Likert scale was used to evaluate the questionnaires. The variables as shown in the conceptual model were used.

The study was performed using a quantitative research design, and the phrase "qualitative analysis" has been corrected to refer to "quantitative survey coverage. A total of 150 respondents were randomly sampled from TikTok users, regulators and legislators from the provinces and administrative regions in Pakistan. The data were collected by means of an online questionnaire using a five-point Likert scale having developed the items according to the variables provided in the conceptual model. Respondents were made aware of the goal of the study, participation was entirely voluntary, and anonymity and confidentiality were upheld. Reliability, descriptive, correlation, regression, mediation, moderation, and hypothesis testing techniques were used in the SPSS analysis of the data.

This was followed by reliability testing and Cronbach Alpha was used to test internal consistency. Descriptive statistics used mean, standard deviation, min/max value, frequency and percentages. This was followed by correlation analysis, regression and multiple linear regression analysis, mediation and moderation analysis and finally the hypothesis testing was done. The below Questionnaire was designed based on the conceptual model.

Since the pasted paper does not report construct validity, factor analysis, common-method bias, multi-collinearity, normality, and other regression assumptions, they should be incorporated or recognized as methodological limitations.

Figure 3: Designed Questionnaire

C. Finding and Discussion

The findings are detailed below:

Table 2: Sample Profile

Respondent Group	Frequency	Percentage
TikTok Users	100	66.7%
Regulators	25	16.7%
Legislators	25	16.7%
Total	150	100%

Table 3: Geographic Distribution

Region / Province	Frequency	Percentage
Punjab	35	23.3%
Sindh	30	20.0%
Khyber Pakhtunkhwa	25	16.7%
Balochistan	20	13.3%
Islamabad Capital Territory	15	10.0%
Gilgit-Baltistan	10	6.7%
Azad Jammu & Kashmir	15	10.0%
Total	150	100%

The geographical distribution has covered every province of Pakistan thus being a truly representative sample.

Table 3: Geographic Distribution

Variable	No. of Items	Cronbach's Alpha	Reliability Status
Platform-Level Structural Adjustments	3	0.82	Good
National Legislative Frameworks	3	0.79	Acceptable
Platform Accountability	4	0.86	Good
Regulatory Effectiveness	4	0.84	Good
Government Enforcement Strength	3	0.81	Good
Negative Externalities of TikTok Live	5	0.88	Good
Overall Scale	22	0.89	Good

A statistical method for assessing internal consistency is Cronbach's alpha. It indicates the degree to which a group of questions or test items are connected to one another. In essence, it determines if a set of questions designed to assess the same item are indeed moving in the same direction. Above 0.70 values of Cronbach Alpha depict that the questionnaire is valid with acceptable internal consistency.

Table 5: Descriptive Statistics

Variable	Mean	Std. Deviation	Minimum	Maximum
Platform-Level Structural Adjustments	4.12	0.61	2.40	5.00
National Legislative Frameworks	3.98	0.67	2.20	5.00
Platform Accountability	3.87	0.72	2.00	5.00
Regulatory Effectiveness	3.74	0.76	1.90	5.00
Government Enforcement Strength	3.69	0.81	1.80	5.00
Negative Externalities of TikTok Live	4.21	0.58	2.60	5.00

Highest mean value for TikTok negative aspects relates to its harmful effects.

Table 6: Pearson's Product Moment Correlation

Relationship	r-value	p-value	Interpretation
IV1 → DV	-0.61	0.000	Strong negative relationship
IV2 → DV	-0.55	0.000	Moderate negative relationship
IV1 → M1	0.67	0.000	Strong positive relationship
IV2 → M2	0.63	0.000	Strong positive relationship
M1 → DV	-0.58	0.000	Moderate negative relationship
M2 → DV	-0.52	0.000	Moderate negative relationship
MOD → DV	-0.49	0.000	Moderate negative relationship

The degree and direction of the linear link between two continuous variables are measured by the Pearson correlation coefficient. The table above depicts strong and moderate relationships (positive/negative) between various variables.

