

CredolQ

Real-time TikTok Intelligence for Politics

Analyzing the Top 1000 Political Creators on TikTok

Part 1: The Progressive Anti-Biden Movement

January 1st - April 30th, 2024 Analysis

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TAKEAWAYS



Anti-Biden Coalition Captures Outsized Share of Voice

- A vocal coalition of **young, mostly non-white** progressive creators are amplifying anti-Biden messaging that encourages viewers **to vote against Biden**.
- While Biden's age and environmental policy are cited as concerns, the overwhelming issues driving the anti-Biden rhetoric are his handling of the Israel/Palestine conflict and the "TikTok Ban".



Free Palestine Merging with Save TikTok Coalition

- The convergence of the two youth movements has created a shared ideology that the US Government, and specifically Joe Biden, **want to stop the flow of free speech and information**.
- This **perceived assault on free speech** is enabling anti-Biden sentiment to leap from a smaller demographic of Pro-Palestine young progressives to a potentially **market-moving bloc of unenthusiastic young voters that are upset with the "TikTok Ban"**.



Growing Permission Structure to Vote Against Biden

- The anti-Biden coalition is advancing a **permission structure for voting third-party or abstaining from voting** even for youth that do not see Israel/Palestine as a top issue.
- This coalition is appealing to the frustration and idealism of young voters through arguments such as:
 - Not voting for the "better of two evils"
 - Teaching Democrats a lesson
 - Not surrendering freedom of speech and communication
 - Following their moral compass no matter the consequence

DATA SUMMARY

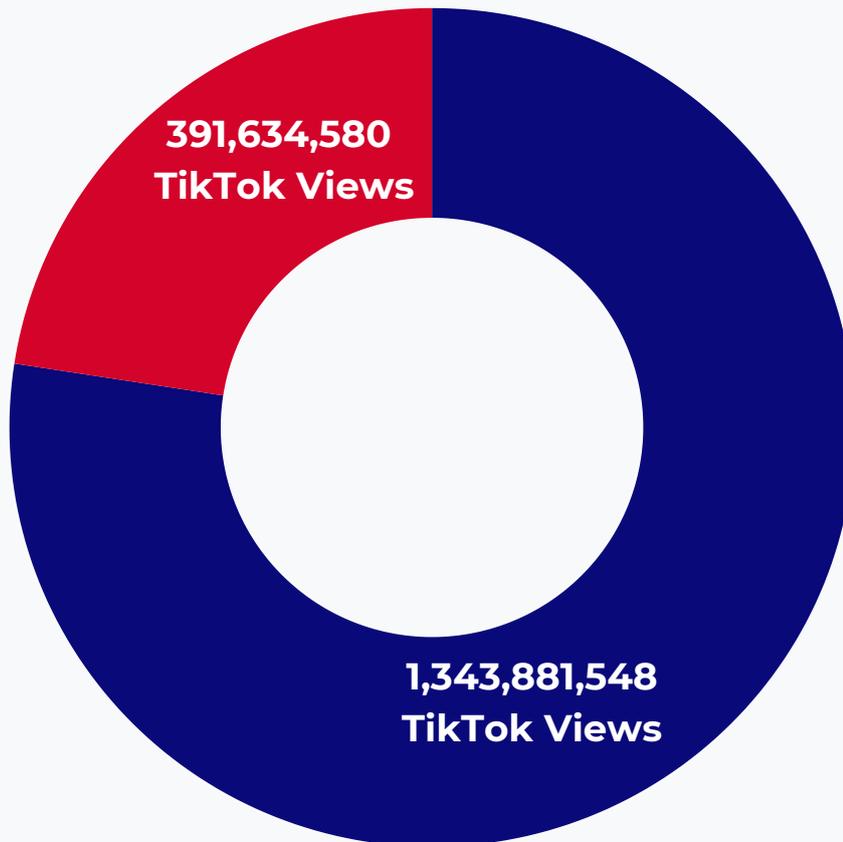
We analyzed the characteristics and content of the top 1000 US political creators on TikTok from January 1st through April 30th, 2024. Of the top 1000 political creators, we categorized 43% as consistently progressive. Below is a summary of our findings:

-  **1** **23%** Of the top progressive creators shared explicitly anti-Biden rhetoric
-  **2** **59%** Of progressive anti-Biden creators were non-white
-  **3** **58%** Of progressive anti-Biden creators were estimated to be between the ages of 18-30
-  **4** **94%** Of progressive anti-Biden creators cited the conflict in Gaza as a reason they will not be voting for Biden in 2024
- 5** **391 Million** is the number of views on content from *progressive anti-Biden* TikTok creators

SHARE OF VOICE

Content from anti-Biden progressives accounted for over **22% of the total views** on progressive content from the top 1000 creators in the first 4 months of 2024.

