

## 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.

"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/):

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