

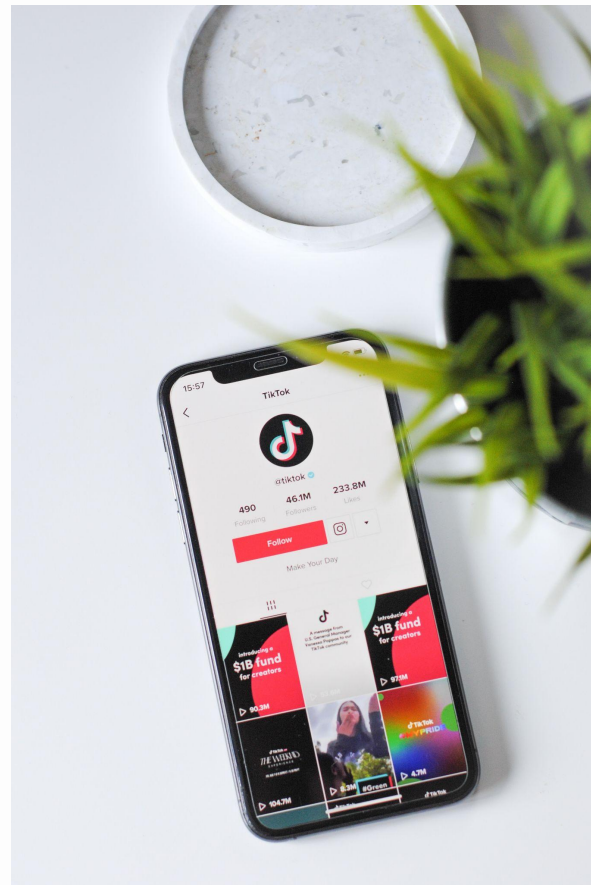
# Trust me, it's TikTok

**Financial literacy in the age of  
short-form content platforms**



# AGENDA

- 01 Introduction
- 02 What does information look like on TikTok?
- 03 Financial information on TikTok
- 04 Why is this important?
- 05 Responsibility & What does this mean for librarians?



# Introduction

**01**

The social media landscape is ever-changing.

**02**

Short-form content has transformed content creation and consumption.

**03**

Assessing the accuracy and authority of creators can be challenging due to rapid content consumption.



**04**

Platforms like TikTok, Youtube Shorts, and Instagram Stories allow users to create impactful and informative videos.

**05**

One popular topic on these platforms is economic and financial literacy, proliferated by the hashtags **#FinTok** and **#StockTok**.

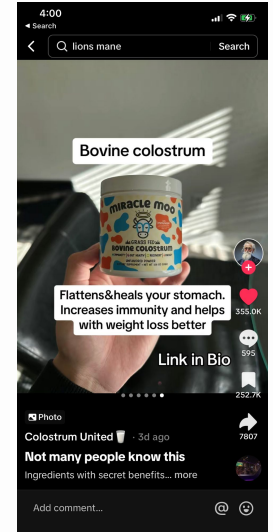
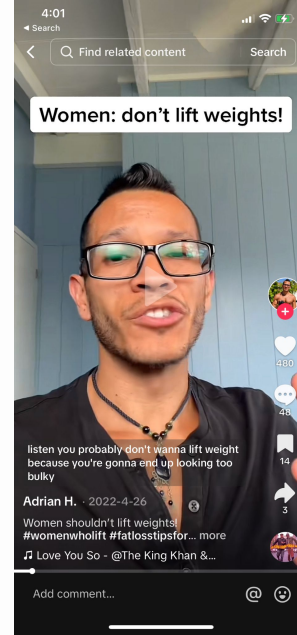
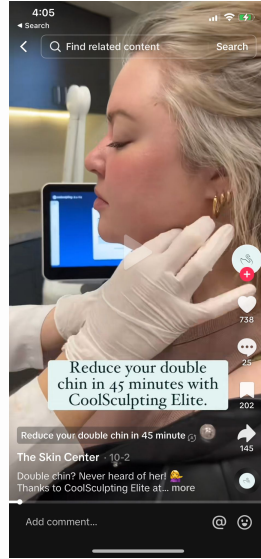
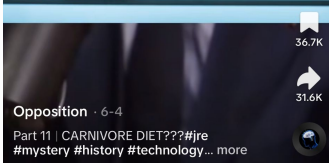
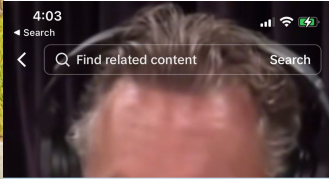
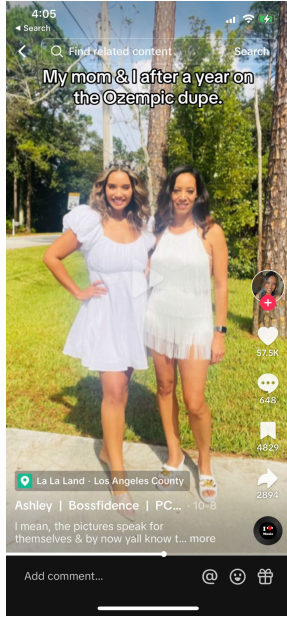
# Short-Form Content Platforms