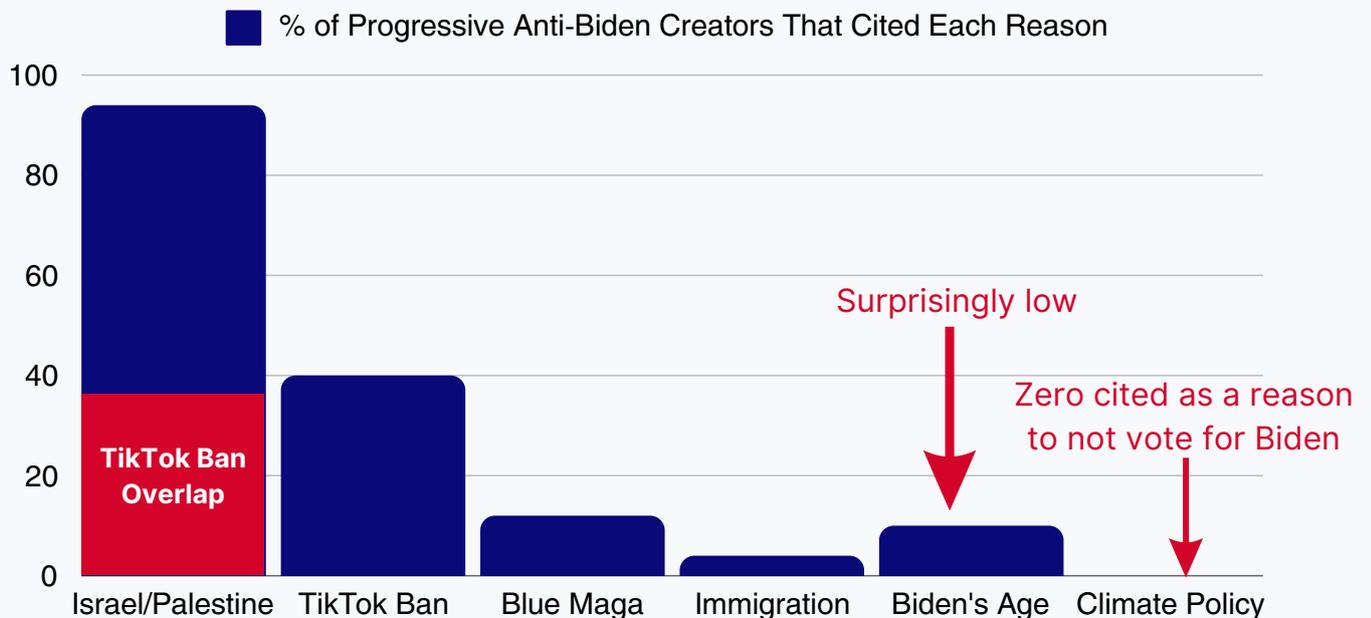
Content From Anti-Biden Progressives
22.6%



Content From Pro/Neutral-Biden Progressives
77.4%

CONTENT ANALYSIS

Progressive anti-Biden creators that explicitly stated that they will not support Joe Biden in 2024 cited the below reasons.



95% of progressive creators that shared anti-Biden rhetoric around the "TikTok ban" also shared anti-Biden rhetoric around Gaza.

- **This suggests an emerging link between the progressive “Free Palestine” movement and “Save TikTok” movement.**

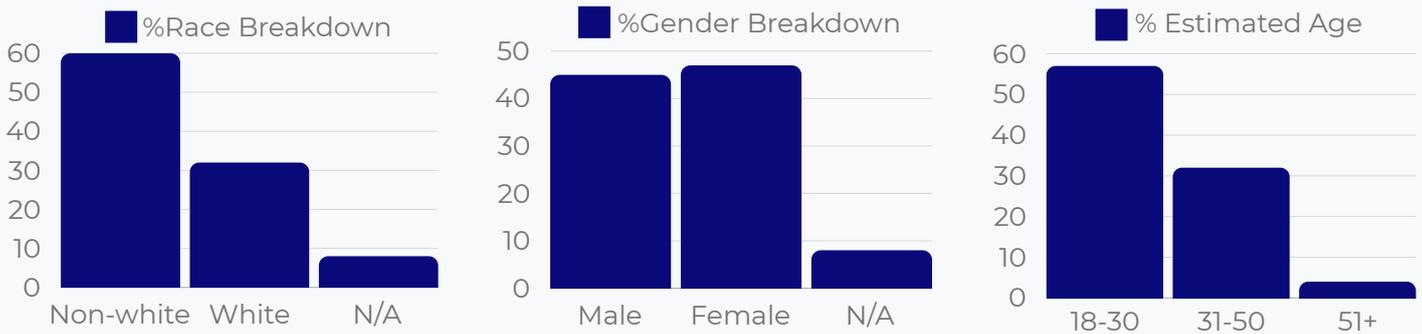
The low percentage that cited Biden’s age and zero mentions of Biden’s environmental policy may be due to the fact that:

