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#Tiktok2024

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Abstract

This study examines TikTok's role in spreading information and opinion about the 2024 United States presidential election at a time when the platform has become a central source of political content for young voters. Although social media and elections have been widely studied, relatively little academic research focuses on TikTok, and most work on echo chambers, filter bubbles and online polarisation has centred on platforms such as Twitter and Facebook. To address this gap, the study analyses 14 videos drawn from three common election-related hashtags (#election2024, #Trump2024 and #KamalaHarris). It explores what kind of narratives dominate these TikToks and how audiovisual and engagement features support them. It uses concepts such as algorithmic information flow, echo chambers and audiovisual framing to examine how political messages are constructed. The analysis identifies discursive strategies including mockery, future projection and tensions between authenticity and inauthenticity. These strategies shape how audiences interpret political content and raise questions about TikTok's democratic impact. By focusing on election-related TikTok content, the study contributes to emerging research on the platform's role in political communication.

Keywords: social media, algorithm, elections, discourse analysis, hashtags, politics

I. Introduction

In recent years, teenagers, young adults and older users have increasingly accepted information on TikTok at face value, rarely checking whether it is accurate. Since its creation in 2016, TikTok has accumulated around 1.8 billion users and, in 2024, it was the most downloaded app worldwide, with over 773 million downloads. Despite this reach, there is still relatively little academic research on its political impact. The 2024 United States presidential election, contested by Donald J. Trump and Kamala Harris, took place in a context of intense polarisation, making TikTok's role in shaping political perceptions especially significant.

With this context in mind, this study investigates how TikTok's large-scale reach and algorithmic techniques affect the way people trust and interpret information about the 2024 election. It focuses on election-related content, specifically videos tagged with hashtags such as #election2024 and #Trump2024, as these clusters concentrate content directly addressing the presidential race and provide insight into how political messages are framed. The study therefore addresses the research question:

What kind of narratives and framings dominate TikTok videos tagged #election2024 and #Trump2024, and what does this suggest about TikTok's role in shaping political discourse?

By analysing audiovisual choices, language and engagement cues, the study aims to show how TikTok can influence what users think they know about electoral politics. Recent studies have established TikTok as a rapidly expanding political communication arena, particularly among young users, where algorithmic amplification shapes which messages gain visibility (Kreiss & McGregor, 2023; Literat & Kligler-Vilenchik, 2022; Abidin, 2021). Previous research has shown that TikTok's political content ecosystem is characterised by high levels of virality, emotional framing and the rapid circulation of both information and misinformation (Weimann & Masri, 2023; Medina Serrano et al., 2020; Al-Rawi, 2023). The platform played a particularly significant role during the 2024 U.S. election, with increased youth political engagement and regulatory attention directed towards TikTok's influence on democratic processes (Auxier & Anderson, 2023; Congressional Research Service, 2024).

II. Literature Review

In this study, discourses and perspectives dominating the hashtags "#election2024" and "#trump2024" are analysed using critical discourse analysis (CDA). CDA examines how language and communication reproduce or challenge relations of power and inequality within specific social and political contexts (Van Dijk, 2015). In this study, CDA is applied to both verbal and audiovisual elements and engagement cues in the selected TikTok videos in order to understand how they support particular political narratives and shape political perceptions. Existing literature has highlighted gaps in methodology of TikTok–politics research, including overreliance on hashtag-based sampling and the lack of long-term election-focused studies (Alonso-López et al., 2023; Cotter et al., 2022). By drawing on the TikTok 2024 Election Dataset (Pinto, 2024), this study responds to these gaps by enabling a more systematic examination of narratives, themes, misinformation patterns, and virality dynamics across a national election context.

Early research on political communication and social media focused mainly on Facebook and Twitter, especially on how these platforms shaped elections, political polarisation, and the spread of misinformation (Allcott & Gentzkow, 2017; Tucker et al., 2018). These concerns now extend to TikTok, which scholars increasingly see as a distinct and powerful space for political communication.

Recent work has begun to map TikTok's political role. Pinto's dataset tracks large-scale election-related content and allows analysis beyond small or hashtag-based samples (Pinto, 2024). Ali's systematic review shows that TikTok encourages simplified, emotional political messaging and makes influencers key to political communication (Ali, 2024). Large-scale analysis shows that highly emotional and polarising political videos receive higher engagement and visibility (Cheng, 2025). Bibliometric work demonstrates that research has shifted from small, exploratory studies to more systematic, election-focused work (Pera & Aiello, 2025).

Scholars have long worried about misinformation and political content online, and these concerns have intensified with TikTok's design, which promotes fast, surface-level consumption through short videos and endless scrolling (Harvard Misinformation Review, 2025). Claims about exact attention span decline are under debate, but there is strong evidence of increased information overload and fragmented attention in digital environments, which makes it easier for misleading or emotionally charged political content to spread.

More recently, researchers have started to study TikTok's political impact, including its role in activism, the spread of misinformation and conspiracies, and the political effects of its recommendation algorithm. However, most of this research either talks about politics in general or looks at single events, such as protests or COVID-19. There is still little research that systematically studies election-related TikToks and the specific strategies used in this content, especially for the 2024 US presidential election. This study addresses that gap by analysing narratives and framings in TikToks tagged

#election2024 and #Trump2024.

