



Understanding TikTok

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What is TikTok?

- Video Streaming App
- Originally started as a karaoke app, like Music.ly
- Spiritual Successor to Vine

What are people talking about?



The Answer: NLP And Topic Modeling

- The Data
 - 1.9 Million Reviews from 2020-2021
 - ID, Review, App Version
- Spacy, CoRex



CoRex Topics

Reviews

People, time, watch, make, like,
friend, day, dance

Positive Sentiment

good entertainment, amazing, good
world, awesome, good application

Requests

Account, viral, team, dear, social,
unfreeze, dear team

Content

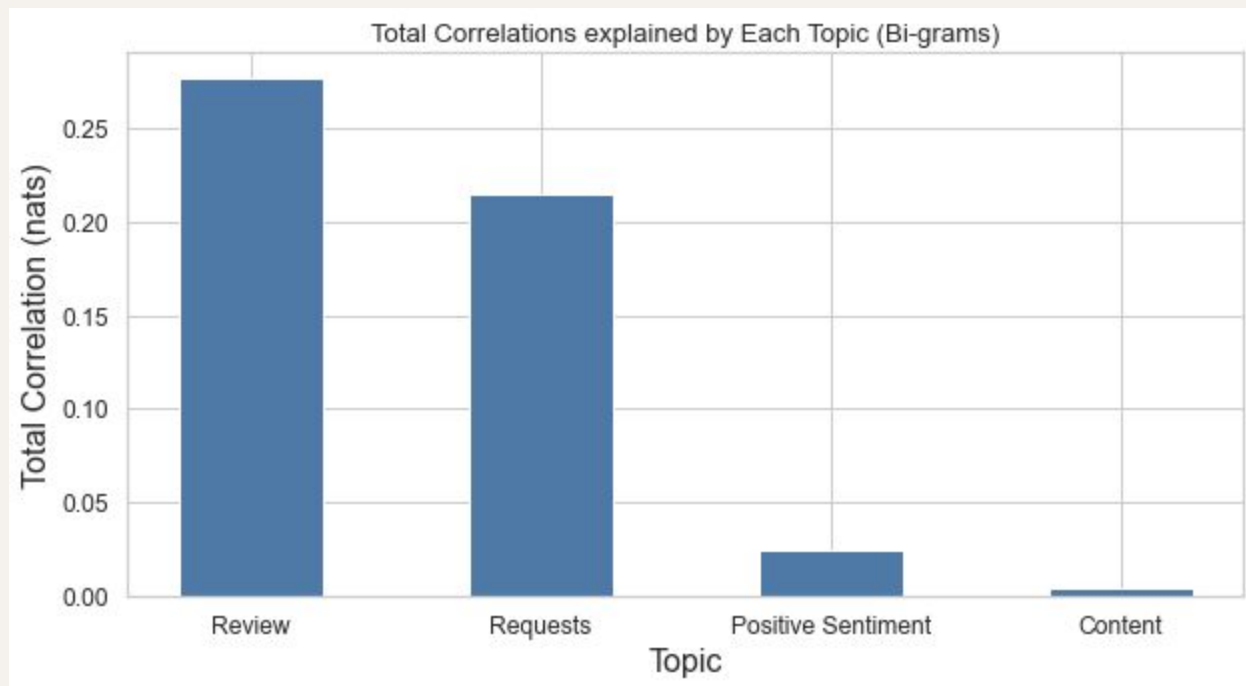
Love, funny, love good, love
fun, good fun, nice love

Review-Sentiment Difference

"It's fun to play but like I see 4 years old
doing it all day and yeah but other ways
it's so funny and fun and stops working
please fix it have a great day"

Review-Sentiment Difference

"I love this app because I love the dances
the videos it's cool"



