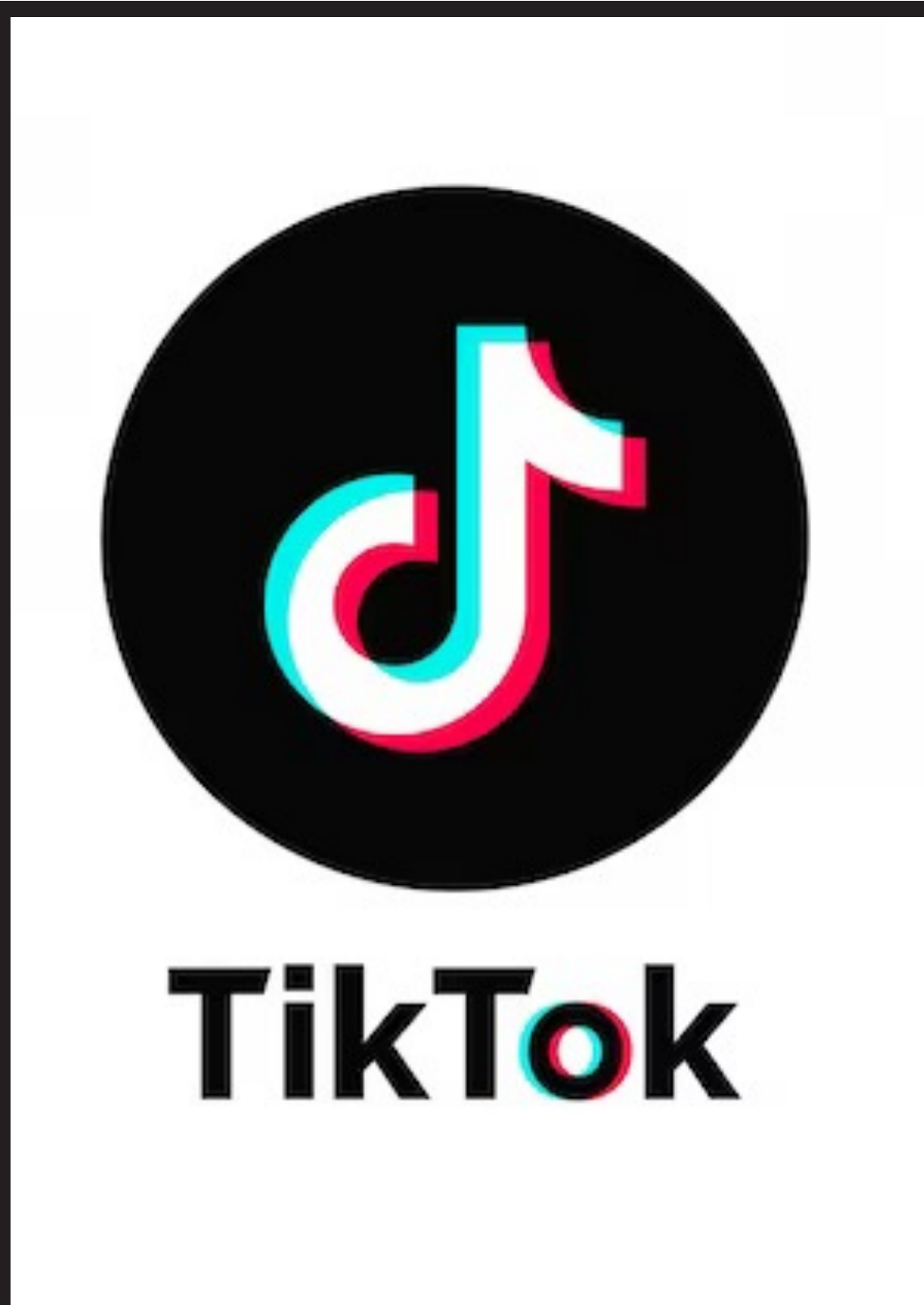


What if all your news were from...