- Short-form content is typically any type of video that is less than 60 seconds
  - TikTok videos have to be at least 3 seconds, and at most 10 minutes
  - Encourages endless scrolling due to brevity
- Short-form content platforms include TikTok, Instagram Reels, and Youtube Shorts (TikTok is most popular)
- Largest user group of TikTok between the ages of **18-24** (Statista)
- Much popularity is due to the fact that users prefer shorter videos
  - Average attention span has dropped from 12 seconds to 8 seconds (Microsoft)
- **TikTok has democratized content creation**
  - Low barrier to entry
    - No expensive tech needs or advanced tech skills
  - Content is generally free
  - Tailored content
  - Large-scale accessibility
  - Community & Engagement
  - Inclusivity

# Misinformation on TikTok

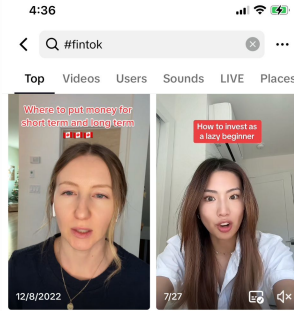
- Research has found nearly 20% of content on TikTok includes misinformation
  - Supplements/weight loss
  - Fake remedies for illness
  - Political misinformation
  - Deepfakes
  - Clickbait
- Some advice may not be misinformation or BAD, but shouldn't necessarily be followed right away without further research
  - One-food-only diets
  - Exercise advice
  - Beauty treatments

# Misinformation on TikTok



# #FinTok & Economic Literacy

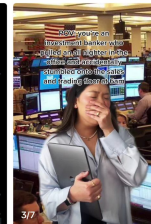
"FinTok" (Financial TikTok) refers to the discussion of economic and financial topics on short-form content platforms like TikTok. Content creators use platforms to share insights, tips, and advice on various financial aspects, such as budgeting, investing, saving, debt management, and more. FinTok has gained popularity as a means of making financial education more accessible and engaging.



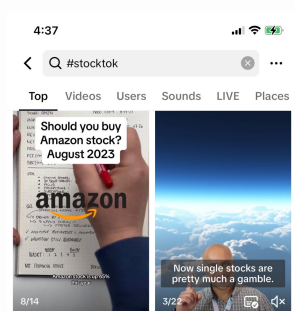
#fintokcanada This is where to put short ter...  
Two Girls Inve... 1236  
Miki Rai 9643



#fintok it's lonely being right U.S. 10 Year Treas...



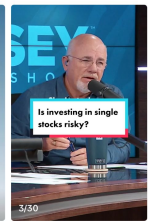
#fincanctok POV: you're an investment banker...