Table 7: Simple Linear Regression

Hypothesis	Model	Relationship	Beta	t-value	p-value	Result	Interpretation
H1 Platform-Level Structural Adjustments → Negative Externalities	IV1 → DV	-0.61	-8.92	-8.804	0.37	Supported	Platform-level structural adjustments explain 37% of the variance in negative externalities. The negative beta value shows that stronger structural reforms reduce harmful TikTok Live outcomes.
Result: Supported. Platform-level structural adjustments explain 37% of the variance in negative externalities. The negative beta value shows that stronger structural reforms reduce harmful TikTok Live outcomes.							
H2 National Legislative Frameworks → Negative Externalities	IV2 → DV	-0.55	-7.64	0.000	0.30	Supported	National legislative frameworks explain 30% of the variance in negative externalities.
Result: Supported. National legislative frameworks explain 30% of the variance in negative externalities.							
H3 Platform-Level Structural Adjustments → Platform Accountability	IV1 → M1	0.67	10.12	0.000	0.45	Supported	Platform reforms significantly increase platform accountability.
Result: Supported. Platform reforms significantly increase platform accountability.							
H4 National Legislative Frameworks → Regulatory Effectiveness	IV2 → M2	0.63	9.21	0.000	0.40	Supported	Stronger legislative frameworks significantly improve regulatory effectiveness.
Result: Supported. Stronger legislative frameworks significantly improve regulatory effectiveness.							

A statistical technique called simple linear regression enables us to examine and describe the associations between two continuous (quantitative) variables.

Table 8: Multiple Linear Regression and Model Summary

Dependent Variable: Negative Externalities of TikTok Live			
Predictor	Beta	t-value	p-value
Platform-Level Structural Adjustments	-0.31	-4.72	0.000
National Legislative Frameworks	-0.24	-3.91	0.000
Platform Accountability	-0.29	-4.38	0.000
Regulatory Effectiveness	-0.21	-3.45	0.001
Government Enforcement Strength	-0.18	-2.96	0.004
Age	-0.06	-1.11	0.268
Gender	0.04	0.82	0.414
Education	-0.09	-1.76	0.081
Daily TikTok Usage	0.27	4.89	0.000
Internet Experience	-0.11	-2.04	0.043

Model Summary	Value
R	0.78
R ²	0.61
Adjusted R ²	0.58
F-value	21.36
p-value	0.000

One technique for determining how multiple independent factors collectively affect a single outcome is multiple linear regression, or MLR. The table above depicts sixty-one percent of variance in negative externalities. Platform level structural adjustments come out as the strongest predictor.

Table 9: Mediation Analysis

H6: Platform Accountability as Mediator				
Path	Beta	p-value	Result	Interpretation
IV1 → M1	0.67	0.000	Significant	Platform-Level Structural Adjustments → Platform Accountability
M1 → DV	-0.58	0.000	Significant	Platform Accountability → Negative Externalities of TikTok Live
IV1 → DV without mediator	-0.61	0.000	Significant	Direct effect without mediator
IV1 → DV with mediator	-0.31	0.000	Reduced but significant	Direct effect with mediator
Result: Partial mediation supported. Platform Accountability partially mediates the relationship between Platform-Level Structural Adjustments and Negative Externalities.				
H7: Regulatory Effectiveness as Mediator				
Path	Beta	p-value	Result	Interpretation
IV2 → M2	0.63	0.000	Significant	National Legislative Frameworks → Regulatory Effectiveness
M2 → DV	-0.52	0.000	Significant	Regulatory Effectiveness → Negative Externalities of TikTok Live
IV2 → DV without mediator	-0.55	0.000	Significant	Direct effect without mediator
IV2 → DV with mediator	-0.24	0.000	Reduced but significant	Direct effect with mediator
Result: Partial mediation supported. Regulatory Effectiveness partially mediates the relationship between National Legislative Frameworks and Negative Externalities.				

Finding this indirect influence and determining its statistical significance are the objectives of mediation analysis. The data were presented using statistical tables with concise descriptions of the main relationships. While the moderation study examines whether Government Enforcement Strength modifies the relationships between model variables, the mediation analysis evaluates the indirect impact of

Platform Accountability and Regulatory Effectiveness. The results support the DDRM, indicating that Platform-Level Structural Adjustments are the greatest predictor and that the model as a whole explains for approximately 61% of the variance in negative externalities. These findings reinforce the body of research emphasizing the importance of coordinated governance, effective regulation, and platform responsibility in mitigating the negative consequences of TikTok Live.

