Politico: The limits of making social media political

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Daniel Mochon, associate professor of marketing, was interviewed by Politico for a story about users leaving TikTok following the purchase of its U.S. arms by a group of companies with ties to Donald Trump.

> “In a platform where all you see is content that you agree with, it takes away that form of engagement,” said Daniel Mochon, an associate professor at Tulane’s business school who studies social media marketing. “In some cases, it can be interesting or thrilling to get into a fight with someone else.”

To read the story in its entirety, visit politico.com:

https://www.politico.com/newsletters/digital-future-daily/2026/01/29/the-limits-of-making-social-media-political-00755444