

# Don't Call it a TikTalk

Researching 'Creativity and Culture' in Short Video

D. Bondy Valdovinos Kaye

University of Leeds

d.kaye1@leeds.ac.uk | @bondykaye

# Outline

- Studying platforms
- TikTok Book
- Three frameworks
- Questions and discussion

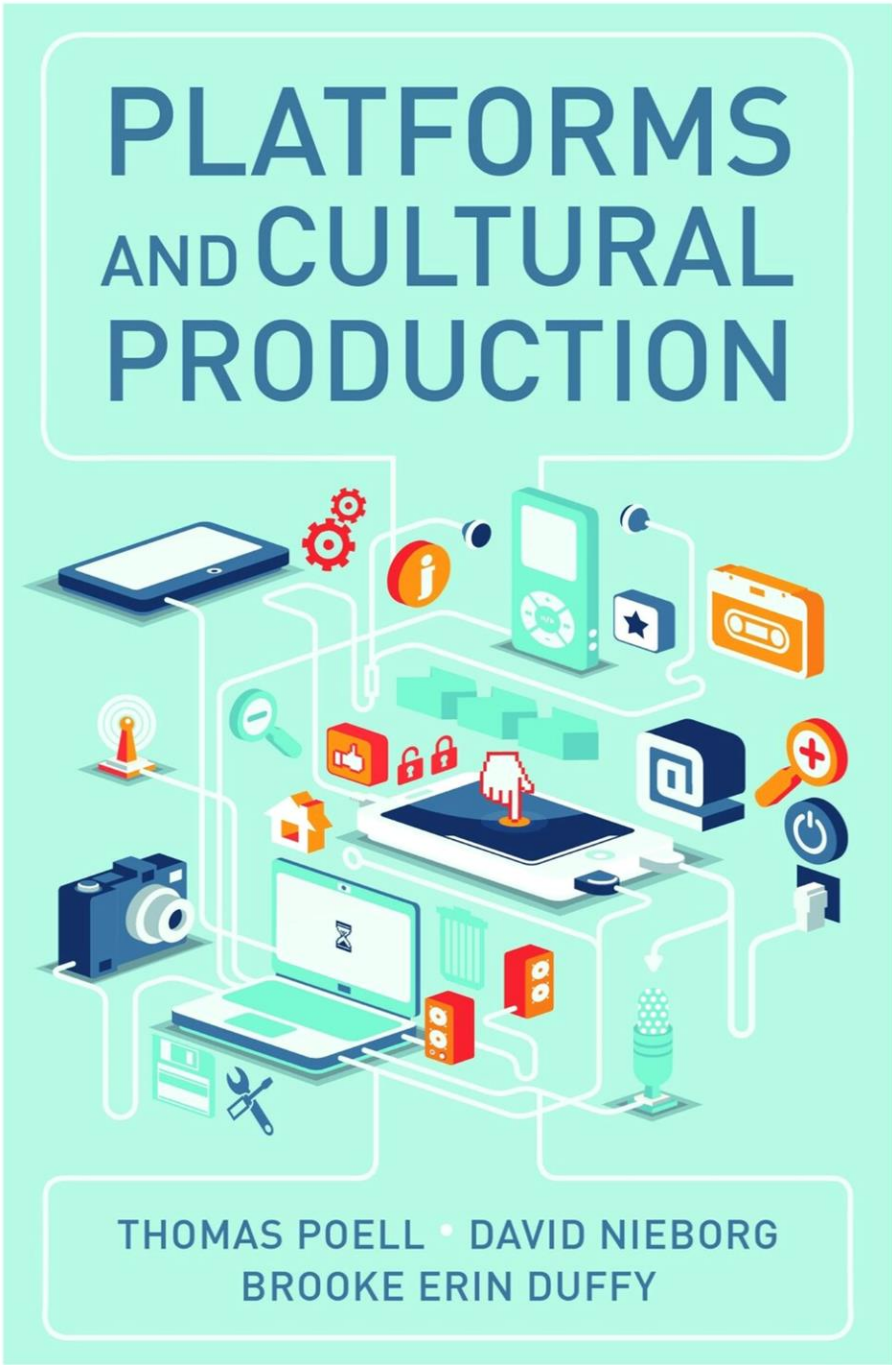
Studying platforms

# Platformization of cultural production

- “... the way in which entire societal sectors are transforming as a result of the mutual shaping of online connectors and complementors”
  - van Dijck, Poell, & de Waal (2018) *The Platform Society*. OUP. p. 24
- **Contingent cultural commodities** are “dependent on a select group of powerful digital platforms” and “products and services are... malleable, modular... and informed by datafied user feedback”
  - Nieborg & Poell (2018) The platformization of cultural production: Theorizing the contingent cultural commodity. *New Media and Society*. p. 4276

Platform Practices in  
Citizenship

Studying Platform



y, Labor, and

g

ods, Institutions, and

# Many approaches...





Many platforms...



Why study TikTok?



BREAKING

# TikTok Hits 1 Billion Monthly Active Users

Marisa Dellatto Forbes Staff

I cover breaking news, arts and entertainment.

Sep 27, 2021, 12:18pm EDT

Updated Sep 27, 2021, 12:30pm EDT

THE WALL STREET JOURNAL.

FAMILY &amp; TECH: JULIE JARGON

