

A TikTok study on US Political Areas



Academic year of 2023/2024

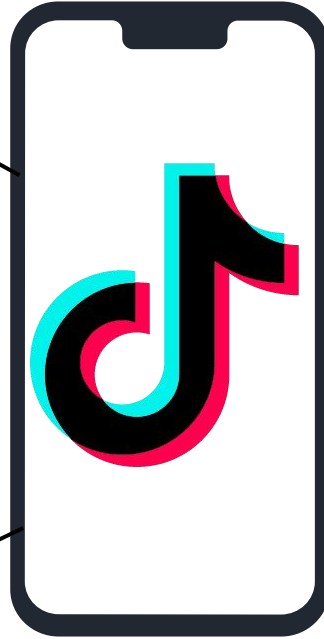
Alberto Morini & Marco Bellò

TikTok Introduction

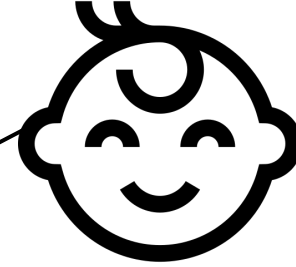
Over 100
million users
in USA alone



Influencers often
don't disclose paid
partnerships



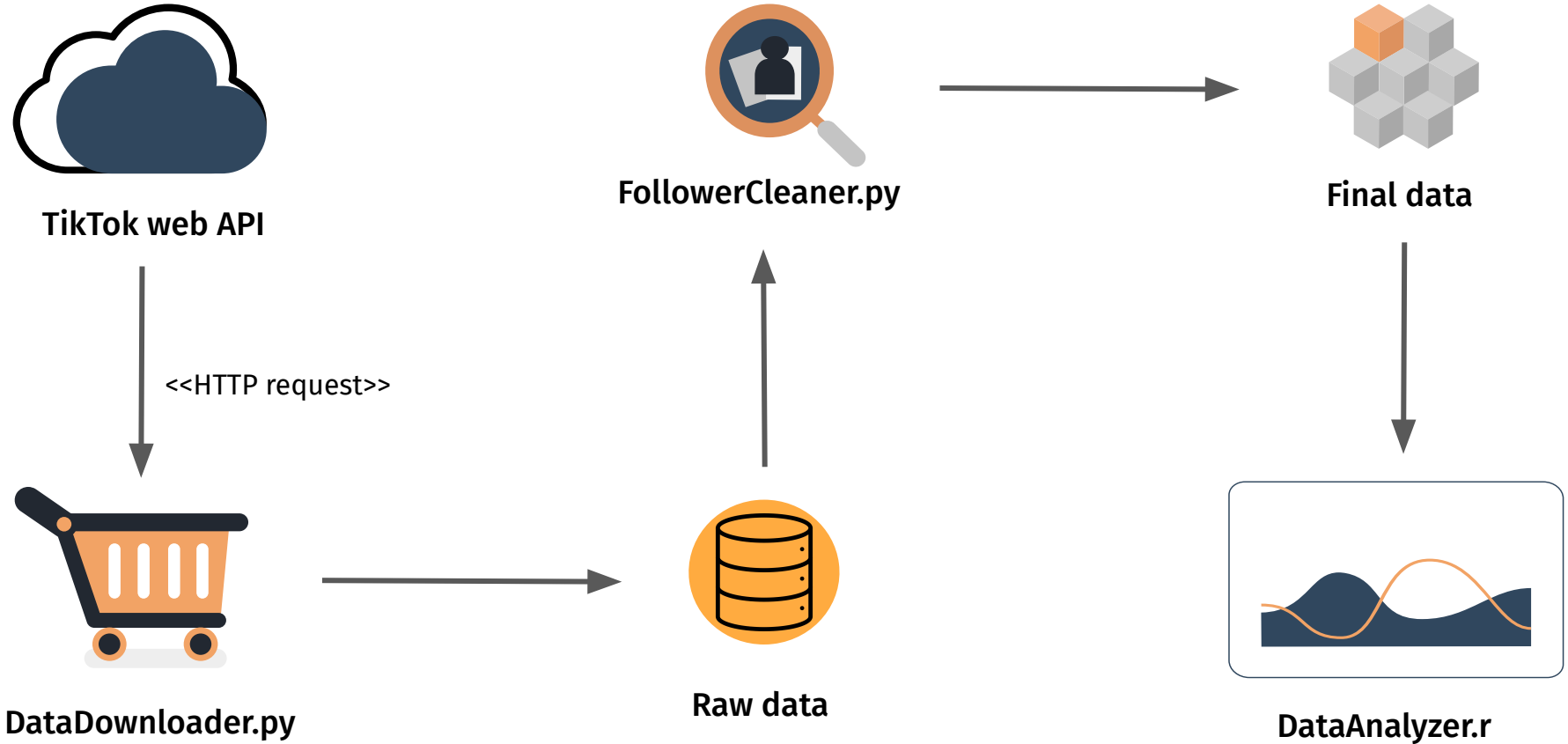
Nearly all
children
(5-15) use it
daily



Political parties engage in
paid partnerships on
social media

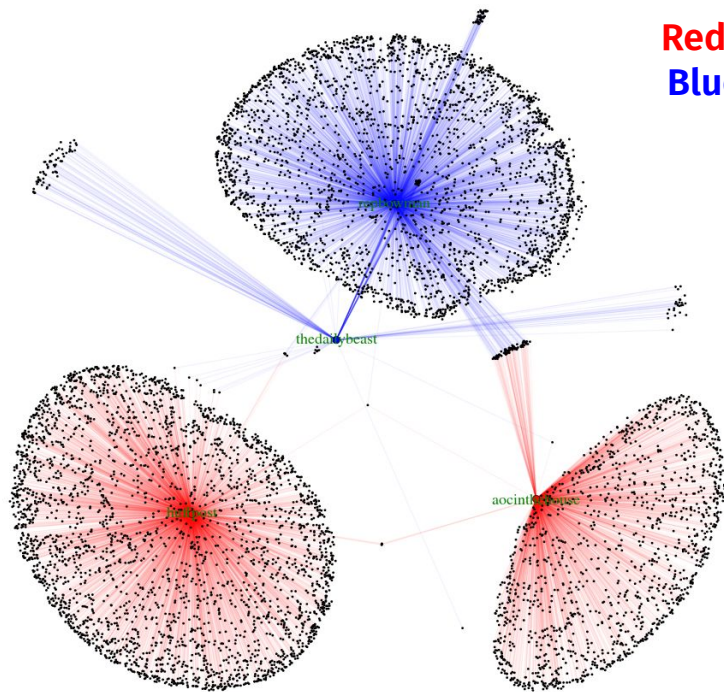


Data Gathering

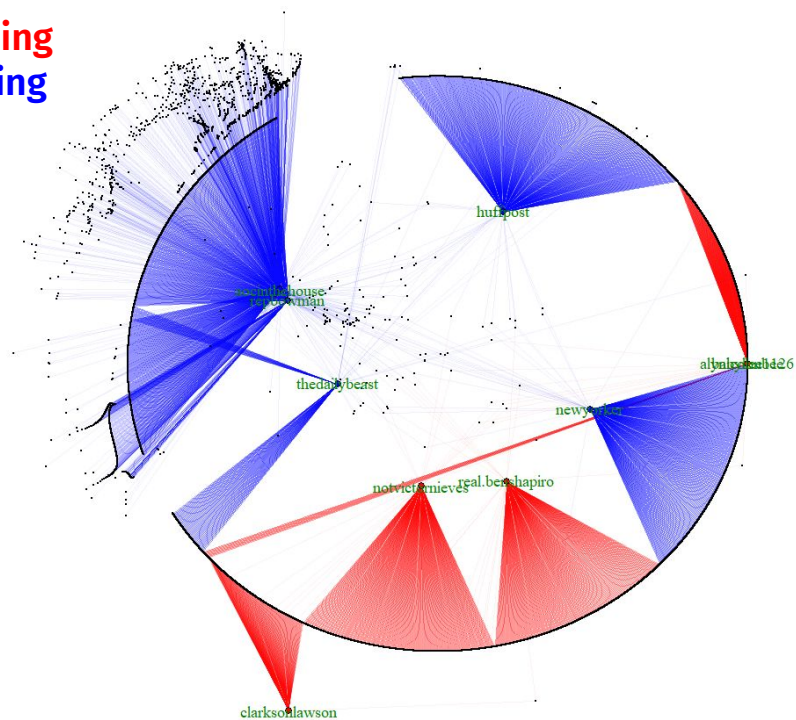


Social Network Graph

Red: right-leaning
Blue: left-leaning



MockUp Social Graph



Final Social Graph

Cosine Similarity

N, q	CN	Sal	Jac	Sor	AA	RA	Cos	PCC
$N=10, q=0.2$	48	45	46	46	47	45	44	46
$N=10, q=0.4$	108	99	99	100	107	102	97	99
$N=10, q=0.6$	169	153	153	153	169	163	152	147
$N=10, q=0.8$	227	202	201	201	226	220	200	194
$N=20, q=0.2$	54	50	50	50	53	51	48	54
$N=20, q=0.4$	119	110	109	110	118	114	108	112
$N=20, q=0.6$	185	167	167	167	184	179	166	166
$N=20, q=0.8$	245	216	215	215	244	238	215	217
$N=50, q=0.2$	62	58	58	58	61	58	58	63
$N=50, q=0.4$	131	123	123	123	131	127	122	128
$N=50, q=0.6$	200	182	181	181	199	195	181	186
$N=50, q=0.8$	261	232	231	231	259	254	231	243

Column: similarity
