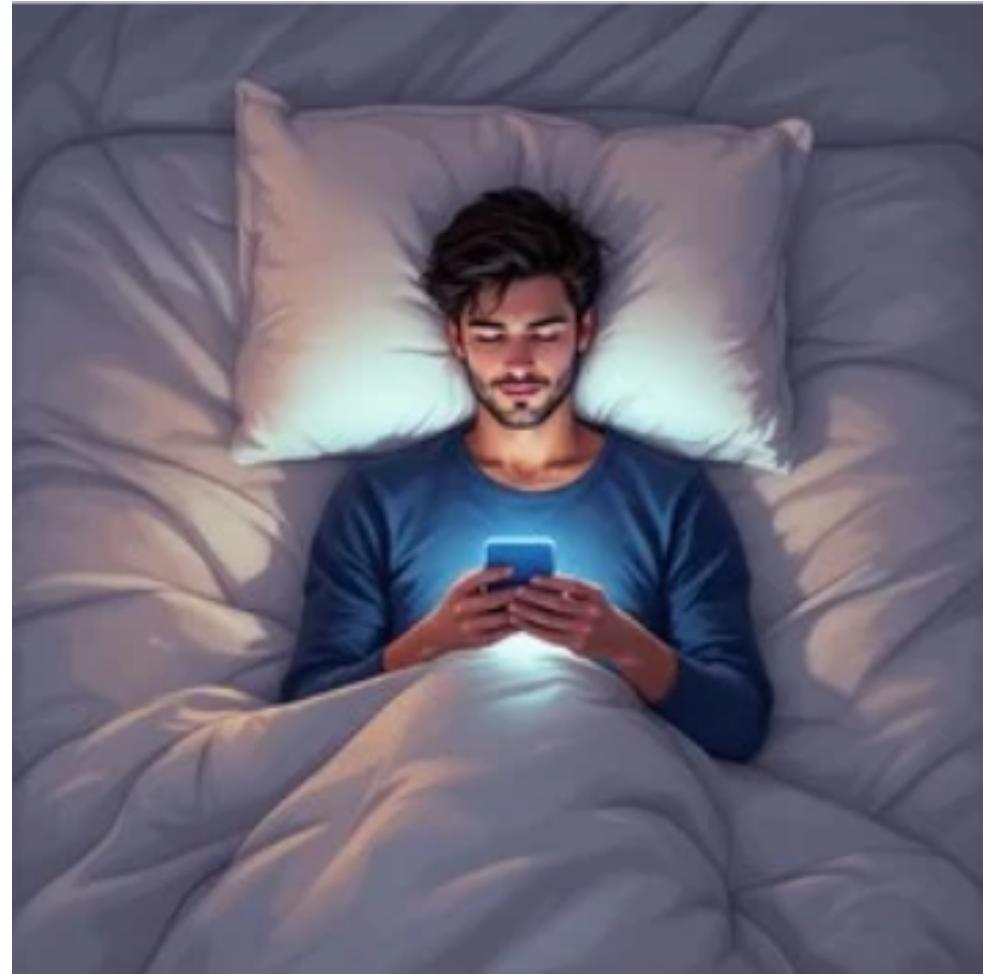


Tackling user Manipulation on TikTok

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Problem Statement

We spend **hours on our phone everyday.**



How do we know it is not **influencing our decision subconsciously?**

What if we're **constantly being brain-washed** without noticing?

TikTok's Algorithm is known to push users' content recommendations to extremes, often leading to a false perception of the world

TikTok's algorithm is highly sensitive - and could send you down a hate-filled rabbit hole before you know it

TikTok's highly active recommendation system is designed to keep users clicking on videos, even if they contain racist or homophobic content

Austrian knife attack suspect was radicalised on TikTok, officials say

CORRUPTION

Tiktok Algorithm: Why It Isn't Really A Social Media App

Problems with the current TikTok algorithm



Progressive Changes in Content

TikTok is used daily by millions of people. This constant use, makes it hard to spot changes in the content consumed



Lack of Transparency

The current TikTok algorithm operates in a Blackbox model, making it hard for bystanders to understand its behaviour



Increasing Manipulation

An Increasing number of extremist groups use TikTok to spread their messages, especially to younger audiences



Introducing a Tiktok Bias Detection Concept

The goal of our solution is to **show how an easy Bias visualization feature** could look on TikTok

For this we use a **Multimodal approach for the sentiment detection** to calculate a score for a video

