

# six thinking hats

## CASE STUDY: TIKTOK GROUP 17B



### WHITE HAT: INFORMATION AND DATA

- TikTok has an "information cocoon" effect.
- TikTok's personalized recommendation algorithm is specially designed for the "interest exploration" mechanism.
- TikTok obtains the basic information of users by automatically filling in and authorizing access to location information.
- TikTok's personalization algorithm uses a user's historical behaviour and interests to recommend content.
- About 95% of TikTok users tend to choose to turn on personalized recommendations to obtain information<sup>1</sup>.



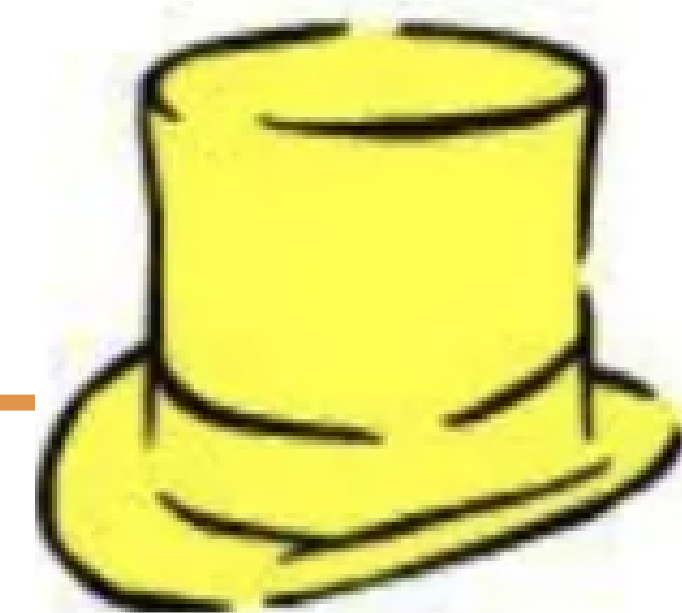
### RED HAT: EMOTIONS AND FEELINGS

- Users feel that access to information is limited to certain aspects.
- Users tend to feel like they're getting the same content as their friends.
- The information cocoon effect as users spend more time on the platform.



### BLACK HAT: JUDGMENT AND CAUTION

- TikTok content must be looked over for potential misleading information.
- The unchecked spread of misinformation on TikTok has reinforced existing beliefs and biases among some users.
- The spread of misinformation can have wide-ranging negative consequences, from undermining public trust in institutions to inciting violence or influencing elections.



### YELLOW HAT: OPTIMISM AND BENEFITS

- TikTok's algorithm prioritizes user engagement, which can lead to the provision of accurate information.
- TikTok provides a shared space for creators, consumers, and brands to indulge in content together, embracing connectivity and creativity.
- TikTok has the potential to educate and inspire millions by placing positive and accurate content.



### GREEN HAT: CREATIVITY AND ALTERNATIVES

- From the user's point of view, it is suggested that users improve their ability to actively obtain the required information in the network.
- From the technical point of view, more algorithm parameters could be added to enrich the recommendation results.
- From a social perspective, human moderators are needed to make value judgments about the content being pushed.



### BLUE HAT: PROCESS AND CONTROL

- TikTok's algorithm can be improved to better detect and filter out misinformation.
- TikTok can collaborate with organizations and media to enhance the accuracy of information on the platform.
- TikTok continuously innovates with new features like TikTok Shopping and Branded Mission to enhance user and creator experiences.
- Establish a clear process for evaluating information on TikTok, ensuring that each perspective is considered.
- Regularly review and update misinformation detection and prevention strategies to keep pace with evolving challenges.