## Teen Girls Are Developing Tics. Doctors Say TikTok Could Be a Factor.

When teens started turning up in doctors' offices with sudden, severe physical tics, specialists suspected they had been watching videos

The Intercept

## INVISIBLE CENSORSHIP

TikTok Told Moderators to Suppress Posts by "Ugly" People and the Poor to Attract New Users

This article is more than 7 months old

## TikTok is fastest growing news source for UK adults, Ofcom finds

App is used by 7% of adults for news with nearly half turning to TikTokers rather than conventional outlets for updates



The New York Times

SUBSCRIBE FOR £0.50/WEEK

## Young Creators Are Burning Out and Breaking Down

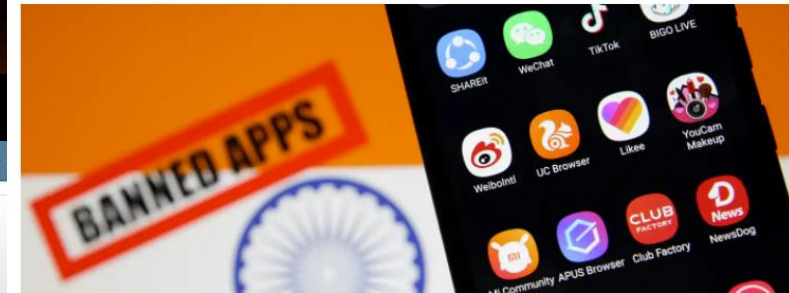
Many people who have found fame on TikTok are struggling with mental health issues.

NIKKEI Asia

CHINA TECH

## TikTok gives up on India, months after government ban

App owner ByteDance beats a de facto retreat with mass layoffs



Bloomberg UK

Switch Editions ▼ Sign In

• Live Now Markets Economics Industries Technology **Politics** Wealth Pursuits Opinion B

Politics

## US Lawmakers Step Up Push to Ban TikTok With Bill This Week

- Mark Warner and John Thune to introduce China tech law
- Legislators consider tech a frontier of competition with China

Why do I study TikTok?

# Accident...

c. 2019





# TikTok

D. Bondy Valdovinos Kaye  
Jing Zeng  
Patrik Wikström

DIGITAL MEDIA AND SOCIETY SERIES

Stephanie  
(editor)