Media Futures

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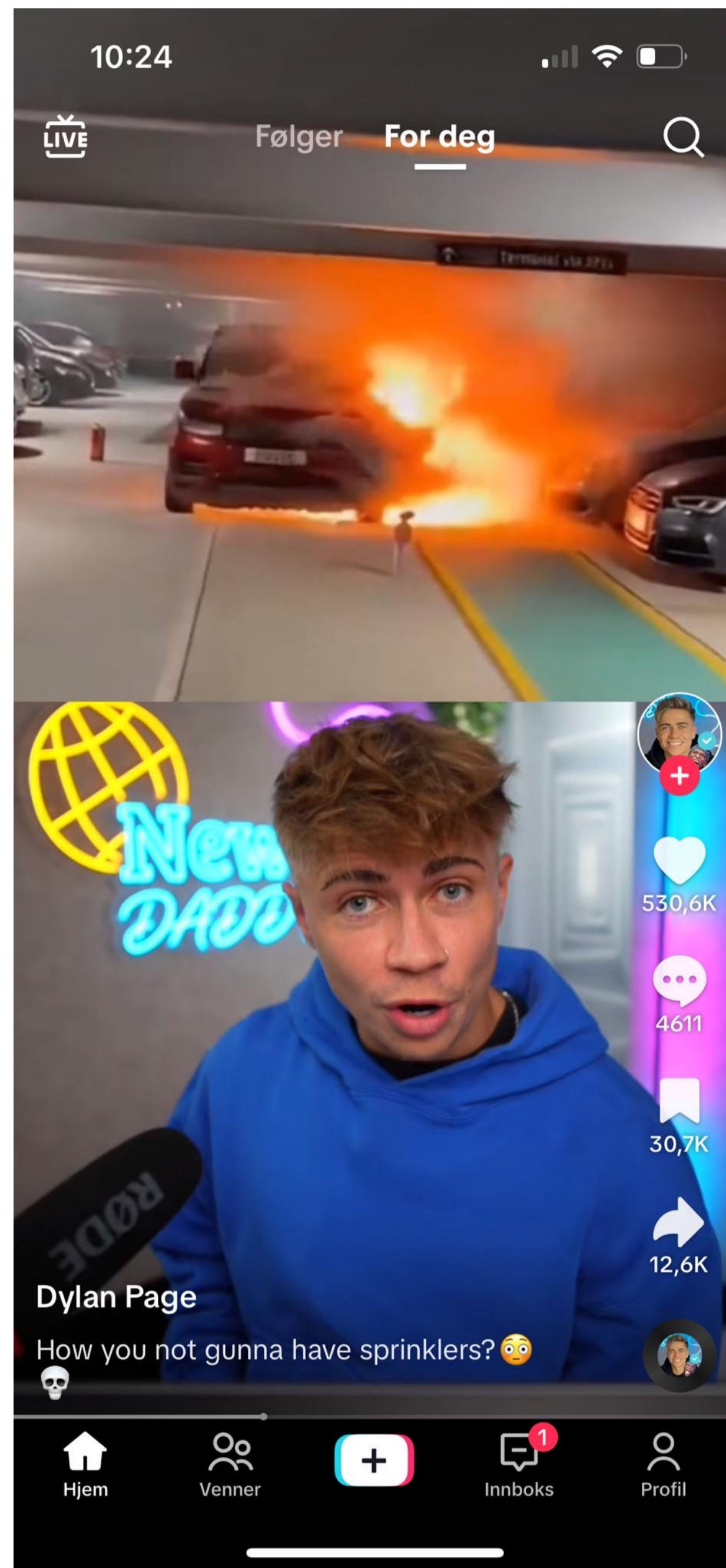
What?

I have trained the TikTok algorithm to only show me news.

Creating a fresh, anonymous TikTok, I would only watch news videos to the end – all other videos would be swiped away. I did not like any videos or follow any accounts. I swiped for 10 minutes every day.

I included other genres than reporting, but limited these to current affairs and some topical limitations.

The account became news-heavy on day 2. On day 3, I only saw news (goodbye, funny cats...). TikTok would occasionally try to make me interested in something else than news from day 7.



Some promising findings

1. TikTok show me the current main news! Norwegian local election, the daytrading scandale, gang violence in Sweden, Hamas attack and Gaza war – it was all there.
2. There is a rich genre diversity on TikTok! Hard news, political debate, political analysis
3. Most of the videos were produced by legacy media news companies or political parties – but some also by native news creators («News Daddy».)

