TikTok: Video Propaganda and the Attempted Radicalization of Gen Z

Georgia Bronson, Elizabeth Whiteside, Julia Wilkeyson, Anne Majerus
DISCLAIMER

The content presented in today’s slides contain sensitive material pertaining to extremism, violence, and pedophilia.
What is QAnon?

1. Introduction
2. Defining QAnon
3. What is TikTok?
4. How is QAnon using TikTok?
5. Concluding remarks
6. Questions
Introduction
Who is Q?
What do they believe?

- Save the children
- Anti-vax & Plandemic
- Anti-Elite
- Anti-Semitism
- Satanic panic & threat to tradition
- Anti-government
Broad Reaching Effects

Influence in Politics

Potential for Violence

COVID-19 Isolationism

The Use of Social Media
Platform Affordances

History
Features
Variety and Personalization
Virality
Gen Z on TikTok

Demographics

There are an estimated **80 million** TikTok users.

What we don't know

TikTok's user data can be easily manipulated by users.

Influencers

Gen Z is drawn to TikTok
QAnon and TikTok

1st Algorithm Manipulation

3rd Comments

2nd Use of Hashtags

4th Videos
Algorithm Manipulation

What is it?

How do they do it?

Why Do It?
<table>
<thead>
<tr>
<th>Name of Hashtag</th>
<th>Number of Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>#rothchild</td>
<td>412.6k</td>
</tr>
<tr>
<td>#adrenochrome</td>
<td>285.8k</td>
</tr>
<tr>
<td>#redpill</td>
<td>1.1M</td>
</tr>
<tr>
<td>#savethechildren</td>
<td>20.4M</td>
</tr>
<tr>
<td>#marjorietaylorgreen</td>
<td>27.1M</td>
</tr>
</tbody>
</table>

Views of Blue as of April 27, 2021
Views of White as of March 31, 2021
More Comments = More People

Teaching Each Other/Coaching

Community Engagement
Teaching Each Other

1. post it again but this time put a trending dance song that the kids use. volume down to 1.. dont write something goofy. dont type covid or # 2-26
   - I second this 2d
   - Great advice. 2d
   - yes I agree! 2d
   - yep 2d
   - Well said. Great advice! 1d

2. That “oh no, oh no no no no no” song seems to be popular. It’s sad that’s the only way you can reach the kids. 😞 8h
   - That’s a Brilliant idea! 15h

3. Also spell any key words wrong so they aren’t tagged. But if you blast them back about why naked children twerking and meth makers show videos they 47m
   - replied to totallytyers: Restore pretty quick it took about 5 mins for me and 30 for my husband to be reinstated 47m

4. OH and make the cover photo some silly face hashtags like #dance #newtrend 4h
   - replied to totallytyers: All we did was file dispute asking why these ILLEGAL activities were ok and the pedophiles. 46m
   - Sir I’m 37 and I use those kids songs they’re just so catchy. 15h

and it’s funny how nobody questions why they’re concealing these things. hahah! they
What happens next?

PizzaGate

SaveTheChildren

January 6th Riot

???
Thank you for listening to our presentation today.