

“YOU DON’T NEED THAT”

A new attitude towards unnecessary products that’s saving people money and the environment.



IS THIS THE REMIX?

Remember that song you weren't supposed to hear back in elementary school? Well its remix is playing at the club.



DRY JANUARY; DRY EVERYDAY

Imagine the coziest East Village bar, but everybody’s drinking a ginger tumeric tea: healthy stomachs and full wallets ...

New year’s resolutions might fail so often because of unrealistic expectations. Why not just drink a little bit? Moist January?



2025 INS AND OUTS

Baggy jeans, beach style bathrooms? Users have made lists of things they want and don’t want to see in 2025



I AM GRATEFUL I AM BIZARRE

Affirmations went from “I will be famous” to “I will not be chased down the street by a wild animal.”



YOUR ALGORITHM HATES YOU!

But we don't.

WELCOME BACK

Hello and thank you for joining us once again. We’re glad to have your eyes for just a moment; a whole lot happened this year, and we’re barely one month in..



Look at us!
A new color.
Change is *inevitable!
And good!

WHAT'S POPULAR IN MEDIA & AESTHETICS

LOVE ISLAND

Another year of reality TV. More production, less love.

BOYCOTTS

The public is becoming increasingly aware of where products come from, and what their makers have stakes in.

TRADITIONALISM

From *Nosferatu* to musician Ethel Cain, a widespread embrace of old values, linen blouses and gothic aesthetics has gained steam.

We’ve gone and dissected some of the high and low points that are worth thinking about so far. As news grows more disturbing by the day, there still seems to be that very human sense of hope—the collective idea that life will go on. But it doesn’t seem too brash to say that throughout all this, the average person is tormented by the availability of information. Maybe doom-scrolling offers us an escape, but it would be surprising to hear someone not be frustrated by the onslaught of advertisements, politics and trivial memes that reverberate in our heads by the end of the day.

We want to offer readers a chance to slow down, to objectify this sea of information with the goal of feeling a little less crazy... Our conversations together are still pretty new; this is like a second date: a little less formal and a little more fun. We’re here again to remind you that regardless of how scary the internet can be, it is a tool at your disposal. This newsletter/trend report will get you briefly updated and acquainted with the dances, meme formats and topics currently swirling around social media, and it will offer you new angles from stories that have been in the public eye.

January 2025, 94.9% of internet users visited a social media network. Social media is now the second most visited type of website or app in America.

NEWS

THE CITY ON FIRE

The devastating news about the fires in the Los Angeles area continues as the threat of the notorious Santa Ana winds persists. More than 40,000 acres have been burned, causing tens of thousands of people to evacuate their homes. Many have lost almost everything, and so far 29 lives have been lost during the emergency. More than 10 million people are under red flag warnings as the Santa Ana winds are expected to continue this week. These numbers are unfathomable; the true scope of the horror of this extreme weather event can only be captured by images of the damage, and stories of those affected.

It begs several questions, many of which have been exhaustively asked and reported on. Some of these questions border on conspiracy. Who is to blame for the worst fire in the history of the city of Los Angeles?

Many are blaming the poor preparation and malpractice of state departments and a lack of funding for LAFD. Others point to the changing climate causing an increase in extreme weather events. Of course, claims about climate change are met with stern denial by skeptics. Some would prefer to speculate whether this was the work of an arsonist with ulterior motives as was suspected after the 2023 wildfires in Maui, Hawaii. These narratives are based on the subsequently bare land being ideal for "15-minute cities"—open-air prisons that are controlled by the global elite.

Most of the finger pointing is a response to a lack of water available to fight the fires. While this deductive reasoning could explain why it was so difficult for firefighters to contain the fires, climate experts agree that the winds rendered water-dropping planes and helicopters helpless against their rampant strength and unpredictable paths. Officials of water and sustainability initiatives as well as engineers from the L.A. Dept. of Water and Power refute claims about the inadequacy of local water infrastructure.

GOODBYE TIKTOK?



Your beloved "for you" page—curated through hours, days, months and years of engaging with TikTok content—is soon to be gone. TikTok's eminent ban isn't a new concept; American politicians have grown increasingly paranoid of the app since 2019, worried the Chinese company that owns it, ByteDance has ulterior motives. After a lengthy and exhausting saga, the ban became a reality when it was set into effect for January 19th, 2025 by the U.S. Supreme Court. Users were shocked that it was actually happening, and many took it upon themselves to film and post as much content as possible, desperately plugging their accounts on other social media platforms before the app shut down.

Is this censorship, or does the government have a valid point of concern? The fact that people with strongly opposing political beliefs have come together to agree that this is an act of censorship says a lot. Limiting free expression, exposure to new ideas and access to information on the most unprecedented and interconnected platform in human history is reinforcing a grim outlook on the future of the United States.

HELLO TIKTOK?



We were all wondering, what's coming next? What does this mean for social media? Well, it didn't take long for ex-TikTok users to catch on to apps with the same software. The catch: the most popular substitute people are resorting to is RedNote, another Chinese-owned app.

Aside from this irony, news that TikTok's servers went back online the next day was surely a sigh of relief to creators who rely on their following on the platform. But the rest of us are wondering what's going on? Is a political game at play?



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 and stay you! Tune in next month.