Jing

Patrik

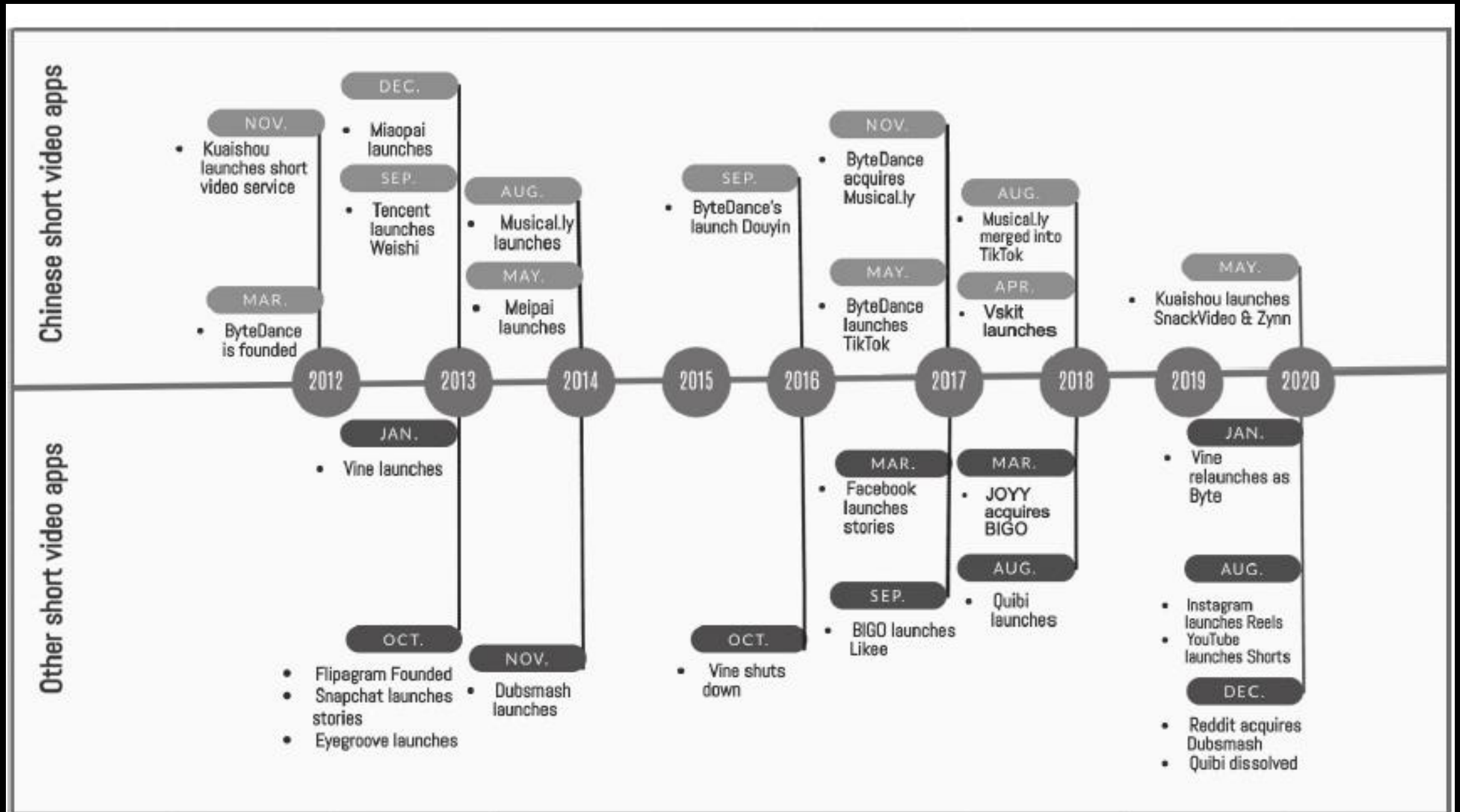
Mary  
(editor)

c. 2022

Brief Book Tok

# Structure of the Book

- History of short video
- Infrastructures
- Communities
- Activism
- Economy
- Governance
- Future questions



