

From: [REDACTED]
Sent: jeudi 24 mars 2022 20:21
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: RE: [External] Russia-Ukraine situation

Here are our recent initiatives on anti-semitism / authoritative content:
<https://newsroom.tiktok.com/en-eu/commemorating-holocaust-remembrance-day-eu>

[REDACTED]

From: [REDACTED]
Date: Thu, Mar 24, 2022, 20:12
Subject: RE: [External] Russia-Ukraine situation

To: [REDACTED]
Cc: [REDACTED]

Many thanks [REDACTED] for this quick reply! I saw that this research got some traction in the news too, so would be good to know what your moderation team has found to be the issue.

It would be great to hear more about what you do on anti-semitism, as the anti-semitism action plan asks for more to be done on the online sphere.

Friederike is following that from our side.

[REDACTED]

From: [REDACTED]

Sent: Wednesday, March 23, 2022 10:42 AM

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: [External] Russia-Ukraine situation

Hi [REDACTED]

Apologies for the delay, I was travelling yesterday.

As regards the Newsguard report, I have a meeting on it with DG Connect later today. But in short, the researchers have not been in contact and we have been unable to emulate what they saw, so it is challenging to properly assess this. We don't believe that the experiment mimics standard viewing behaviour but in any case, we continue to respond to the war in Ukraine with increased safety and security resources as we work to remove harmful misinformation. We are partnering with [independent fact-checking organisations](#) to support those efforts and have submitted a couple of written reports to DG Connect on what we are doing, following their request to all platforms.

Regarding counter-narratives, this can be tricky on our platform due to the way that the TikTok For You Feed (FYF) works, which is very individualised and based on personal engagement. Our most advanced work in this area has probably been against antisemitism (we have worked with a number of partners) as opposed to violent extremism but in general, we are still trying to see how our platform can enable counter-narrative content. We are early in our journey overall and it is a challenging area in any case. We do some work against filter bubbles and to promote diversity of content in the FYF which helps but we are still examining how we would 'raise' certain voices.

Hope that helps, let me know if you have any further questions.

Kind regards

[REDACTED]

From: [REDACTED]

Date: Tue, Mar 22, 2022, 2:18 PM

Subject: [External] Russia-Ukraine situation

To: [REDACTED]

Dear [REDACTED]

It was great to catch up the other day. I would like to come back with a couple of questions on what we see on Tik Tok related to Ukraine.

We saw research by Newsguard that suggested on Tik Tok users can stumble upon misleading content about the war in Ukraine within 40 minutes of signing up: [Misinformation Monitor: March 2022 - NewsGuard \(newsguardtech.com\)](#) I suppose you are aware and there are actions to avoid this from happening?

Another worrying development was the use of Russian TikTok influencers paid to spread Kremlin propaganda.

You may know that the EU Internet Forum also supports alternative narratives to those of extremists, and it would be good to know what your approach is to promoting alternative narratives, through civil society in particular. When we 'visited' the Transparency centre, You talked about Tik Tok's research on digital wellbeing and actions such as recommending different types of videos at night time. But do you have an approach to recommending different types of content to counter terrorist and violent extremist narratives?

Many thanks for any information and if it is quicker we can always have a quick call if you prefer.

Best wishes, [REDACTED]