Marketplace: Could TikTok alternatives RedNote and Lemon8 be banned?

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Rob Lalka, Albert Lepage Professor in Business and professor of practice in management, was interviewed by Marketplace for a story about prospects for TikTok alternatives if the app is banned in the U.S.

> Big Tech companies have launched competitors, like Meta's Instagram Reels and Alphabet's YouTube Shorts.
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> "But both have faced challenges," Lalka said. "Their short-form video features are just part of their offerings, while TikTok remains singularly

> focused on quick and addictive content with an algorithm that’s amazingly attention-grabbing.”

To read the story in its entirety, visit marketplace.org:

https://www.marketplace.org/2025/01/14/could-tiktok-alternatives-rednote-and-lemon8-be-banned/