inference precision
(higher is better)

Q.-M. Zhang, M. S. Shang, W. Zeng, Y. Chen, and
L. L'u. Empirical comparison of local structural similar-
ity indices for collaborative-filtering-based recommender
systems. Physics Procedia, 3:1887–1896, 08 2010.

MovieLens	CN	Sal	Jac	Sor	AA	RA	Cos	PCC
$q=0.2$	0.172	0.172	0.172	0.173	0.182	0.172	0.179	0.221
$q=0.4$	0.342	0.344	0.343	0.344	0.390	0.344	0.358	0.412
$q=0.6$	0.516	0.516	0.518	0.518	0.641	0.523	0.522	0.641
$q=0.8$	0.686	0.687	0.687	0.688	0.921	0.719	0.703	0.875
$q=1$	0.831	0.831	0.832	0.833	1.172	0.875	0.874	1.078
Netflix	CN	Sal	Jac	Sor	AA	RA	Cos	PCC
$q=0.2$	1.256	1.266	1.268	1.266	1.359	1.278	1.282	1.968
$q=0.4$	2.505	2.505	2.508	2.506	2.891	2.562	3.016	3.921
$q=0.6$	3.772	3.774	3.778	3.778	4.688	3.895	5.266	6.313
$q=0.8$	5.015	5.016	5.031	5.044	6.641	5.249	7.703	8.844
$q=1$	6.234	6.235	6.251	6.258	8.875	6.594	10.23	11.33

Column: computational
complexity
(lower is better)

Salton Index Matrix

	thedailybeast	huffpost	aocinthehouse	repbowman	newyorker	alynicolee1126	babylonbee	real.benshapiro	clarksonlawson	notvictornieves
thedailybeast	1.0000000000	0.0088749628	0.003280670	0.0030531062	0.0028821675	0.003546902	0.0023624420	0.0008080255	0.0000000000	0.0007953238
