

YOUR
HATESALGORITHM
YOU

But we don't.



It's easy to associate trends with social media. But our relentless exposure to dances, new styles of clothing or very drawn-out jokes obscures where they come from and what purpose they serve.

THINK OUTSIDE THE BOX!

POP CULTURE

Trisha Paytas will always be famous; this is a given. Whereas now her recent performance on SNL skyrocketed her name beyond the status of just a YouTube meme. Previously known for videos of herself binge eating and as a regular guest on Ethan Kline's H3H3 Podcast, it was clear that many doubted her ability to succeed. She proves that through hard work and a little delusion, success is possible. While we don't recommend posting mukbangs, we hope her story will give you confidence.

The social pendulum has swung feminism in every which way, but a new brand of feminism has caught the eye of many: the submissive (**TRAD**)wife. She prepares dinner by hand while wearing archival fresh off the runway. Quiet luxury and being obedient to your family's meal requests has become a new goal for many women. This modern conservatism and traditional way of thinking directly combats the loud and proud mantra of feminist counter-culture that for many still resounds today. Such contradictions would naturally lead one to ask, *is this an attack on aesthetics or an attack on women?*

CONCRETE TRENDS

A lighthearted trend with a dark undertone highlights **literal humor**, or an element in a joke that incorporates some literal aspect of one's deliverance of the joke. "The song I'd play . . ." Where a song plays over a photo of a setting where that song would be inappropriate. What's the best (or worst) song you could play somewhere?

From Human cat hybrids to celebrities doing absurd things, AI has taken over Gen Z's humor. Now, major digital creation platforms include AI tools. But with so many possibilities and the threat to job security that this tech poses, it's time to ask yourself to what extent you're comfortable with AI doing tasks for you.

Like a prayer a song from the recent film *Deadpool & Wolverine* has taken a hilarious approach to Tiktok's latest trend: Your most embarrassing story typed in front of a photo of Pepe the muppet. Crazy? Yes. Does it work? Yes. The saying goes: two things can be true at once, believe it! Dig through those memories, the ones you thought would never see the light of day and get to typing!

A trend is an ancient phenomena when you think about it. Driven by deep human impulses, trends simultaneously inform and reflect the cultures that interact with them, seemingly coming from nowhere and evolving into ways of knowing. They are grasps of human relation; the internet content that propagates trends comforts the consumer, making them feel like they are not alone. While the detrimental effects of social media on mental health are widely understood, a paradox exists. Why the world is still spinning and why we haven't yet all gone mad from the overuse of social media probably has to do with its ability to connect human beings about as much as it disconnects them.

We aren't necessarily telling you to make posts in the exact sentiment of these trends. We'd rather stimulate some thoughts and feelings about social media so you can get a better understanding of how this thing works. The world of social media is strange, and what it outputs is often unprecedented. We hope you enjoy the first edition of our weekly trend report. And like an ancient farmer prays for rain and a high crop yield, we pray that the social media Gods will bestow their grace upon you. (We are busy making sacrifices in your honor so that your accounts and interactions climb to new heights.)

NEWS

Sicko

The murder of the UnitedHealthcare CEO two weeks ago saw an overwhelmingly positive response throughout popular American media platforms. While most prominent people who have spoken out regarding the event condemn the use of violence, their voices do little to silence the vast majority of Americans who claim the CEO "had it coming".

The murder suspect, a valedictorian graduate of an Ivy League school, had on him his own manifesto explaining his issues with the U.S. healthcare industry and referencing figures like documentarian Michael Moore, whose 2007 film *Sicko* explores the malpractice of the for-profit health industries in this country.

It might be a good time to watch the documentary if you already haven't to see how such a violent act could be met with so much praise by the people of a nation like the U.S.

Drones

Drones have been spotted and reported to officials in New Jersey, raising security concerns among the public and the U.S. government. While the FBI stated that it hasn't found any evidence of them posing a threat to national security, the hundreds of sightings of drones are alarming.

A former chief of the FBI's counter drone unit says that trying to shoot down these drones is, in fact, a "bad idea." This was in response to the president-elect urging citizens to shoot the drones down and claiming that the U.S. government knows their origins, but want to keep the public "in suspense."

Takeaway: Keep your head up.

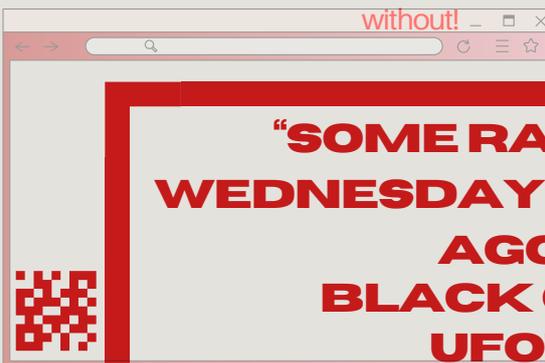


SHOP N DROP

Advent calendars are the new holiday obsession. We all remember as kids getting excited for chocolates and candy. Now, we can get anything in an advent calendar: from skincare, pet toys/treats, makeup, travel essentials, hair tools, and the list goes on. The price range of these items spans from \$5 to \$350. These videos have been used for inspo, asmr, and haul related content.



Do you have something you cant live without? Maybe a certain mascara or a phone stand for when you make those family calls on WhatsApp? Whatever it may be, now more than ever, the general public are taking any advice they can for gift giving or *gift inspiration*. Look through that closet, those drawers, vanities, and desks; find those favorites! Only the things you cant live



**"SOME RANDOM
WEDNESDAY 11 MONTHS
AGO"
BLACK OPS 6
UFO'S
DJ PHENOMENON
HARRIS DICKINSON
WICKED
"WHEN THE DUO IS BACK
TOGETHER"
SELENA GOMEZ
ENGAGEMENT**

Honorable Mentions

Thank you for reading. Take this all with a grain of salt, moreover, take the internet with a grain of salt. Don't forget to ask questions, wonder, and connect in real life and in real time. The internet is meant to be our tool not the other way around. We hope this helps you in anyway it can. Stay true andstayyou! Tune in next week.