Some worrying findings

1. There are relatively few issues covered – it seems like the hashtag-feature creates path dependency.
2. In political debates, the wing actors are more present and incivility is prominent – potential for driving polarisation.
3. There is indeed some questionable content – like alleged leaked video by Israeli PM – see below. TRT is a Turkish state-owned broadcaster.

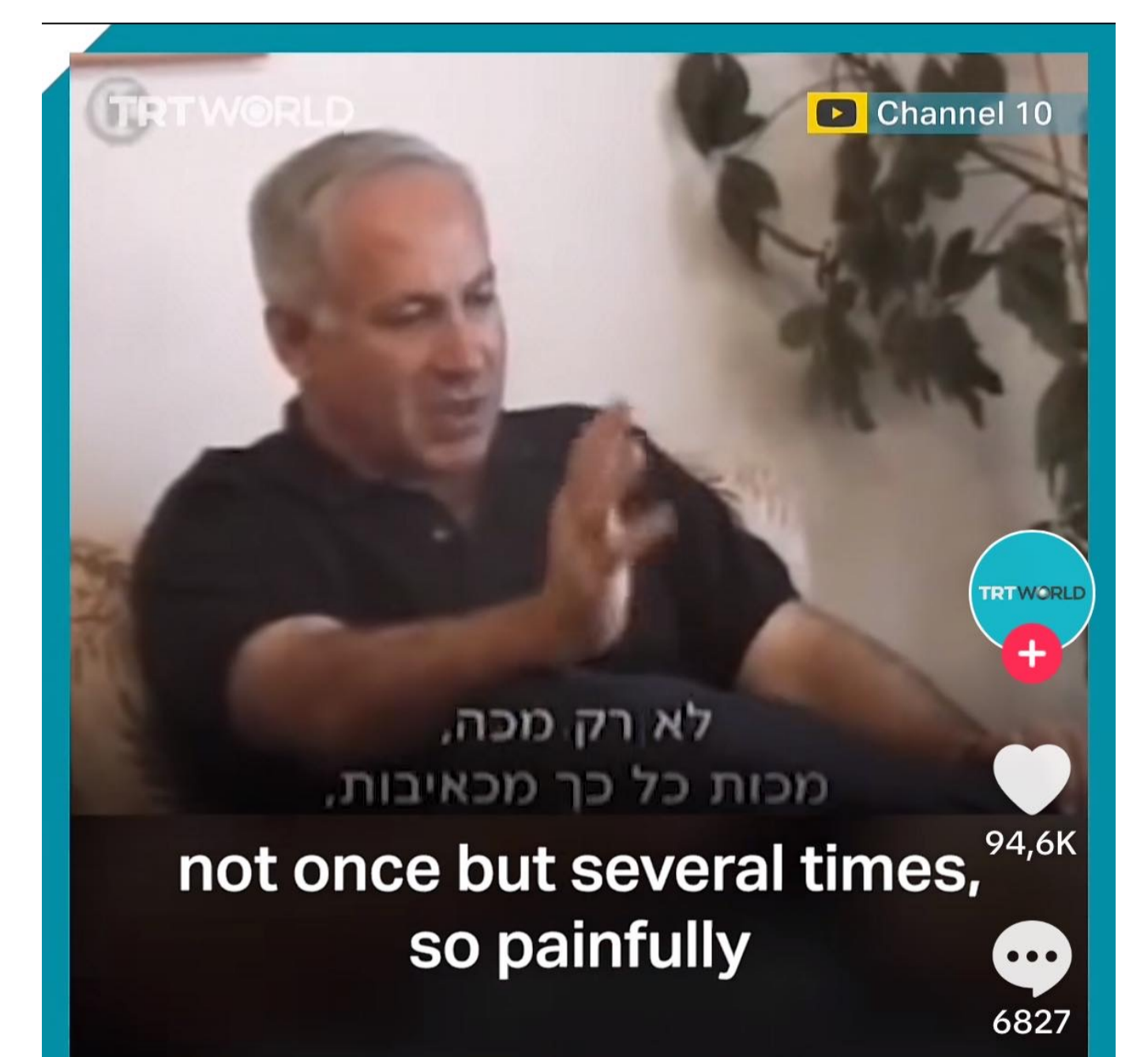
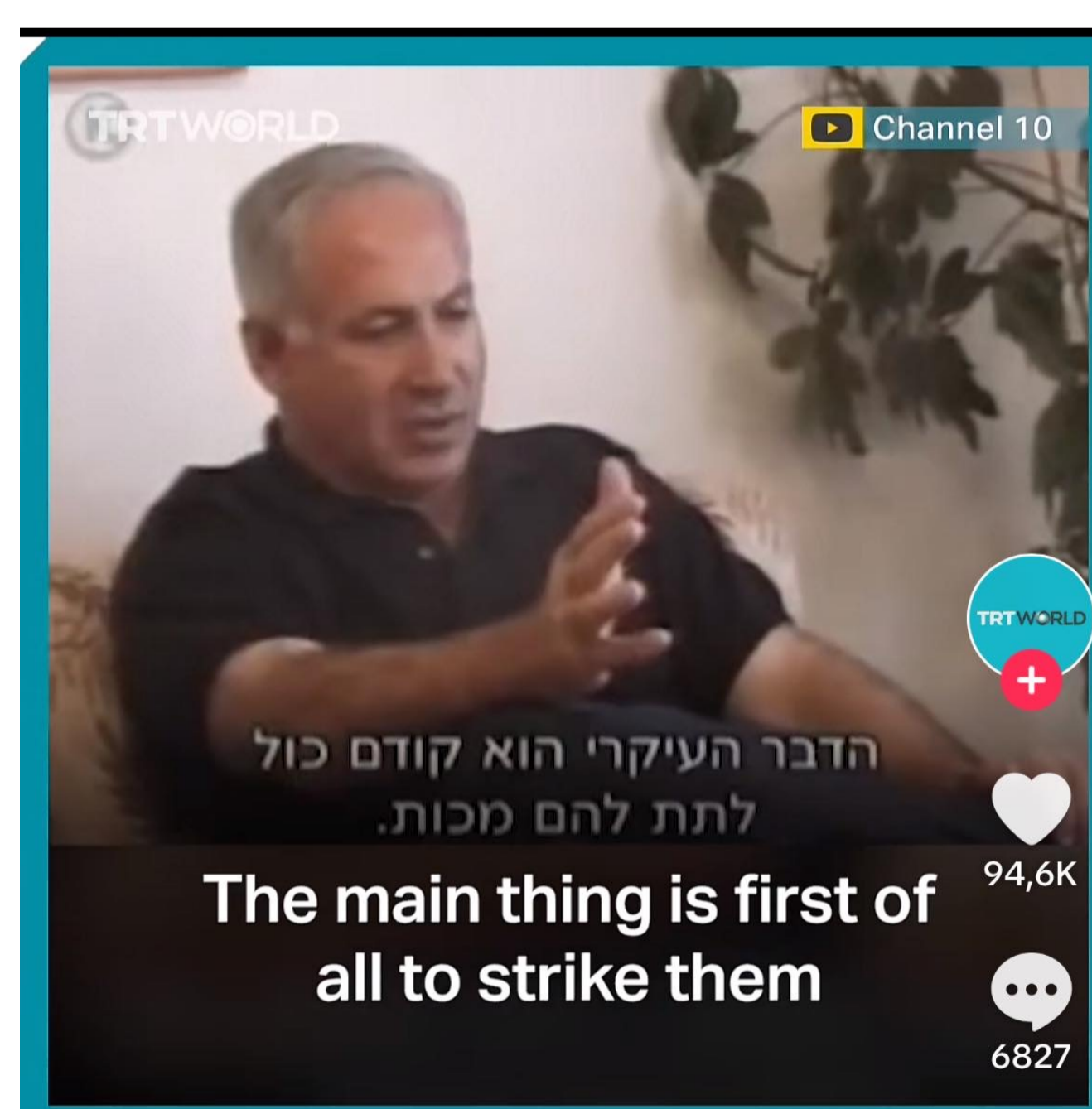
What should news companies do?



BE ON TIKTOK!

This is where the teenagers are!

If you fill the feed with up-to-date, broad, TikTok-adapted, quality content, you can *compete* with misinformation and polarizing political content.



PARTNERS



HOST



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