huffpost	0.0088749628	1.0000000000	0.002755189	0.0019942806	0.0023532799	0.001654876	0.0003674144	0.0007540000	0.0000000000	0.0007421476
aocinthehouse	0.0032806704	0.0027551892	1.0000000000	0.0728348570	0.0038275628	0.001712851	0.0003802860	0.0019510368	0.0000000000	0.0007681470
repbowman	0.0030531062	0.0019942806	0.072834857	1.0000000000	0.0019429436	0.001594039	0.0003539074	0.0010894217	0.0000000000	0.0007148644
newyorker	0.0028821675	0.0023532799	0.003827563	0.0019429436	1.0000000000	0.001880989	0.0008352317	0.0008570222	0.0000000000	0.0004217752
alynicolee1126	0.0035469022	0.0016548763	0.001712851	0.0015940390	0.0018809890	1.0000000000	0.0020557341	0.0021093667	0.0000000000	0.0020762086
babylonbee	0.0023624420	0.0003674144	0.000380286	0.0003539074	0.0008352317	0.002055734	1.0000000000	0.0014049602	0.0000000000	0.0036876667
real.benshapiro	0.0008080255	0.0007540000	0.001951037	0.0010894217	0.0008570222	0.002109367	0.0014049602	1.0000000000	0.0006124765	0.0052028285
clarksonlawson	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0000000000	0.0006124765	1.0000000000	0.0036170919
notvictornieves	0.0007953238	0.0007421476	0.000768147	0.0007148644	0.0004217752	0.002076209	0.0036876667	0.0052028285	0.0036170919	1.0000000000

