

Lion Today

VOL.36 NO.1 JANUARY / MARCH 2024 | FOR INTERNAL CIRCULATION ONLY | www.lion.com.my | PP19070/082016(034572)

SENIOR MANAGERS MEETINGS



PARKSON CHINA ANNUAL CONFERENCE



Handover Of
Banting Old
Folks Home

HI-REV
Appreciation
Dinners

Pepsi Into
The New Era
@ Parkson Laos

The Power Of
Face Recognition
Based Attendance
System



SCAN FOR
COLOR
VERSION

SENIOR MANAGERS MEETINGS



Keeping abreast with the developments in the Group's operations



Presentations by the senior managers covering the Group's various operations



All ears at the Steel and Mining Divisions' Senior Managers Meeting



Directors and senior managers from the various divisions within the Group, including the Head Office attended the Senior Managers Meeting at Lion Office Tower on 19 February 2024.

Group Executive Chairman Tan Sri William Cheng set the tone in his opening remarks, outlining the Group's mission ahead. He emphasised the importance of proactivity, resourcefulness, and collaboration in overcoming industry challenges; echoing these sentiments in his closing remarks, and reiterating the need for unity and concerted efforts to achieve the targets set by each company within the Group.

Representatives from our Steel, Mining, and Property divisions, along with Parkson Corporation, Parkson Branding and Innovation, Parkson Credit, Posim Group, Likom and Secom provided an overview of their performance in the last financial year. They also presented a three-year performance forecast, and the challenges and opportunities inherent in their respective industries. The meeting concluded with a light dinner, providing an opportunity for catching up and informal discussions among the managers.

The Steel and Mining divisions had their Senior Managers Meeting at Wisma Lion on 6 February 2024.

MESYUARAT PENGURUS KANAN

Para pengarah dan pengurus kanan dari pelbagai bahagian dalam Kumpulan, termasuk Ibu Pejabat menghadiri Mesyuarat Pengurus Kanan di Lion Office Tower pada 19 Februari 2024.

Dalam ucapan pembukaannya, Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng menyatakan misi Kumpulan untuk masa hadapan. Beliau menekankan pentingnya sifat proaktif, kepakaran dan kerjasama dalam menangani cabaran industri. Beliau mengulangi sentimen ini dalam ucapan penutupnya, dan menegaskan sekali lagi akan pentingnya perpaduan dan usaha bersama bagi mencapai sasaran yang ditetapkan oleh setiap syarikat dalam Kumpulan.

Wakil dari bahagian Keluli, Perlombongan, dan Hartanah, serta Parkson Corporation, Parkson Branding and Innovation, Parkson Credit, Kumpulan Posim, Likom dan Secom membentangkan prestasi mereka dalam tahun kewangan yang lepas. Mereka juga membentangkan unjuran prestasi untuk tiga tahun, serta cabaran dan peluang yang tersirat dalam industri masing-masing. Mesyuarat diakhiri dengan jamuan makan malam ringan, sekaligus memberi kesempatan kepada mereka yang hadir untuk berbual dan berbincang secara santai.

Mesyuarat Pengurus Kanan untuk Bahagian Keluli dan Perlombongan berlangsung di Wisma Lion pada 6 Februari 2024.

高级管理人员会议

2024年2月19日，包括总公司在内的集团各个部门的董事和高级管理人员，出席了在金狮办公大楼举办的高级管理人员会议。

集团执行董事长丹斯里锺廷森在开幕致辞中，概述了集团未来的使命。他强调了在克服行业挑战方面，积极主动、足智多谋和合作的重要性；他在闭幕致辞中重申了这些观点，并再次强调了需要团结一致，共同努力实现集团内各公司设定的目标。

钢铁、矿业和房地产部门，以及百盛集团、Parkson Branding and Innovation、百盛信贷、宝森集团、Likom和Secom的代表，概述了他们上一财年的业绩。他们还提出了未来三年的业绩预测，以及各自行业中的挑战和机遇。会议以简单的晚餐结束，也为出席者提供了互相交流和非正式讨论的机会。

