*On Saturday, Trump said he had given his blessing to a transaction that he said would result in non-Chinese investors, including Oracle and Walmart, owning TikTok.*

*He also revealed that Oracle would have control over TikTok, adding, “If we find that they don’t have total control, then we’re not going to approve the deal.”*

*The back and forth underscores how fluid the transaction remains and the risk that TikTok could still fail to satisfy the US government’s national security concerns. On Saturday, the Commerce Department delayed for one week a plan to ban Tiktok from U.S. app stores while the government reviewed the transaction. If the deal doesn’t satisfy Trump’s concerns, new downloads of TikTok could essentially be banned in the United States.*

*Later，a spokesman for TikTok said on Sunday that ByteDance would hold 80 percent of the forthcoming company TikTok Global until a planned public offering for the service took place on the U.S. stock market in about a year. Oracle and Walmart would hold a 20 percent stake, the spokesman said. ByteDance echoed that characterization in a statement posted online in China on Sunday, where it said that the deal did not involve a transfer of TikTok’s valuable algorithm — a detail that is likely to fuel the administration’s national security concerns.*

*The new deal also run afoul of Chinese officials, who have expressed concerns about handing over to the United States one of their most successful technology exports.*

*That’s the news for this week.*

*Comment:*

*From my perspective,I think Trump’s sheer trade decision on TikTok is for his political targets and the common fear in the eyes of the American conservatives when facing the changes.*

*There is one thing in TikTok that is totally different from traditional social media. In most social media like YouTube and Instagram, users are grouped by content creators. You subscribe to content creators and expect them to give you what they create. There are algorithms which recommend materials to you, but these algorithms only work as supplementary means to help you find the creators you like. The success of a content creator is usually proved by the number of his subscribers. But in TikTok, the thing is totally different. The content creators no longer need to worry about how to appeal to their subscribers, because they no longer have them. What they only need to do, is to keep creating interesting content so the algorithm will automatically distribute your content to a lot of people. The connection between the users and creators are weakened. We can say that in TikTok, instead of being grouped by content creators, the users are grouped by the content itself.*

*We know that in American style political system, it's important to woo the voters, which means the media always plays an important role in politic games. Any revolution in media will cause a changing game rule in politics. When social media became more popular than the traditional media, it was immediately used in politics. A company called Cambridge Analytica used the user data from Facebook to analyse the political complexion and pushing corresponding political ads to the users. They have already taken part in the Brexit and Trump's election. But this method won’t work in TikTok, because the interesting content is the core competitiveness of TikTok, boring political ads won’t be popular no matter how much money the politicians spent on them.*

*Since Trump’s election condition is not very optimistic, a fast revolution in American social media will make his situation worse. His banning made American aware of the political potential of the TikTok and postponed the crazy popularity of it, which temporarily maintained his influence in traditional social media.*

*Question：*

*What do you think is the unique difference between TikTok and other traditional social media?*