Red: right-leaning
Blue: left-leaning

Index Values = [0 , 1]
(Higher equals more similar)

Privacy Inference

User	Influencers
mdmcgraw1	huffpost, thedailybeast, newyorker
tukutanelimuru3	huffpost, aocinthehouse, repbowman
maazch_official	aocinthehouse, repbowman, newyorker
britanny_leeann	repbowman, thedailybeast, aocinthehouse
benjamin__bitboy	repbowman, thedailybeast, newyorker
audicharon	repbowman, notvictornieves, real.benshapiro
sgib527	babylonbee, real.benshapiro
chellen8er3.0	babylonbee, real.benshapiro
canyouhearmewaving	babylonbee, thedailybeast

Left-leaning:

- @huffpost
- @thedailybeast
- @newyorker
- @aocinthehouse
- @repbowman

Right-leaning:

- @babylonbee
- @real.benshapiro
- @notvictornieves

Engagement

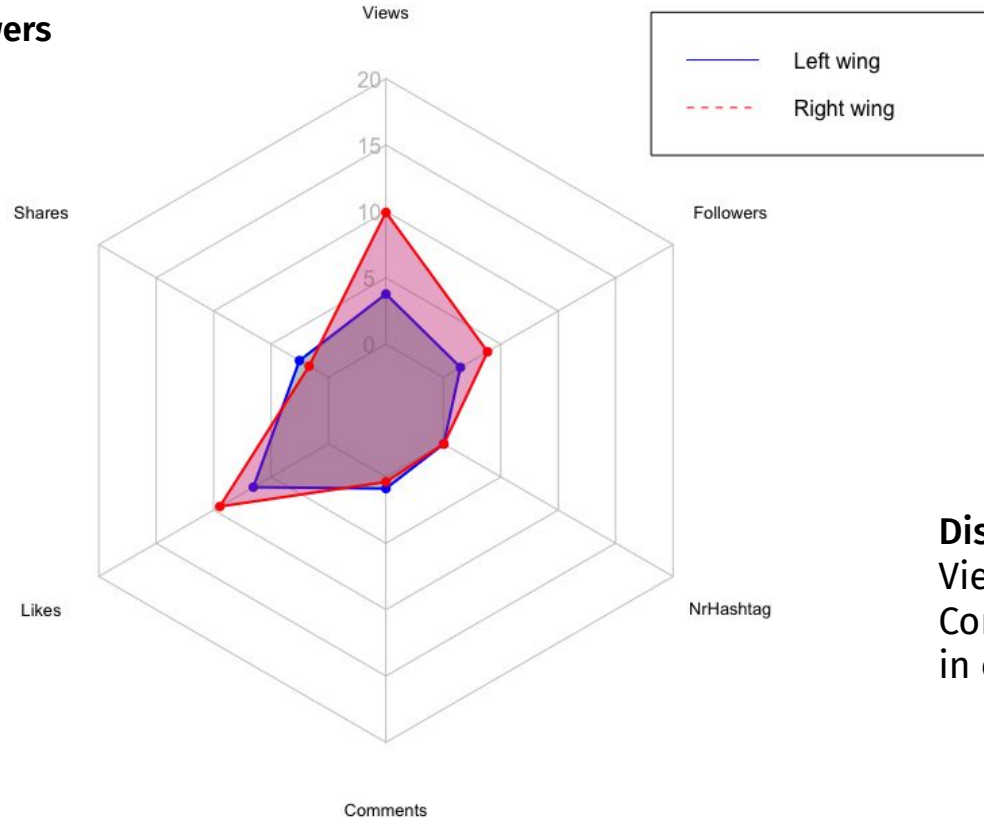
Engagement for political area



35,798 distinct followers



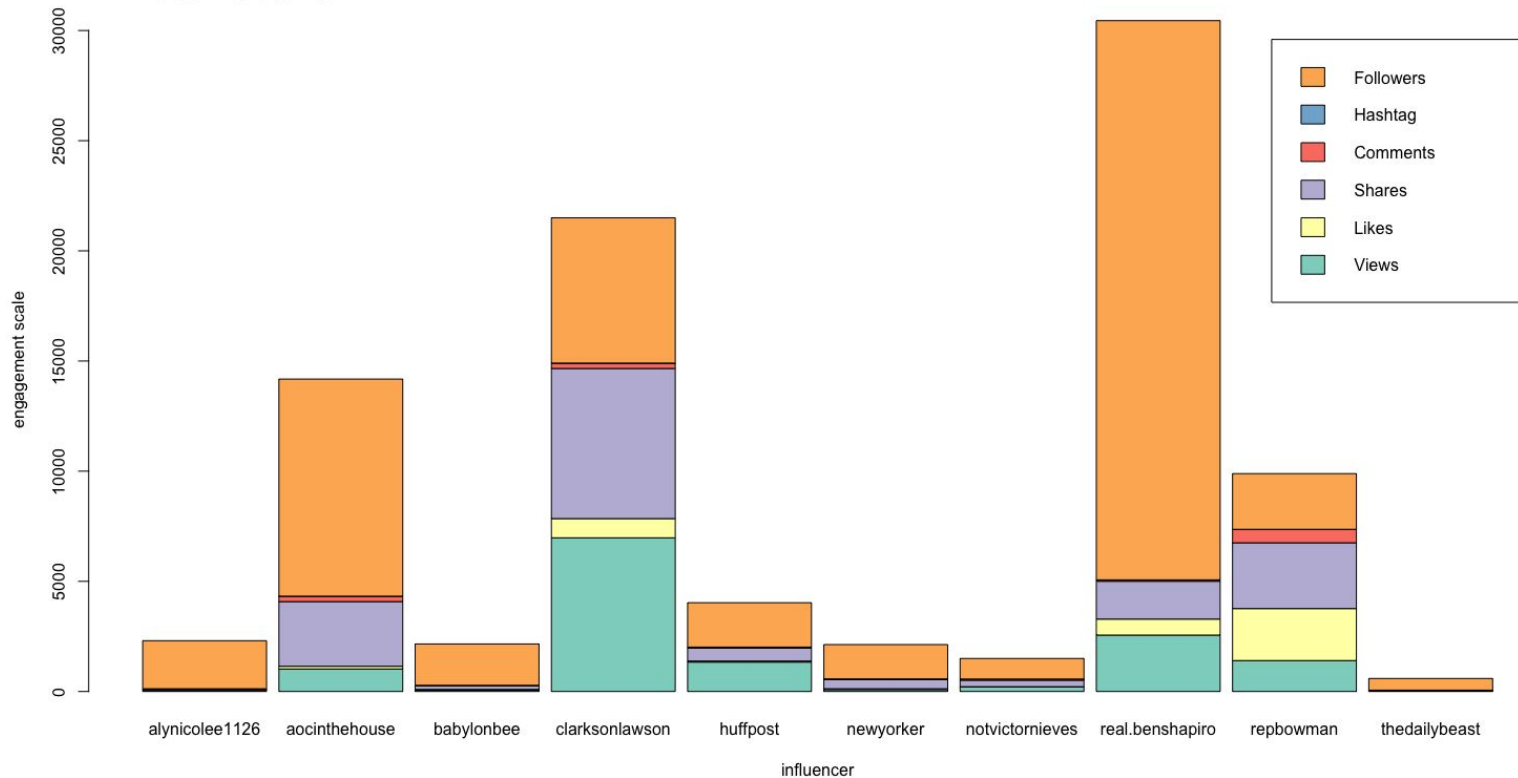
182 videos



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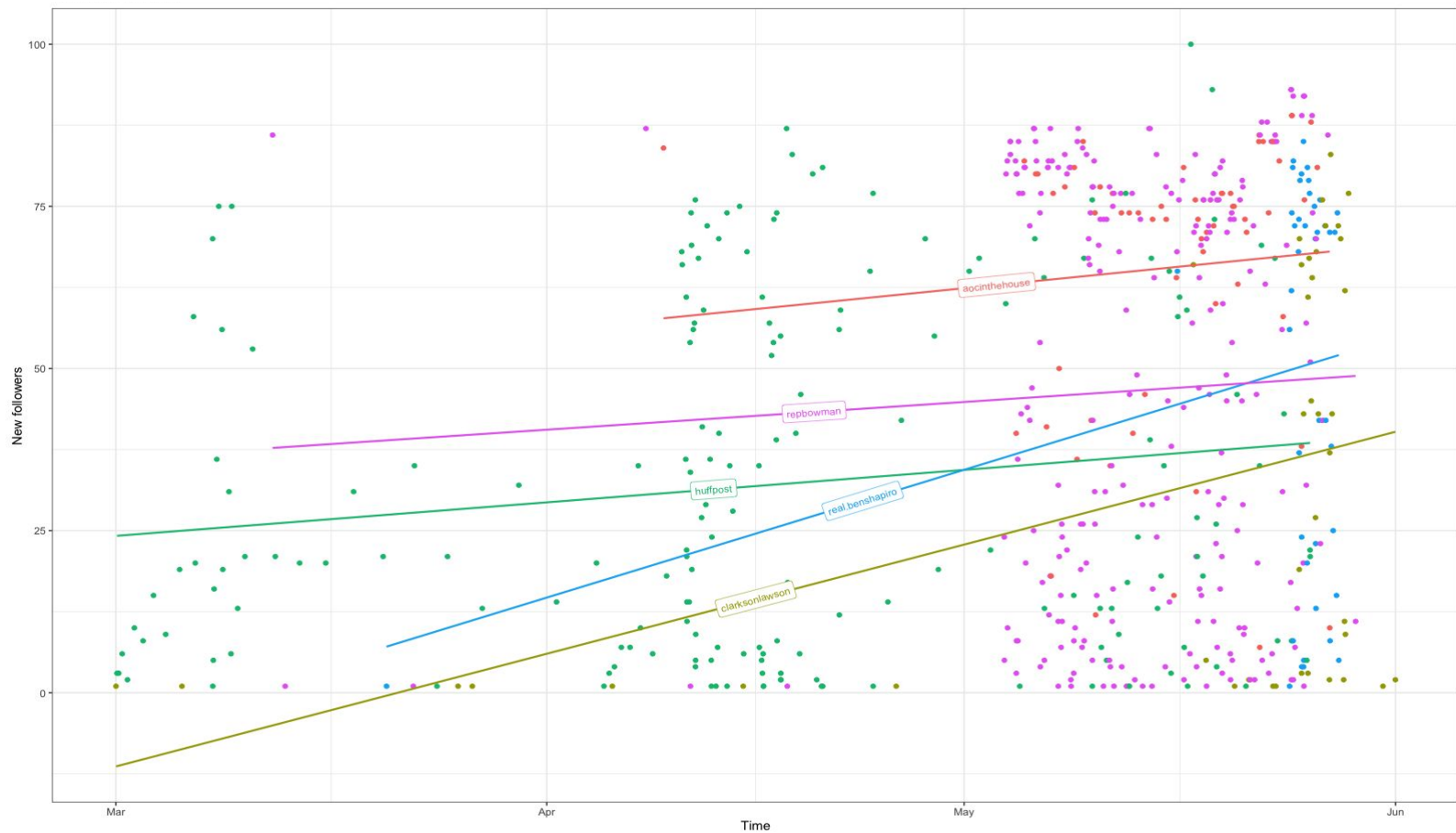
Engagement

