



Real-time TikTok Intelligence for Politics

TikTok's Response to the June Presidential Debate

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ben@credoiq.com

credoiq.com

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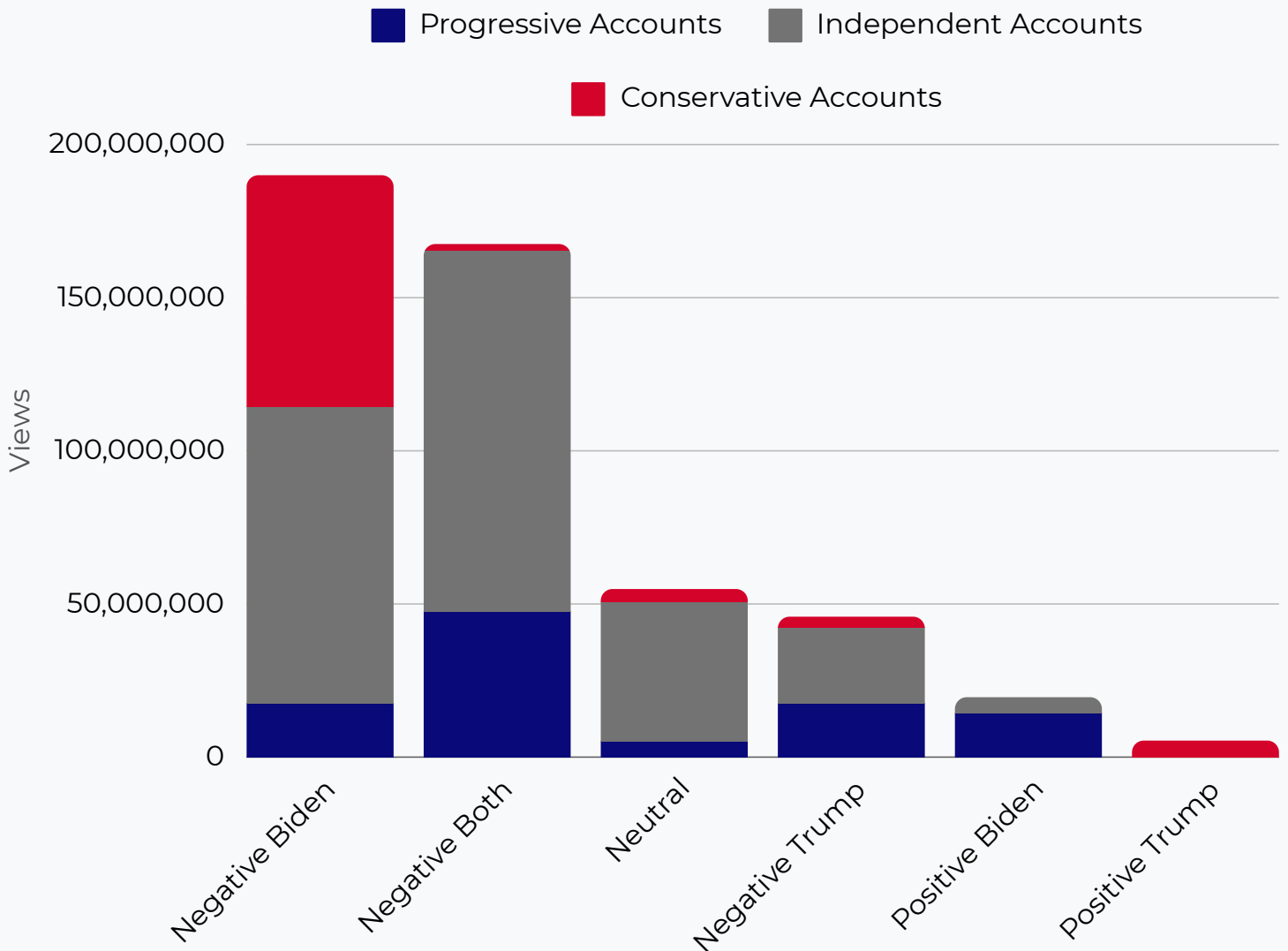
DATA SUMMARY