- Progressive content around Biden’s age and climate policy has been less viral among progressives than Gaza content in 2024.
- Biden’s age and environmental policy may carry less power than Gaza when flipping a young voter.

DEMOGRAPHICS

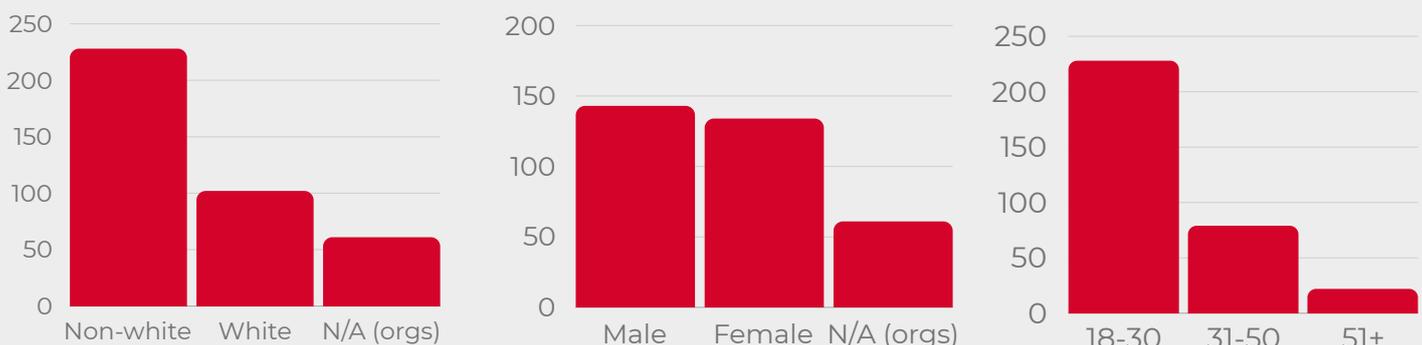
The majority of progressive, anti-Biden creators are **young, non-white and split relatively evenly between genders.**

Progressive Anti-Biden Creators by Demo



Non-white, young males made up an alarming portion of progressive, anti-Biden share of voice. A group that Trump is already seeing gains with across most polls.

Views (in Millions) Garnered by Each Progressive Anti-Biden Demo



NOTES & DEFINITIONS

Definitions:

- **Top 1000 Creators** - creators with the most views on political content that we believe to be based in the United States.
- **Age** - our team reviewed multiple videos and estimated the age of the creator.
- **Gender** - our team reviewed multiple videos and tried to infer a gender when possible. We did not assign a gender for creators that do not identify under a binary gender.
- **Ethnicity** - our team reviewed multiple videos and tried to infer an ethnicity. While we have more granular data than white or non-white, we did not feel comfortable publishing it as it was not self-reported.

Data Notes:

- **Video Views** - our system pulls in TikTok video data and continues to update the stats for 30 days. Most videos do not get a material number of views past 30 days of being posted but it is possible that our video view statistics are not exact.
- **Removed Content** - around 5% of the content we collected over the last 4 months was taken down by TikTok or the creator. We included the stats for this content when we were able to review the video prior to it being taken down. Otherwise we removed the data from the analysis.
- **Suspended profiles** - around 10% of creator profiles became suspended at some point in the last 4 months. Some creator profiles were re-instated while others seem to be permanently suspended. Since there was material data from these profiles while they were live, we included this data in the analysis.
- **Data disclaimer:** Due to the nature of content and profiles being suspended and re-instated and often suspended again, there is room for marginally different results based on when our system attempted to pull data from each TikTok video and creator profile. That being said, we do not believe it would make a material difference in the results.
- **Sample data:** To add context to the data, we've provided a sample set of TikTok examples used in this report [here](#).

Sources outside of our own data:

*<https://iop.harvard.edu/youth-poll/47th-edition-spring-2024>

CredolQ

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

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