

Doral College – 1

Member Information

<u>Name</u>	<u>Year</u>	<u>Major</u>
Asa Shlansky	2020	Interdisciplinary Studies
Stephanie Martinez	2020	Interdisciplinary Studies
Chase Floyd	2020	Interdisciplinary Studies
Justin Sanchez	2020	Interdisciplinary Studies

Advisor(s): Ryan Kairalla

Topic: TikTok – Building Ethical Content Policies

Division: Undergraduate

Audience: Board of Directors (Bytedance/TikTok)

Executive Summary

TikTok is a popular social media and video sharing platform that has faced criticism for their content policies and moderation system. Weaknesses regarding the company's treatment of user content have led to a host of legal, ethical, and financial problems for the company. TikTok's lack of content policy clarity is further compounded by its lack of inclusivity on the platform, which has led to the alienation of many users. Our group's four-part solution for TikTok's treatment of content strikes an ethical balance between the competing virtues of allowing free expression on the platform while still maintaining a safe environment for users. Our solution achieves valuable ethical goals, including creating clearer and more thorough content guidelines, ensuring due process for users, and embracing greater stakeholder engagement. Implementing our solution will allow the company to continue to expand its grand influence in a more lucrative and ethical manner.