Academic research on social media platforms has consistently warned of the spread of misinformation, political polarisation, and targeted campaigning. The first major incident during an election was in 2008, when Obama made extensive use of Facebook which some even referred to as the "Facebook election." Misinformation has since been studied on platforms such as YouTube, Facebook, and Twitter, but TikTok-specific research remained limited until recently. Its rapid growth and widening user base, beyond just young audiences, made it more central to political discussions.

Concerns have also grown due to speculation that TikTok suppresses politically sensitive topics not aligned with the interests of the Chinese government. For instance, hashtags like "UyghurGenocide" and "TiananmenSquare" have been restricted. TikTok's "Creative Center" once allowed brands and researchers to search across a wide range of hashtags, but now limits searches to the top 100 hashtags by industry. This has restricted online research and analysis of politically sensitive or controversial topics (The Guardian 2021).

III. Methodology

3.1 Discourse Analysis of TikTok Hashtags

This study uses discourse analysis of hashtags, trends, and viral sounds to investigate TikTok's role in shaping political discourse. By examining popular content, the analysis highlights how the algorithm privileges certain narratives and how audiences interact with them. The analysis focused on video-level data, including creator information (to gauge influence), audio and visual elements, language and messaging, and engagement metrics such as likes and follower counts. It then examined claim type, implied ideological framing, discursive strategies, and a preliminary interpretation of each video. Discourse analysis was selected to examine how political issues are discussed and framed on the social media platform TikTok. This helps highlight how influence can be used to manipulate other users' perspectives or spread misinformation during political processes.

3.2 Background on TikTok's Algorithm and Information Flow

TikTok's "For You Page" is the homepage, a personalized feed of videos curated by the algorithm. The algorithm recommends content based on user behavior and the success of the app revolves around this system. Every video is designed to maximise engagement and watch time. As one study notes, TikTok illustrates the mechanics of attention economies by looping videos to keep users engaged, maintaining a state of mild dopamine release (Petrillo, 2021). The longer users spend on the app, the greater its monetisation success, with the process concealed behind the algorithm.

The algorithm relies on signals such as language, location, interactions, likes, comments, watch time, and follows. Hashtags, trending soundbites, keywords, and search terms also factor into recommendations. Over time, this creates a "filter bubble" where the algorithm reinforces user preferences. The system blends new creators with familiar ones to sustain engagement, creating what is widely called the TikTok "rabbit hole" (Lang 2025). This immersive experience has led to over 1 billion users spending an average of 95 minutes daily on the app.

TikTok's short-video format facilitates rapid dissemination of political and controversial content, often through trending audios, hashtags, and filters. Its extremely visual nature fuels misinformation, as content uses eye-catching visuals and soundbites to elicit emotional responses that can override critical thinking. Catchy phrases and soundbites further embed misinformation in users' minds (Capitol Technology 2025). Virality on TikTok is not tied to follower counts, creating an equal basis for all users—but also making it a battleground for misinformation.

3.3 Echo Chambers

An echo chamber forms when a user engages with a certain type of political content, leading the algorithm to supply only similar content. This reinforces existing beliefs and leads to confirmation bias. Confirmation bias is the tendency to interpret new information as confirmation that a certain belief is correct. First Monday notes that features like stitches and duets, interactive features allowing for users to add to another's user video, often reinforce opinions while demonising opposition. Such exposure limits users' perspectives and can push vulnerable groups toward radicalisation, a process described as algorithmic radicalization. Misinformation is especially absorbed when it aligns with pre-existing beliefs and when users lack strong background knowledge.

IV. Theoretical Framework

The concepts of echo chambers, filter bubbles, and algorithmic radicalization form the theoretical backbone of this study. Echo chambers explain how users become insulated from opposing viewpoints, while filter bubbles describe how algorithmic personalization reinforces this insulation. Algorithmic radicalization, the gradual shift toward extreme content due to recommender systems, connects these ideas to political discourse. Together, these frameworks highlight the risks TikTok poses to informed democratic debate.

V. Political Engagement on TikTok

Examples of political engagement on TikTok illustrate both a potential for activism and the risk of misinformation.

During the Black Lives Matter movement in 2020, TikTok was described as one of the most impactful tools for social justice in the U.S. Following the death of George Floyd, millions organized protests through TikTok, creating diverse short-form videos. A study by Ray J.F. Hickey identified eight main types: perspectives and experiences (20.6%), art and expression (26.5%), education and resources (31.1%), collaboration (20.9%), "say their names" (10%), protest management (20.6%), and societal challenging (33.3%). These forms show how users and activists built connections and sustained the movement (Hickey 2021).

Similarly, De Choudhury, Jhaver, Sugar, and Weber (2016) found that users on Twitter during BLM events formed unique communities sustained over months. TikTok's scale and visibility allowed activism to spread rapidly, demonstrating the platform's power as a site of digital activism.

The COVID-19 pandemic, however, showed the dangers of misinformation. The World Health Organization defined COVID-19 as a global outbreak of a highly contagious respiratory illness. Social media use surged, and one study found that 64% of 75 vaccine-related TikToks contained misleading or fabricated claims. TikTok's prioritization of emotionally charged content amplified disinformation, while health authorities struggled to compete. In India, some influencers partnered with officials to spread accurate information, but many others spread falsehoods ranging from warning others to not consume cabbage to claims that the heat in India would kill the virus, worsening the confusion.

