

## [The National Desk: Perplexity AI makes pitch to buy TikTok](#)

March 21, 2025



[Ashley Nelson](#), senior professor of practice in management communication, was interviewed by the [National Desk](#) for a story about search engine [Perplexity AI's](#) proposed bid to acquire TikTok.

"I think Perplexity thought they may have a win because they were going to open it up to government ownership and they're saying we're going to be open sourced, which means a bit of transparency, but it's still not enough transparency for the company."

To see the segment in its entirety, visit the National Desk's [YouTube channel](#):

<https://www.youtube.com/watch?v=ZOZ2CxRQaGQ>