



The "Good", the "Bad" and the "Ugly"



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Good



Creativity: One thing known about TikTok is the sheer amount of creativity its users have when using the platform. Mostly combining music, artistry, and performance art, it feels like the users of this site have a good eye for how they express themselves.

Entertainment: Various performance arts and songs from popular music has been featured on TikTok and now have been viewed as the social media platform for popular entertainment's zeitgeist. Anything popular with today's generation has been featured on the website and as a result, it has become one of social media's most popular websites.

Powerful Platform: TikTok provides an incredibly automated network curating a uniquely individualized feed and offering a global reach for meaningful connections to a world of people who have similar interests.

Bullying: TikTok users are vulnerable to cyberbullying in the comment section of their videos. Users may be subject to hate speech or harassment that can result in psychological or emotional distress.

Misinformation: False information is often spread through TikTok. Users should beware of non-credible sources posting medical or health-related advice.

Social media addiction: TikTok's "For You"-page (the landing page) learns how to capture users' attention via artificial intelligence. One study found that TikTok was the most addictive application during the COVID-19 pandemic (Marengo et al. 2021).

Bad



UGLY



Privacy concerns: TikTok doesn't just keep track of the videos you share; it also keeps track of the videos and other content you made but didn't share. TikTok can collect information like your phone number, email address, location, and even your list of contacts.

Inappropriate content: Pornography and suggestive content are two examples of videos that you might not want your kids to see.

Dangerous influences: "Challenges" are a big deal on TikTok. These challenges become popular, however, they place kids in danger of hurting themselves or others.

Helpful Tip: You can also turn on "restricted mode" to keep the app from showing you inappropriate things, though it may not catch all.