The format of TikTok content (short videos, viral sounds, and trends) encourages oversimplification of complex political issues. Rage bait, or content designed to provoke outrage, thrives in this environment. Emotive language and catchy soundbites intensify polarisation. Furthermore, comparisons with other platforms highlight TikTok's uniqueness. Twitter enables longer, more deliberative discussions through threads, while Instagram blends personal posts, advertising, and news. TikTok, however, keeps users in a constant feed of short clips, minimising exposure to diverse perspectives. Research has shown that design features such as infinite scroll and algorithmic personalisation contribute to compulsive

use and addictive patterns of engagement on the platform (Petrillo, 2021). Studies of short-form video platforms also suggest that users are frequently exposed to persuasive political and social content passively, without actively verifying information (University of London, 2023). This is particularly concerning in hyperconnected media environments, where false or misleading information can become viral rapidly and drive the spread of disinformation (Bakir and McStay, 2018).

During the 2024 election cycle, social media platforms were extensively used for political campaigning and voter outreach, including in the Indian general election (Business Standard, 2024). While platforms such as Instagram and YouTube continued to play a dominant role (The Academic, 2024), the rapid growth of short-video platforms suggests that TikTok-style applications may have had a distinctive influence on political exposure and opinion formation, especially among younger users.

VI. User Trust and Information Verification

TikTok has over 1 billion monthly users, with 47% of millennial and Gen Z women relying on it for information. The average user spends 95 minutes daily on the app, often experiencing the "TikTok rabbit hole." This process of endlessly swiping short videos leads to limited engagement and weakens critical discernment. Research shows that 1 in 5 videos contain misinformation, yet fact-checking is uncommon.

Influencers further complicate information trust. By developing parasocial relationships with followers, influencers' endorsements and opinions carry more weight than those of politicians. During the 2024 U.S. elections, Bryce Hall endorsed Donald Trump while Josh Helfgott supported Kamala Harris. TikTok's design features, duets, stitches, and green screens, made political communication interactive, allowing disinformation to spread rapidly through "communication trees." Communication trees are the branches of communication in response to existing content. As The Guardian has reported, the precise workings of TikTok's recommendation algorithm are not publicly disclosed, making it difficult for researchers to independently verify how content is prioritised or whether the system can be strategically manipulated (The Guardian, 2022).

On TikTok, hashtags play a central role in how political content is organised and discovered, as they group videos around shared topics, signal community identities, and help guide algorithmic distribution. This study therefore uses hashtag clusters as the primary entry point for data collection. This approach is supported by established methodological research, including the Social Media Analysis Based on Hashtag Research (SMAHR) framework, which demonstrates how hashtags function as meaningful metadata that allow researchers to move from raw posts to network structures, thematic clusters, and temporal dynamics (Pilař et al., 2021). Evidence-based studies of TikTok political content have also successfully relied on hashtag-based sampling, particularly in election and referendum contexts, showing that this method is now recognised in TikTok research (Alonso-López et al., 2023; Carson, 2021).

Large-scale computational work additionally supports the valid nature of this strategy. Cheng's Political Content Engagement Model is based on the analysis of hundreds of thousands of political TikTok videos, which illustrates that scalable identification of political content often relies on structured filters such as hashtags and metadata (Cheng, 2025). Methodological research from associated platforms shows that hashtags significantly improve the classification of short-form social media content, strengthening their use as reliable metadata in research designs (Diao et al., 2023).

The hashtags chosen include: #election2024, #election, #kamalaharris, #donaldtrump, #trump2024🇺🇸, #trumptrain, #trump2024, #womenfortrump, #politics, #politicaltiktok, #politicalnews, #conservatives, #liberals,

#conservativehypehouse, #conservativesoftiktok, #conservativewomen, #christiantiktokcomunity, #christiantiktokers, #christiansoftiktok, #christianwoman, #jesuslovesyou, #jesusisking, #jesussaves, #jesusislord, #jesusiscoming, #relatable, #viral, #fyp, #president, #trump, #chosetheright, #makeamericagreatagain, #loveamerica, #freedom, #stockmarket, #47, #presidenttrump, #economy, #republican, #youngconservative, #latinaconservative, #politicalinfluencer, #voteredtosaveamerica, #imstillgibby, #trend, #votingrights, #foryou, #republicansoftiktok, #MAGAMOMS, #MAGA, #UTAH, #TRUMPTRAIN, #TRUMP, #momsoftiktok, #VOTE, #maga, #military, #veteran, #topher, #aura, #USA, #election2024🇺🇸, #usaolympics, #teamusa, #edits, #jdvance, #boots, #usa, #unitedstatesofamerica, #kamalaharris, #kamalaharris2028, #fable, #gigperez, #blowup, #donaldtrump, #democrat, #democrats, #nursingstudent, #college, #kamala, #hamilton, #vote, #voteearly, #votetiktok #votedtosaveamerica, #CapCut, #vicepresidentharris, #kamalaharrisforpresident, #2028, #harris, #senator, #senatorharris, #generalharris, #america, #foryoupageofficial, #foryoupagethis, #fypage゚, #fypdong, #viral_video, #foryoupageplease, #dontletthisflop, #goviral, #blowthisupforme, #4upage, #fyy, #viralvideos, #fypagee

These hashtags were chosen based on two factors, popularity and a specific event. This research investigated the most popular hashtags revolving around the topic of the 2024 presidential elections between Kamala Harris and Donald J. Trump. Each TikTok using the main hashtags of election2024, trump2024, was analysed using multiple bases. These include hashtags used/caption, creator info, date posted, audio/visual aliments, language and messaging, engagement metrics, source or claim type, implied ideology/framing, discursive strategies and the preliminary interpretation. Every TikTok is categorised into tables structured by each base and their analysis on each side.