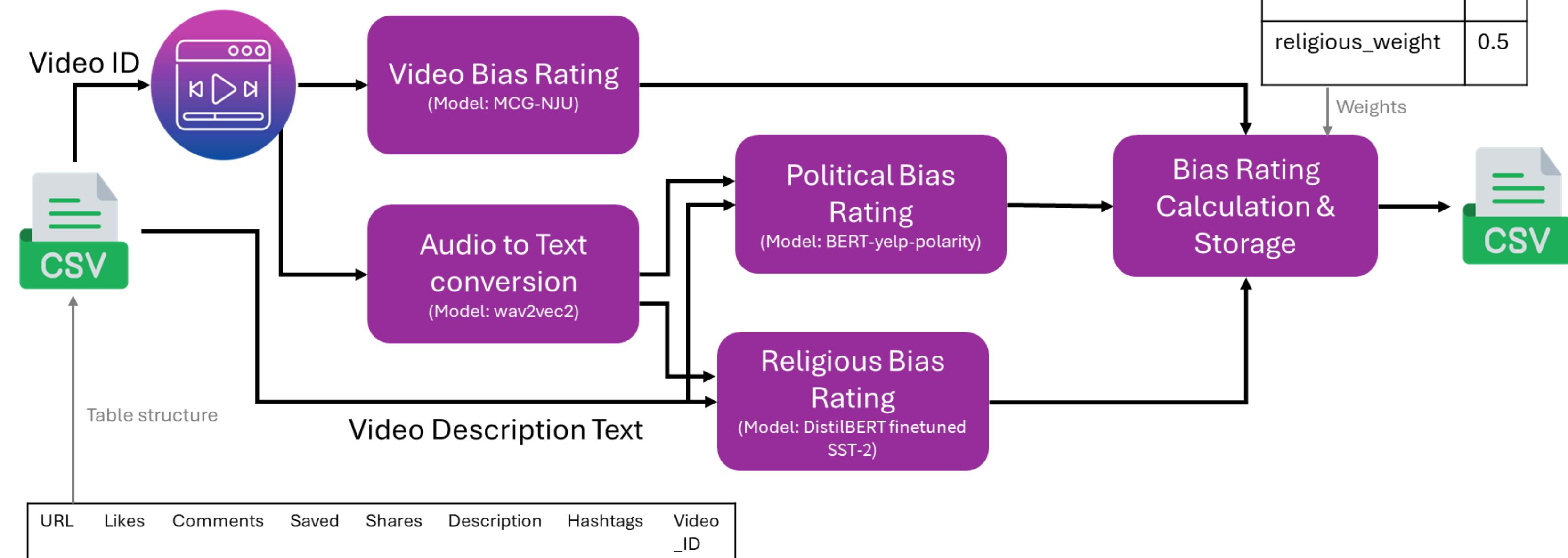
This score is then used to **signal the user how strongly biased and extreme the content is** he is watching