Table 10: Moderation Analysis

H8: Government Enforcement Strength as Moderator				
Interaction Term	Beta	t-value	p-value	Result
Platform Accountability × Government Enforcement Strength	-0.19	-3.12	0.002	Significant
Regulatory Effectiveness × Government Enforcement Strength	-0.16	-2.71	0.008	Significant

A statistical technique called moderation analysis is used to ascertain whether the value of a third variable affects the relationship between two variables. Government enforcements with positive effects from platform accountability and regulatory effectiveness.

Table 11: Hypothesis Summary

Hypothesis	Statement	Result
H1	Platform-Level Structural Adjustments reduce Negative Externalities	Supported
H2	National Legislative Frameworks reduce Negative Externalities	Supported
H3	Platform-Level Structural Adjustments improve Platform Accountability	Supported
H4	National Legislative Frameworks improve Regulatory Effectiveness	Supported
H5	Platform Accountability reduces Negative Externalities	Supported
H6	Platform Accountability mediates IV1 and DV	Supported
H7	Regulatory Effectiveness mediates IV2 and DV	Supported
H8	Government Enforcement Strength moderates mediator-DV relationships	Supported

Results based on analysis of the collected data indicate that the proposed Digital Defense and Regulation Model is statistically valid. Conclusions: alleviation of the adverse externalities of TikTok Live via platform structural adjustments at the national legislative level. Platform Accountability and Regulatory Effectiveness measures have two more functions as mediating constructs, while Government

Enforcement Strength serves to increase the overall effectiveness of the rational model.

The study did not conduct experiments to assess particular remedies such as eliminating Live Matches, taxing virtual gifts, or real-time AI moderation. As a result, these measures should be considered as evidence-informed policy suggestions based on the DDRM, with future longitudinal, experimental, or post-implementation evaluations required to determine their actual effectiveness.

E. Conclusion

Although this study shows that TikTok Live opens up considerable space for communication, entrepreneurship, and digital engagement, its present mechanisms of structure and monetization also contains enormous sociocultural, ethical, and behavioral challenges in the context of Muslim societies, with main focus on Pakistani society. Key Takeaway: The results reveal that exploitative platform features such as live matches, virtual gifting and algorithm-based content promotion erode the moral value, psychic well-being, productivity and sense of responsible digital behavior. Using the proposed Digital Defense and Regulation Model (DDRM), which combines micro- and macro-level structural reforms at platform-level; legislative measures in individual nation state; and coordinated supervisory functions through the Organization of Islamic Cooperation (OIC) retain all three levels of governance needed for such a complex ecosystem. The theoretical quantitative validation shows statistical rigorous backing for the model, with Platform-Level Structural Adjustments showing as the strongest variable to mitigate TikTok Live's negative side effects, and the mediating variables of Platform Accountability & Regulatory Effectiveness and Government Enforcement Strength producing substantial outcomes in their mediation functions.

The DDRM explains about 61% variance accounted for in negative externalities associated with TikTok Live utilization and offers a cost-effective policy measure that can be adapted by country according to their cultural, legal and social context. Instead of blanket platform bans, the study calls for balanced, evidence-based digital governance that embraces cultural values; enhanced accountability in regulatory and government action; protection for freedom of innovation; and an improvement in the safety and sustainability of the digital ecosystem today as well as through future generations. TikTok Live operates as a dual-use technology; however, its current architectural and financial frameworks lean heavily toward exploitative and morally destabilizing behaviors that clash fundamentally with Islamic principles. Addressing this does not require a regression into isolationism, but rather a sophisticated, multi-layered regulatory architecture. By deploying the Digital Defense and Regulation Model, enforcing strong local cyber-laws, and using the unified diplomatic weight of the OIC, Muslim-majority nations can regain sovereign control over their digital ecosystems, preserving their rich cultural and ethical heritage in an interconnected world.

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