VII. Analysis

Across the sample, four main discursive patterns were observed: authenticity vs. inauthenticity, patriotism, future projection, and mockery of opponents. The use of inauthenticity reduces the credibility of a particular candidate influencing political discourse while authenticity increases this it. Additionally, future projection is the creation of a utopian future invented by the policies proposed by candidates. Several videos framed Trump as “real” and unscripted, while Harris was depicted as inauthentic, such as in Bryce Hall’s description of her speeches as resembling “a good movie with a bad actor” (197K likes). Patriotism was a frequent motif, with creators highlighting veterans, families, and military service to associate Trump with empathy and national pride. Other clips used humour and ridicule, for instance mocking pronoun use or Harris supporters, while slideshow edits envisioned a future under Trump with lower cost of living and improved international relations. While many of the videos in the dataset supported Trump, engagement patterns also revealed pushback. In some comment sections, users openly challenged these pro-Trump messages, showing that TikTok contains both support for Trump and opposing views about the 2024 election.

In a video posted on 17 October 2024, the main discursive strategy is mockery. It makes fun of people who identify as they/them and insults Harris supporters by making jokes such as voting for Kamala because Taylor Swift will, and asking whether someone can vote twice if they choose to identify with they/them pronouns. Through this strategy, creators present Trump as the only viable option by portraying opposing political positions as irrational and laughable. Mockery is emotionally effective because it converts political disagreement into entertainment, encouraging feelings of superiority, group belonging, and social bonding among viewers who share similar beliefs. Rather than inviting critical reflection, humour lowers viewers’ emotional defences and makes political messages feel less confrontational and more enjoyable to consume.

This emotional engagement is visible in the comment culture surrounding the video. For example, a user, @mizzygals222, posted a response video on 22 October 2024 ridiculing people who voted against Trump due to his comments and actions towards women, which received 96.1K likes. She uses meme culture, a popular humorous soundbite, and exaggerated

facial expressions to reduce complex political and ethical concerns into simple, dismissive jokes. This framing emotionally rewards viewers using laughter and shared irony, reinforcing in-group identity while deepening out-group hostility. Similarly, another user mocks people who object to having a convicted felon as president with the caption "just a girl voting for a felon", using irony and self-aware humour to normalise and trivialise serious political criticism. In this way, mockery does not merely communicate a political stance, but actively shapes viewers' emotional responses by turning political conflict into a form of interactive entertainment.

Several videos present very optimistic projections of a future Trump presidency, particularly in relation to the economy and foreign policy. For instance, one video claims that if Trump wins, gas, rent, and grocery prices will fall, and that the United States will achieve peaceful relations with China, North Korea, and Russia. Rather than being inherently false, these claims are framed through exaggerated certainty and simplified cause-and-effect logic, by presenting complex global and economic issues as problems with quick and guaranteed solutions. Through this emotional future-oriented framing, Trump is positioned as a faultless and singularly effective leader.

Similarly, another video states that the pre-election economy was artificially inflated under President Biden and that Trump represents a clear and uncomplicated solution to economic instability. A video posted on 7 November 2024 claims that a Trump presidency will directly lead to widespread personal wealth and a stronger national economy. What makes these videos misleading is not necessarily the presence of claims that are verifiable, but the way they reduce political complexity, exaggerate policy outcomes, and present suggested futures as almost certain realities. This rhetorical style changes political messaging into convincing simplification, limiting viewers' exposure to uncertainty, trade-offs, and alternative interpretations.

Authenticity vs. Inauthenticity as a discursive strategy has been seen more often in videos supporting Kamala Harris. In an interview clip with a popular influencer, Bryce Hall, he discusses Trump being honest and authentic while comparing "Kamala to a movie with a bad actor". In contrast, another user posted a video with multiple clips of incorrect behaviour coming from a presidential candidate. Clips, such as Trump making fun of a disabled reporter, sexual comments, discrimination and disrespect towards his family, use Trump's words to present him as inauthentic and unfit for the presidency. Furthermore, another user claims to vote for Kamala as Trump is immoral and will reshape his opinions towards the ones that will gain him more support. There are likely structural and rhetorical reasons why authenticity vs. inauthenticity appears more often in Kamala Harris–related videos. Research on political communication shows that candidates who are not currently in power (challengers) are often judged more on their personality than on their policies. Voters focus on things like how honest, trustworthy and "real" they seem (Enli, 2015; Street, 2004). In this context, showing Trump as morally inconsistent or fake works as a simple strategy demonstrates that it is easier and more emotionally powerful to attack a candidate's character than to discuss complicated policy issues.

VIII. Discussion

The previously mentioned discursive frameworks such as mockery, future projection, inauthenticity, authenticity, and patriotism completely dominated the platform during the 2024 elections. Videos using mockery, combined with algorithm-boosting techniques like the use of popular soundbites, grabbed the most attention across the analysed videos, with a cumulative total of 755.1K likes. Creators employed humor to simplify the complexities of the presidential election and place Trump on a pedestal as the ideal presidential candidate. Patriotism was used in framing Trump as empathetic and for the American people, while authenticity was used to promote his image and inauthenticity was used to destroy Kamala's. At the same time, Kamala-related videos used the same strategy but imposed the inauthenticity lens on Trump.