**Figure 1.4.** Timeline of the short video industry. Created by the authors. (p.27)



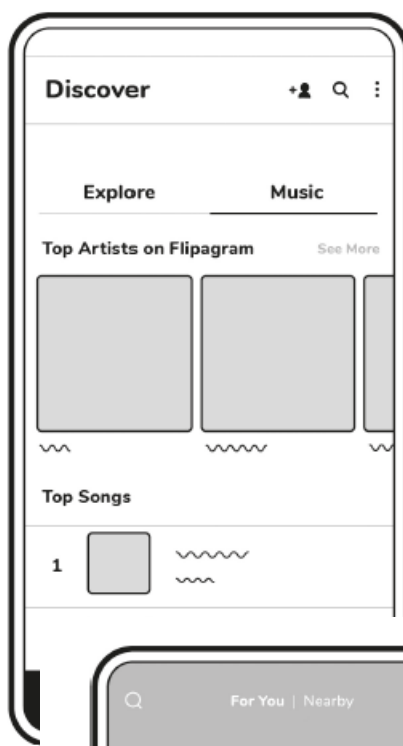
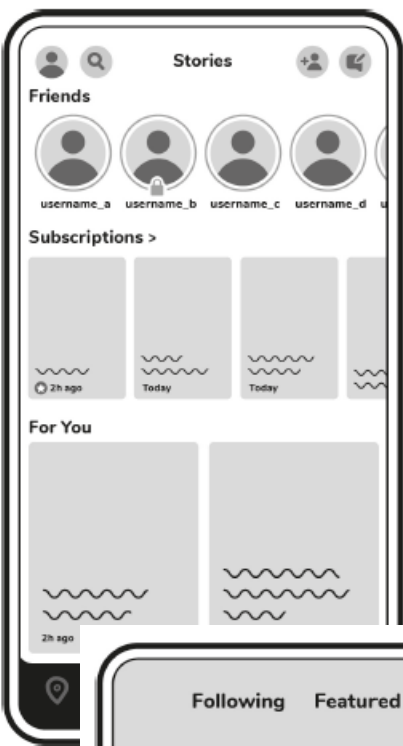


Figure 1.7a and 1.7b. Flipagram's main viewing

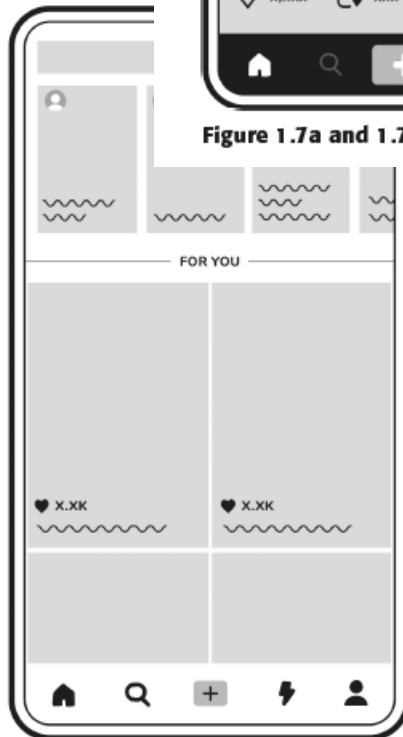
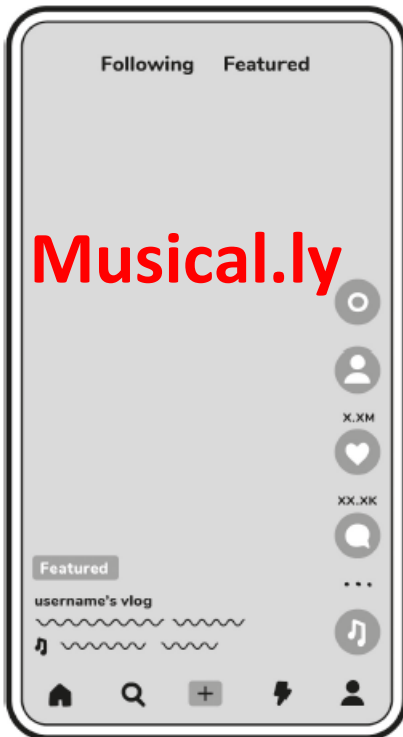


Figure 1.8a and 1.8b. Musical.ly's main viewing interface and Search feature.