Social

People enjoy the social aspects of TikTok

Multicultural

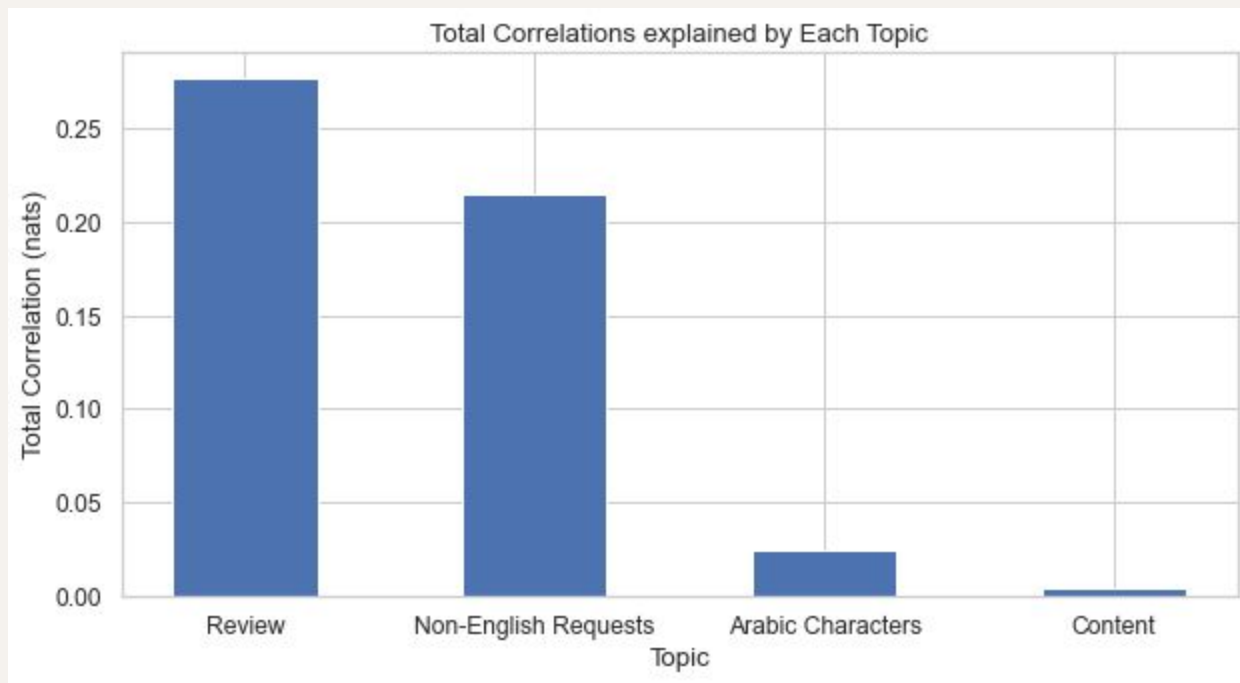
Several reviews in languages other than
English

Entertainment

People enjoy the dances, music and watching
videos with friends

Questions

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LSA Preliminary Topics

Topic 0

good, app, nice, love, tiktok, like, amazing, tik, tok, great, fun, video, entertainment, awesome, world, time, super, cool, funny, aap, enjoy, thing, use, experience, people

Topic 1

nice, app, love, tiktok, amazing, tik, tok, great, like, fun, awesome, video, cool, super, funny, aap, enjoy, wow, thank, people, use, make, entertaining, time, watch

Topic 2

love, app, tiktok, tok, tik, amazing, fun, great, like, video, awesome, cool, funny, make, watch, dance, people, day, super, thank, lot, friend, entertaining, life, use

Topic 3

app, amazing, great, like, fun, awesome, super, cool, enjoy, funny, entertainment, excellent, video, world, use, best, time, entertaining, interesting, wonderful, favorite, nyc, download, wow, osm

Topic 4

amazing, tik, tok, like, fun, video, tiktok, nice, good, thank, viral, funny, watch, cool, plz, account, people, super, follower, make, aap, day, lot, team, follow

Topic 5

amazing, love, nice, good, wow, aap, word, absolutely, tiktok, application, app, simply, totally, explain, speechless, truly, apk, ittt, ap, itt, recommend, periodt, quality, xx, omg

Topic 6

fun, tiktok, great, nice, cool, watch, funny, love, video, good, amazing, lot, use, entertaining, super, people, dance, time, friend, make, easy, addictive, way, thing, new

Topic 7

like, tiktok, video, follower, view, cool, follow, viral, plz, fun, account, love, awesome, dance, lot, funny, people, watch, want, team, comment, nt, help, make, post

Topic 8

great, like, tiktok, amazing, nice, good, video, love, follower, experience, viral, people, aap, view, time, plz, application, account, follow, way, thing, content, watch, team, work

Topic 9

awesome, tiktok, great, amazing, video, nice, good, thank, experience, viral, aap, application, funny, people, wow, account, time, watch, day, plz, make, platform, team, thing, content