# The Page and the Epistle

# NEWS: TIK TOK: THE NEW CRAZE

MARCH 12, 2020 | PAIGE BOLLINGER | 21 COMMENTS

By Paige Bollinger '21

"Let's make a Tik Tok!" "Look at this Tik Tok!" "Did you see this Tik Tok?" These are all expressions that a teenage girl hears at least five times a day. It is impossible to not see people doing a dance together in front of a phone screen no matter where you go. Whether you are at a mall, a park, an airport, in a school hallway, or even at a grocery store, the chances are high that you will witness someone making a tik tok and then have "renegades," an extremely popular tik tok sound, stuck in your head for the rest of the day.

Tik Tok is the new musical.ly, but better. It is a social media app that was invented in 2012 in China, and is used to watch, share, and create short videos. These short videos resemble those from Vine, and the content in these videos ranges from comedy skits and pranks to lip syncing and dance routines. These videos are trendy, hilarious, and engaging. According to Oberlo.com, more than 500 million people worldwide have tik tok, and it surpassed Instagram, Snapchat, Facebook, and Twitter in the app store and Google Play installs in 2019.

It is easy to say that tik tok is the hottest social media trend and a heavy influence in our society. At St. Paul's School for Girls, many girls consider themselves "addicted to Tik Tok" and admit that they spend hours each day scrolling through the app's videos. Some even have to set a timer on their phone to limit the time they spend on this app so that they have time to do other things during their day, like homework.

Tik Tok is a lifestyle. People will go to excessive measures for their Tik Tok, whether this means to re-do a dance routine 100 times or to travel three hours around Maryland delivering slurpees to your friends. For all Tik Tok users, it is a constant strife and mission to make it on the "For You Page." The For You Page is a section on tik tok where the app posts what it thinks are the best videos and will attract the most attention. It is an honor if one of your tik toks is ever uploaded onto this. In order to make your video a contender for the For You Page, many people will include #fyp, #foryoupage, or #foryou in the captions of their Tik Tok.

Tik Tok has skyrocketed in popularity around the world, and will no doubt continue to in the future. Its videos keep becoming funnier, bolder, and more creative. Although many adults consider Tik Tok a pointless waste of time, users consider it a major source of joy.

# 21 THOUGHTS ON "NEWS: TIK TOK: THE NEW CRAZE"

# Niamh

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#### 2

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