



TikTok

Ethics and CS (CSCI 77800)
EthiCS: The Weekly Ethicacy
JD x JD



Agenda

1. Quickly Explain TikTok
2. Describe How TikTok Works
3. Report on Current Events
4. Briefly Share TikTok's Ethical Concerns
5. Garner Responses to Those Concerns

What is TikTok?





How Does TikTok Work?

While most social media platforms connect us with people of our choice (friends and family on Facebook or politicians and celebrities on Twitter), TikTok works relentless to move us away from our tribes.

A powerful recommendation algorithm sidesteps the normal self-directed social media experience to provide endless content based on privacy data you willingly provide (like location, age, and language) and subtle behavior data you unknowingly share (like how long you watch a certain type of video or what you scroll to find or what you open comments for). **The algorithm has shown to be addictive.**



Who Uses TikTok?

Zoomers and boomers. Regular folks and celebrities. Everyone?

The US alone has 100+ million active users, 41% between the ages of 16 and 24.

Most likely, a majority of your students are TikTok users.



Who Owns TikTok?

TikTok is currently owned by a company called ByteDance, a Chinese company based in Beijing.

Chinese companies can be compelled by the Chinese Communist Party to share user's privacy data and censor content seen to be political or socially destabilizing.

Executive Orders in August threaten to ban TikTok and WeChat from US.

Oracle (a close ally to President Trump) and Walmart have offered to purchase the US branch of the company from China.



Ethical Concerns

MICRO

MACRO

Addictive
Algorithms

TikTok in
Professional Settings

Government's
Role in Allowing
Businesses to
Operate Freely

Government's Role in
Protecting our
Privacy



How Do You Respond to TikTok's Ethical Issues?

- Open the [Jamboard Link](#)
- Read/Listen to the prompt
- For each frame, write a sticky note with a short rationale for your response