We analyzed the 450 highest performing TikTok posts responding to the June 27th, 2024 Presidential Debate. As of Sunday, June 30th at 2pm EST the posts had **received over 483 million views on TikTok**. Here are the stats that stood out to us most:

-  **1** **39%** of views were on posts that had a **negative Biden** sentiment (over 189 million views)
-  **2** **60%** of the **negative Biden** views came from posts that were by **Progressive or Independent accounts** (114M+ views)
-  **3** **9.5%** of views were on posts that had a **negative Trump** sentiment (over 45 million views)
-  **4** **35%** of views were on posts that had a **both negative Trump & Biden** sentiment (over 167 million views)
-  **5** **5%** of views were on posts that had a **positive Biden or positive Trump** sentiment (over 25 million views).

SENTIMENT ANALYSIS

As of 2pm EST on Sunday June 30th, **over 357 million of the 483 million+ debate reaction views** were on *negative Biden* or *negative both* posts showing the overwhelming distaste for both candidates' performances.

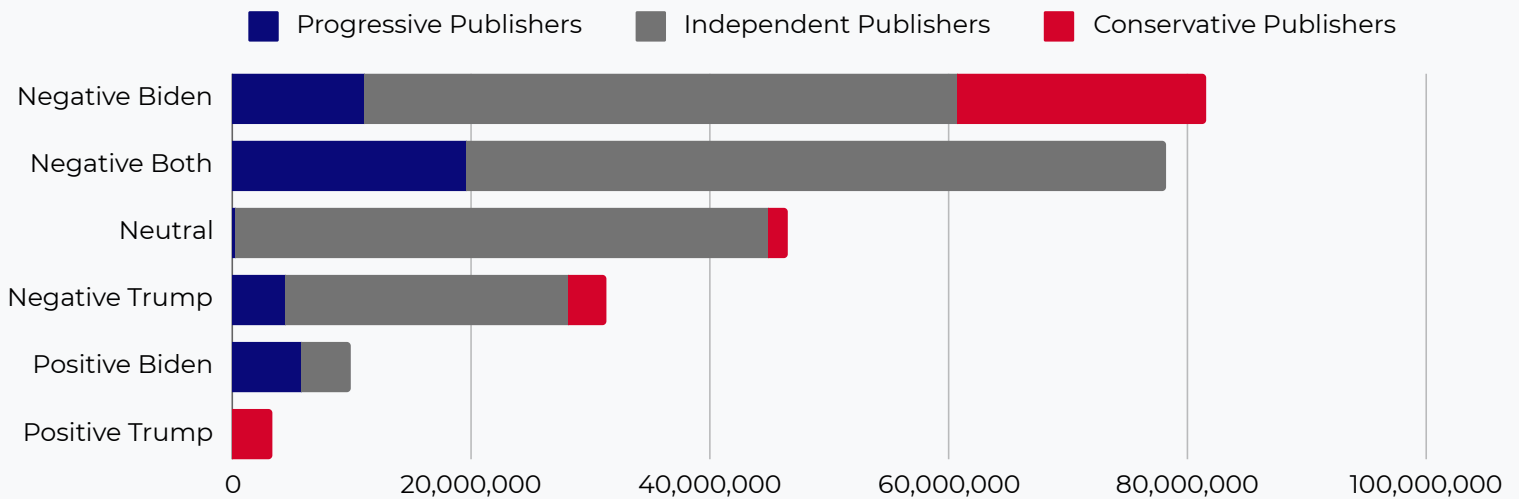


Independent TikTok accounts drove the majority of views, **accounting for over 60% of the total views**. Progressive accounts drove **21% of views** and conservative accounts drove **19% of views**.