Finally, the use of future projection came from the many utopian promises made by Trump, such as lower gas and grocery prices as well as peace with many global powers.

These patterns closely reflect existing research on political communication on social media, which shows that emotionally charged, humorous, and identity-based content is more likely to be amplified by platform algorithms and engage users (Bakir and McStay, 2018; Allcott and Gentzkow, 2017). However, TikTok's short-video structure seems to intensify these effects, compared to earlier platforms, by compressing complex political discourse into short, easy-to-watch video clips. Differences that were observed in this study, such as the strong use of meme-based mockery over more informational content, may be explained by TikTok's stronger emphasis on trends, sounds, and creator–audience imitation compared to platforms like Facebook and Twitter.

Audio and visual elements also supported those narratives and increased engagement. Many videos used popular soundbites, some patriotic as in country songs or remixed Trump audios. These made the content feel more identifiable to viewers. Using these sounds helped videos go more viral as the algorithm pushed out content that people interacted with more. Visual elements such as red, American flags, text overlays, and even facial expressions further reinforced the ideas the video aimed to share. Overall, the use of video and audio elements helped in gaining high numbers of likes and shares that shaped the choices of what videos and opinions the algorithm further disseminated.

This suggests that TikTok plays a central role in shaping political perceptions. It not only creates "echo chambers" but also, through its algorithm, promotes polarising content to users who might be undecided, a pattern also identified in broader research on algorithmic curation and affective polarisation in digital political spaces.

IX. Conclusion

This study has illustrated how TikTok functions as a major platform for political discourse during and after the 2024 United States elections. Through its recommendation algorithm, TikTok amplifies certain narratives and fosters echo chambers that shape how users understand the political situation and the actors involved. It is revealed that mockery, patriotism, authenticity vs. inauthenticity, and future projection can simplify the political issues being discussed. Additionally, audio and visual elements such as sounds, filters, and text overlays grab and persuade more users. Together these factors demonstrate how TikTok narratives can shape political discourse and perspectives. This study points to several directions for future research, including studying a wider range of hashtags, applying this framework to other past and current events, and adding more social science concepts to deepen the analysis.

Appendix - Hashtag table

Category	Description (election2024) - 1
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPS4uL/
Hashtag(s) Used/caption	At this point it's about good vs. evil. Vid credit: @Brianna 🤍 #election #election2024 #kamalaharris #jdvance #donaldtrump #trump2024🇺🇸#trumpsupporters #trumptrian #trump 2024 #womenfortrump #politics #politicaltiktok #politicalnews #conservatives #liberals #conservativehypehouse #conservativesoftiktok #conservativewomen #christiantiktokcomunity #christiantiktokers #christiansoftiktok #christianwoman #jesuslovesyou #jesusisking #jesussaves #jesusislord #jesusiscoming #relatable #viral #fyp
Creator Info	@kayleighhhlynnnn Faith > Fear I Truth Over Trends Jesus is King🙌 💌kayleighlunn996@gmail.com
Date Posted	2024-10-22
Audio/Visual Elements	Song: Revival - Zach Bryan "Jesus is King!" JD Vance: "That's right. Jesus is King." "Jesus is Lord!" Kamala Harris: "You guys are at the wrong rally." The devil is right in front of our faces
Language and Messaging	Urgent threat in the form of an opposing presidential candidate
Engagement Metrics	Likes: 91.9k Comments: 1,788 Favourites: 4,945 ShareS: 2,290
Source or Claim Type	Kamala goes against everything Christians value
Implied Ideology/Framing	Christian, conservative, anti-liberalism, morality
Discursive Strategies (DA)	Identity appeal, emotive language, authenticity vs. Inauthenticity
Preliminary Interpretation (DA)	Turns an election about running the country into a religious moral debate, essentially stating the only viable candidate should be a Christian. Kamala is evil, Trump is good

Category	Description (election2024) - 2
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPhc5m/
Hashtag(s) Used/caption	think logically not emotionally #president #trump #chosetheright #america #makeamericagreatagain #loveamerica #freedom ####
Creator Info	No bio - Ivy Stewart @ivy_stewart08
Date Posted	2025-7-28
Audio/Visual Elements	sound: “Mad again” - BunnaB ”remember having a good president isn’t always about them being the nicest person; it’s about them being a good businessman and having the best interest for our country”
Language and Messaging	Voters should prioritise qualification over morality
Engagement Metrics	likes: 778 comments: 323 - mix of agreement and disagreement from users favourites: 35 shares: 19
Source or Claim Type	The president should be chosen based on the interest of the country's future.
Implied Ideology/Framing	Conservative, pro-trump
Discursive Strategies (DA)	appeal to rationality, simplification, contrast, future projection (trump will be the better president)
Preliminary Interpretation (DA)	rational voters are trump supporters, other candidates are not good enough

Category	Description (election2024) - 3
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPh1Tn/
Hashtag(s) Used/caption	#stockmarket #47 #presidenttrump #economy #republican #young conservative #latinaconservative #conservative #politicalinfluencer #trump
Creator Info	@chloejosephine4 Republican❤️🇺🇸 I AM SO HAPPY YOU’RE HERE🤍

