

## Fast-Track Consulting Company

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Chloe Crompt	2028	Business Administration
Jaidan Kertenis	2026	Business Administration
Matthew Mapes	2027	Business Administration
Jayden Murphy	2027	Business Administration

**Advisor(s):** Dr. Ed Portugal

**Topic Title:** Addiction and Teenage mental health

**Audience:** Tik Tok Executive Leadership and Production Decision-Makers

### Sustainable Development Goal

SDG # (3): Good health and well-being: Ensure healthy lives and promote well-being for all at all ages

SDG# (12): Responsible Consumption and Production: Ensure sustainable consumption and production patterns

### Executive Summary

TikTok has quickly become one of the most influential social media platforms around the globe, especially popular among teenagers and young adults. While the focus on user engagement that the app uses has led to rapid growth and impressive advertising revenue, it has also created serious legal, ethical, and financial challenges that conflict with the United Nations' Sustainable Development Goal 3: Good Health and Well-being.

On the legal front, TikTok is facing scrutiny over data privacy, child protection, and content moderation. These issues raise the chances of regulatory actions and can harm the platform's reputation. Ethically, the way TikTok's recommendation algorithm works often prioritizes engagement over mental health, leading to addictive behaviors, anxiety, depression, and body image concerns. The spread of misinformation about mental health is also a significant issue, particularly affecting younger users. This raises important questions about TikTok's responsibility as a global digital platform.

Financially, TikTok's approach rewards content that goes viral and keeps users hooked, but it does not do enough to ensure users' well-being. To better support the health of its community and align with Sustainable Development Goal 3, TikTok should shift to a strategy that prioritizes user well-being. Some practical steps could include reducing the promotion of harmful content, enforcing screen-time limits for younger users, holding creators accountable for mental health-related content, enhancing transparency through independent oversight, and exploring more diverse revenue streams beyond just engagement-based advertising. By taking these steps, TikTok can address these issues while boosting its legal standing, ethical responsibility, and long-term financial health.