ЗБІРНИК НАУКОВИХ ПРАЦЬ

II Всеукраїнської науково-практичної конференції студентів, аспірантів та молодих науковців «СУЧАСНИЙ МАСОВОКОМУНІКАЦІЙНИЙ ПРОСТІР: ІСТОРІЯ, РЕАЛІЇ, ПЕРСПЕКТИВИ»

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ІЗ ВДЯЧНІСТЮ ГЕРОЯМ:

солдатам та офіцерам Збройних Сил України,
територіальної оборони та добровольчих формувань
за можливість в умовах війни
проводити навчальний процес та займатися наукою!

ВІРИМО В УКРАЇНУ!
БУДУЄМО ОСВІЧЕНУ УКРАЇНУ!

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FAST, BENEFICIAL, HARMFUL THIS IS ABOUT TIKTOK COMMUNICATION

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The aim of the study is to analyze randomly selected media articles about TikTok. The mission and principles of this social media application and a short-form video hosting service, the attitude towards users, and the reasons for its ban are considered. The state of the Ukrainian TikTok segment and the difficulty of studying it are shown. Publications about the growth of messages after the Russian large-scale military invasion of Ukraine, the spread of fakes in the Russian segment of TikTok are analyzed. At the same time, the use of the application by people with special educational needs is being studied. The conclusions are focused on studying the communication capabilities of TikTok and its functional features.
    Keywords: *TikTok, content, media, misinformation, security, study, video.*

ШВИДКО, ВИГІДНО, ШКІДЛИВО – ЦЕ ПРО КОМУНІКАЦІЮ ТІКТОК

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Метою дослідження є аналіз рендомно вибраних публікацій в медіа про ТікТок. Розглядаються місійні принципи мережі, ставлення до користувачів, причини її заборони. Відображені стан українського сегмента ТікТок, проблемність його вивчення. Аналізуються публікації про зростання меседжів після російського повномасштабного вторгнення в Україну, поширення фейків в російському сегменті ТікТок. Водночас вивчається використання застосунку людьми з особливими потребами в навчанні. Висновки зосереджені на вивченні комунікаційних можливостей ТікТок і його функціональних особливостей.
    Ключові слова: *ТікТок, контент, медіа, дезінформація, безпека, дослідження, відео.*

The articles about the emergence of TikTok as product of the Chinese company ByteDance in 2017 filled the online media with a large amount of thematic content. The authors of the publications emphasize the rapid spread of the application among those who often watch music and dance videos, who

shoot and distribute short mobile video. TikTok also has clear instructions on how to use the application, how to distribute the newly created video content. Many materials refer to the prohibition of TikTok in various countries for use by government officials. This is done to ensure security and prevent leakage of confidential information. The application is accused of collecting data for the benefit of Chinese government services.

The official website of the company is multilingual, but not everything is translated, for example, into Ukrainian or Italian, it is natural that most of the information is presented in English the mission is formed in general terms: "to inspire people and bring them joy". The information about international centers in Los Angeles and Singapore, offices in New York, London, Dublin, Paris, Berlin, Jakarta, Seoul and Tokyo are briefly reported on the web page. The news section is the most active and frequently updated in English. For users, a list of tools and settings is provided in a concise and clear way. In the "Safety Center" from the "Guides" section, one can learn about data protection, privacy and safety controls in TikTok. The "Topics" section collects the most current messages on countering the community hate speech, scams, preventing child sexual abuse on TikTok, bullying prevention etc. There are tips on dealing with so called toxic content, addresses of organizations and support services where one can complain about violators of community ethics. TikTok moderators are attentive to the reactions of teenage family members to content management. All this looks like a response of the company's management to numerous criticisms regarding the state of affairs with harmful information in TikTok [1].