钢铁和矿业部门于2024年2月6日在Wisma Lion召开了高级管理人员会议。

PARKSON CHINA ANNUAL CONFERENCE

Parkson China held its Annual Conference in Chengdu, China on 14 January 2024. Parkson Group Chairman, Tan Sri William Cheng; Parkson China: Executive Director - Ms Juliana Cheng, CEO - Mr Zhou Jia and COO - Mr Li Bing; Parkson Retail Asia Limited: Executive Director - Ms Vivien Cheng, Director - Datuk Koong Lin Loong, Independent Non-Executive Director - Mr Michael Chai Woon Chew and Parkson Malaysia CEO - Mr Law Boon Eng were present at the conference.

Tan Sri William emphasised on the Group's strategic vision and Parkson's evolution in China since 1993, stressing the importance of innovation and adaptation in addressing challenges such as e-commerce and the pandemic. Mr Zhou Jia outlined Parkson's operational strategies for 2024, focussing on transforming traditional department store models, enhancing member recruitment and retention, and optimising store operations for greater efficiency.

Regional managers presented reports on achievements in 2023 and outlined strategic plans for 2024. The conference concluded with a call for unified efforts in implementing strategies, optimising resource allocation, and adopting a customer-centric approach to solidify Parkson's position as a leading retail player in the competitive China market.

EDITOR’S MESSAGE

We had our Senior Managers Meeting in February 2024 after an absence of 4 years due to the pandemic; it was most opportune for all the senior managers from our operating companies and Head Office to meet. To touch base and connect with everyone; to revisit all our business operations and to update on the developments, challenges and prospects. To hear our Group Executive Chairman’s shared vision and plans, and targets for all the divisions and companies.

Group Executive Chairman Tan Sri William Cheng urged everyone to continue to put in their best efforts, commitment and dedication, and work hard to achieve the targets set.

The companies in the various divisions ushered in the Lunar Year of the Dragon with celebrations for staff and business associates, dealers and customers.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng painted several dragon pieces for sale and raised more than RM220,000 for the Foundation’s charitable activities. The Foundation also had a simple handover of the expansion project of the Home for Handicapped & Mentally Disabled Children to enable the Home to accept senior citizens with the establishment of an Old Folks Home at its premises in Banting.

Staff training programmes and refresher courses continue to be held regularly to ensure that our staff are well-equipped to do their work and are updated on new processes, regulations and requirements. Many of these training sessions are held online where feasible which is the norm for most organisations now.

UTUSAN PENGARANG

Setelah 4 tahun tidak dapat diadakan akibat pandemik, Mesyuarat Pengurus Kanan berlangsung pada bulan Februari 2024. Mesyuarat ini merupakan medan pertemuan semua pengurus kanan dari syarikat-syarikat operasi kita dan Ibu Pejabat. Untuk bersua muka dan menyapa satu sama lain; untuk mengkaji semula semua operasi perniagaan kita dan mengemaskini perkembangan, cabaran dan prospek. Untuk mendengar Pengerusi Eksekutif Kumpulan kita berkongsi visi dan perancangan beliau, serta menetapkan sasaran untuk dicapai oleh semua bahagian dan syarikat di dalam Kumpulan.

Pengerusi Eksekutif Kumpulan Tan Sri William Cheng menggesa semua orang untuk terus memberikan usaha terbaik, komitmen, dan dedikasi, serta bekerja keras untuk mencapai sasaran yang ditetapkan.

Sempena Tahun Baru Cina baru-baru ini, syarikat-syarikat operasi kita menganjurkan majlis sambutan Tahun Naga untuk warga kerja dan rakan niaga, pengedar dan pelanggan mereka.

Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng menghasilkan beberapa lukisan naga untuk dijual dan berjaya mengumpul lebih dari RM220,000 untuk aktiviti amal Yayasan. Yayasan juga telah mengadakan majlis penyerahan projek pembesaran Pusat Penjagaan Kanak-kanak Terecat Akal Selangor yang membolehkan Pusat itu menerima kemasukan warga emas berikutan penubuhan Rumah Orang Tua di premisnya di Banting.

Program latihan dan kursus ulang kaji untuk warga kerja terus diadakan secara berkala bagi memastikan warga kerja kita berpengetahuan untuk melaksanakan tugas mereka dan beroleh maklumat terkini berhubung proses, peraturan, dan keperluan berkaitan. Kebanyakan sesi latihan ini diadakan secara atas talian, yang kini menjadi norma bagi kebanyakan organisasi.

RETAIL & TRADING DIVISION

PEPSI INTO THE NEW ERA @ PARKSON LAOS



The “PEPSI into the New Era” concert held at Parkson Shopping Mall in Laos on 2 March 2024 served as a dual-purpose event for both Pepsi and Parkson. While Pepsi unveiled its new logo, it also provided Parkson with an opportunity to showcase its brand image.

The night of the concert saw an impressive customer flow, with Parkson Mall Laos recording over 88,800 visitors, marking a record high. This event not only bolstered Parkson Mall Laos’s brand awareness and reputation in Laos and Thailand but also solidified its position as a leading player in the Laos retail market.

Beyond its commercial success, the concert served as a means for Parkson Shopping Centre to forge deeper emotional connections with consumers. Moving forward, Parkson plans to organise similar events to bring excitement to its customers while further enhancing its brand image and market competitiveness. These efforts underscore Parkson’s dedication to providing memorable experiences and maintaining its status as a preferred destination for shoppers.

NAKED-EYE 3D LED SCREEN BY PARKSON CHINA



Parkson has introduced an innovative addition to its shopping experience at Parkson Shopping Center at Chunxi Road in Chengdu, China; a large naked-eye 3D LED screen. This pioneering initiative aims to bridge the gap between online and offline interactions by leveraging on online traffic to create an immersive offline experience.

The impressive LED screen features high-definition visuals and serves as a platform for hosting various events such as flash mobs and art exhibitions, all designed to attract visitors and generate social media buzz.

This investment underscores Parkson’s dedication to innovation and its commitment to delivering unique consumer experiences. Through this project, Parkson aims to strengthen its brand influence, foster regional connectivity, and engage with celebrities and social media platforms.

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PUBLISHER
Lion Group Management Services Sdn Bhd
Reg. No. 201501007647 (1132980-H)
Level 11-15, Lion Office Tower
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LUNAR NEW YEAR CELEBRATIONS

PARKSON HEAD OFFICE

Parkson welcomed the Year of the Dragon with the traditional Lion dance at its Head Office in Klang on 15 February 2024.

The performance commenced at 9:18 am, weaving its way through the different departments within the office, and concluded with the lion presenting a fruit platter symbolising good fortune to Chief Executive Officer, Mr Law Boon Eng.

Heads of Department and employees enthusiastically participated in the celebration, embodying the spirit of unity encapsulated by Parkson's slogan, "The Best Place to Work and The Best Place to Shop, Together We Are Stronger!" This event not only fostered a sense of camaraderie among employees but also reaffirmed Parkson's commitment to creating a harmonious and collaborative work environment.



PARKSON BRANDING & INNOVATION

Parkson Branding & Innovation



Solid Gatelink



Parkson Lifestyle



Parkson Branding



Parkson Private Label

Parkson Branding & Innovation (PBI) organised a get-together luncheon for its staff at CNICC by Majestic 13, Menara PGRM on 31 January 2024.

