How **Tiktok** uses Big Data

TikTok’s influence on machine learning is a comparatively small yet important driving force in the arena of cloud computing.

Its ability to make complex and high-speed computations is largely owed to new-age cloud computing, made infinitely faster by Big Data cloud services such as Amazon Web Services (AWS) which are free from a mobile phone’s hardware limitations.

Data is gathered using [cookies, on-platform surveys, and user behavior](https://bigdata-madesimple.com/how-retargeting-algorithms-help-in-web-personalization/), stored and processed on the cloud, and returned as a content stream that is curated for users’ most recent interests. With the power of cloud computing, the algorithm continuously computes each user’s preferences and learns how to [optimizes](https://www.searchtechnologies.com/blog/big-data-search-personalization) the feed in real-time.

TikTok’s ‘For You’ page is just one small example of the sheer amount of data that is collected and rapidly processed for user optimization. This amount of information could never be analyzed without the help of cloud computing services, let alone analyzed in real-time.

The huge success of algorithmically personalized feeds effectively demonstrates the potential of Big Data. This trend of user optimization through data processing on cloud data services is expected to generate [new revenue flows and more marketing opportunities.](https://searchbusinessanalytics.techtarget.com/definition/big-data-analytics)

Further, the Big Data industry will begin to see increased demand coming from social media content personalization requirements, making cloud services such as AWS, Microsoft Azure, and Google Cloud even more powerful.

It is this superior simultaneous processing power delivered by manufacturers such as Nvidia that is driving the world of cloud computing and ultimately making AI and machine learning viable. What was once a distant dream from science fiction, is now closer than one would think.

From online ads and personalized feeds, to self-driving cars, much of our recent automation owes itself to cloud computing and AI. Algorithmic personalization has made cloud computing more important than ever, and TikTok has placed dancing teenagers at the forefront of these monumental steps in innovation.