TikTok Data Mining

Background

- TikTok is a popular social media platform with roughly over 1 billion active user profiles.
- **Data mining**: Extracting information from a specific source and using that information to develop a certain algorithm.
- The videos seen on one's TikTok feed, better known as a "For You Page" is a personalized stream of videos that are strategically chosen to fit the users' desires and interests.
- In-app and external behavior data is electronically and automatically gathered by TikTok's machine learning platform and fed to the algorithm to produce a match between a person's interests and the videos they see.

Why? And How?

- TikTok's main business objective is to maximize audience engagement.
- By showing the most interesting and appealing content to its users, TikTok successfully fulfills its goal to boost popularity.
- TikTok AI utilizes the machine-learning algorithm, which is the gathering and analysis of data to employ specific patterns of content that best fit a person's interests.
- Data mining provides TikTok with the information it needs to successfully carry out the ML algorithm.

Data Mining → ML Algorithm → Personalized Feed

Brainwashed

- Data Mining and the other invasive data accumulation strategies are not talked about often enough nowadays. TikTok and other social media platforms work hard to cover up the obvious signs of highly personal data collection.
- People are so entertained and engulfed in the app that they do not even stop to think how their feed happens to show content so specific to their interests. This is exactly what these platforms are programmed to do.