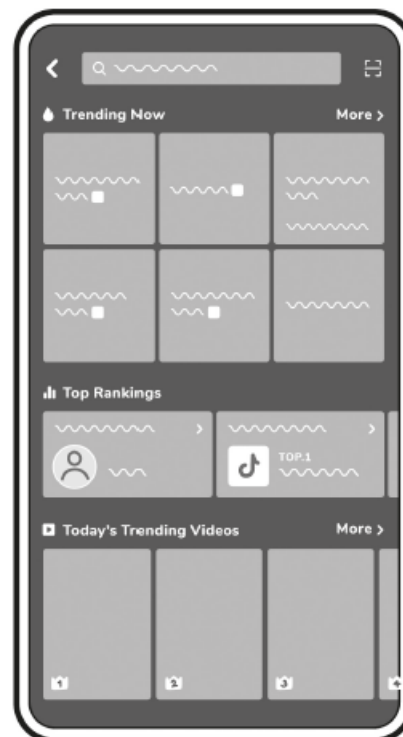
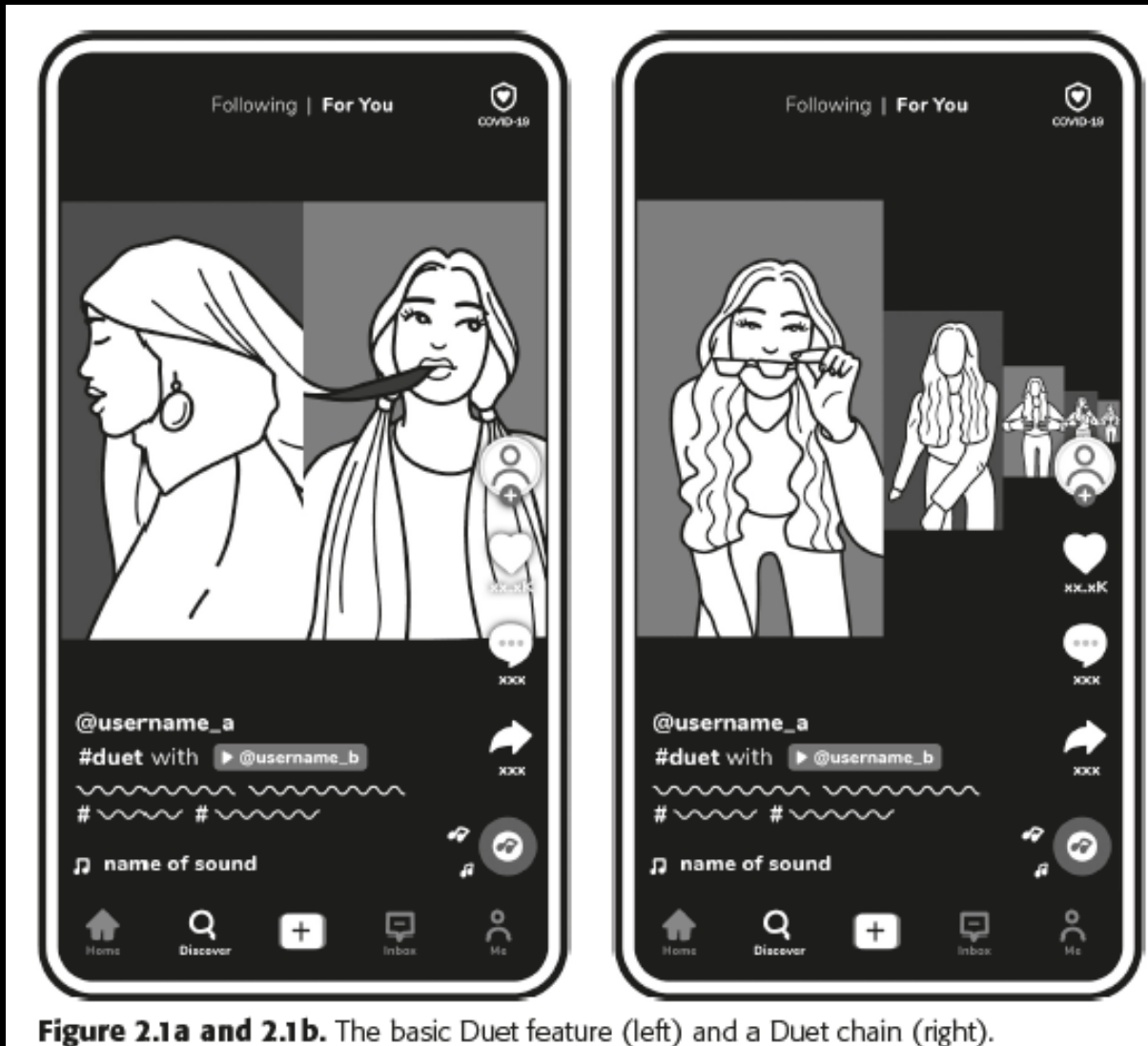