Staff were feted to a delicious lunch and enjoyed the programmes lined up namely karaoke session with red packet giveaway, awesome hampers for lucky staff and a catwalk show by the winners of the best dressed competition. PLAZA

PARKSON GURNEY PLAZA



Parkson Elite Gurney Plaza hosted a Lunar New Party on 20 January 2024. Guests enjoyed the exciting promotions and festivities, which included a RM50 Parkson voucher door gift, mystery gift and lucky dip for storewide purchases with Parkson Card and more. Lucky guests walked away with prizes from the lucky draw.



POSIM MARKETING: ANNUAL STAFF MEETING & DINNER



Discussion on future plans and direction

Posim Marketing Sdn Bhd (PMSB) organised a staff and management meeting on 18 January 2024 at its Head Office, with employees from branch offices in attendance. PMSB is involved in the trading and distribution of building and construction materials such as ironmongery, sanitary wares, floor and roofing tiles, steel products and bricks.

The annual meeting was convened to provide updates on the company's planned roadmap outlining its directions, objectives, and targets. As a gesture of appreciation for their hard work and dedication, employees were treated to a dinner which was most meaningful in transcending the typical work routine and allowing the staff to come together in a relaxed and joyous atmosphere.

PMSB MELAKA BRANCH OFFICE RELOCATION

On 4 March 2024, PMSB's Melaka branch office relocated to:

**No. 10, Jalan TTC 32,
Taman Teknologi Cheng,
75260 Melaka.**



This new office will enable PMSB to expand its operations and better serve its customers in the region, with new opportunities for business expansion.



HI-REV APPRECIATION DINNERS

Posim Petroleum Marketing Sdn Bhd welcomed the Lunar Year of the Dragon with its dealers at various locations nationwide, fostering and enhancing successful business relationships. The dinner in the central region was graced by Group Executive Chairman, Tan Sri William Cheng.

Top Achiever dealers were presented with HI-REV Gold Pendant Awards in recognition of their outstanding performance. Guests were treated to various dinner highlights, including performances by renowned artists, dances and acrobatics, and variety shows, with the lucky ones walking away with attractive prizes from the lucky draw.

During the dinners, HI-REV continued to promote its torQe Series cars and motorcycle engine oil with the theme 'From Racing Circuit to Road', which delivers optimum performance and extreme high-temperature protection, enhanced with Ester Plus's Heats Stabilizer Formula (top right photo).

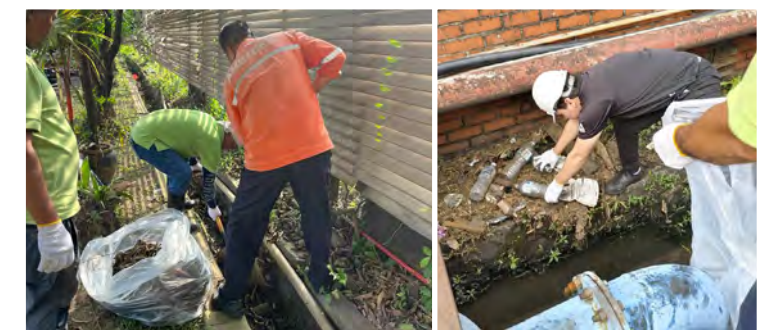


GOTONG-ROYONG AT AMSTEEL

Amsteel Mills Klang organised two gotong-royong sessions on 11 and 18 March 2024.

The gotong-royong started with a speech by General Manager, Mr Lee Weng Lan, followed by the delegation of tasks to departmental group leaders after which the staff proceeded to spruce up the premises.

This initiative fosters closer bonds between management and staff in promoting shared responsibility for the cleanliness, sustainability and harmony of the factory environment.



HAPPENINGS @ SECOM

Lunar New Year Celebration



In celebrating the Lunar New Year, SECOM HQ held a get-together which included a lion dance performance on 2 February 2024. The highlight of the event was the igniting of firecrackers, a time-honoured Lunar New Year tradition believed to ward off evil spirits and usher in blessings for the year ahead.

