

# TikTok's multiplying misinformation issues

## Article

**The news:** Viral TikTok videos [teeming](#) with misinformation aren't just a TikTok problem—they make their way to other popular platforms including **Facebook** and **Twitter**, [per](#) CNET.

**The problem:** Social media companies can block, demote, or elevate posts in efforts to [clamp down](#) on written misinformation, but **they're unable to monitor bogus content on short-form video**.

For example, a misleading 30-second TikTok video pushing false claims on voter fraud was widely circulated not just on TikTok but also on competing platforms even after fact-checkers

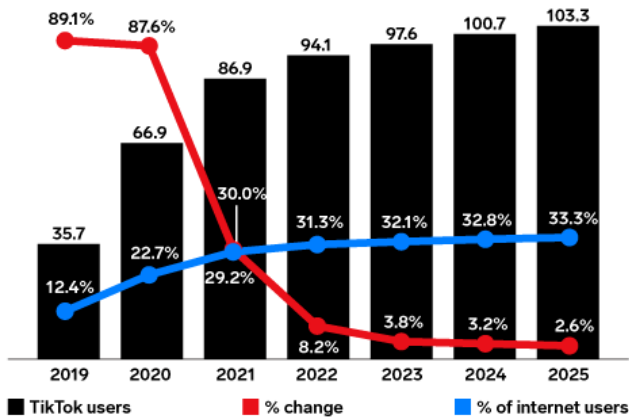
debunked its false claims.

**The bigger picture:** TikTok says it has more than a dozen fact-checking partners around the world reviewing content in over 30 languages.

Despite this, regulators aren't quick enough to suppress the surge of video misinformation, and other platforms don't have solutions in place to label video misinformation.

### US TikTok Users, 2019-2025

millions, % change, and % of internet users



Note: internet users who access their TikTok account via any device at least once per month  
Source: eMarketer, April 2022

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