

Welcome to TikTok's endless cycle of censorship and mistakes | MIT Technology Review

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July 16, 2021

It's not necessarily a surprise that these videos make news. People make their videos because they work. Getting views has been one of the more effective strategies to push a big platform to fix something for years. Tiktok, Twitter, and Facebook have made it easier for users to report abuse and rule violations by other users. But when these companies appear to be breaking their own policies, people often find that the best route forward is simply to try to post about it on the platform itself, in the hope of going viral and getting attention that leads to some kind of resolution. Tyler's two videos on the Marketplace bios, for example, each have more than 1 million views.

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