Total score

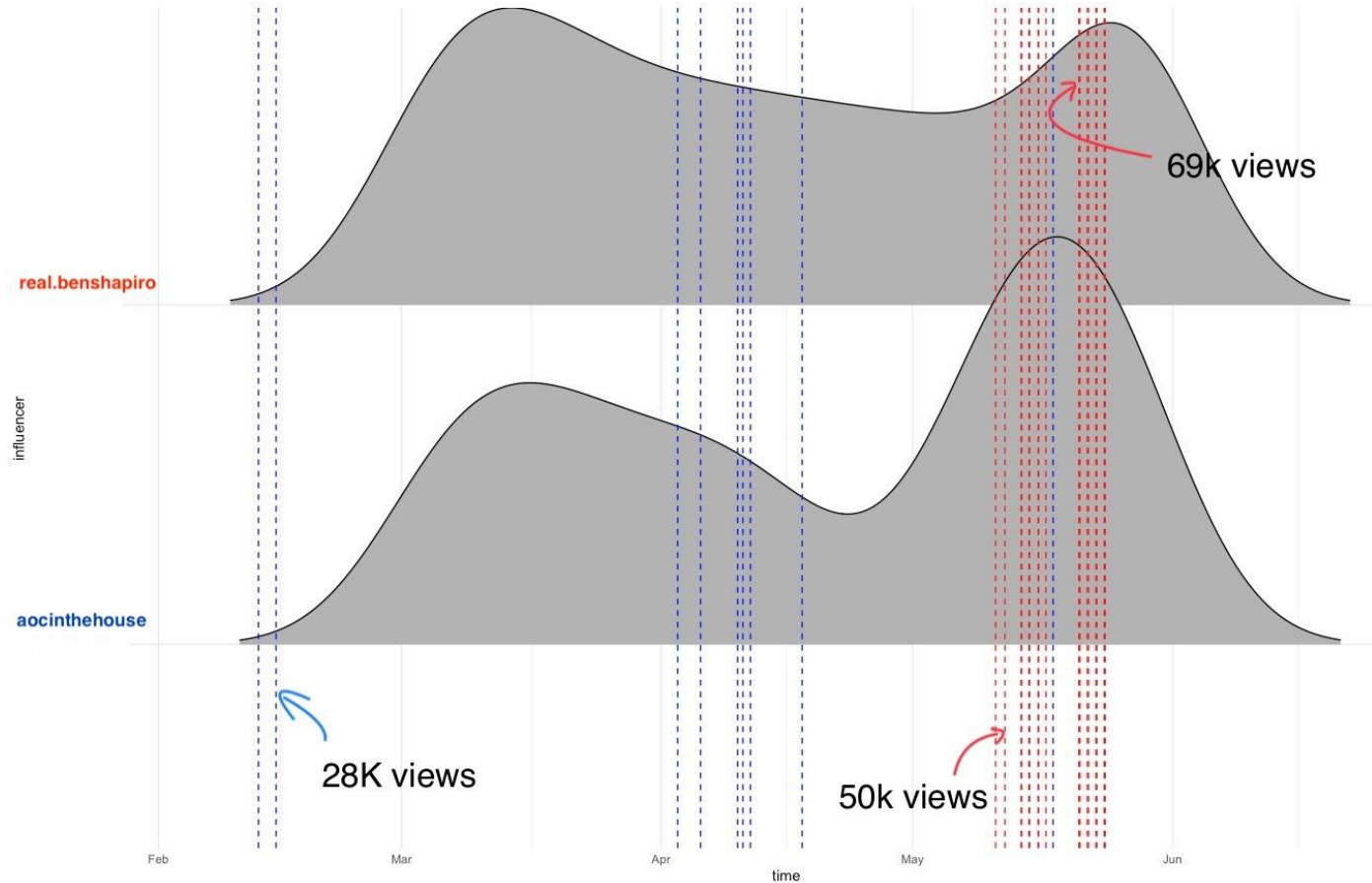


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Description

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6.89M subscribers

<https://www.youtube.com/watch?v=GNye8kCfh4Y>

Conclusions

US election: turning off TikTok is a big risk for the Democrats

Published: March 21, 2024 7.01pm CET

US commerce secretary Gina Raimondo thinks that blocking TikTok would lead to Democrats 'literally losing every voter under 35, forever'. Sipa/Alamy

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✕ X (Twitter)

f Facebook

in LinkedIn

17

Popular social media platform TikTok stands accused of holding US data in China, fostering censorship, and spreading disinformation. Its popularity poses a dilemma for US politicians, but especially Democrats who have heavily relied on the app to reach its core base of young voters.

