

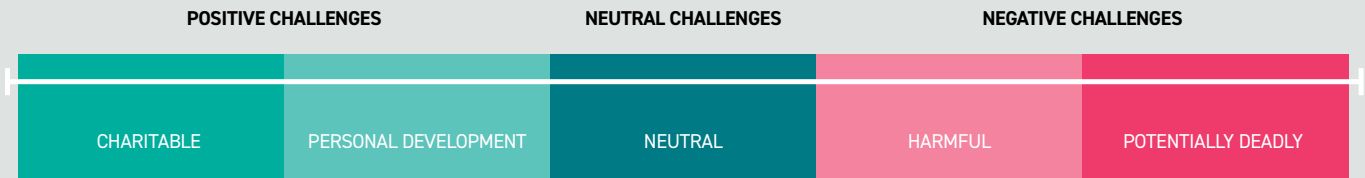
TIKTOK CHALLENGES 2024

CHALLENGE ACCEPTED: THE DISSEMINATION OF TIKTOK CHALLENGES AND THEIR PERCEPTION AMONG CHILDREN AND ADOLESCENTS



TikTok challenges represent a form of social media content, typically involving specific activities that are documented in short videos and shared on digital platforms. These videos often invite replication and participation from viewers. To better understand the nature and diversity of such challenges, their reach, and the ways in which children and adolescents engage with them, the LFM NRW conducted a survey among 755 TikTok users aged 10 to 17, as well as a content analysis of 2,533 challenge videos on TikTok.

SPECTRUM OF TIKTOK CHALLENGES



EXPOSURE TO TIKTOK CHALLENGES

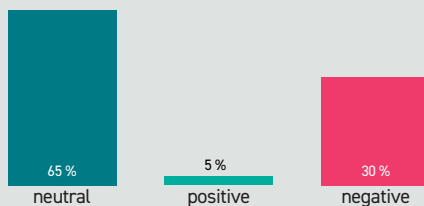
25 %

first heard about harmful challenges through offline media like newspaper, TV or radio.

24 %

have participated in challenges that involve either illegal activities or harmful behaviour.

PREVALANCE OF CHALLENGES



REACH OF CHALLENGES

Average Views of Challenge-Videos



RECOMENDATIONS TO TAKE ACTION

ENFORCEMENT OF MINIMUM
AGE REQUIREMENTS

ENGAGE IN DIALOGUE

RAISE AWARENESS OF SUPPORT
AND REPORTING SERVICES