	💌chloejszot@yahoo.com
Date Posted	2025-3-14
Audio/Visual Elements	”THE STOCK MARKET CRASHED AND IT’S ALL TRUMP’S FAULT” No, it was an artificially inflated economy thanks to Biden… Trump is helping the stock market get back to normal. Everything will be fine in the long run🤍💙❤️🇺🇸 Effect - Hazel Eyes 2.0 Sound: ”and remember kids, the next time that somebody tells you, the government wouldn’t do that… oh, yes, they would.”
Language and Messaging	Trump is the solution to economic instability
Engagement Metrics	Likes: 653 Shares: 226 Favourites: 83 Comments: 522 - mainly disagreement from other users
Source or Claim Type	Trump is saving the economy and fixing the stock market while Biden’s policy destroyed it
Implied Ideology/Framing	Conservative, pro-trump
Discursive Strategies (DA)	simplification, patriotism, future projection and emotional appeal
Preliminary Interpretation (DA)	Trump is the solution to saving the country’s economy dismissed, credible criticisms on Trump's economy

Category	**Description (election2024) - 4**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPHqYR/
Hashtag(s) Used/caption	This trend is so funny to me ahah also go vote!! #trump2024🇺🇸#voteredtosaveamerica #imstillgibby #trend #votingrights #foryou #trumpsupporters #republicansoftiktok
Creator Info	@mizzygals222 cleaning I skincare I mom life melissaswagstaff21@gmail.com💌
Date Posted	2024-10-22
Audio/Visual Elements	Clip from a tv show

	"Hi ma'am Im Gibby" "She doesn't speak English" "I'm still Gibby" The girl in the video is reenacting the conversation with her own subtitles of: "I'm voting for Trump because he knows how to run the country" "But he said mean things about women!!😡" "I'm still voting for Trump"
Language and Messaging	The video is meant to be a funny political commentary on a trend going viral on the app. She uses facial expressions to ridicule and simplify people who don't agree with Trump's views and comments on women
Engagement Metrics	Likes: 96.1K Shares: 1,350 Favourites: 2,709 Comments: 3,200 - disagreement from commenters
Source or Claim Type	Essentially simplifying the comments and actions of Trump towards women, dismissing the views of critics, and saying that his actions do not affect his ability to lead the country well.
Implied Ideology/Framing	Conservatist
Discursive Strategies (DA)	mockery, humour, supports Trump as rational, meme culture
Preliminary Interpretation (DA)	The video uses humour and trends to dismiss critiques on Trump's actions against women.

Category	**Description (election2024) - 5**
Video Link / Screenshot	https://vm.tiktok.com/ZNd6ngDtL/
Hashtag(s) Used/caption	Can I get a Trump Supporter from every state?❤️🇺🇸 #MAGAMOMS #MAGA #UTAH #TRUMPTRAIN #Trump2024 #TRUMP #momsoftiktok #VOTE
Creator Info	Angelialayton, 18K, Mama & lover of life, Trump supporter
Date Posted	2024-10-27 -> mid USA elections
Audio/Visual Elements	Music: AI generated version of the macarena song in Trump's voice saying "kamala's never going to beat me in November, Donalds gonna make the country better than you can remember." Colours: Wearing all red (trumps colour) + maga (make america great again) hats Filters: Tanned cutie and location (utah) pin Facial expressions: smiling

	Text overlays: Where our MAGAs at? + Captions to the AI generated Trump supporting song addition of SCAMALA
Language and Messaging	Main Message: Trump is the ideal candidate and he will win
Engagement Metrics	Likes: 55.3K Shares: 2,757 Favourites: 3,728 Comments: 2,807 - Mainly commenters agreeing with their political stance and showing support
Source or Claim Type	No information cited, speculative
Implied Ideology/Framing	Nationalism, resistance, victimhood, anti-elitism, political alignment, skepticism
Discursive Strategies (DA)	Metaphors, binaries (e.g., us vs them), irony, repetition, storytelling (a family, an individual — humanize someone?) mockery
Preliminary Interpretation (DA)	What narrative is being constructed? What ideology or power structure is reinforced or challenged?

Category	**Description (election2024) - 6**
Video Link / Screenshot	https://vm.tiktok.com/ZNdPgGjKE/
Hashtag(s) Used/caption	None, Caption: Trump is real.
Creator Info	Bryce Hall, 23.5M followers, Pronouns: they/them/theirs, this kid can't be stopped, email: bryce@panthertalent.com
Date Posted	2024-10-17
Audio/Visual Elements	News interview on Fox news and clips of him endorsing Trump at public rallies Text on top: I went on Fox News last night.
Language and Messaging	“What finally convinced you? We talked about this. Where, you know, you were raised as a democrat. What finally convinced you to come out for Trump?” “To keep it short and simple.Trump's real. Trump’s real, everything he says, everything he does, it doesn't feel scripted, it doesn't feel unauthentic. And when you watch Kamala Harris speak or do something, it feels like you're watching a good movie with a bad actor, the lines are correct but the delivery is just atrocious”

Engagement Metrics	Likes: 197.3K Shares: 7,338 Favourites: 7,563 Comments: 1,201 - agreement and disagreement
Source or Claim Type	Trump is more real and better than Kamala
Implied Ideology/Framing	Anti-elitism, resistance (against democrats) and skepticism towards Kamala's "realness", mocking Kamala
Discursive Strategies (DA)	Metaphors - kamala '"feels like you're watching a good movie with a bad actor, the lines are correct but the delivery is just atrocious"
Preliminary Interpretation (DA)	Politicians are liars, Kamala is fake, Trump is real + only one you can trust. Also portrays it like the democrats are dumb and unaware.

