ANALYSIS OF SHORT VIDEOS ON TIKTOK FOR LEARNING PORTUGUESE AS A FOREIGN LANGUAGE

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INTRODUCTION

Short videos have proliferated on various social media platforms, serving as a visual resource with a long history of use for various educational purposes, including **foreign language learning.**

METHODOLOGY

This article analyzes the relationship that exists between the **number of principles** and **each dimension of cognitive processing**. As well as the **number of views and likes.**

N=34
Short videos on TikTok

It uses an adaptation of the principles of multimedia learning proposed by Mayer.

CONCLUSIONS

The article demonstrates that the **more principles a video addresses, the more likes it receives**, and that the fostering generative processing dimension plays an important role in this mediation.

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