

# **Millennials And The New Tech**

By Karlos Gutierrez

Any one who was born in the mid 90's were the first to be exposed to social media in their late childhood years. With that being said social media was not well used by most kids around the age of 10, since there was still a good balance between playing outside and "technology time". By my mid-teens I already knew the basics on how to use the internet and do a courtesy erase of my history tab, since a whole family would still share a single computer. At that point YouTube started becoming a central hotspot for new creatives, and a place to watch pirated films and shows. There were also plenty of ways for one to safely download music illegally without getting mortal computer viruses. Although we started to become more dependent on the internet, culturally we haven't gotten to the point, where one would treat Facebook like a reliable source of news and the sole way of communicating to the outside world.

Which explains why it was hard for me and plenty of others to even warm up to the use of such new technology. The most hardcore platform I used in my childhood was Yahoo mail, Yahoo chats, and Skype. Through those medium one naturally learned how to spot a scam email, and knowing if a virus had infected their computer. Later on when Facebook became more widely used, one learned to use it if allowed by one's parents. With entertainment in the other hand, one would

either watch television shows, feature length movies, or playing video games on televisions and computer games on PC computers. All those shows and online videos usually lasted between 5 minutes to an hour. The shortest content I would watch were sketches like the ones shown in *Robot Chicken* , and the longest being episodes of *Mythbusters*. Even though those shows were relatively short I enjoyed the fact that the stories were complicated, engaging, and looked like the art department spent three quarters of the shows' budget. What mattered to the viewers like myself was the stories were captivating, and visually stunning.

While starting my sophomore year as a Film major, in mainland China the app called DouYin (in Mandarin), or better known as Tik-Tok was launched. By 2018, around the time when my sophomore year ended, I felt like television and film became my niche in the world of media. I simply liked the fact that one could lose oneself by watching those epic stories. In that point with social media I just started being comfortable to only use Whatsapp, Facebook, and Instagram, since those were the most used platforms by university students. There was no interest on my end to learn to use a platform that combined the best of both social media and media content creation, since there was already platform doing both.

During the height of the pandemic I did try out Tik-tok, but did not find the majority of videos entertaining at all. One could not compare tik-tok to everything I grew up watching, and learned about in film studies. A lot of the visual effects

and motifs in the content, were something I found cringey, and visually unappealing. The stories are not captivating or complex enough for me to get hooked. It could be that I'm 26, but I felt I would still rather pay to watch a three-hour film with a flawed plot, like the Joss Whedon cut of *The Justice League* and any of *The Fast and the Furious* films. Simply because I could at least appreciate the visual aspects.

Just because I generally do not like the medium, it does not mean all tik-tokers are bad, there are some really entertaining ones, like @lyanna\_kea, @kallmekris, and @dindaddymando. But, that is not enough for me to want to check in regularly. When it comes to the socializing aspect I prefer to use Instagram, and Facebook. Just because I'm able to share images and videos, on top of being able to text and video call people. So, why bother getting a new app that will not even do those things how I like them? Now my question is where does Tik-tok fall for people like myself? An easy answer is to simply ignore it and let it be, but, then one would lose the opportunity to use it to one's advantage. So, instead of using it for fun one can use it as a tool for business.

Masters like Conan O'Brien use it to show old clips of the last version of his talk show. By just recycling things that have been done, one can still monetize more from it. Another option is to use it as a way to market new products, for instance those sketchy ads on snapchat or YouTube that promise you millions of dollars, or

the secret of being able to finally have sex with attractive people. Since the editing software is not as time consuming as Adobe Premier or Avid, anyone can easily use it, and edit out a video within seconds to minutes. Those who have benefited the most with the easier editing software would actually be the pornographers (those who create porn), who have been using their tik-tok to lure more viewers to consume their overall “cinematic” work. What is genius about it, is that with the minimal amount of marketing work, one is able to make more money. So, it is safe to say Tik-tok has single-handedly helped avoid attractive horny people from living on the streets.

Sure I do not see myself benefiting from using Tik-tok, but it doesn't mean that I think it is useless for society, as the horny attractive content creators in homes can testify. Like with facebook and Instagram I might just need more time to warm up to the idea to the idea to even open it.