Category	**Description (election2024) - 7**
Video Link / Screenshot	https://vm.tiktok.com/ZNdPgnxAw/
Hashtag(s) Used/caption	@President Donald J Trump, is a man of the PEOPLE! #trump2024 #trump #maga #military #veteran #topher
Creator Info	Topher @tophertownmusic, 🇺🇸 U.S. Air Force Veteran 🔄 TPUSA Contributor 📀 #1 Billboard Artist
Date Posted	2024-8-12
Audio/Visual Elements	Trump interacting with supporters, one is an artist and he's complimenting her work and showing interest in the man it is about (a veteran, makes it seem like he cares deeply and is invested in the military), then he is speaking to a mother and her son who is enlisting in the military, showing support for them, mother really grateful
Language and Messaging	Supportive language suggests he's caring, patriotic and invested in the people he wants to work for
Engagement Metrics	Likes: 414k Shares: 13.8k Favourites: 17.9k Comments: 8,528 - Mainly commenters agreeing with his political stance and showing support
Source or Claim Type	Trump is a good, genuine person who wants the best for the country

Implied Ideology/Framing	Patriotism and anti-elitism
Discursive Strategies (DA)	Emotional appeal, and personalization, patriotism
Preliminary Interpretation (DA)	Trump is empathetic, patriotic, connected to everyday people, he's not elitist

Category	**Description (election2024) - 8**
Video Link / Screenshot	https://vm.tiktok.com/ZNdGvNAGh/
Hashtag(s) Used/caption	Charlie Kirk changed my mind.
Creator Info	Bryce Hall, 23.5M followers, Pronouns: they/them/theirs, this kid can't be stopped, email: bryce@panthertalent.com
Date Posted	2024-10-17
Audio/Visual Elements	At a MAGA rally with Charlie Kirk where people can step up to the microphone to debate and discuss on Trump vs Kamala
Language and Messaging	It is a “humorous” video making fun of people who identify as they/them and insulting Harris supporters making jokes such as voting for Kamala because Taylor Swift will and asking if he can vote twice being a they/them
Engagement Metrics	Likes: 319k Shares: 10.4k Favourites: 17.4k Comments: 1,129 - Mixed opinions from commenters, some support, some disgust
Source or Claim Type	Essentially saying all Kamala supporters have no real reasoning behind them, mocking a group of people as inferior
Implied Ideology/Framing	Conservatist
Discursive Strategies (DA)	Humour, mockery, stereotyping
Preliminary Interpretation (DA)	Mocks different identities and critical or liberal voters

Election 2024

Category	**Description (election2024) - 9**
Video Link / Screenshot	video is a series of images (slideshow) https://vm.tiktok.com/ZNdbPjK67/

Hashtag(s) Used/caption	#trump, #trump2024🇺🇸, #aura, #USA, #election2024🇺🇸, #usaolympics #teamusa, #edits, #jdvance
Creator Info	@trump.fan.account, 53.9K followers, 3m likes overall 🇺🇸TRUMP FAN ACCOUNT 🇺🇸⭐FOLLOW SOICALS ⭐
Date Posted	2024-8-2
Audio/Visual Elements	Song: Forever Young - Alphaville
Language and Messaging	Slide 1: Pov Trump wins the 2024 election Slide 2: Gas prices will lower making it affordable again Slide 3: Rent prices will lower making living more cost effective Slide 4: US will have peace with China Slide 5: The U.S. will be at peace with North Korea Slide 6: The U.S. will be at peace with Russia Slide 7: Groceries prices will lower making it more affordable Slide 8: TRUMP 2024🦅
Engagement Metrics	Likes: 28k Shares: 924 Comments: 2,794 - many commenters disagreeing Favourites: 1,942
Source or Claim Type	Trump will improve many aspects of life and global relations with multiple countries
Implied Ideology/Framing	Pro trump, economically positive, utopian America
Discursive Strategies (DA)	Positive future projection, emotional appeal, patriotism
Preliminary Interpretation (DA)	Downplays the actual political situation focusing instead on idealising a candidate

Category	**Description (election2024) - 10**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPPLMX/
Hashtag(s) Used/caption	not my usual content but he is beyond disgusting. #boots #america #usa #unitedstatesofamerica #trump #kamalaharris #kamalaharris2028 #fable #gigperez #blowup #donaldtrump #democrat #democrats
Creator Info	@ellxedited followers: 1,512 infj movie nerd