In April 2023, on the eve of World Book Day, the TikTok official website in the English-language "News" section featured mini stories from different countries about interesting books, encouraging the community to read: "With over 126 billion views, and 19 million posts to date, #BookTok has become a place where book lovers, authors, storytellers, and educators across TikTok's global community come together to celebrate the joy of getting lost in a great book while finding the inspiration to author their own stories" [2].

The section "News" in Italian language informs that the Italian encyclopaedia Treccani dictionary (which is the largest national publishing house in the field of culture) has added the words BookTok and BookToker to the neologisms of 2023. In this way, the encyclopaedia authorized the introduction of new terms into the vocabulary of the Italian language. These words added to Treccani's dictionary: "BookTok – born quietly between the pages of books and in the readers' rooms which now finally includes stories, readers and emotions – is a story that will be remembered and told. The encyclopaedia's decision to include it among the neologisms of 2023 comes in conjunction with the announcement of TikTok's partnership with the Turin International Book Fair 2023..." [3].

In the Ukrainian segment of TikTok, journalists determine the leaders by the number of views: "The first Ukrainian-speaking TikToker with an audience of 100,000" calls himself former student and blogger Danylo Haydamakha with the nickname @chornobrovyj. His videos on TikTok over mainly

patriotic topics: about Crimea, Donbas, Russian large-scale military invasion of Ukraine and the Ukrainian language development. These data are from 2021, when this application began to be filled with Ukrainian content, in particular, Danylo Haydamakha and his friends launched the Ukrainian reality show "Noise". "Haydamakha calls this project the "Ukrainian TikTok revolution" and wants to increase the amount of Ukrainian-language content on this social media", writes Olena Dub for the online media "Texty.org.ua" [4].

In 2023, in the Ukrainian TikTok segment, Yana Doga (@yanadoga) is the leader in the number of followers and likes with 11.5 million followers and 181.7 likes. Dima Yevtushenko (@evtushenko_dima) has the same indicators. Lady Bunny (@ladydianka) has 9.5 million followers 254.6 likes [5].

The Ukrainian academic environment does not yet have fundamental studies of this phenomenon. The TikTok's instrumental boundaries, multiplicity of expressed topics, interdisciplinary philosophy of perception – all this affects the difficulty of using available methodological techniques in research. It is possible to analyze journalistic motives in short video fragmentarily. One can single out the interaction of a short message with millions of views on the social media. That is, to follow the communicative connection of the chosen topic that is relevant in time. There are several articles that show how the philosophical categories of good and evil, which are reflected by accounts in the younger community, are not inferior to the number of distributions before the intensive use of this platform by multinational companies – in veiled advertising, in the promotion of their products and goods to new markets. The Ukrainian academic field is at the beginning of TikTok system-based research. Its restrictions in use by governmental organizations of certain countries increases the interest in studying the effects of this social media, both positive and negative.

Meanwhile, the world media draws attention to how TikTok is being investigated by scholars in the US. Thus, "The Guardian published the article" TikTok was 'just a dancing app'. Then the Ukraine war started Noting the attention of Joe Biden and Volodymyr Zelensky to the content of TikTok, the columnist of the newspaper cites a number of quotes from American researchers of this network after the beginning of the full-scale invasion of the Russian army on Ukrainian territories, that is, after February 24, 2022. "Ukraine-related content on TikTok has exploded since the country was invaded on 24 February, with videos tagged #Ukraine surpassing 30.5bn views as of 17 March. One report from the New York Times found that, proportionally, Ukraine content on TikTok outpaces that on platforms more than twice its size. With that dramatic rise came an influx of misinformation and disinformation. Videos of unrelated explosions were re-posted as if they were from Ukraine. Media uploaded from video games were passed off as footage of real-life events. Russian propaganda went viral before it could be removed", writes Kari Paul for "The Guardian" [6]. The problems of fake and manipulative messages were also investigated by the Harvard's Shorenstein Center on Media, in a paper titled "TikTok, the War on

Ukraine, and 10 Features that Make the App Vulnerable to Misinformation" [7]. "The Guardian", commenting on the main parameters of the study, points to the imperfection of certain functions and design features of the TikTok application, which "create an easy pathway for misinformation". The newspaper also gives examples of how TikTok "scrambled to keep up with the onslaught of disinformation about the war in Ukraine". TikTok spokeswoman Jamie Favazza told: "We continue to respond to the war in Ukraine with increased safety and security resources to detect emerging threats and remove harmful misinformation" [6].