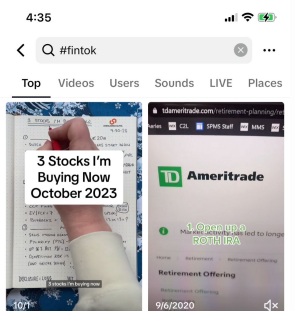
#stocktok Should you buy Amazon stock? Au...  
OverlookedAlp... 1696



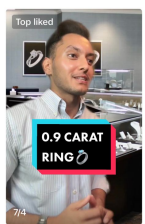
#stocktok The best performing stocks in th...



#stocktok #stockmarket is investing in single st...



#fintok 3 Stocks I'm Buying Now October 2...

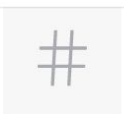


#fintok Do you need to have \$100,000 to buy i...



#fintok Do you need to have \$100,000 to buy i...

- For You
- Following
- Explore New
- LIVE



# #fintok

4.4B views



Before following any financial advice, keep in mind that all investments involve risks and consider doing your own research.

We encourage you to report content that may violate our Community Guidelines.

Log in to follow creators, like videos, and view comments.

Log in

Create effects

About Newsroom Contact Careers

- TikTok for Good Advertise
- Developers Transparency
- TikTok Rewards TikTok Embeds
- Help Safety Terms Privacy
- Creator Portal
- Community Guidelines
- See more

© 2023 TikTok



Todos haciendo fila en ...



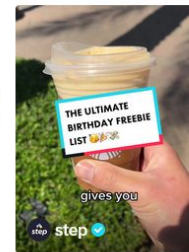
Not everything makes i...



The truth about Ray-B...



#personalfinance ...



30+ places that give y...



Chick-fil-A franchise tr...



Truth about diamonds ...



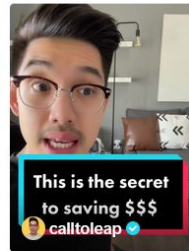
Did you know about th...



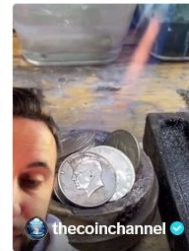
How schools get it wro...



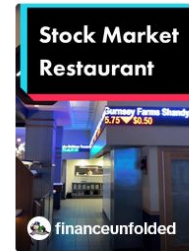
Quiet quitting ...



Start tracking your spe...



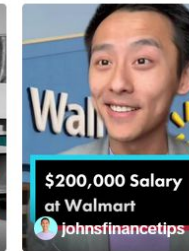
Don't melt silver coins!...



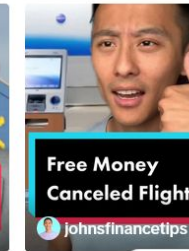
when the ending happ...



How to get ahead, avoi...



Making over \$200,000...



Free money, c Get app



## Why is this Important?

- Social media is (likely) not going away
- College students fall into the user group that consumes short-form content the most
- Young people (Millennials & Gen Z) are more prone to misinformation than other age groups
- The dissemination of financial & economic information on such platforms provide both opportunities and challenges!
  - Great that young people are getting financial information early on
  - Complicated in terms of evaluating sources
- Librarians, especially academic business librarians, are well-positioned to teach information literacy on social media
  - We should adapt our teaching methods to engage and educate this audience effectively

## What we can do & Ideas!

- Develop online information literacy modules on assessing the credibility of information on social media platforms
- Assignments:
  - a. **Fact-Checking:** Students select a popular FinTok video or social media post that contains financial advice or economic claims and research the accuracy of the information
  - b. **Content Creator Profiles:** Students create profiles of popular FinTok content creators. In these profiles, they should evaluate the creators' credentials, their areas of expertise, and the reliability of their content
  - c. **Comparative Analysis:** Have students analyze the same financial topic presented in different FinTok videos
- Curate a list of reputable sources on TikTok and social media for financial information
- Create library guides focusing on financial literacy in the digital age
- Organize webinars or workshops on financial literacy and information assessment tailored to short-form content platforms
- Advocate for the inclusion of digital and media literacy in the broader education curriculum
- Further research; studying behaviors

**THANK  
YOU!**

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\*All photos from UnSplash or screenshotted from social media feeds