Black Content Creators' Responses and Resistance Strategies on TikTok

Gianna Williams

Background

- TikTok rose to fame in 2020 during the COVID– 19 Pandemic
- Content Creators became prominent
    - #BookTok
    - #GRWM
    - #DanceTok
- Aesthetics
    - Cottage Core
    - Coquette Core
- Content Creator Fund
    - 10k Followers 100k Views

Related Work

- Content Based Filter Algorithms
- Mainstream Taste Bias
- Content Creators find themselves gamifying their experience.
- Racial Bias
    - Black Content Creators being harassed, shadowbanned, gaining less interaction

**CONTENT-BASED FILTERING RECOMMENDER SYSTEM**
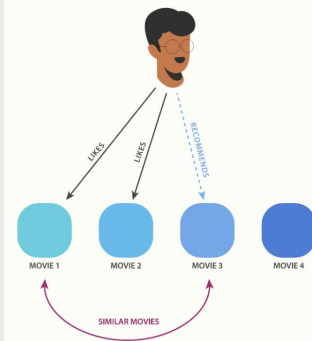
Related Work

❋ Shadowbanning
  ➢ Can be defined of the suppression of Content Creators Content
  ➢ Content is moderated by the algorithm or by a Human in the Loop
❋ Issues with Content Moderation
  ➢ Some content creators are shadowbanned based on their identity
❋ Algorithmic Folk Theory

Research Questions

- How do social media platforms affect these Black Women Content Creators?

Methods

﹡   Used TikTok API to study and examine Content Creators
- ➢   Search for Tiktoks using these queries
  - ■   #blackgirlTiktok (used from hashtag) → Just to observe content
  - ■   Tiktok and Black (query) → Just to observe basic content
  - ■   #advice and #blackTiktok → To see what folk theories are being promoted
  - ■   #aesthics And #blackTiktok → What aesthetics are gain the most attention

﹡   Time Frame of Jan to August 2022 with n =100 videos

﹡   Created a Codebook
- ➢   Video #
- ➢   Video
- ➢   Date Posted
- ➢   Meta Data
- ➢   Summary
- ➢   Interpretation
- ➢   Theme
- ➢   Follower Count
- ➢   Content Creator Type
- ➢   Open Codes
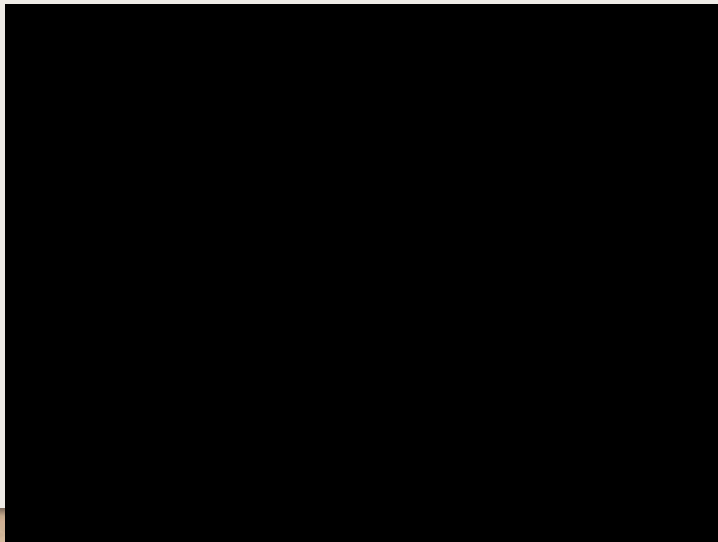
Findings

✴ Resistance from Shadowbanning
 ➤ AlgoSpeaks language: 'le$bean' for 'lesbian , watermelon emoji for Palestine etc
✴ #TikTok Glitch
✴ Authenticity
✴ Community
✴ Increased Shadowbanning
 ➤ Frustration
✴ Encouragement
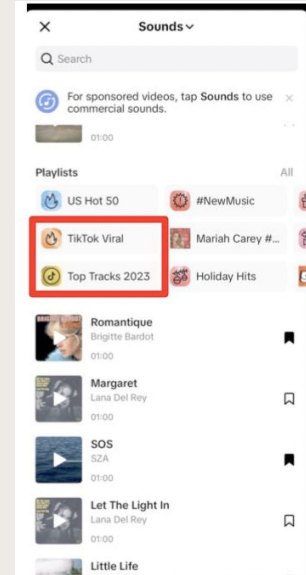
Discussion

* The Gamification of Social Media
* Encouragement of Black Content Creators Online
* Resistance of Content Creators

References

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