

# How publishers are tackling the war disinformation problem on TikTok | Digiday

By Kayleigh Barber

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Misinformation ricochets around the internet during any world event or political conflict — that's nothing new — but TikTok poses new challenges, thanks to an algorithm that [doesn't favor breaking news](#) and how it limits users' interactions with each other. So when misleading videos or false accounts of what's happening on the ground in Ukraine get posted as the war with Russia unfolds, they can circulate quickly thanks to their shock value and go unchecked indefinitely.

Per usual, news publishers like CBS News, NowThis, The New York Times, The Washington Post and Vice World News are being as diligent as possible to cover stories truthfully, but they're taking further steps on TikTok — like hosting Q&As and regularly featuring reporters to familiarize their audiences with a trusted face — to address, and in some cases disprove, the viral content of missile attacks and [soldiers parachuting into war](#) that young audiences are reacting to on the platform.

[...]

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