VIEWS BY ACCOUNT TYPE

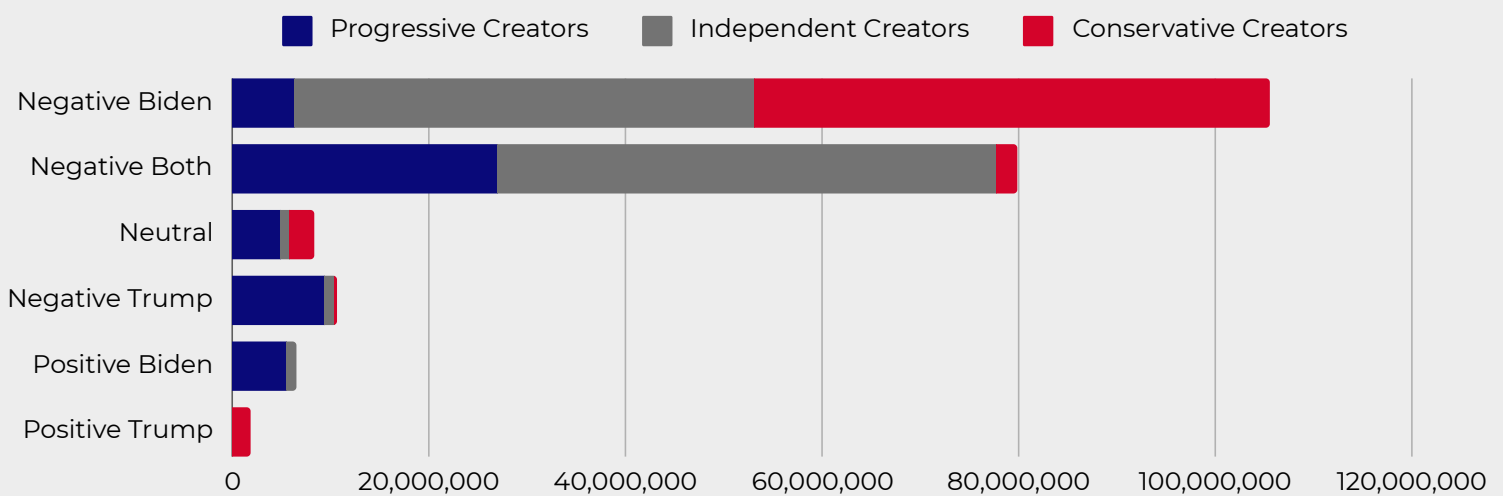
Progressive & Independent linear news networks **did not hold back their scrutiny of Biden** which instantly jumped from TV to TikTok capturing tens of millions of views. As we've seen in the past, **TikTok seems to boost breaking news from traditional, linear news networks.**