Author

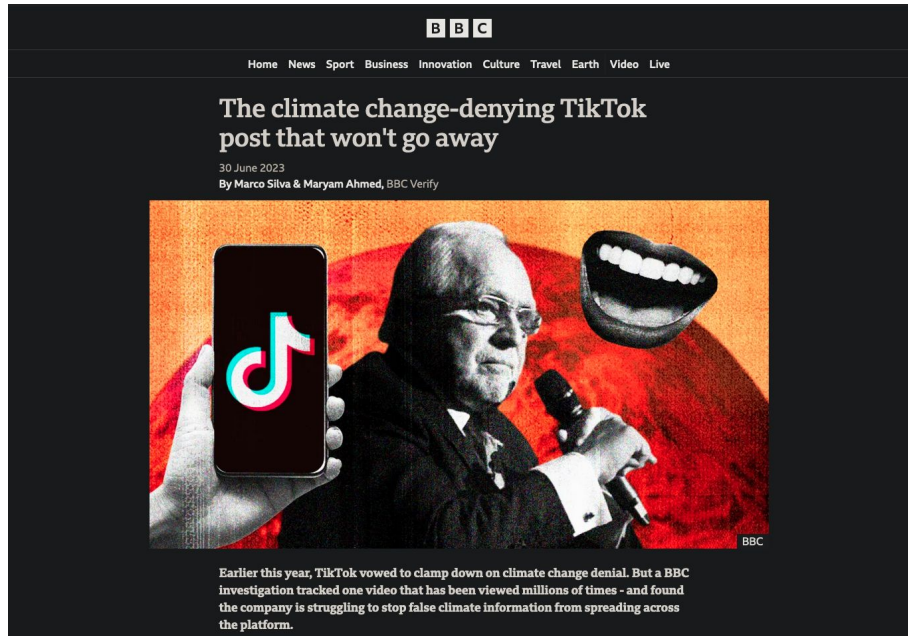


Thomas Gift

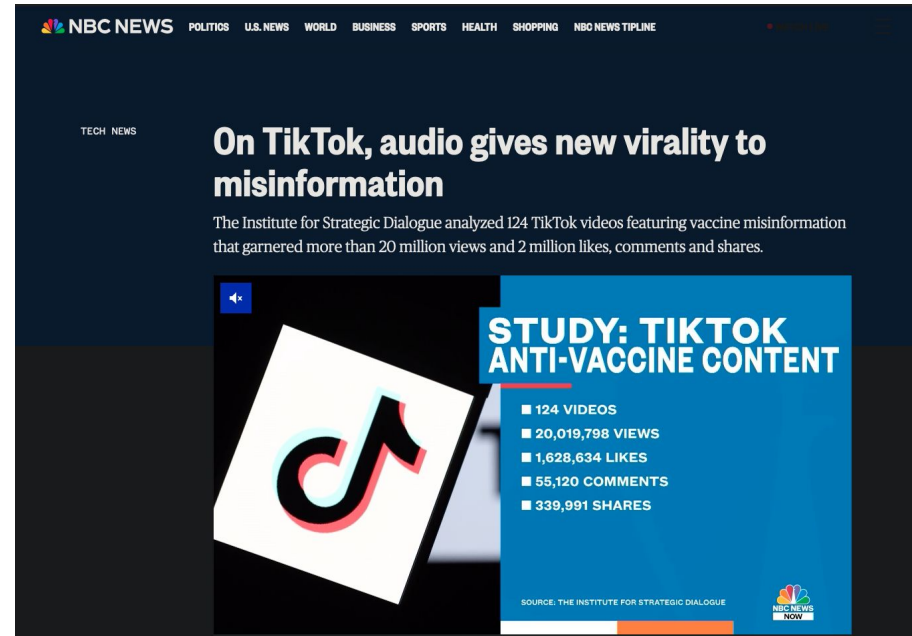
Associate Professor and Director of the Centre on US Politics, UCL

<https://theconversation.com/us-election-turning-off-tiktok-is-a-big-risk-for-the-democrats-225942>

Conclusions



<https://www.bbc.com/news/technology-66023797>



<https://www.nbcnews.com/tech/tech-news/tiktok-audio-gives-new-virality-misinformation-rcna1393>

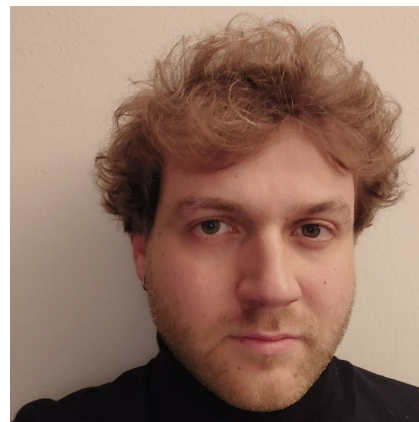
Thank you!

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