"El Pais" newspaper notes that since the beginning of the invasion of the Russian army, hundreds of Ukrainian soldiers "have shared videos of themselves performing the routine among ruins, in the trenches and camouflaged in the forests of the eastern Donbas region" [8].

The author of the article also widely cites the study of the "Military Review", the leading magazine of the United States military, "published a study on social media postings by Ukrainian troops during the first months of the war, including the use of "tactical TikTok"" [9]. The authors of the study, Col. Theodore W. Kleisner and Trevor T. Garmey, talk about the benefits and risks of social media and the authorization of their use by the Ukrainian General Staff: "These benefits include raising troop and civilian morale, and creating a positive and heroic image of Ukraine's armed forces. Ukraine is heavily dependent on support from its allies, and the battle to win over public opinion may determine the level of aid it receives from these governments" [8].

About TikTok in the USA, where the issues of geopolitics and internal security are interwoven, Yuri Vanetik, entrepreneur, political strategist, and attorney, member of the Directors Board of the International human rights agency "West Support" which is a non-governmental organization headquartered in the United States, dedicated his article.

The author of the article cites the fact that 150 million US citizens are users of this social media, which is almost half of the country's population. His analytical findings came after a hearing in the United States House of Representatives involving TikTok CEO Shaw Ji Chu. Yuri Vanetik believes that the TikTok CEO "tried to get out of it", but "he was attacked very hard by the congressmen". As a political strategist, he reflects on the issue of banning TikTok among US government officials, neatly combining two issues: "What is primary here – geopolitics or America's internal security issue? I think that both of these factors are connected here: the role of TikTok, as a way to extract information, and the situation along the US-China line. I will not hide that the geopolitical component is of great importance here. In the situation with TikTok, everything is gathered: both competition between countries, and the opinion that this service is simply dangerous" [10].

A number of publications appeared about the use of TikTok by Russian propagandists. Based on analytical materials from the Alliance for Securing Democracy (ASD), Jeff Seldin claims that "Russia Using TikTok to Push Pro-Moscow Narrative on Ukraine". He also cites the ASD report that "there were

78 Russian-funded news outlets on TikTok with a total of more than 14 million followers". TikTok did not label 31 accounts as belonging to state-controlled media, although it is obliged to do so. The article concludes with Marco Rubio, the top Republican on the Senate Intelligence Committee, warning that TikTok is "probably one of the most valuable surveillance tools on the planet". The USA Cyber Command's General Paul Nakasone told members of the House Intelligence Committee that TikTok is like a "loaded gun". Christopher Wray, FBI director, has warned that TikTok's recommendation algorithm "could be used to conduct influence operations" [11].

TikTok can improve communication for people with autism, dyslexia, eating disorders, attention deficit disorder, hearing impairment, and special educational needs. This is the conclusion of communities that use TikTok to share their experiences of living with disabilities. This is reported by "PureWow", the U.S. online media that publishes women's lifestyle content. Dara Katz in her article emphasizes how the openness of accounts and content creations normalizes the lives of peoples with disabilities [12].

BuzzFeed article is about story of Lindsey Fleming, who has been diagnosed with dyslexia since the age of 6. She talks about her work as a licensed professional counsellor on her TikTok account: "I want people to know that having dyslexia does not mean you are not smart! It means your brain takes in and processes information differently" [13].

Thus, the TikTok has both positive and negative effects. Their relationship and significance for users in the global dimension require further fundamental study.

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