WORKFLOW OF OUR SOLUTION

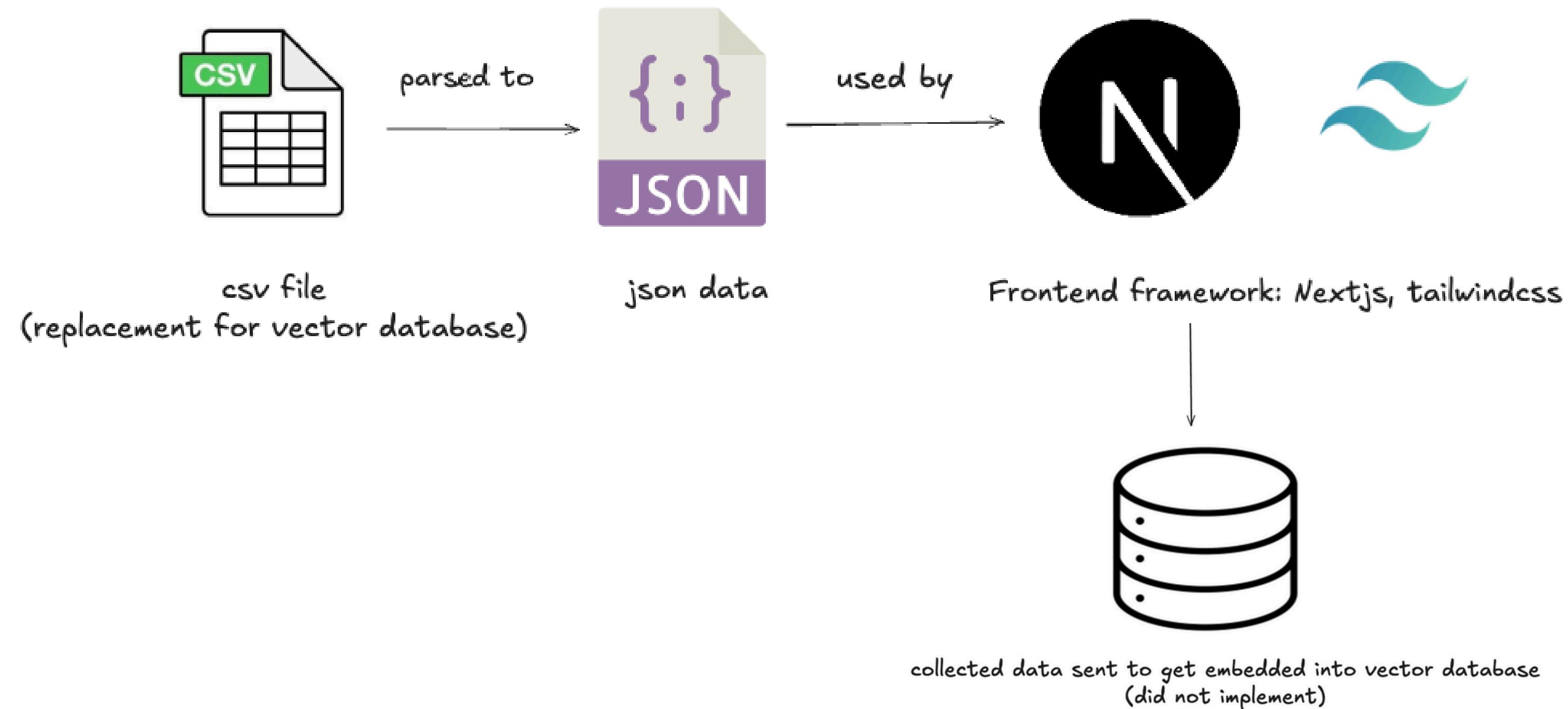


Backend Architecture

Implemented in Python



Frontend Architecture



Specific Features of our Idea:

Bias Alert Dialog



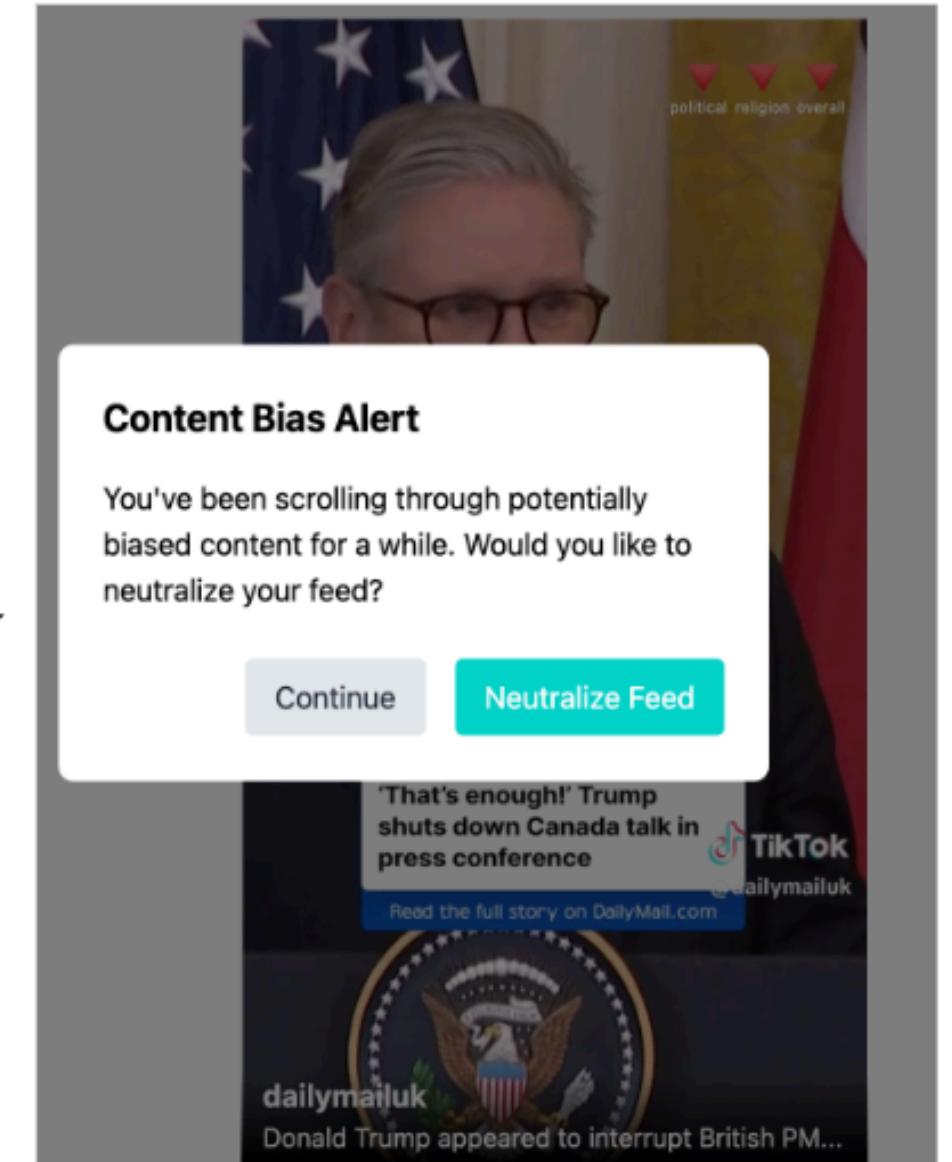
If a user



scrolls FYP for
certain amount
of time



and the new
loading batch
exceeds the bias
threshold



alert dialog will pop up

Frontend Feature: Bias Alert Dialog

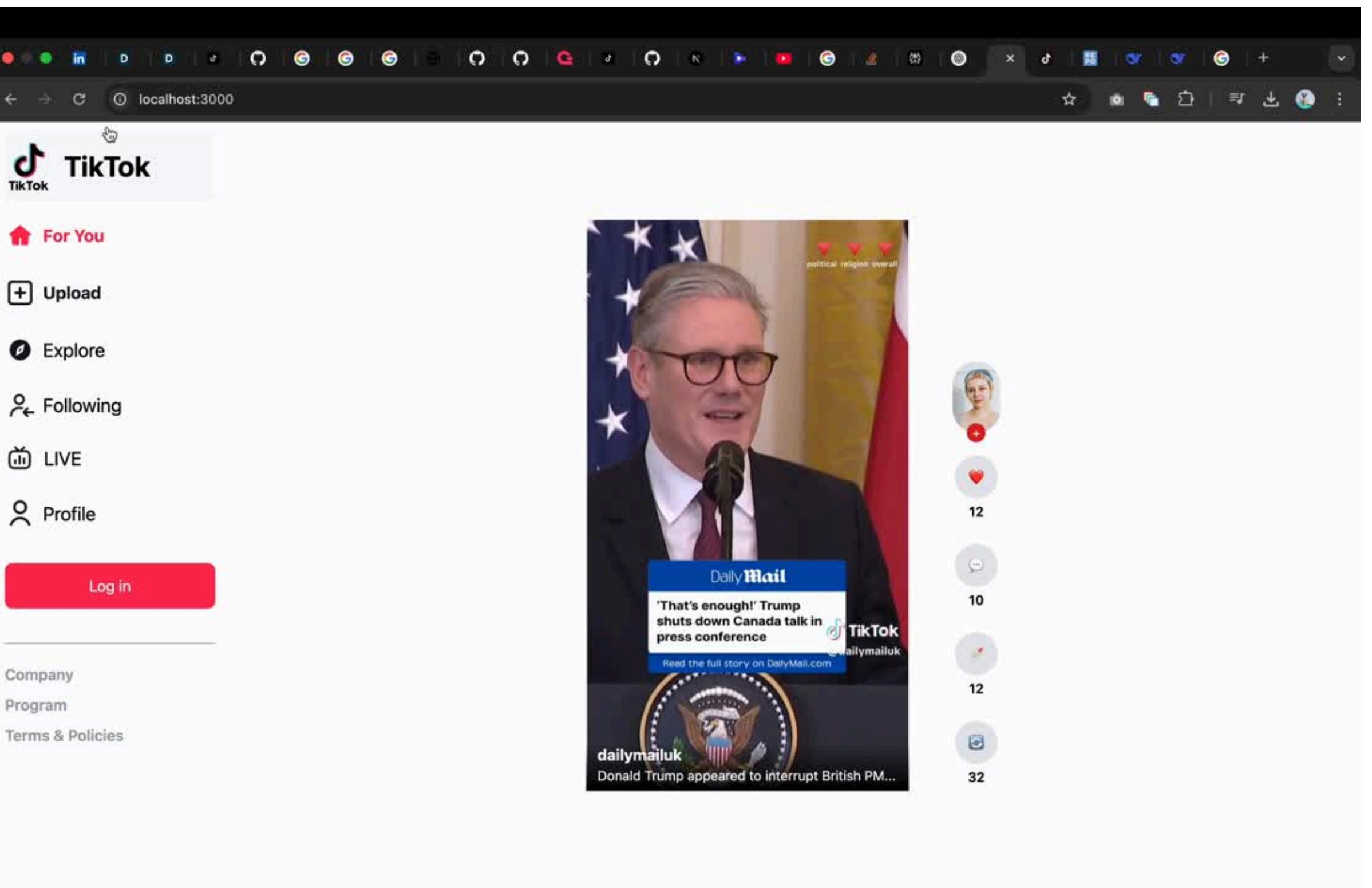


3 measures of biasness

Every video will be accompanied by 3 triangles, indicating the political biasness, religious biasness, and overall biasness that this video carries



Our Viable User interface



Conclusion

With our straightforward yet effective approach, we demonstrate that practical solutions exist to address the growing challenges of social media bias and manipulation. Our framework offers a path forward in an increasingly complex digital landscape.