Meet The Lion Circle

As part of the "Meet the Lion Circle" (MTLC) programme, 19 new hires from various Lion Group companies visited Secom on 20 February 2024. They were briefed on Secom's operations and taken on a tour of the Control Center to gain better insights into the services provided.



International Women's Day Celebration



On 8 March 2024, Secom HQ celebrated its first International Women's Day. Themed pink and purple, all female employees received a stalk of rose in appreciation of their contribution to the company. The event commenced with a short speech by Assistant GM - Ms Tan Wee Gaik, followed by a cake-cutting ceremony and some refreshments.

Anti-Bribery And Corruption Briefing

The Human Resources Department organised 3 briefing sessions on "Anti-Bribery and Corruption" (ABC) on 25, 26 and 27 March 2024. Conducted by Puan Siti Sahlah from CEDR, the briefing served as a refresher for executives and above to reinforce Lion Group's 'Zero Tolerance Policy on Bribery and Corruption' and emphasised the importance of complying with the ABC policy.



LUNAR NEW YEAR DINNER



Parkson Credit hosted a Lunar New Year dinner for its business partners at Marco Polo Chinese Cuisine Restaurant on 23 February 2023. Themed 'Soaring to Prosperity Together', the event was attended by approximately 320 guests, including Group Executive Chairman, Tan Sri William Cheng; Chairman of Malaysia Motorcycle & Scooter Dealers Association, Datuk Wee Hong; Group Managing Director of Suzuki Malaysia Sdn Bhd, Dato Jeffrey Lim; CEO of Boon Siew Honda Sdn Bhd, Mr Mitsuharu Funase and senior officials from the banking and capital market sectors.

In his welcoming speech, Parkson Credit Executive Director, Mr Danny Poh emphasised the importance of fostering mutual trust and consistent delivery with business partners while maintaining an optimistic growth potential for 2024.

A lion dance performance accompanied by the God of Prosperity distributing lucky red packets to guests, created a joyous festive mood. The dinner commenced with a 'loh sang' session symbolising prosperity and abundance for the coming year, followed by a wine toasting ceremony by the management team and EXCO members, and Tan Sri William Cheng to all the guests present. A talented singer and a three-piece ensemble entertained guests with melodious tunes and lively performances throughout the evening.

The highlight of the night was the lucky draw session, which saw 20 lucky guests winning RM200 in Parkson vouchers each, along with one winner for each of the cash prize categories: RM388, RM888, and the main prize of RM1,388.

The excitement of the night was further amplified by spontaneous sponsorships of one Honda RSX Repsol motorcycle from Boon Siew Honda and RM10,000 worth of Parkson vouchers courtesy of Tan Sri William Cheng, which were won by 2 very lucky participants.



Winner of the RM10,000 Parkson vouchers with Mr Danny Poh (right)

HAPPENINGS @ SECOM

Visit By Secom Japan Audit And Supervisory Board Member

Secom Japan's Audit and Supervisory Board Members, Mr Takayuki Ito and Mr Kiyotaka Yanai visited Secom HQ on 13 March 2024, for a meeting with the Management team and were taken on a tour of the Control Center.



HANDOVER OF BANTING OLD FOLKS HOME



Lion-Parkson Foundation has completed the expansion of the Home for Handicapped & Mentally Disabled Children in Banting, Selangor which includes an Old Folks Home.

In a simple ceremony on 23 January 2024, Foundation Chairman, Puan Sri Chelsia Cheng handed over the Certificate of Completion and Compliance for Phases 1B, 2 and 3 to Persatuan Penjagaan Kanak-Kanak Terencat Akal Selangor President, Mr S. Murugayah @ Jeevah. Also present were Foundation Trustees, Datuk CS Tang and Ms Chow Mun Seong as well as Handicapped & Mentally Disabled Children Association Johor Bahru Chairman, Tuan Haji Mohd Farid Dato' O/K Haji Hasan, and committee members.

