**Sources: TikTok Turns Up The "Heat" For Some Videos**

TikTok and ByteDance employees use a manual "heating" process to boost video distribution and view counts of select contributors to entice influencers and brands into platform partnerships. Jamie Favazza, a spokesperson for TikTok, says the process promotes select videos to vary content and "introduce" rising creators and new celebrities, and said that content comprises 0.002% of For You videos.

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[*https://www.tubefilter.com/2023/01/23/tiktok-for-you-page-heating-recommend-videos-algorithm/*](https://www.tubefilter.com/2023/01/23/tiktok-for-you-page-heating-recommend-videos-algorithm/)