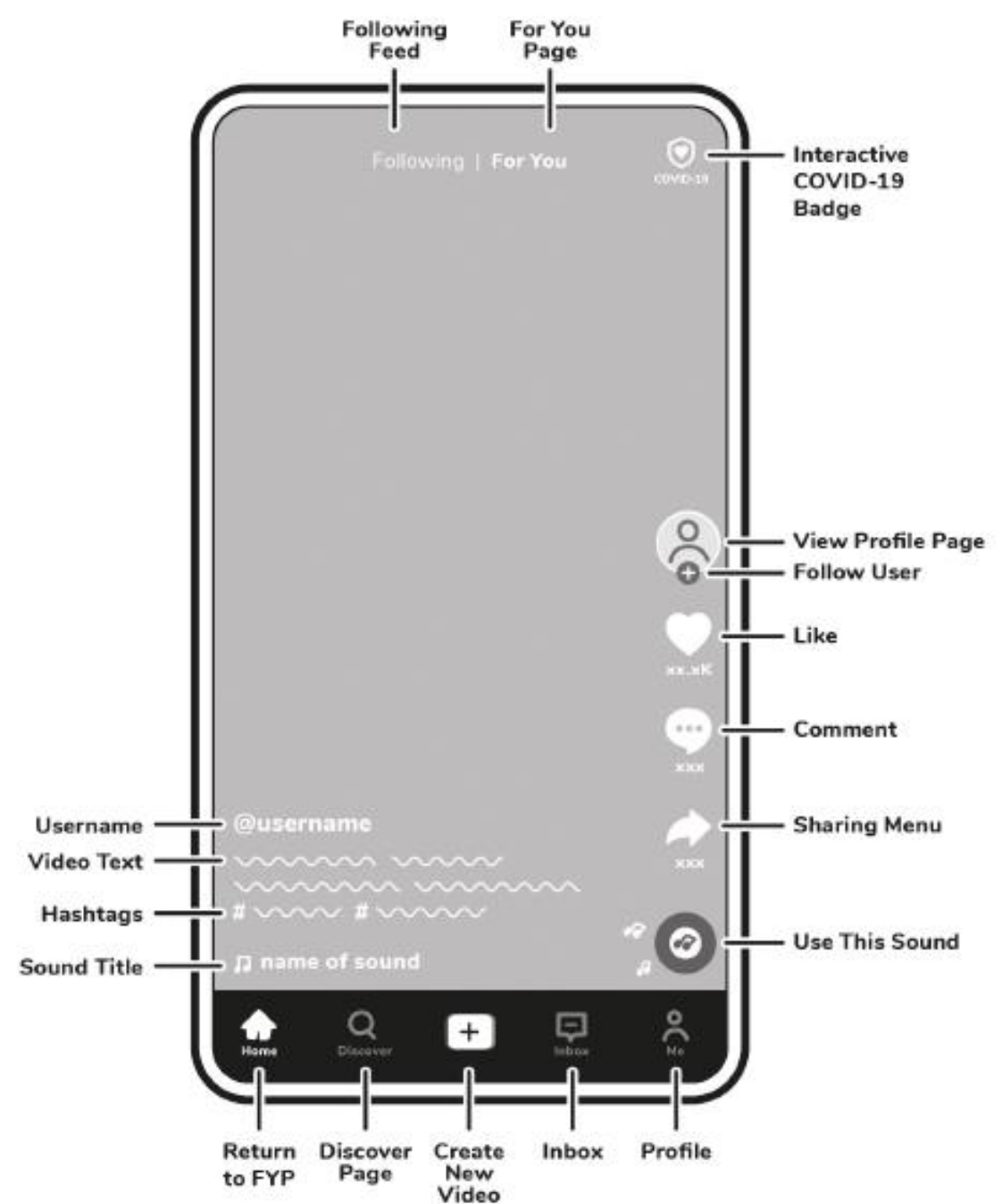


