



Daily Article (Bharath's Reading list) - Answers and Explanations 12.04.2023

Article link : <http://bit.ly/3KSw8TM> (The Family Guy TikTok Pipeline)

1. Compared to other social media competitors, all the following are reasons why TikTok is so effective except:

- A. TikTok's algorithm-friendly design creates a tight feedback loop resulting in engaging content
- B. TikTok's video editing features help in surfacing viral content by accelerating memetic evolution
- C. TikTok's UX design offers a more frictionless user experience than other social media apps, delivering speedy and consistent 30-60 second hits
- D. TikTok empowers creators with its easy to use tools and its density of video creators and remixers is high

Explanation: C

All options except C are true. Option C is incorrect: "However, to improve its algorithm, TikTok has made its product a bit less user-friendly (users scrolling through multiple pieces of content like Twitter is a more frictionless experience than just a single-video view that TikTok affords)"

2. Which of the following is not a reason mentioned in the article for the rise of Family Guy TikTok vids?

- A. Adding together Family Guy, mobile gameplay and other such memes of uncommon fitness stops users from scrolling past, hooking them with one or more of the videos
- B. Family Guy's short one-off joke format delivers a quick dopamine hit and users tend to watch the entire clip to catch the punchline, thereby increasing watch time
- C. TikTok's generative AI tools create uniquely tailored content by stitching Family Guy with other videos, in effect creating a multi-sensory dopamine drip
- D. TikTok's algorithm enables Family Guy TikTok Pipeline to latch on to a user's feed quickly

Explanation: C

The article does not say Tiktok employs generative AI tools now. It only warns that Tiktok may do so in future: “If it isn’t banned, the app will only get better at the attention game. How? It won’t be long until generative AI tools for text, image and video can instantly create unique pieces of content tailored for one person.”

3.The author is least likely to agree with which of the following statements?

- A.Tiktok is a weapon of mass distraction that can cause atrophy of mental faculties like attention and memory
- B.Banning Tiktok in North America will serve no purpose as even if TikTok gets shut down, users will just flood to YouTube Shorts or Instagram Reel
- C.The Chinese Communist Party is aware of TikTok’s malign influence and has hence clamped down on the service within its borders
- D.Tiktok operates under the umbrella of the Chinese government which is in an “intense, ideological struggle” with the West

Explanation:

Correct option **B**

Refer to the line, “I’ve long been in the camp that TikTok should be banned in North America (it would have been unfathomable in the 20th century for the USSR — America’s geopolitical rival — to control one of the major TV networks).”