Puan Sri Chelsia and the Trustees toured the Old Folks Home and engaged with the residents, with Puan Sri Chelsia personally distributing 'angpows' to the seniors, bringing smiles and joy to their faces.



The Lunar New Year Charity Sale by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng has successfully raised over RM220,000 in proceeds and donations.

The Charity Sale, held from 3 to 13 January 2024, featured 3 adorable dragon designs personally drawn by Puan Sri Chelsia. These limited edition dragon paintings were priced at RM138 per piece.

As a gesture of appreciation to purchasers of the paintings, a complimentary cup of coffee or tea was offered upon collecting the paintings at C & See Lounge, Level 4 Parkson, Pavilion Kuala Lumpur.

Puan Sri also painted several larger pieces which were snapped up by her friends and business associates at higher prices.

On 9 March 2024, RM20,000 from the proceeds raised was donated to Hospital Selayang's Cataract Surgery Center in aid of B40 patients nationwide. Puan Sri Chelsia presented the cheque to Datuk Dr Nor Fariza bte Ngah, Deputy Director General of Health (Research and Technical Support) (right photo).

The Power of Face Recognition Based Attendance System

By Lim Wei Sien – IT Dept, Amsteel Mills Sdn Bhd

Today, we are fully prepared to bid farewell to the manual attendance tracking with the implementation of **Face Recognition Based Attendance System (FRS)**. With FRS, a company is able to streamline its attendance tracking process, assisting the Human Resources department in completing salary calculations more accurately and efficiently. Eventually, this will also eliminate back-and-forth dispute discussions between the organisation and employees, fostering a harmonious working environment for all.

Do you know that with face recognition technology, the system is able to recognise a person instead of just detecting the position of a face in an image? This helps to avoid any attendance taking based on a photo on digital devices. Employees are required to physically appear at the FRS to complete the attendance records.

It's amazing how face recognition technology leverages advanced algorithms to analyse and recognise a person's facial features. It captures and compares unique facial characteristics such as the distance between the eyes, the shape of the nose and the contours of the face. With the advancement of technology, cameras are now capable for near-instantaneous recognition with a high degree of accuracy.

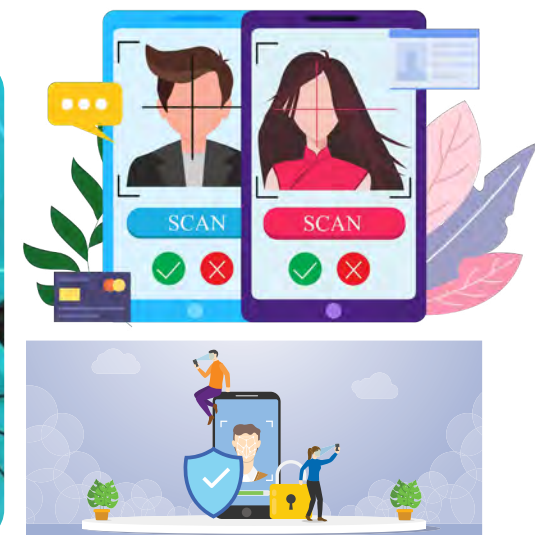
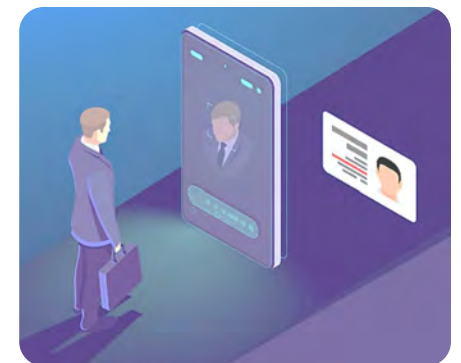
FRS represents the future of attendance tracking, often raising questions about its reliability. However, powered by advanced technology, FRS can adapt to variations in lightning, facial expressions and aging factor seamlessly. With its robust security features, it offers a superior alternative to traditional methods.