Figure 1.10a and 1.10b. Douyin's main viewing interface and Discover page.



**Figure 2.1a and 2.1b.** The basic Duet feature (left) and a Duet chain (right).

Art by River Juno 2022



**Figure 2.3.** Labelled TikTok main video viewing window.

# Activism

Art by River Juno 2022



**Figure 4.1a–c.** Illustrated consecutive snapshots from a video titled 'The Earth Is Crying' by @beiya02, lip-syncing to 'Dear 2045' (<https://www.tiktok.com/@beiy02/video/6779776506135694594>).


Social Media + Society  
Volume 7, Issue 2, April-June 2021  
© The Author(s) 2021, Article Reuse Guidelines  
<https://doi.org/10.1177/205630512111012344>



## Article



## Showing They Care (Or Don't): Affective Publics and Ambivalent Climate Activism on TikTok

Samantha Hautea <sup>1</sup>, Perry Parks<sup>1</sup>, Bruno Takahashi<sup>1</sup>, and Jing Zeng<sup>2</sup>

# Economy

- *Daihuo* (带货)
- Gifts, coins, diamonds
- *Influencer Marketing*
- TikTok Creator Fund
- TikTok and the Music Economy
  - pp 158-169

The logo for the TikTok Creator Fund. It features the TikTok logo (a stylized musical note) in white with a red and blue shadow effect. To its right, the word "TikTok" is written in white. Below "TikTok", the word "creator" is written in red, and below that, the word "fund" is written in white. The entire logo is set against a black background.

TikTok  
creator  
fund

# Governance

- Governance of and by...
- Lawsuits, transparency, bans
- Community guidelines  
copyright, visibility