Views by Publisher Partisanship and Post Sentiment



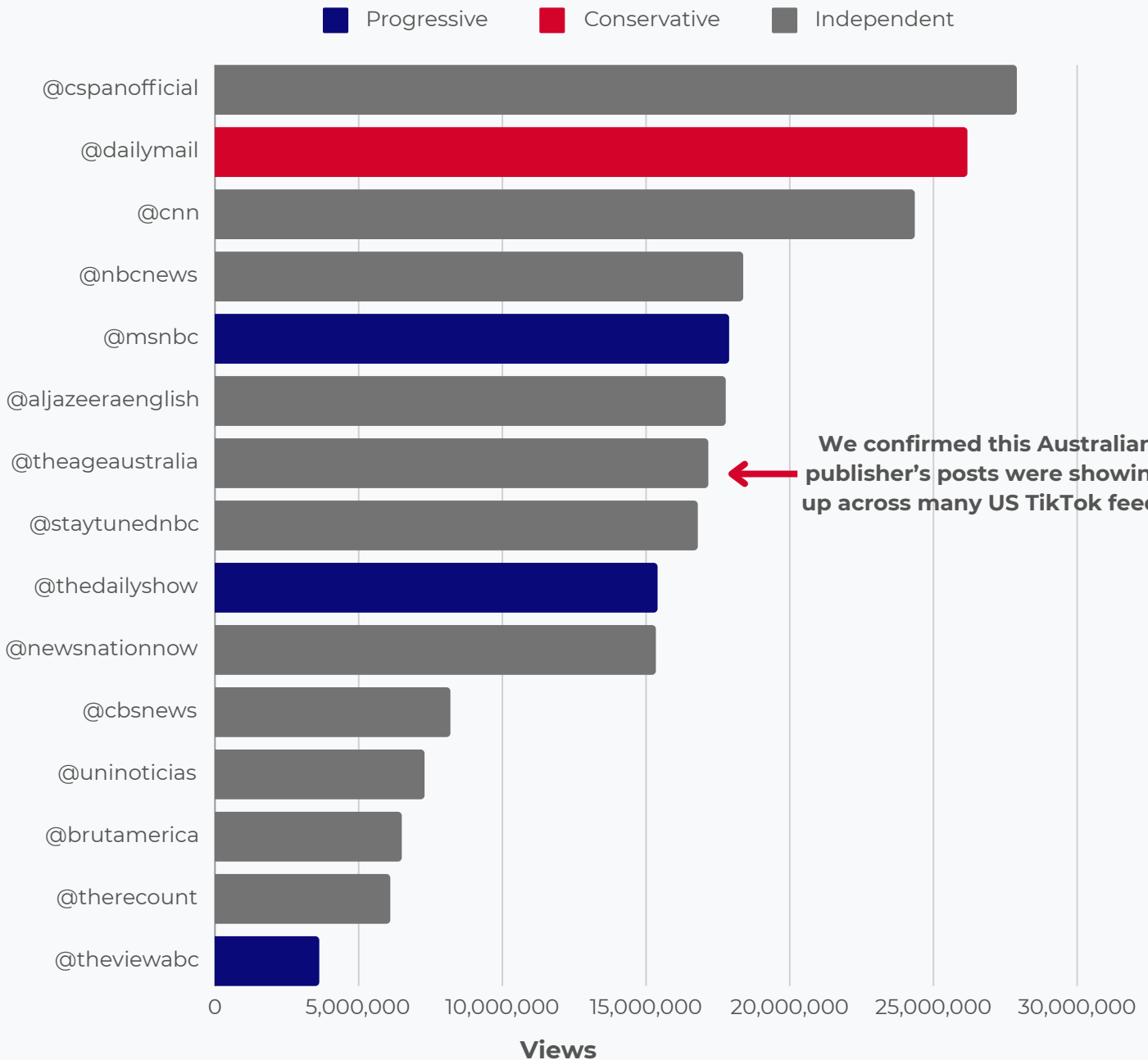
Unlike most political reactions on TikTok, Independent creators drove almost 50% of total creator views. Interestingly, **63% of these Independent creators had not posted about politics in the last 4 months** which suggests that the debate broke through high-information political circles.

Views by Creator Partisanship and Post Sentiment



TOP 15 PUBLISHERS

Independent publishers dominated the debate response accounting for nearly **40% of total views** and **72% of publisher views**.



*All partisanship categorization is based on the AllSides Media Bias ratings and then further analyzed by the CredoIQ team. We acknowledge that many center-left news organizations are categorized as Independent but feel this is the correct categorization since most of their content posted to TikTok is fact based reporting rather than opinion.

NOTES & DEFINITIONS

- **Highest Performing 450 Posts** - posts reacting to the Presidential Debate showing up in U.S. feeds with the most views between 9pm EST on Thursday June, 27th and 2pm EST on Sunday June 30th, 2024.
- **Content Responding to the Debate** - any post that is responding directly to the debate, reposting a clip from the debate or content themes that went viral from the debate such as when Trump mentioned “Black Jobs”.
- **Sentiment Analysis** - all sentiment analysis was manually conducted by the CredolQ team due to the nuances of many TikTok posts and the importance of the topic.
- **Progressive Accounts** - TikTok accounts that clearly show a preference for left-leaning policy and candidates.
- **Conservative Accounts** - TikTok accounts that clearly show a preference for right-leaning policy and candidates.
- **Independent Accounts** - TikTok accounts that clearly try to deliver unbiased news or do not show a preference for either side via their TikTok posts.
- **Publisher vs Creators** - For the purpose of this report, we consider **publishers** as known media organizations that have a digital or linear footprint. We consider all other accounts **creators**.
- **Publisher Partisanship** - All publisher partisanship categorization is based on the AllSides Media Bias ratings and then further analyzed by the CredolQ team. We acknowledge that many center-left news organizations are categorized as Independent but feel this is the correct categorization since most of their content posted to TikTok is fact based reporting rather than opinion.

CredolQ

We enable pro-democracy forces to analyze & leverage
real-time political conversations on social media.

ben@credoiq.com

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