In addition to its enhanced capabilities in managing large volumes of data and automatically organizing it into reporting formats for ease of tracking, the importance of FRS also lies in its privacy and security features, which are crucial for aligning with the company's regulatory compliance requirements. Compared to traditional attendance tracking methods, FRS offers a more powerful solution



With the ability to verify individuals even with masks on and incorporate anti-spoofing checks, this signifies significant progress in attendance system technology. The swift verification process eliminates the need for manual tagging at door or fingerprint recognition. FRS intelligently recognises the physical presence of employee on-site, entirely avoiding attendance being taken on their behalf. Besides, FRS proves beneficial for the administrative and HR departments by processing data accurately and efficiently.

As technology advances rapidly, the realm of face recognition holds even greater promise. Perhaps, in the near future, FRS could integrate seamlessly into mobile applications. This would eliminate the need for employees to queue for FRS registration, allowing them to conveniently register their attendance via the app, complete with geo-location or geo-tagging capabilities.



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HOW TIKTOK IS REWRITING THE WORLD

If you have not used TikTok, you are rapidly becoming the global exception. With over 1 billion monthly active users, the app, once written off as a silly dance-video fad, has become one of the most prominent, discussed, distrusted, technically sophisticated and geopolitically complicated juggernauts on the internet — a phenomenon that has secured an unrivaled grasp on culture and everyday life and intensified the conflict between the world's biggest superpowers.

The basic human explanation of TikTok

TikTok is an app for making and sharing short videos. It's easy to make a video on TikTok, not just because of the tools it gives users - you can select from an enormous range of sounds, join a dare-like challenge, or participate in a dance meme, or make a joke. Or you can make fun of all of these things.

So that's what's on TikTok. What is it?

TikTok is an algorithmic feed based on videos you've interacted with, or even just watched. It never runs out of material. It is not, unless you train it to be, full of people you know, or things you've explicitly told it you want to see. It's full of things that you seem to have demonstrated you want to watch.

It is constantly learning from you and, over time, builds a presumably complex but opaque model of what you tend to watch, and shows you more of that, or things like that, or things related to that.

TikTokers are increasingly using the app as a visual search tool; 40 percent of Generation Z respondents to a Google survey this year said they had opened TikTok or Instagram, not Google, when searching for nearby lunch spots. (One tweet, "I don't Google anymore, I TikTok," has been 'liked' 120,000 times.)

As Americans' trust in news organisations has fallen, TikTok's role as a news source has climbed. One in three TikTok viewers in the United States said they regularly use it to learn about current events, Pew Research Center said last month. In the United Kingdom, it's the fastest-growing news source for adults. (The Washington Post's TikTok account has more than a million followers.)



TikTok's cultural influence on a new generation of media has led to some astounding ripple effects. Viral videos of people delighting in their favorite books, many of them with the hashtag #BookTok, which has 78 billion views, helped make 2021 one of the publishing industry's best sales years ever. Books from the author Colleen Hoover, BookTok's biggest star, have sold more copies this year than the Bible, according to data from NPD BookScan, which tracks sales at 16,000 stores nationwide in the US.

History will probably come to remember TikTok as having a prominent role in Black Lives Matter, promoting it as a trend on its Discover page and winning the hashtag more than 23 billion views.

TikTok tells advertisers that these "continuous cycles of engagement" make it more memorable, emotional and immersive than TV. A company-funded study that used brain-imaging scans on test subjects found that TikTok users engaged with the app about 10 times a minute, twice as often as its social media peers. "The TikTok audience is fully leaned in," a marketing document said.

Indeed, TikTok has undeniably become a world-shaping force of its own — so colorful and compelling that many viewers find it hard to quit. TikTokers with powerful messages — for now — are free to run amok, defiant in their power to take on the algorithm, the internet and the world beyond.

Well, looks like it's back to scrolling again!

Adapted from:

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