Received: 30 October 2021

Accepted: 9 February 2022

DOI: 10.1002/poi3.287

## RESEARCH ARTICLE



## From content moderation to *visibility* moderation: A case study of platform governance on TikTok

Jing Zeng<sup>1</sup> | D. Bondy Valdovinos Kaye<sup>2</sup>

# Three Frameworks + Methods

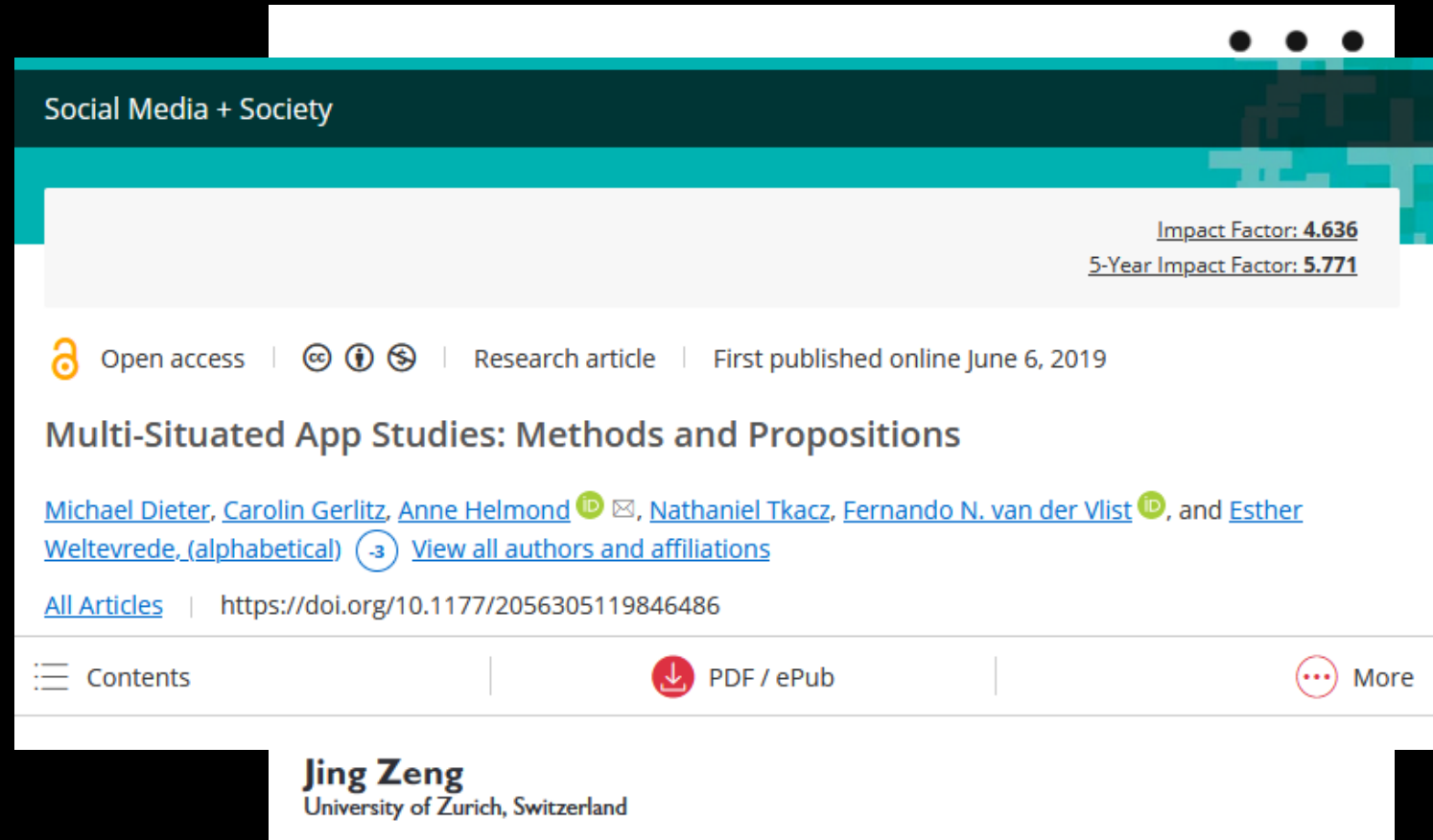
# 1. Digital media research





# 1. Digital media research

- Question
  - How are TikTok and Douyin similar and different?
- Framework
  - Platformization
- Method
  - App walkthrough
- Concept
  - Parallel platformization
  - Circumscribed creativity
  - (Playful patriotism)



## 2. Legal studies and STS



## 2. Legal studies and STS

- Questions
  - How does TikTok give credit for creative remixes?
  - What happens when TikTok credits the wrong person?
- Frameworks
  - Moral rights of copyright
  - Sociotechnical platform practices
- Method
  - Content analysis
- Concept
  - Attributional platform practices

International Journal of Communication 15(2021), 3195–3215

1932–8036/20210005

**You Made This? I Made This:  
Practices of Authorship and (Mis)Attribution on TikTok**

D. BONDY VALDOVINOS KAYE

ALEESHA RODRIGUEZ

KATRIN LANGTON

PATRIK WIKSTRÖM

Queensland University of Technology, Australia

# 3. Creativity and music studies



# 3. Creativity and music studies

- Questions
  - How do musicians make collaborative music together on TikTok?
  - How is this different than on other platforms?
- Frameworks
  - Social creativity
  - Music psychology
- Method
  - Qualitative interviews
- Concept
  - Duet jams

*Networking Knowledge 15(1)*

*YouTube and Online Video in Lockdown Special Issue (Feb. 2022)*

## **Please Duet This: Collaborative Music Making in Lockdown on *TikTok***

DR D. BONDY VALDOVINOS KAYE, *Postdoctoral Research Fellow*, Sorbonne University Paris Nord

# Thank you!

D. Bondy Valdovinos Kaye  
d.kaye1@leeds.ac.uk | @bondykaye