Date Posted	2025-6-11
Audio/Visual Elements	Song: Fable - Gigi Perez (song is in the background and can hear overlayed clips) Text overlay - people seriously voted for a narcissist with 34 felonies over kamala harris Negative clips of Donald Trump: 1st clip - Trump mocks a disabled reporter in front of a large crowd. 2nd clip - sexual comment during an interview aimed at his daughter who is sitting on the couch next to him 3rd clip - delivering a speech in which he is discriminating "I want surveillance of certain mosques" 4th clip - another speech in which he asks for the vote of every single African American citizen with another discriminatory remark claiming they all live in poverty, have no jobs and bad schools 5th clip - Transcripted clip of Trump talking about how good in bed Melania is.
Language and Messaging	Trump has no morals, is not a good candidate and is discriminatory
Engagement Metrics	Likes: 394.9k Comments: 3,226 - all in agreement Favourites: 46.6k Shares: 18.7k
Source or Claim Type	Uses Trump's words to show how he is unfit for presidency especially in comparison
Implied Ideology/Framing	Moral appeal, victim representation, anti-Trump, emotional appeal (anger, disgust, sadness), authenticity
Discursive Strategies (DA)	Moral appeal, exposure, emotional appeal
Preliminary Interpretation (DA)	Trump is immoral, narcissist, felon and a bigot and should never have been voted above Kamala

Category	**Description (election2024) - 11**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPjyqE/
Hashtag(s) Used/caption	#nursingstudent #trump2024🇺🇸#college
Creator Info	@margery6000

	@maddie -> link to a second account owned by user
Date Posted	2024-11-7
Audio/Visual Elements	Text overlays: just wait until we are rich nurses under TRUMP'S economy Song: Can't tell me nothing - Ye
Language and Messaging	it is a video that claims Trump's presidency equals improved wealth for individuals
Engagement Metrics	Likes: 77.2k Comments: 2,457 - mainly disagreement Favourites: 3,095 Shares: 11k
Source or Claim Type	Trump's economy will be more powerful and increase yearly salaries
Implied Ideology/Framing	Pro Trump, economically positive, success will come from Trump being elected.
Discursive Strategies (DA)	positive future projection, simplification, personalisation
Preliminary Interpretation (DA)	Trump being elected guarantees improvement in salaries

Category	**Description (election2024) - 12**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPjBxK/
Hashtag(s) Used/caption	#kamala #trump #politics #hamilton #fyp
Creator Info	@clairekarlton @clair_h7 16 clairekarlton@gmail.com snap- clairekarlton
Date Posted	2025-7-9
Audio/Visual Elements	Song: The election of 1800 - Hamilton Text overlay: "if you were to ask me who I'd promote Trump or Kamala" "Kamala has my vote" "i dont agree with some of her policies" "there are definitely some things that have been done wrong" "but when all is said and all is done"

	”Kamala has morals” ”Trump does not.”
Language and Messaging	Trump is immoral and Kamala is a better option
Engagement Metrics	Likes: 20.4k Comments: 245 Favorites: 1,104 Shares: 190
Source or Claim Type	endorsement of Kamala
Implied Ideology/Framing	pro Kamala anti -Trump, morality
Discursive Strategies (DA)	pop culture, sound bites, emotional appeal, authenticity
Preliminary Interpretation (DA)	the election is about morality, Kamala is moral, Trump isn’t

Category	**Description (election2024) - 13**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPjBxK/
Hashtag(s) Used/caption	my president #trump2024 #trump #vote #voteearly #votetiktok #voted tosaveamerica #CapCut
Creator Info	@christinas.digitaldiary 🪩🌷🌊🍓🌞🗺️🐚 shop @love loudly co 💌christinas.digitaldiary@gmail.com
Date Posted	2024-10-25
Audio/Visual Elements	song: Just A Girl - No Doubt User is at the voting booth recording herself vote text overlay: just a girl voting for a felon ❤️‍🔥🇺🇸🎀
Language and Messaging	Ironic, humourous, trump is the right option
Engagement Metrics	Likes: 87.8K Comments: 7,499 -> disagreements Favourites: 3,530 Shares: 4,628

Source or Claim Type	It doesn't matter that Trump is a convicted felon and it is ridiculous that people consider that as a factor when voting in the 2024 election.
Implied Ideology/Framing	portraying voting for him as defying what other want
Discursive Strategies (DA)	personalisation, humour (mocking how people don't want a convicted felon as president), popular sound bites and jokes
Preliminary Interpretation (DA)	Voting for Trump is empowering and something to be proud of

Category	**Description (election2024) - 14**
Video Link / Screenshot	https://vm.tiktok.com/ZNdbPdQ41/
Hashtag(captions) Used/	Part 5 I Don't forget, she isn't just a politicus. She also has the experience of being a prosecutor. II #kamalaharris #vicepresidentharris #kamalaharrisforpresident #2028 #harris #senator #senatorharris #generalharris #america #foryoupageofficial #foryoupagethis #fypage ツ #fyp #fypdong #viral_video #foryoupageplease #dontletthisflop #goviral #blowthisupforme #4upage #fup #fyy #viralvideos #viralvideos #fypagee
Creator Info	@kdharrissupportpage, 68k followers Videos about Kamala Harris 💙 Support page!
Date Posted	2025-3-13
Audio/Visual Elements	text overlay: She clocked him so hard. Clip of Kamala as a prosecutor
Language and Messaging	factual, confidence in Kamala
Engagement Metrics	Likes: 330.2k Comments: 4,566 Favourites: 40.3k Shares: 6,436
Source or Claim Type	Harris is a powerful authentic and capable leader, who should lead the country.
Implied Ideology/Framing	justice oriented, she is morally grounded
Discursive Strategies (DA)	Authenticity, pro Harris

Preliminary Interpretation (DA)	Harris is powerful, authentic, intelligent and a leader.

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