Abstract

Considering the significant number of news outlets branching out to the Tik Tok app, more research on this format of news delivery and users' perception is crucial. Through a mixed-method study of qualitative content analysis, sentiment analysis of comments, and semi-structured interviews with 12 followers of each Tik Tok account, this study aimed at understanding how active users perceive the news on Tik Tok. The results show that the Accessibility, Style, Didactics, and Creativity resources are the ones that most encourage people to follow news on Tik Tok and in the specific media chosen for this study: Folha de S. Paulo, Estadão, NBC News, and Washington Post. This study also suggested two possible frameworks in which journalism on Tik Tok can be inserted: (1) Ambient Journalism (Hermida, 2010); and, (2) X Journalism (Loosen, Ahva, Reimer, Solbach, Deuze, and Matzat, 2020).